

## **FOR OUR SMALLER GUESTS, A NEW ATTRACTION . . . THE CHILDREN'S PASSPORT FROM THE VICTORIA-JUNGFRAU COLLECTION**

**October 2007. Member-hotels of the VICTORIA-JUNGFRAU COLLECTION have launched a new attraction for younger guests – a special 'Children's Passport' to help them make the most of their holiday stay.**

With the 'Children's Passport', younger guests staying at a VICTORIA-JUNGFRAU COLLECTION hotel are well equipped to discover some of the delights of Switzerland. The 'passport' is presented to children on arrival at their hotel, and includes space for a photo and their name.

The 'Children's Passport' is packed with interesting information for families on some of the most attractive excursion destinations in Switzerland. It details 16 highlights in the Interlaken, Lucerne, Zurich and Berne regions – namely, those destinations where the VICTORIA-JUNGFRAU COLLECTION is represented by a member-hotel. The attractions range from mountain railways, museums and gold panning to a water-and-wellness paradise and open-air zoos. The trips are exciting, entertaining and informative and offer fun for all the family.

When visiting any of the listed attractions the child receives a special stamp in his or her 'passport'. With only three stamps (including one from the hotel where the family is staying), the 'passport' holder receives from the hotel reception a small souvenir gift – such as a cuddly toy, T-shirt or key fob.

The 20-page document briefly describes (in English and German) each of the holiday attractions, and contains a map pinpointing all the destinations.

Along with the already popular Children's Programme, the new "Children's Passport" again confirms that younger guests are assured the warmest of welcomes when staying at a VICTORIA-JUNGFRAU COLLECTION hotel!

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