

Additional market activities 2015.

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Australia

Australia

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Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact
		Participation	Services
			Costs

Australia: Australia

Basis

Australia Key Partner Package "Gold"

01.01.15 31.12.15 Gold package includes:
 KAM:
 Partnership with Travel Managers, Virtuoso Road Show, Travel Weekly Road Show and Travel Weekly Travel Pursuit, B to B Travel Exhibition and Gala dinner, preferred partner for fam trip. inclusion in ST Sales Calls (partner can participate personally).
 End of year Agents dinners.
 KMM:
 3 x media newsletter releases, preferred partner for media trips, exclusive advertorials with Wholesaler in select magazine 2 x year, big media event.
 Promotion:
 Flight Centre European Flight Expos, promotion with a brand match to include instore promotion and competition prize.
 Online:
 KAM newsletters, placement of partner banners/info on select sites B to B or B to C.
 eMarketing placement of news stories on trade online websites.
 Value of package: CHF 100'000
 Contribution of ST (and 3rd parties): CHF 75'000
 Cost to partner: CHF 25'000

Evelyn Lafone

evelyn.lafone@switzerland.com

Concept, development, execution, reporting, budget support up to CHF 75'000 and account manager.

Budget, content, hosting of fam and media trips, competition prize and account manager.

25,000.00 CHF

Australia Market Key Partner "Silver"

01.01.15 31.12.15 Silver package includes:
 KAM:
 Partnership with Travel Managers, Virtuoso Road Show, inclusion in ST sales calls (partner passiv)
 KMM:
 2 x media newsletter releases, preferred partner for media trips, exclusive advertorials with Wholesaler in select magazine 1 x year, big media event
 Promotion:
 Flight Centre European Flight Expos.
 Online:
 KAM newsletters, eMarketing of 1 news story trade websites
 Value of package: CHF 75'000
 Contribution of ST (and 3rd parties): CHF 57'000
 Cost to partner: CHF 18'000

Evelyn Lafone

evelyn.lafone@switzerland.com

Concept, development, execution, reporting, budget support up to CHF 57'000 and account manager.

Budget, content, hosting of fam and media trips and account manager.

18,000.00 CHF

New Zealand Market Key Partner "General"

01.01.15 31.12.15 General marketing package for NZ includes:
 -1 x trade newsletter to Rail Plus Agents network
 -1 x Inclusion in ST sales calls (partner passive)
 -1 fam trip for 6 select agents
 -1 Media dinner launch and sales calls inclusion
 -2 x per year advertorial with Wholesaler in select publication
 -1 x promotion with a brand match
 -1 x placement of news stories on trade online website
 Value of package: CHF 40'000
 Contribution of ST (and 3rd parties): CHF 30'000
 Cost to partner: CHF 10'000

Birgit Weingartner

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Concept, development, execution, reporting, budget support of up to CHF 10'000 and account manager.

Budget, content, hosting of fam and media trips, competition prize and account manager.

10,000.00 CHF

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact Services
		Participation	Costs
KAM: Swiss Award in Sydney			
01.05.15	31.05.15	Each year an individual or company nominates themselves for outstanding services to the Swiss business community. Evening gala dinner with 100 CEO level members. Opportunity to be sponsor. Inclusion in the pre and post promotion, high level visibility in the evening, give-aways and banner stands. Partner up with a Wholesaler to offer a partner package to Switzerland for participants. Most of the participants are frequent travellers to Switzerland therefore an add on package after their business trip would be appreciated. We could also have hosts there during the evening in special destination uniforms.	Evelyn Lafone evelyn.lafone@switzerland.com Concept development, local co-ordination, follow-up.
		Budget, promotional material and give-aways.	1,500.00 CHF
KAM: Rugby World Cup 2015			
01.06.15	30.09.15	The Rugby World Cup in the UK in September will attract big crowds from AU and NZ. The official agents are for AU: Flight Centre, Gullivers Sports, Qantas and Sportsnet Holidays. F or NZ: All Blacks Tours. Partnership with ST, STS and one Wholesaler to do add on promotions for Switzerland. Invite a select trade group to the Rugby followed by 5 days in Switzerland focusing on two destinations only.	Evelyn Lafone evelyn.lafone@switzerland.com Concept development, project co-ordination, budget, account manager and reporting.
		Budget, promotional material, hosting of fam trip and account manager.	5,000.00 CHF
KAM: ANZAC 100 years of WW1 April 2015			
01.01.15	31.05.15	ANZAC and WW1 are big themes in AU and NZ. There are numerous operators offering tours to the battle fields in Europe. ST/STS could form a partnership with 1-2 Wholesalers to offer add on tours and do joint promotions in publications to visit Switzerland before or afterwards.	Evelyn Lafone evelyn.lafone@switzerland.com Research, concept development, co-ordination with Wholesaler for promotional programme, account manager and reporting.
		Budget, promotional material, competition prize and account manager.	5,000.00 CHF
eMarketing: Early bird booking period placement of banners and ads			
01.02.15	31.10.15	Early bird booking period where many airlines and Wholesalers offer specials. Place strategically banner ads for Switzerland with a Wholesaler.	Evelyn Lafone evelyn.lafone@switzerland.com Concept development, co-ordination with various online sites and Wholesalers, account manager and reporting.
		Budget, promotional banner and possible add on special.	2,500.00 CHF
KAM: CEO dinners - One Partner only			
01.04.15	30.11.15	Twice a year CEO dinners are held in Sydney and/or Melbourne targeting 25 top level contacts involved in Swiss business. The participants are mainly Australians who travel frequently on business to Switzerland. An opportunity is here to be exclusive Destination Partner during these evenings. Personal participation or passive through ST.	Evelyn Lafone evelyn.lafone@switzerland.com Budget, concept development, project co-ordination, presence during evening, Wholesaler add on package, reporting.
		Budget, promotional material, give-aways, competition prize, presence during evening.	2,500.00 CHF
Family			
KMM: Out and About with Kids Partnership			
01.02.15	30.04.15	Partnership with Out and About with Kids targeting high income families. Families travel frequently to Europe with their family and Switzerland has a lot to offer. 1 page ad, 2 page editorial, 1 x newsletter to database. Limited to 4 Partners.	Evelyn Lafone evelyn.lafone@switzerland.com Concept development, project co-ordination, find suitable family tour operator package, Partner co-ordination, follow-up and reporting
		Content, competition prize where applicable and budget.	2,000.00 CHF

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Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact Services
		Participation	Costs
Summer			
KMM: Various magazines			Evelyn Lafone
01.02.15	30.10.15	Exclusive 3 pages advertorial in a chosen magazine (International Traveller, Get up and Go, Vacation and Travel, Get Lost, Mind Food, Mercedes Magazine and Signature Magazine) supported by a Wholesaler offer and online marketing. The Grand Tour will be the driver for the story with then showcasing an exclusive partner.	evelyn.lafone@switzerland.com Concept development, project co-ordination, budget, account manager and reporting.
		Budget, material support and content and account manager.	5,000.00 CHF
KAM: CEO GOLF Melbourne Cup - One partner only			Evelyn Lafone
01.10.15	30.10.15	This well established Golf Event takes place each year in October in Melbourne with around 100 CEO level guests from corporate companies contacted to Switzerland. 1 Partner has the opportunity to be part of this event (either in person or passive). There is pre, during the event visibility and post promotion.	evelyn.lafone@switzerland.com Concept co-ordination, budget, account manager, Wholesaler packages, promotional material, reporting.
		Budget, high level give-aways, logo inclusion on all promotions and high visibility during the event, special packages for participants, personal participation or passive.	2,500.00 CHF
Winter			
Promotion: Ski Shows			Evelyn Lafone
01.04.15	30.05.15	The two ski shows in Melbourne and Sydney attract large crowds. ST shares a stand with a Wholesaler (in 2014 Interhome) and also offers a platform for 2 partners. These partners will be represented by ST offering promotional material. This will be supported by 2 page advertorial in one of the winter publications. Open to 2 Partners per show only.	evelyn.lafone@switzerland.com Concept development, co-ordination of projects, stand and staff, promotional co-ordination, budget and reporting.
		Budget, promotional material, competition prize.	2,000.00 CHF
Promotion: Winter Festival. Exclusive for one Partner			Evelyn Lafone
01.06.15	31.07.15	Winter Festival in Sydney. Exclusive platform for one Partner to be ST Partner to be included online, social media, promotion on the actual ice rink, Agents event and competition for families. June, July and August is Winter in Australia and many ski, board and ice skate. Partnership with a Winter Wholesaler.	evelyn.lafone@switzerland.com Concept development, project co-ordination, budget, account manager and reporting.
		Budget, promotional material and content, possibility to participate in person for the agents event, account manager and competition prize.	8,000.00 CHF