Additional market activities 2014.

Zusatz-Marktauftritte mit Partnern 2014.
Présences supplémentaires sur les marchés avec partenaires 2014.

Australia
Australia 2

Additional market activities 2014.

11 December 2013

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description* / *Participation*	*Contact* / *Services* / *Costs*

Australia: Australia

Basis

Promotion: Swiss Festival Melbourne

01.04.14	15.04.14	Swiss day on the 6th April in Melbourne organised by the Swiss Festival committee. ST has opportunity to have a presence with our stand giving a flavour of Switzerland. Visitors are also given a Swiss passport where they have to answer a question of each region before they enter a prize draw. The Swiss Festival will be in the centre of Melbourne as in 2012. Main sponsorship is in the region of 20,000 Aus Dollars. In partnership with a Wholesaler.	Evelyn Lafone evelyn.lafone@switzerland.com Co-ordination with the Swiss Festival, concept and design of stand, financial contribution, development of Swiss passport, co-ordination of project and Swiss Partners.
		Financial support, content for Swiss passport, holiday prize, personal participation and local flavours for the stand.	5,000.00 CHF

Promotion: Fairs: Flight Centre Expos

01.01.14	31.10.14	Flight Centre organise two expos throughout the year hosting these in cities all over Australia and NZ. Select participation at these shows as they are the biggest consumer shows in the travel calendar. ST can participate with select destination offers and packages as well as holiday prizes.	Evelyn Lafone evelyn.lafone@switzerland.com Concept, co-ordination of expos with Flight Centre, stand development, destination information and packages, financial contribution and human resources.
		Financial contribution, content and packages, give aways for stands and holiday prizes.	3,000.00 CHF

KAM: STE Australia and New Zealand

31.03.14	07.04.14	Agents evening workshops, individual sales calls as market is so vertically integrated now that there are only a handful of Product Directors deciding on destinations, media event in Sydney only. Cities tbc as well as route trying to make most sense for travel. This trip would coincide with the Swiss Festival on the 6th April 2014 in Melbourne for consumers.	Evelyn Lafone evelyn.lafone@switzerland.com Concept development, co-ordination of project, financial contribution, promotion around events and follow-up.
		Personal participation, financial contribution, destination information, holiday prizes.	6,000.00 CHF

KAM: Rail Plus Newsletters

01.01.14	31.12.14	Rail Plus sent out a monthly newsletter to their trade database. Partner have the opportunity to update agents on destination news, highlight an attraction, place an interesting story and any special offers.	Evelyn Lafone evelyn.lafone@switzerland.com Project co-ordination with Rail Plus, content management, follow up, financial contribution.
		Content and financial contribution.	3,000.00 CHF

KAM: Sales Manual update

30.10.14	31.12.14	The 2012/13 sales manual has been widely distributed to the travel trade in AU and NZ. The response has been great. A new version will be produced with destination partners for the second half of 2014 to also last into 2015. An interactive version is being looked at where agents can also read it on their tablets. Distribution by insertion in Travel magazine and throughout sales/workshops.	Evelyn Lafone evelyn.lafone@switzerland.com Concept, project co-ordination, content co-ordination, partner co-ordination and support. Financial contribution.
		Content, creative and budget.	5,000.00 CHF

Additional market activities 2014.

11 December 2013

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description* / *Participation*	*Contact* / *Services* / *Costs*
KAM: WebEx / Webinars			Evelyn Lafone evelyn.lafone@switzerland.com
01.03.14	30.11.14	Australia and New Zealand are massive markets and webex seminars are proving excellent ways to communicate new product as well as educate about destinations. Partners have the opportunity to supply their winter and summer information on a USB stick with 2 slides each, 1 news slide and a general release for ST to hold seminars 4 times a year.	Co-ordination of content, co-ordination and set up with Wholesalers and agents, seminar support, set up with partners, follow up, human resources.
		Content, support, updates.	500.00 CHF
KAM: Flight Centre direct mail to select DB			Evelyn Lafone evelyn.lafone@switzerland.com
10.10.14	31.10.14	Flight Centre as an overall brand do select direct mails to target households. They do either postcards, small flyers, fold out cards or similar but all too high quality and pushing specific packages. We have the option to partner up with Flight Centre to push sales during the early bird booking season starting October 2014.	Project co-ordination, content, co-ordination with Flight Centre and Partners, financial contribution, follow up.
		Content, holiday prize and financial contribution.	5,000.00 CHF
KAM: Fam trip for top online performers			Evelyn Lafone evelyn.lafone@switzerland.com
01.04.14	30.09.14	Fam trip for the top achievers of our online programme selecting one from each state.	Co-ordination of online programme, selection of achievers, flights, invitations, programme co-ordination, trip support and follow up. STS support.
		All ground arrangements including meals, accommodation and excurions.	
KMM: Media releases			Evelyn Lafone evelyn.lafone@switzerland.com
01.01.14	30.11.14	Opportunity to place news to trade and consumer media in Australia and NZ. Gold Market Key Partners get 2 platforms a year. Individual partners get 1 platform.	Content, co-ordination, release, send out release, tracking and media database, follow up, financial contribution.
		Content, financial contribution for individual partners.	500.00 CHF
KMM: Christmas in July Media Fondue party			Evelyn Lafone evelyn.lafone@switzerland.com
01.07.14	31.07.14	Australians celebrate Christmas in July to get that cold feeling Europeans get in the Winter. Hold a Fondue Party for key media including working with a company called Song Division where small teams have to compose and perform a song about a partner destination in Switzerland.	Project co-ordination, venue, co-ordination with Song Division, host event, placement on You Tube, financial support and follow ups.
		Content, representation by media of their region, financial contribution.	3,000.00 CHF
Basismarketing: USB stick information for Market Key Partners			Evelyn Lafone evelyn.lafone@switzerland.com
01.01.14	31.12.14	Market Key Partners supply 2 slides on winter and summer and 1 slide of key attractions/news adapted for Media, Trade and Consumer. ST will use this throughout the year when on Sales Calls and other promotional activity. Upload on the Media and Trade corner.	Content co-ordination, uploads on ST site, representation, human resources.
		Content and news support. No cost for Market Key Partner.	
Promotion: Fairs: Bridal shows Melbourne and Sydney			Evelyn Lafone evelyn.lafone@switzerland.com
01.04.14	30.06.14	Honey moons are big business and many Australians look towards Europe for their honeymoon. Switzerland has a romantic image and we have a good chance to push further here. Distribution of our Vistas supplement produced earlier on in the year with a special add on for honeymoon packages. Holiday prize offer online to drive traffic further to the website.	Project co-ordination, content, financial contribution, human resources, holiday prize and follow up.
		Content, holiday prize and financial contribution.	4,000.00 CHF

Additional market activities 2014.

11 December 2013

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description*	*Contact*
		Participation	*Services*
			Costs

Gold Partner Package

Evelyn Lafone

evelyn.lafone@switzerland.com

01.01.14 — 31.12.14

Gold Market Key Partner Package.Total cost CHF 33,000 - Package for Market Key Partner CHF 25,000. This includes:
-Swiss Festival (5000)
-Flight Centre Expos (3000)
-STE (6000)
-Adconion
-Supplement (10,000)
-Webex seminars (500)
-Sales Manual update and distribution (5000)
-Media releases (500)
-Fam trip preference

Project co-ordination, Account Manager, monitoring of projects with adjustment when needed, follow up, reporting and financial support.

Content, financial support, support with activities, personal participation during STE, give-aways if available and material. Holiday prizes.

25,000.00 CHF

Silver Partner Package

Evelyn Lafone

evelyn.lafone@switzerland.com

01.01.14 — 31.12.14

Silver Market Key Partner Package.Total cost CHF 25,000 - Package for Market Key Partner CHF 20,000. This includes:
-Flight Centre Expos (3000)
-STE (6000)
-Supplement (10,000)
-Webex seminars (500)
-Sales Manual update and distribution (5000)
-Media releases (500)
-Fam trip preference

Project co-ordination, Account Manager, monitoring of projects with adjustment when needed, follow up, reporting and financial support.

Content, financial support, support with activities, personal participation during STE, give-aways if available and material.

20,000.00 CHF

Adconion - Audience targeting

Evelyn Lafone

evelyn.lafone@switzerland.com

01.03.14 — 30.04.14

AMG is a technology company which has built a multi-screen, multi-channel audience platforms. They have audience behavioural data targeting specifically to lifestyle, travel and sport interested. We can create have a plattform which includes multiple videos, image galleries, competition and holiday offers. We will only pay if the viewer interacts with our product for a min of 90 secs.

Co-ordination of project, supply content, budget and follow-up. Overall campaign cost 20,000 Dollars. This campaign is included in the Gold Package.

Content, video, images and financial contribution.

3,000.00 CHF

KMM: Luxury Vistas with Vogue Living

Evelyn Lafone

evelyn.lafone@switzerland.com

01.02.14 — 30.11.14

2 x 2 DPS one for Valentines Day and one for Melbourne Cup Race highlighting the stunning design, gourmet and spa hotels in Switzerland combined with shopping, nature and gourmet. Vogue Living is a high end publication with living, travel and lifestyle. The promotion will be around two big events to engage the reader more emotionally. Supported by online with competition and luxury pacage to Switzerland.

Concept development, project co-ordination, content, journalist co-ordination, follow-up and reporting.

Support with media trip, content, co-ordination of suitable hotel partner in destination, competition prize, financial support.

5,000.00 CHF

Summer

KMM: Supplement Vistas of Switzerland

Evelyn Lafone

evelyn.lafone@switzerland.com

01.03.14 — 31.03.14

24 page supplement on Switzerland with the theme ‘vistas’. This could be views from great city bars and hotels to mountain views. Each destination would have a story featuring a real life Swiss fan telling their story of what makes this destination so special. Supported by holiday packages. Key images of supplement would also be posted around the cities where people can scan the poster and enter a quiz and competition prize on their phone encouraged to talk about it on their FB page. Supplement will be in partnership with a magazine but also further print run for direct mail to households in high income areas.

Concept development, project co-ordination, partner co-ordination, financial contribution, packages and holiday prize.

Content contribution, ideas, stories, hosting of media, financial contribution.

10,000.00 CHF

Additional market activities 2014.

11 December 2013

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description*	*Contact*
		Participation	*Services*
			Costs

Winter

Promotion: Fairs: Ski shows in Melbourne and Sydney

01.05.14	30.05.14	Ski shows in Melbourne and Sydney with ST stand and supporting Wholesaler with winter packages. A winter flyer will be produced pushing Market Key Partners. There is an additional show organised by Ski Mogul in Melbourne on the 29th May 2014. Switzerland have been invited to partner up.	Evelyn Lafone evelyn.lafone@switzerland.com Concept development, wholesaler search, flyer co-ordination, participation and budget support.
		Budget, content for flyer, visual display at the stand. Wholesaler package push to destination. Holiday prize for draws in Melbourne and Sydney.	4,000.00 CHF