

Additional market activities 2015.

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Europe

Spain

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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

Europe: Spain

Basis

KMM: Lonely Planet Touring Guide

Sandra Babey

sandra.babey@switzerland.com

- 01.04.15 31.07.15
- Publication of the first touring guide Lonely Planet in the world about Switzerland with 200 pages
 - Sell in the most important libraries around Spain
 - High probability to be published in Germany, France and Italy
 - Publication of a Lonely Planet teaser miniguide to promote the main touring guide (3 pages per partner)
 - Distribution of the miniguide as a supplement of the Lonely Planet magazine (30'000 copies in may) and at the Harley Davidson Days in Barcelona (80'000 copies in july)
 - Various online advertorials at lonelyplanet.es with over 100'000 visits/month
 - Media promotion of the guide together with Lonely Planet

Coordination, development, co-financing

Content

15,000.00 CHF

KAM: Trade workshops

Sandra Babey

sandra.babey@switzerland.com

- 01.10.15 31.10.15
- Trade workshops in Madrid and Barcelona (one day per city in October) at a special location
 - Special presentation of the Grand Tour of Switzerland
 - Aprox 100 TO's and specialized TA's
 - 1 table per partner (can be shared with one subpartner)
 - Additional table with 50% discount

Coordination, development, co-financing

Content, attendance

2,500.00 CHF

Spain Key Partner Package Gold

Sandra Babey

sandra.babey@switzerland.com

- 01.01.15 31.12.15
- The package includes the following activities:
- Lonely Planet touring guide & teaser miniguide
 - Viajes National Geographic touring map
 - Trade workshops in Madrid & Barcelona
 - Touring TO's campaign (RACC & My Way Rutas)
 - Hola.com iPad App

Coordination, development, co-financing

Content and support of media trips

48,500.00 CHF

Summer

KAM: Touring TO's

Sandra Babey

sandra.babey@switzerland.com

- 01.05.15 31.07.15
- RACC campaign with a supplement of his magazine | 80'000 copies
 - Depending on the results 2014 we may combine the investment with the new TO «My Way Rutas en Coche» (same team as RACC Travel)
 - Creation of new tours

Coordination, development, co-financing

Content

6,000.00 CHF

KAM: Triping.com

Sandra Babey

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- 01.05.15 30.06.15
- First web portal dedicated to promote the packages of OTA's specialized in tailor-made trips
 - Association with more then 80 specialized OTA's
 - Creation of new touring packages
 - Leads campaign through Google Adwords and Facebook Ads

Coordination, development, co-financing

Content

4,500.00 CHF

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27 January 2015

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Starting time	Ending time	Description	Contact Services
		Participation	Costs
KMM: RAC Basque Country			
01.06.15	30.06.15	<ul style="list-style-type: none">- RAC Basque Country is the leading car club in this wealthy region with 60'000 members- Publication of a 6 pages article in his magazine about the Grand Tour of Switzerland- 2 pages advertorial per partner integrating the highlights of your region or destination	Sandra Babey sandra.babey@switzerland.com Coordination, development, co-financing
Content			3,400.00 CHF
eMarketing: Summer online campaign			
01.05.15	30.06.15	<ul style="list-style-type: none">- Participation in our yearly summer campaign with your own microsite on MyS.com dedicated to your part of the GTS route with highlights- Integration of the OTA's packages about your destination- Being part of our main summer online campaign you will profit of the big distribution including display, advertorials and click activities	Sandra Babey sandra.babey@switzerland.com Coordination, development, co-financing
Content			10,000.00 CHF
eMarketing: Hola.com iPad App			
01.05.15	30.06.15	<ul style="list-style-type: none">- The magazine «Hola» has an own iPad app with more then 1 million downloads- Publication of a special Hola App dedicated to the GTS where partners will be highlighted with various advertorials, photo galleries and videos- Promotion of the App and its content through the web with more then 300'000 unique users per day!- Media trip in summer 2014	Sandra Babey sandra.babey@switzerland.com Coordination, development, co-financing
Content and support of the media trip			10,000.00 CHF
Touring_15			
KMM: Viajes National Geographic Touring Map			
01.05.15	31.05.15	<ul style="list-style-type: none">- Publication of a map about the Grand Tour of Switzerland as a supplement of the magazine Viajes National Geographic- The highlights of the partners will be mentioned on the back of the map- 2 pages article inside the magazine promoting the highlights of the map- 65'000 copies	Sandra Babey sandra.babey@switzerland.com Coordination, development, co-financing
Content (Limited to six partners)			5,000.00 CHF