Hallwag Kümmerly+Frey AG

Marianne Saner and Rahel Eggimann
Hallwag Kümmerly+Frey AG, Grubenstrasse 109, CH-3322 Schönbühl, Phone: +41 31 850 31 31,
E-mail: info@swisstravelcenter.ch, URL: www.swisstravelcenter.ch

Publishing House for Tourism

Hallwag Kümmerly+Frey is the leading publisher of travel information in Switzerland. From road maps and city maps to hiking maps and bicycle maps, we offer Swiss quality products to ensure optimal planning and travel experiences for our readers. Our extensive international range of maps is impressive with its up-to-date information, precise cartography, clear layout, and detailed depiction of landmarks, national parks, and more. Thanks to their multilingual labelling, our maps are distributed worldwide and enjoy an excellent reputation.

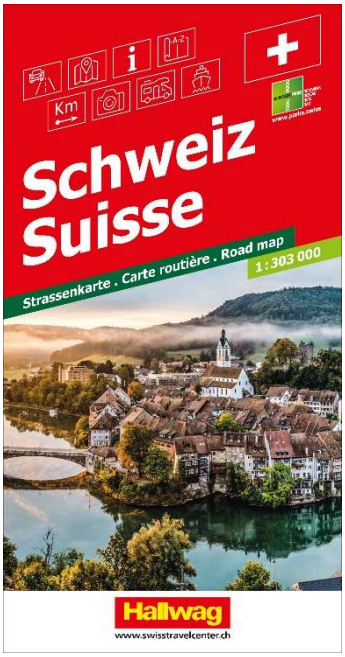


Figure 1: Cover Switzerland road map 1:303,000

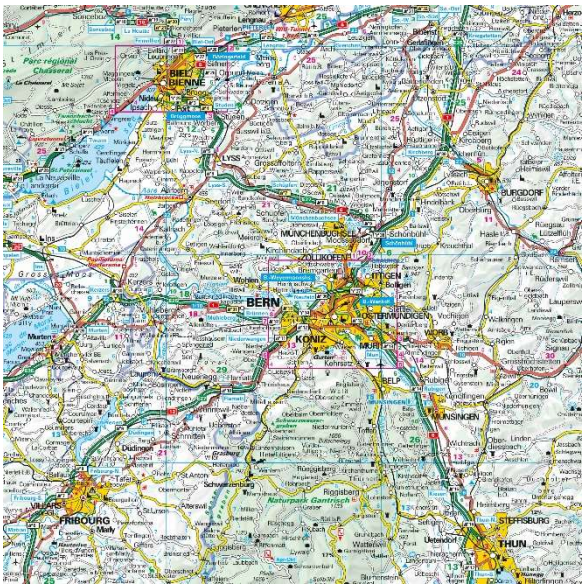


Figure 2: Map view Switzerland road map 1:303,000

To round off its tourist package, Hallwag Kümmerly+Frey AG is also the exclusive Swiss supplier of many famous travel guide series including Baedeker, Busche, Conbook, Dorling Kindersley, DuMont, Falk, Kompass, Kunth, and Lonely Planet.

Product Range

- road and regional maps
- city maps
- guides and atlases
- continent and world maps
- panoramic maps
- leisure books
- hiking and cycling maps
- hiking guides
- hotel and travel guides
- cartographic products as promotional gifts for all sorts of businesses (customised products).



Figure 3: Cover of a hiking map 1:40,000

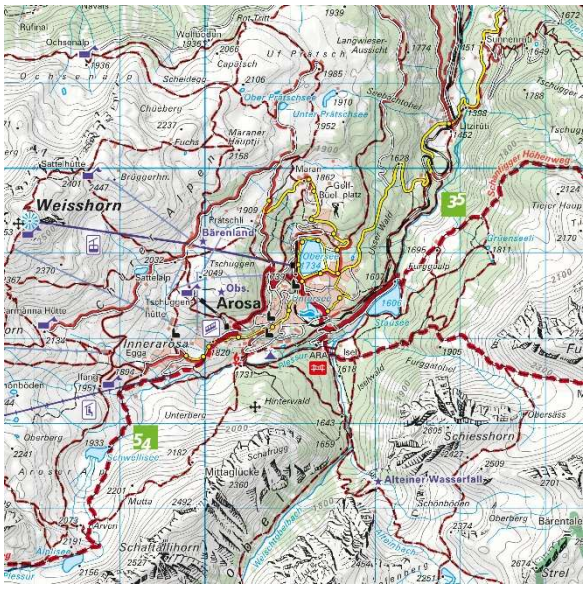


Figure 4: Map view of a hiking map 1:40,000



Figure 5: Cover of a GuideMe Travelbook

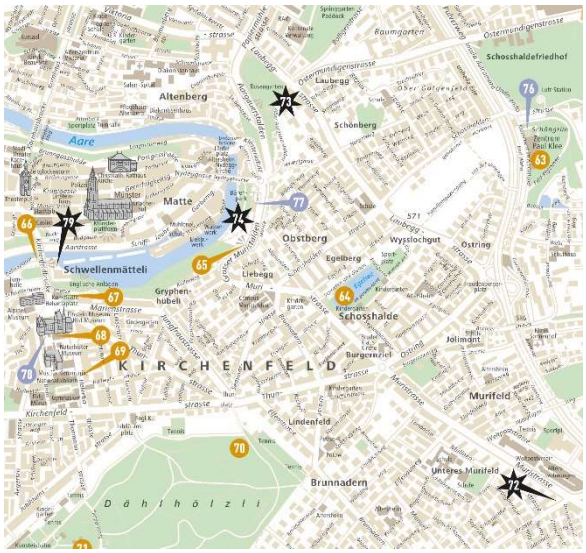


Figure 6: Map view of a GuideMe Travelbook



Figure 7: Cover of the Grand Tour of Switzerland Touring Map 1:275,000



Figure 8: Map view of the Grand Tour of Switzerland Touring Map 1:275,000