

About World Heritage Experience Switzerland

«World Heritage Experience Switzerland» (WHES) is the umbrella organisation for the tourist network of Swiss UNESCO World Heritage sites and UNESCO biosphere reserves.

WHES works in partnership with tourist organisations and the Swiss UNESCO Commission to promote and coordinate high-quality, unique experiences. This helps to ensure sustainable development of the universal values and create added (tourist) value for the properties.

The unique experiences build on the core values of the various UNESCO natural and cultural heritage sites and biospheres. They are a central element in marketing. WHES works together with the Swiss UNESCO Commission on promoting values and knowledge.



WHES works in the following three priority areas: developing services, marketing/communication and building relationships.

About me

After various posts in the Swiss tourism industry I started as managing director for World Heritage Experience Switzerland in July 2015. It is with great pleasure that since then, I am working on the aim to get more people to become aware of the uniqueness and the importance of the World Heritage properties in Switzerland – and of course to try to convince people to visit them. For Further information please find enclosed my CV.