



LIECHTENSTEIN

Liechtenstein – Sales Presentation

Liechtenstein Marketing

Äulestrasse 30
Postfach 139
LI – 9490 Vaduz

T: +423 239 63 63
info@liechtenstein.li
liechtenstein-marketing.li



LIECHTENSTEIN

Principality of Liechtenstein From Picasso to Alpine peaks



#princelymoments
#liechtenstein



fuerstentumliechtenstein • Folgen
Schloss Vaduz

fuerstentumliechtenstein Wonderful postcard from Liechtenstein, captured by @wanderlust.postcards #liechtenstein #princelymoments #alps #castlesofinstagram
7 Wo. · Übersetzung anzeigen

skylavalentina33 🌟🌟🌟🌟🌟
7 Wo. · Gefällt 1 Mal · Antworten

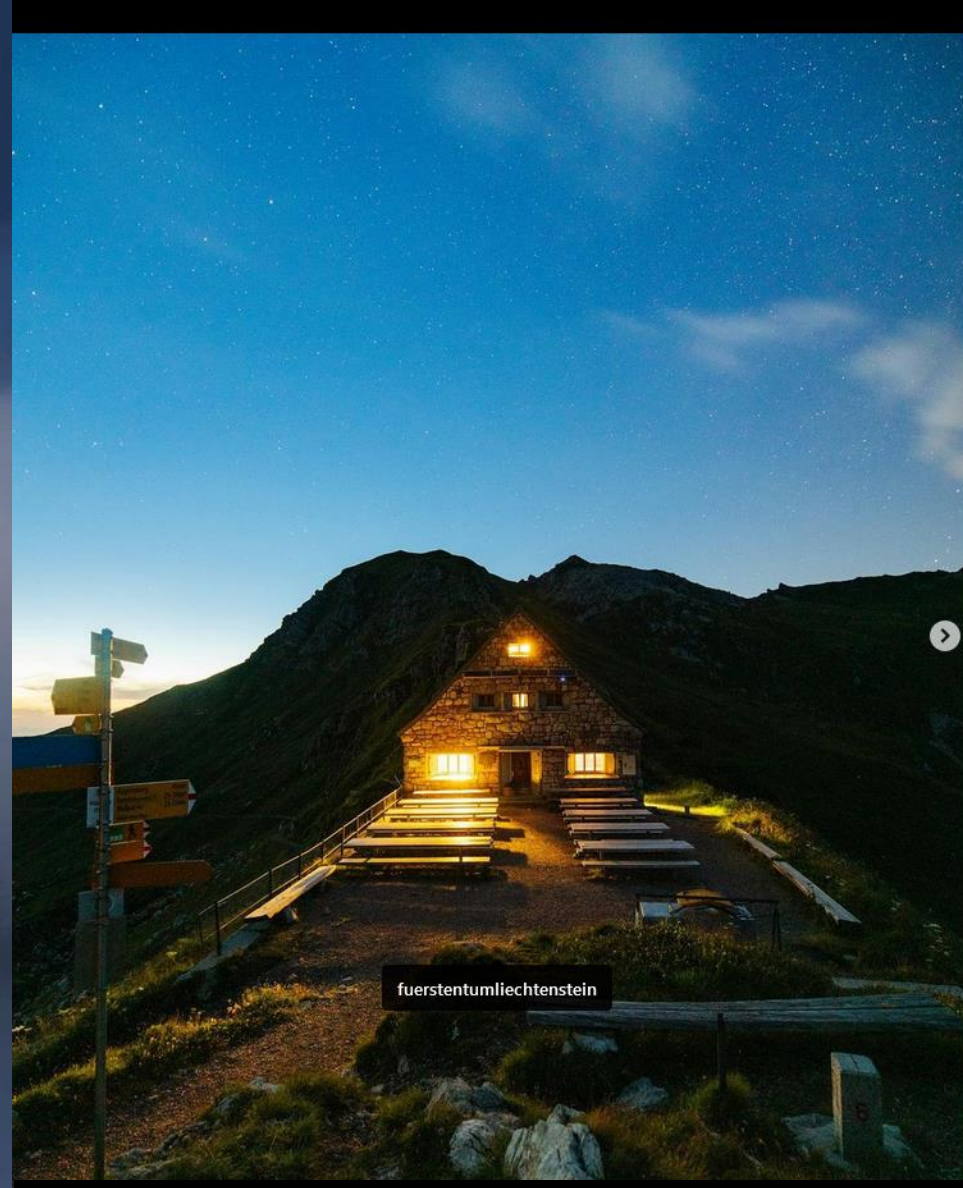
selseline So beautiful 🥰
7 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen

wanderlust.postcards Thank you so much for the share! ❤️ we loved Liechtenstein so much and we can't wait to return! 🥰
7 Wo. · Gefällt 5 Mal · Antworten · Übersetzung anzeigen

liechtenstein.tr ❤️❤️❤️
7 Wo. · Gefällt 1 Mal · Antworten

hyandazy2021 🌟 Send pic on @_travel.diaries 🥰
7 Wo. · Gefällt 1 Mal · Antworten

Gefällt 580 Mal
JANUAR 4



alexstrohl • Folgen
Liechtenstein

alexstrohl One night at the Pflzerhütte. I have stayed at a lot of mountain huts all over the Swiss and French Alps but this was one of my favorites.. Ended up running up Naafkopf to see the sun rise over the valley and it was pretty magical. I never expected to find such a neat place in Liechtenstein! See what I'm talking about on the last slide. @fuerstentumliechtenstein
27 Wo. · Übersetzung anzeigen

jannikobenhoff Dream! 🤩
27 Wo. · Gefällt 1 Mal · Antworten

ondrej.cerin Wow what a view!
27 Wo. · Antworten · Übersetzung anzeigen

stef_soethje Such a great series! 🥰
27 Wo. · Antworten · Übersetzung anzeigen

ericrubens So good 🙌
27 Wo. · Antworten · Übersetzung anzeigen

hellohumby Just magical 🙌 thanks for transporting us all here
27 Wo. · Antworten · Übersetzung anzeigen

chazzledazzle Marvelous views 🙌
27 Wo. · Antworten · Übersetzung anzeigen

max.whistler Beautiful 🥰
27 Wo. · Antworten · Übersetzung anzeigen

carterstandish Have you made it over to Gimmelwald ever?
27 Wo. · Antworten · Übersetzung anzeigen

itsmaxnichols What a series!
27 Wo. · Antworten · Übersetzung anzeigen

Gefällt 6.973 Mal
AUGUST 17, 2022



fuerstentumliechtenstein • Folgen

fuerstentumliechtenstein Liechtenstein diary captured by @arnold_olah_official #liechtenstein #princelymoments #vaduz
4 Wo. · Übersetzung anzeigen

groupeccs Good evening sir, sorry to bother you. I work in a law firm. One of our clients has 800,000 euros in one of his bank accounts following the declaration made by his attending physician during his last medical visit. Since then, he has decided to donate this person to any serious person who can make good use of it, since he has no direct beneficiary and his last wish is to donate this sum, so I leave you to elsewhere this message in compensation for his last will.
2 Wo. · Antworten · Übersetzung anzeigen

adareiseagenturarko www.albanien-reiseagentur.de
3 Wo. · Antworten

farbenarzt Landschaftlich sooo wunderschön 🥰
4 Wo. · Antworten

vine_and_cidre_de_glace 🙌🙌🙌🙌🙌🙌
4 Wo. · Antworten

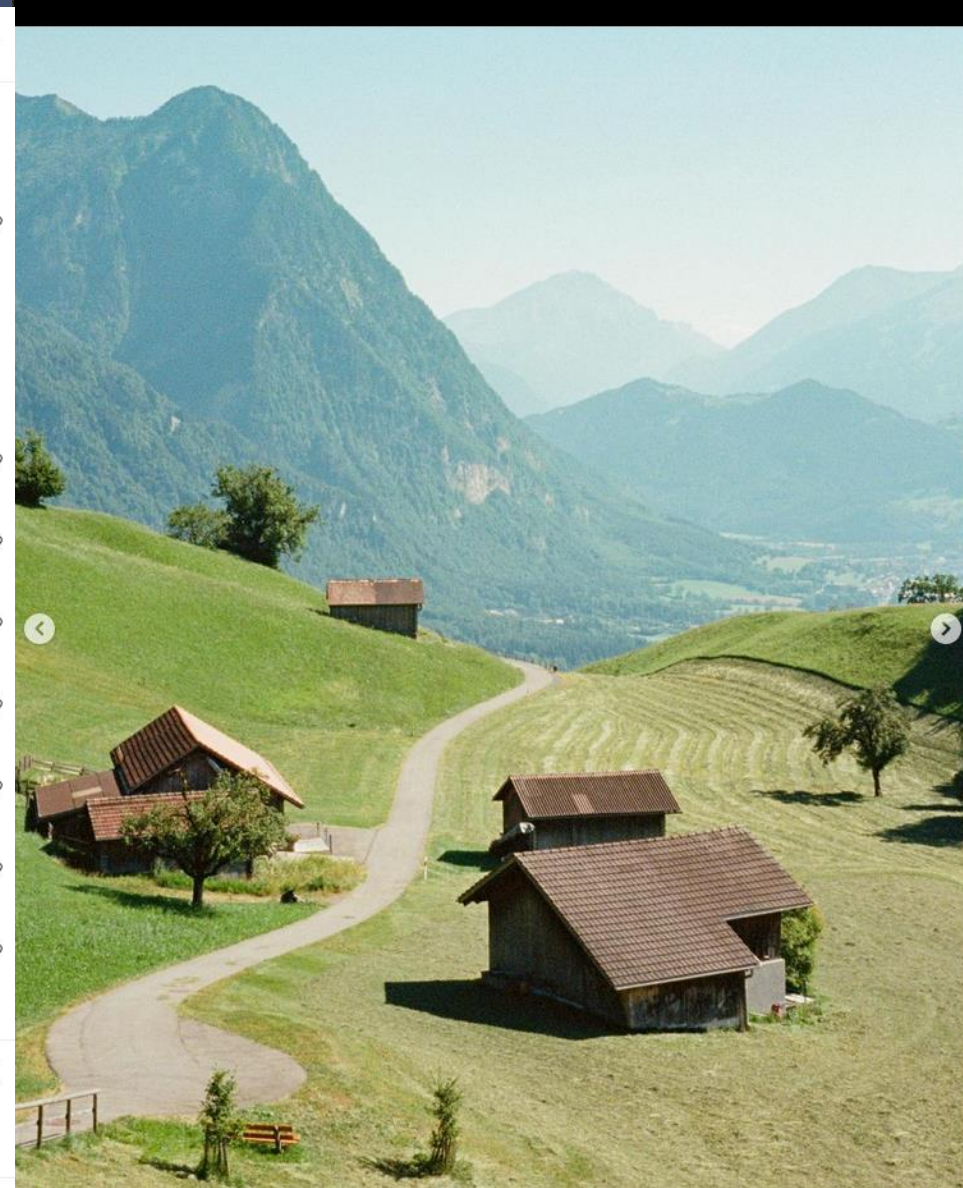
luan_omer_trim 🥰🥰🥰🥰🥰
4 Wo. · Antworten

przemyslawrighult 🥰
4 Wo. · Antworten

landelanosinger ❤️🇨🇪
4 Wo. · Antworten

mohamed_alsadek1511 ❤️
4 Wo. · Antworten

Gefällt 1.455 Mal
JANUAR 28



alexstrohl • Folgen
Liechtenstein

alexstrohl The Liechtenstein Way — First time walking an entire country for @joelkfuller and I!

The 75km long "Liechtenstein Weg" had us meander through quaint villages, sub-alpine meadows, spring fed fountains and most importantly, the doorsteps of Liechtensteiners.

I have to admit that upon starting this hike I had some questions. After all, this is a country mostly know for its banks and trust funds— why would we walk across it? By the middle of day 1 I realized I couldn't be further away from the truth... I've rarely had such inspiring encounters with people willing to open up and explain to us foreigners what this country really is. A land where the mountains are at your doorstep, the silence never out of reach, and delicious mountain food to top it all off.

Working on a video about this hike where I'll go more in depth on the logistics and experience. Thanks for reading!

@fuerstentumliechtenstein
29 Wo. · Übersetzung anzeigen

levi.hoch So amazing! Looks like an incredible experience! Some of these are film? Beautiful 🙌
29 Wo. · Antworten · Übersetzung anzeigen

joelkfuller An incredible way to experience such a unique country with some very beautiful characters along the way — so happy to have shared that with you Strohlman!
29 Wo. · Antworten · Übersetzung anzeigen

itsmaxnichols Love the mix of film and digital and video! Really encapsulates all aspects of the experience 🙌
29 Wo. · Antworten · Übersetzung anzeigen

kiirchhoff ah, this sounds (and looks!) surreal! can't wait to hear all about it 🙌
29 Wo. · Antworten · Übersetzung anzeigen

Gefällt 6.697 Mal
AUGUST 7, 2022

Centrally located in the heart of Europe

4



- 62 sq miles (160 km²)
- Population: 39,315
- 6th smallest country in the world
- Official currency: Swiss Franc
- German official language
English widely spoken
- Public transportation is included in the Swiss Travel Pass
- Principality of Liechtenstein:
Constitutional hereditary monarchy
on a democratic and parliamentary basis



6

Prince and Princely House



- The Princely House is among the oldest noble families in Europe
- Vaduz Castle is about 700 years old and belongs to the Princes of Liechtenstein since 1712
- The castle is the official residence of the Princely Family

5 ways to experience princely moments



1. Visit the National Museum

2. Visit the Princely Wine Cellars

3. Book a tour on the CityTrain

4. Visit the Princely Theatre

5. Visit the Princely Treasure Chamber



Shopping in Vaduz



HUBER

PAUL NEAGU
DIE RETROSPEKTIVE
KUNSTMUSEUM LIECHTENSTEIN

Museum Mile Vaduz: 6 museums back to back



Liechtenstein Center, Städtle (city centre) Vaduz



- Tourist information and local products / souvenir shop
- Located in the Vaduz city centre, Städtle 39, Vaduz
- Open daily from 9am to 5pm, info@liechtenstein.li, Phone +423 239 63 63

Adventure Pass

- Free admission to museums in Liechtenstein
- Free use of public transportation network
- Free souvenir stamp in your passport
- Free cable car ride up to Sareis mountain station
- Many more offers you can benefit from:

www.tourismus.li/adventurepass

One-day pass: Adult CHF 25.00

Two-day pass: Adult CHF 29.00

Three-day pass: Adult CHF 35.00



CityTrain Sightseeing Tours

City Classic Tour:

- 35 min
- Old town, vineyards, panoramic view on Vaduz Castle, city center incl. shopping & pedestrian zone

group price per pax CHF 9.00

net price for TO CHF 8.10

Citytrain's Gold Package:

- 1,5 h
- City Classic Tour combined with wine tasting at Princely Winery and "Princely Moments" movie (20min) at Princely Theatre

group price per pax CHF 41.50

net price for TO CHF 39.50



Contact:

Citytrain AG

Kirchstrasse 13

LI – 9490 Vaduz

Phone: +423 777 34 90

Email: daniel@real.li / website: www.citytrain.li

Package «City Tour with Castle View»

- Guided tour of the main town of Vaduz
- Get an impressive view behind the castle walls of Vaduz Castle with the 20 minutes film “Princely Moments”
- Languages:
German, English, French, Italian, Spanish, Russian, Japanese
- Availability: all year round

Price

CHF 330.- for groups up to 20 persons
Each additional person CHF 8.-

Information and booking:

www.tourismus.li



Country Tour of Liechtenstein

- Explore the Principality of Liechtenstein the relaxing way. Countrywide tours in the company of experienced guides can be taken either in private or hired coaches.
- 2 to 3 hours guided tour

Price

CHF 230.- for 2 hours

Information and booking:

www.tourismus.li



Malbun – Liechtenstein's Alpine Area



Culinary Chairlift Experience



Eagle
Experience
Walk



18

Liechtenstein in a day

- City-Train tour
- Visit the princely wine cellars with wine tasting (light / 2 wines)
- Visit the princely theatre
- Visit the Liechtenstein treasure chamber & postal museum
- Souvenir passport stamp
- Personal guide for the group

group-rate per person **CHF 59.00**
group-rate per person incl. lunch **CHF 89.00**



19

Liechtenstein in two days

- City-Train tour
- Visit the princely wine cellars with wine tasting (light / 3 wines)
- Visit the princely theatre
- Visit the Liechtenstein treasure chamber & postal museum
- Souvenir stamp in passport
- Visit the Falconry Galina in Malbun with a birds of prey show
- Chairlift to Sareis (2'000m) with coffee & sweets
and a panoramic 3-country view
- 1 lunch
- 1 overnight-stay incl. breakfast

group-rate per person in a double-room: from CHF 239.00



Discover Liechtenstein's wineries



21

Liechtenstein Winery Tour for groups

- ½ day escort by a professional guide (4-5 hours)
- Interesting insights about the Principality of Liechtenstein on the tour
- Visit of 2-3 selected wineries in Liechtenstein
- Tasting of 2 types of wine per winery
- Visit at least one wine cellar, vineyard or torkel
- 1 winegrower's platter or snacks with the wine tastings

price per person: CHF 95.00





Liechtensteiner
Brauhaus & Braustube
(new brewery)



Events: Vaduz Classic



VADUZ CLASSIC
ivoclar vivadent
passion vision innovation

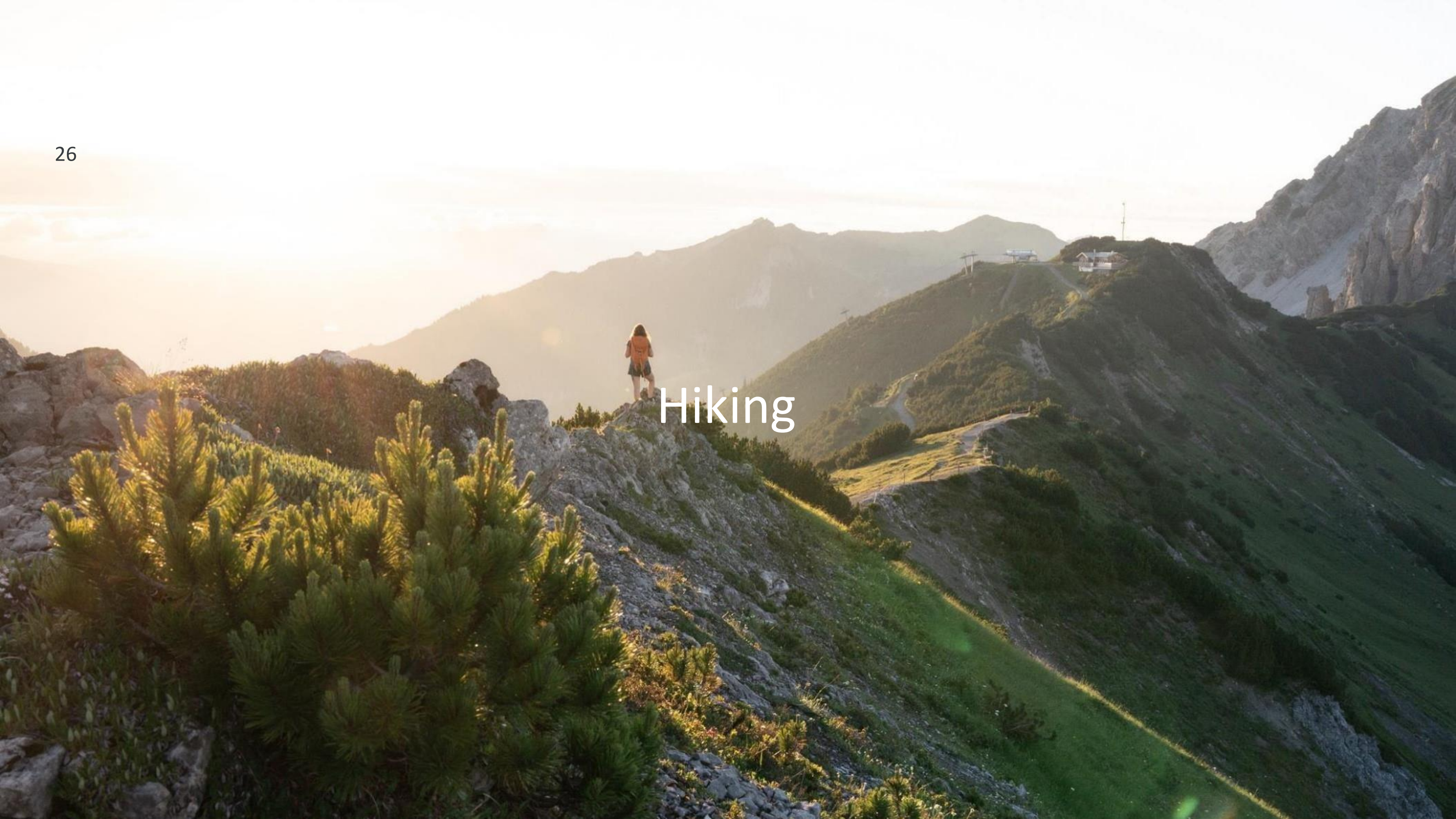
VADUZ CLASSIC
ivoclar vivadent
passion vision innovation

FIS

Events:
Princely Tattoo
(September 5th – 7th 2024, biannual)



Hiking



Malbun Swing Trail



Liechtenstein Trail:
one country – one trail



29

The Liechtenstein Trail:

Discover the Principality of Liechtenstein in 6 Days

- 6 days / 5 nights in a three-star hotel including breakfast
- Luggage transport service (max. 1 luggage per person)
- Daily packed lunch
- Adventure Pass Liechtenstein (incl. free use of public transport)
- Free download “Listory”-App

Rate per person in double-room:

CHF 895.00





Liechtenstein Trail: eBike tour



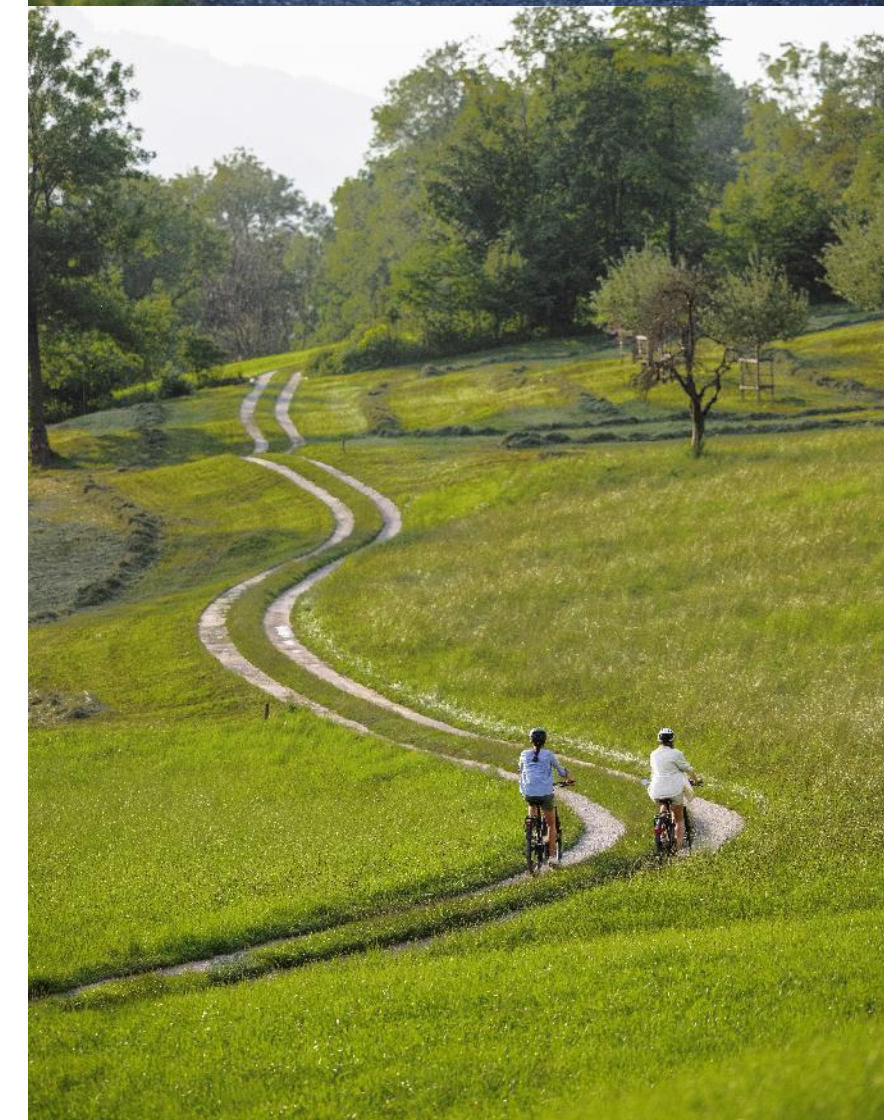
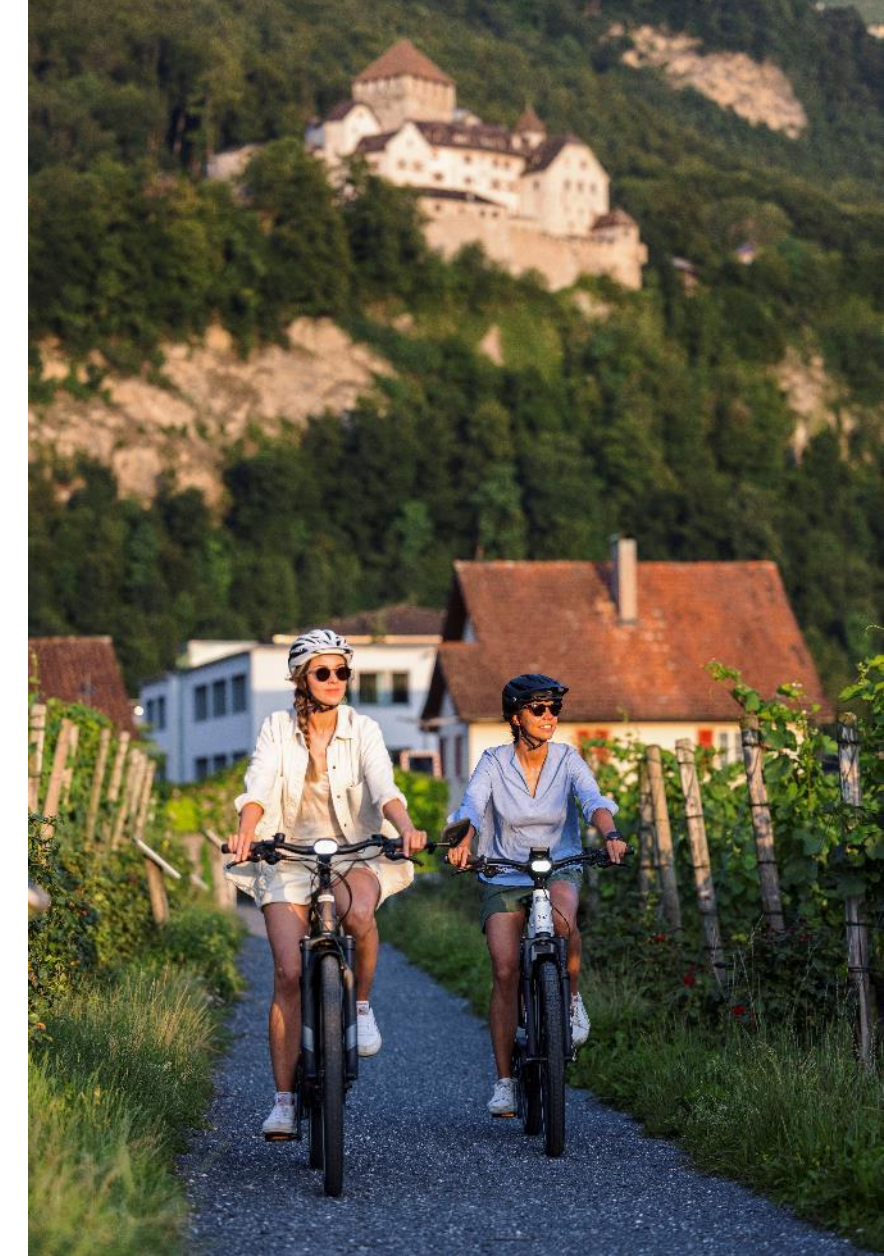
31 The Liechtenstein Trail: E-bike tour

- 85km / 53 miles in three days
- 2 overnight stays in a double room including breakfast
- 3 lunch bags
- Map of Liechtenstein / Free download "Llstory"-App

With own e-bike from CHF 295.-

With 3-day e-bike rental from CHF 555.-

→ additional services: certified bike guide, luggage transport etc.



From hut to hut in Liechtenstein



4-days hike in the Liechtenstein Alps

- 3 nights accommodation in mountain huts
- a 4-day hike with a qualified mountain guide
- dinner and breakfast in each of the mountain huts
- Groups from 4 to 8 pax

Rate per person CHF 639.00

- Self-guided tour package
(3 overnights, dinner, lunch-bag, Liechtenstein Adventure Pass incl. public transportation, chairlift and museums)

Rate per person CHF 419.00



Malbun – Winter sport and family destination



Sareis – 3 country view



Winter Family Destination Malbun

- Certified Swiss Family Destination
- 14.3 miles (23 km) ski slopes
- 3 cross-country slopes
- 3 sled runs
- All hotels ski-in / ski-out
- Winter walking trails
- Small ski resort in the alpine area, far away from mass tourism



FAMILY
Destination



Your B2B contact at Liechtenstein Marketing



Matthias Kramer
Head of Tourism & Economy
Liechtenstein Marketing

Äulestrasse 30 · FL-9490 Vaduz ·
Liechtenstein
T +423 239 63 10 ·
matthias.kramer@liechtenstein.li
www.tourismus.li



Saskia Schilter
Incoming / Sales
Liechtenstein Marketing

Äulestrasse 30 · FL-9490 Vaduz ·
Liechtenstein
T +423 239 63 16 ·
saskia.schilter@liechtenstein.li
www.tourismus.li

→ Visit our Travel-trade website: www.tourismus.li/travel-trade

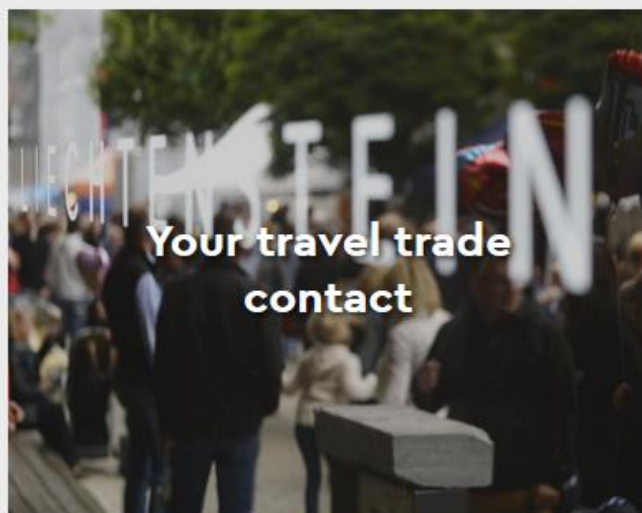
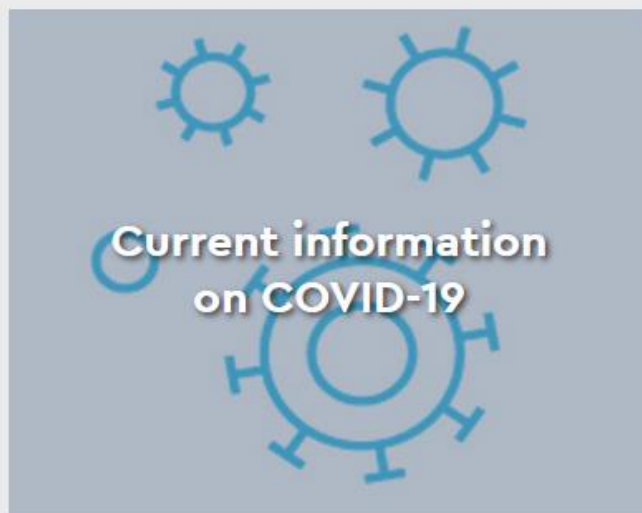
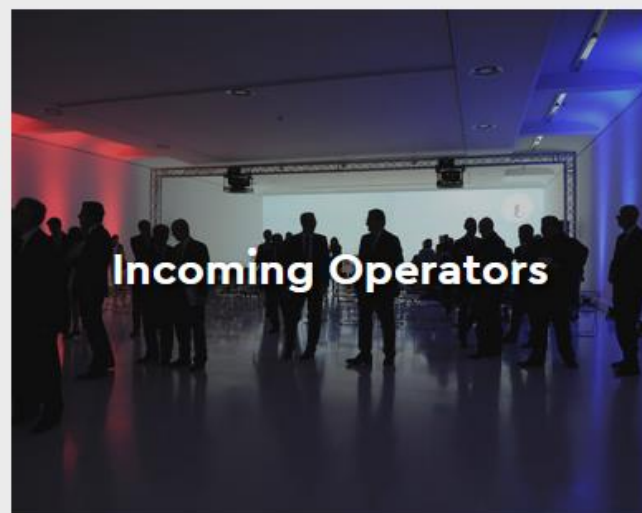
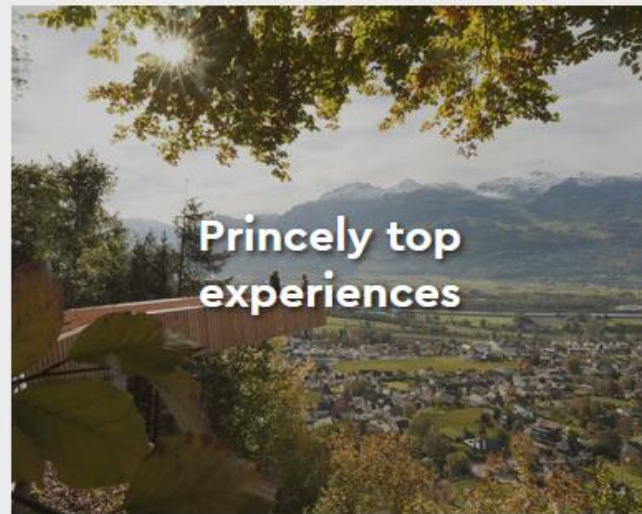
→ Subscribe for the bi-annual Travel-trade newsletter: [Traveltrade-Newsletter \(tourismus.li\)](http://Traveltrade-Newsletter.tourismus.li)

→ Follow us on social media:

Hashtags: **#liechtenstein**, **#princelymoments**

„Fuerstentum Liechtenstein“ (Facebook, Instagram, Youtube, LinkedIn)

Travel Trade Corner: tourismus.li/travel-trade



Thank you and see you soon in Liechtenstein

