

Destination Training Upper Rhine Valley

eUROPE
in a heartbeat



When planning a trip to Europe, your clients are sure to want a combination of nature, tradition, culture, and history. While Paris, Rome, Berlin or London may be famous for exactly this kind of mix, a trip from one of these cities to the next means losing hours of precious time on a plane or train.

THE SOLUTION TO THIS DILEMMA IS SIMPLE: **THE UPPER RHINE VALLEY.**

Extending across France, Switzerland, and Germany, this breathtaking region is the complete package, offering everything your clients could dream of in a European vacation – and with travel times no longer than 3 hours by train!

Complete our Destination Training and get to know the three-country region that is nestled in the heart of Europe and traversed by the majestic Rhine River. Once you've passed the training, you'll be fully equipped to sell unforgettable trips through the Upper Rhine Valley, home to European traditions at their best.

TRAVEL AGENT TRAINING BENEFITS

- Meet the needs of your customers by advising them more efficiently
- Increase sales by utilizing insider knowledge about the region
- Make your expertise known by displaying your personalized specialist certificate, which is issued upon completing the training.
- Gain exclusive access to detailed information material

Becoming an Upper Rhine Valley Specialist will benefit you, your customers, and your business.

- REGISTER NOW:
www.heartbeat-europe.com



Welcome



UPPER RHINE VALLEY

ALSACE REGION BASEL BLACK FOREST PALATINATE

www.upperrhinevalley.com



www.art-valley.eu



www.winevalley.eu



www.bike-valley.eu



EUROPE
in a heartbeat



www.heartbeat-europe.com

COORDINATION:



Upper Rhine Valley

c/o Freiburg Wirtschaft Touristik und Messe
GmbH & Co KG
Rathausgasse 33
79098 Freiburg im Breisgau (Germany)
Phone: +49 (0)761 38 81 12 11
urv@fwtm.de
www.upperrhinevalley.com



Transcending borders
with every project



TRINATIONALE
METROPOLITÄRE
REGION
OBERRHEIN



REGION METROPOLITAINE
TRINATIONALE
DU RHIN SUPERIEUR

This project is cofinanced by the European Union –
European Regional Development Fund (ERDF).