

SWITZERLAND: RELIGIOUS TOURISM IS THE FOCUS OF A NEW PROJECT



Swiss tourism board launched a new project and internet database providing information for religious tourists.

The tourism board of Switzerland, Swiss Tourism, has launched a new project aimed at promoting the numerous religious sites of the country. **Local religious buildings, churches, monasteries and hermitages are all presented as attractive tourist landmarks in a new internet database.**

A recent research by University Paderborn in Germany confirmed that visiting churches is among the most popular holiday activities of every second German traveler. Even non-religious people visit churches and monasteries on their holiday thanks to the atmosphere and historical importance of the places.

The tourism board thus decided to use the potential of the country as a religious destination, reported Htr.ch. **Travelers not only from Europe but especially from the U.S. are the main focus of the project.**

The new internet database provides visitors an overview of religions represented in the country. Under each religion visitors can find a list of religious sites as well as information about their history, importance and opening times.

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<http://www.tourism-review.com/switzerland-to-promote-its-religious-tourism-with-a-new-project-new-s3049>