



seazen

Seazen Travel Talks 2027

Zurich and Munich

CONTENT & EXPERIENCE COLLAB

THE IDEA

First the trip. Then the stage.

Seazen sends a writer to your destination, usually with a photographer. The result is a feature in the magazine, an audio story, and an evening before a live audience in Zurich or Munich.

Guests come for the stories. They go home with a travel idea: yours.



FILMS

See for yourself



Shanghai & Switzerland

June 4, 2026 · AP House Zurich · with Audemars Piguet

► Play video



Carinthia & Rwanda

April 16, 2026 · Genesis Studio Zurich

► Play video

How a partnership works



01

Press trip

The writer and photographer travel at your invitation. The itinerary is planned together, around one or two themes that can carry a story.



02

Feature & audio story

At least six pages in the magazine, online at seazentravel.com, promoted on Instagram. Plus the story as an audio story on the Seazen Travel Podcast.



03

Travel Talk

The writer tells the story on stage, joined by an expert of your choice. The invitation and all event communications carry your logo.



04

Podcast

The talk is recorded live and released as a podcast episode, along with its own landing page and a recap after the evening.

The feature, images, event photos, and audio files are yours to use in your own marketing. Giveaways and information material for guests are welcome.

THE EVENING

Two talks, two destinations, one dinner

Guests attend by invitation, and seating is limited: around 100 each in Zurich and in Munich.

18:00 Apéro riche with live DJ

19:00 Travel Talks

20:30 Dinner



IMPRESSIONS

**After the talks,
everyone stays to chat**

IMPRESSIONS

IMPRESSIONS



IMPRESSIONS



DATES 2027

Ten evenings, twenty slots

Zurich

Genesis Studio, Bahnhofstrasse 62 · around 100 guests

March 18	Ireland · Mecklenburg-Western Pomerania
May 20	1 reserved · 1 open
July 1	2 slots open
September 23	2 slots open
October 28	2 slots open
November 18	2 slots open

All evenings fall on a Thursday. The story runs in the magazine beforehand:
Spring March 1, Summer June 1, Fall September 1, Winter December 1.

Munich

Münchner Künstlerhaus, Lenbachplatz 8 · around 100 guests

March 11	2 slots open
May 13	1 reserved · 1 open
October 14	2 slots open
November 25	2 slots open

RATES 2027

PER TRAVEL TALK

CHF 19,800

€21,000

Zurich or Munich. Feature, audio story, talk, and podcast.

ZURICH + MUNICH COMBO

CHF 37,620

€39,900

The same destination at both venues. 5% off CHF 39,600 /
€42,000.

Live

around 100 guests a night

Media reach

770,000*

* Quarterly averages: Seazen circulation 50,000 · online visitors ≈60,000 · total podcast streams ≈160,000 · reach via social media, partner network, and newsletter to promote the event ≈500,000. Net prices, no agency commission. The press trip is hosted by the destination.

References

Since June 2024, nineteen destinations have taken our stage. In October 2026, Menorca and the Kvarner Bay joined them at our first evening in Munich.

All issues online

seazentravel.com/traveltalks



OCT 22, 2026 · MÜNCHNER KÜNSTLERHAUS

Menorca & Kvarner Bay

Menorca

Lena Siep spent September on the island, where many beaches can only be reached on foot or on horseback. Joining her on stage: Menorcans who had traveled in for the evening.

Kvarner Bay

Christian Haas told how a summer villa in Opatija became a spa resort for half the Habsburg Empire. The promenade stayed. The monarchy did not.

[Travel Talks](#)



SEP 10, 2026 · GENESIS STUDIO ZURICH

Iceland & Tenerife

Iceland

The plan was Greenland. Then came the pack ice, and the Scenic Eclipse I changed course. Daniel Reichenbach talked about the journey that came of it, with Dominika Lange of Scenic adding her perspective.

Tenerife

Lena Siep traveled without a guidebook and found laurel forests and quiet mountain villages beyond the cloud line. Mónica Fuentes Ferrer of Turismo de Tenerife spoke about the tourism the island wants.

[Event](#) · [Podcast Iceland](#) · [Podcast Tenerife](#) · [Issue](#)



JUN 4, 2026 · AP HOUSE ZURICH

Shanghai & Switzerland

Shanghai

Around 120 guests, a Steinway, and Giorgi Gigashvili to open the evening. Then Dr. Thomas Hauer led the way from the shikumen lanes to Pudong, where over 3,000 high-rises stand on former rice paddies.

Switzerland

Hotel critic Andrin Willi and Olympic medalist Laurence Rochat talked about hospitality and the Vallée de Joux, home of Audemars Piguet.

[Event](#) · [Podcast 1](#) · [Podcast 2](#) · [Issue](#)

▶ Play video

Seazen Travel Talks 2027 · Content & Experience Collab



APR 16, 2026 · GENESIS STUDIO ZURICH

Carinthia & Rwanda

Carinthia

Franz Klammer came as a Carinthian, Elsa-Maria Honecker as the writer. With Elke Maidic of Kärnten Tourismus, the talk turned to lakes, Slow Food, and a region that makes little fuss about itself.

Rwanda

Photographer Justin Hession and Kurt Zürcher of Let's go Tours talked about gorillas and about what a country has made of its history.

[Event](#) · [Podcast 1](#) · [Podcast 2](#) · [Issue](#)

► Play video

Seazen Travel Talks 2027 · Content & Experience Collab



SEP 25, 2025 · GENESIS STUDIO ZURICH

Angola & Oman

Angola

Christina Leitner and Justin Hession brought portraits of people who still preserve their customs and their dress today. **At the WorldMediaFestivals 2026 the story won the Grand Award Print.**

Oman

Brigitte Huggel traveled from the fjords of Musandam up to the Jabal Akhdar, where roses bloom. Marcel Gray, longtime Arabia product manager at Let's go Tours, joined the conversation.

[Event](#) · [Issue](#)



JUL 3, 2025 · GENESIS STUDIO ZURICH · SOLD OUT

Istria & Bhutan

Istria

Daniel Reichenbach on small wineries, truffles, and a pace no one wants to hurry. Also on stage: Dr. Wolfgang Neuhuber and Nera Milicic of the Croatian National Tourist Board.

Bhutan

Dr. Thomas Hauer and Bernhard Krieger in the country that made happiness a national goal. Olivia Koch of Tourasia and Claudio Zingg of the Society Switzerland–Bhutan joined them.

[Event](#) · [Podcast 1](#) · [Podcast 2](#) · [Audio Story Bhutan](#) · [Issue](#)

Seazen Travel Talks 2027 · Content & Experience Collab



APR 24, 2025 · GENESIS STUDIO ZURICH

Japan & Costa Rica

Japan

Julia von Siebenthal hiked the Kumano Kodo, one of the oldest pilgrimage routes in the world. She talked about temples, onsen, and bear warnings that are no joke.

Costa Rica

Lena Siep and Justin Hession told of tarantulas at night, howler monkeys, and coffee off the beaten path. And of how thin the line between conservation and mass tourism is getting.

[Event](#) · [Podcast 1](#) · [Podcast 2](#) · [Issue](#)

Seazen Travel Talks 2027 · Content & Experience Collab



JAN 23, 2025 · GENESIS STUDIO ZURICH

Antarctica & Western Australia

Antarctica

Christina Leitner and Justin Hession sailed into the ice on the Scenic Eclipse, two helicopters and a submarine on board. The story became one of the magazine's most popular, and Marlies Suhner of Scenic joined the talk.

Western Australia

Brigitte Huggel and Matthias Reimann, from the Outback to the coast, with a representative of Tourism Western Australia on stage.

[Event](#) · [Podcast Antarctica](#) · [Podcast Western Australia](#) · [Issue](#)

Seazen Travel Talks 2027 · Content & Experience Collab



SEP 19, 2024 · GENESIS STUDIO ZURICH

Namibia & Colombia

Namibia

Christina Leitner, Justin Hession, and Markus Kohli, CEO of Knecht Reisen, on the Namib, the oldest desert in the world, its wildlife, and the culture of its Indigenous peoples.

Colombia

Jewgeni Patrouchev of ProColombia and Sandra Räber of Baumeler Reisen took the audience from the streets of Cartagena to the Amazon. The story was written by Brigitte Huggel.

[Event](#) · [Podcast Namibia](#) · [Audio Story Namibia](#) · [Podcast Colombia](#) · [Issue](#)

Seazen Travel Talks 2027 · Content & Experience Collab



JUN 20, 2024 · GENESIS STUDIO ZURICH

South Korea

Seoul and temple cuisine

Andrin Willi cooked with Jeonkwan Snim, a nun made famous by Netflix, while Lukas Lienhart took the photographs. On stage, he spoke with author Hoo Nam Seelmann about Seoul's food culture.

Nicht ohne mein Kimchi

That's the title of the story, and it's meant literally. Seabourn led the second talk, on cruises.

[Event](#) · [Online Story](#) · [Podcast](#) · [Issue](#)



We've already shared the stage with them

DESTINATIONS

Tourism Western Australia · ProColombia ·
Kroatische Zentrale für Tourismus · Istria ·
Visit Angola · Österreich Werbung · Kärnten
Tourismus · Turismo de Tenerife · Foment del
Turisme de Menorca

TRAVEL & BRANDS

Genesis · Audemars Piguet · Edelweiss ·
Singapore Airlines · Scenic · Seabourn ·
COMO Hotels and Resorts · Knecht Reisen ·
Dreamtime · Let's go Tours · tourasia ·
Railtour · Pack Easy · LIGRE · Musik Hug ·
Vinyl Station

Contact

We look forward to getting to know your destination.



Gordana Saric

Publisher · Travel Talks Zurich

gordana.saric@seazen.ch



Ela Dollinger

Partnerships · Travel Talks Munich

ela.dollinger@seazen.ch

Seazen GmbH · Färberstrasse 7 · CH-8832 Wollerau SZ

info@seazen.ch · www.seazentravel.com

seazen we go places.