

## ***DID SOMEONE WHISPER... SWITZERLAND? FOR THE 2026 AITO FAMFERENCE 18 to 21 JUNE 2026? YESSSSS!***



*L to R: Martyn Sumners, Executive Director of AITO, Gemma Antrobus AITO Specialist Travel Agents' Chair, AITO Chairman Chris Rowles, Hugo (St Bernard mascot), Evelyn Lafone and Alex Herrmann (Switzerland Tourism); Wandern-Triftalp, Switzerland*

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The word is out! [Switzerland Tourism](#) is hosting the 2026 AITO Famference (18-21 June 2026) in beautiful Saas Fee amidst the Swiss mountains and plans to dazzle and delight attendees with an amazing line-up of options, from *marmot feeding* to *e-bike adventures*, *husky trekking* to *Glacier tours* (plus *outdoor yoga on the Alps!*).

**Prepare to see Switzerland in an entirely fresh and exciting way...** it's certainly not the "Gnomes of Zurich" (the traditional banking fraternity), but something sparkling and new, created by **Switzerland Tourism** for adventurous travellers such as AITO Specialist Travel Agents, Tour Operators and their clients. **It's innovation in a big way – perfect for attracting clients to follow in their favourite travel agent's footsteps, courtesy of strong personal recommendations and straightforward advice – not to mention a whole array of exciting photographs! - from having experienced such a trip themselves.**

Included will be excursions to Glacier World by cable car to feed Marmots - which can be seen grazing in the meadows as the snow melts in the spring sunshine – plus E-bike adventures around the Alps, mountain carts, husky trekking and even outdoor Yoga on the Alps while enjoying a glacier tour... It's a whole new side of Switzerland that relatively few currently know about. *That will no doubt change after the AITO Famference, of course!*

Flying into Geneva or Zurich, AITO Specialist Travel Agents and Tour Operators will then take the train (first class, naturally!) - a real taste of traditional transport throughout Switzerland, and a great introduction to its glistening glacier lakes, superb mountain vistas reflected in the water, and the big skies above.

On arrival at Visp, they will hop on a bus to [Saas Fee, their host destination](#), which will take around 45 minutes, and the fun will begin!

The two hotels hosting the group are the [Walliserhof Grand-Hotel & Spa](#) (Relais & Châteaux) and [The Capra](#); both promise a warm welcome and a very memorable stay. With a maximum of 40 people on the fam trip – AITO Specialist Travel Agents, AITO Specialist Tour Operators and the AITO HQ team - plus travel trade media and Switzerland Tourism hosts – this will be an intimate trip, allowing everyone to meet and get to know each other, while sharing a superb range of unforgettable experiences with which to excite their future potential visitors to Switzerland.

Wooden mountain huts – highly photogenic; doubtless the cameras will be clicking! – deliver a real wilderness feel, but often host delightful little bars and cafes offering hot spiced wine, hot chocolate drinks laden with cream and delicious local food. Mountain food is hearty fare – but, with the huge range of activities to be tried and tested, Famference attendees needn't worry about piling on the pounds; they will be building toned muscles, rather than excess weight – perfect all round.

**Says Martyn Sumners, Executive Director of AITO:** “When Switzerland Tourism suggested Saas Fee, we were excited – but we had no idea, prior to our inspection visit, just how wide a variety of experiential options there would be for members of the AITO Family to sample and with which to tempt future clients to visit.

“We believe that this is a brilliant opportunity for AITO Specialist Travel Agents and Tour Operators alike to see – and experience for themselves – some of the many exciting options available for keen travellers that are available in Saas Fee and in Switzerland as a whole, and we thank Saas Fee Tourism, Travel Switzerland, Switzerland Tourism hugely for their efforts in arranging such an interesting, and action-packed, fam trip for AITO.”

**Says Gemma Antrobus, Chair, AITO Specialist Travel Agents:** “Personally, I can't wait to experience for myself the amazing range of options that Switzerland Tourism is arranging for us! It promises to be a very different Famference this year – our first in the mountains – and I am sure that it will be hugely appreciated by all who join us in Saas Fee. Thank you very much, Switzerland!”

**Ends**