

Additional market activities 2015.

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

North America

North America

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Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact Services
		Participation	Costs

North America: North America

Basis

North America Key Partner Package Gold

Alex Herrmann

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01.01.16 31.12.16 The Gold Package includes a comprehensive set of programs including Key Account Management and Key Media Management activities ("Best-of-Switzerland"), as well as Promotions/e-Marketing, namely a Summer/Cities campaign "In Love with Switzerland" running in the U.S. and Canada and based in New York City.

KAM Activities:

- 2 x 5 days sales calls tours, approximately 15 appointments per tour (limit to 3 traveling partners per tour)
- 1 travel agent event and/or major training per sales calls week (presentation by each partner, trade show) for approximately 20 agents.
- USD 12'500 worth of participation in joint Business Plans program with one or several North American tour operators to support marketing of new tour programs
- Full page in Switzerland Guide, produced and distributed with major North American travel trade publications.
- Two webinars, partner presentations archived on trade corner
- Inclusion of news and information in trade newsletter, e-learning program (Travel Agent Academy), trade corner on myswitzerland.com, and agent networking platforms
- Full access to certified Switzerland Specialists and Advisors database

Organization, coordination and execution of the program. Co-financing with up to CHF 35'000

KMM Activities:

- 1 x 5 days media tour (choose from two tours, spring or fall)
- Inclusion in one group media trip to the region, two nights minimum.
- One webinar, presentation archived on media corner
- At least one meeting with travel trade media representative(s) during one of the two sales calls week

Summer/Cities Promotion: "I Heart NY - In Love with Switzerland."

An integrated campaign in North America will be launched in late 2015/early 2016. Goal is to find the best testimonials for Americans and Canadians on what made them fall in love with Switzerland. Interested candidates will be invited via PR, online marketing and social media to submit story and photo. A jury and/or the social media community will select the winner(s).

This initiative is followed by a broad integrated online, social media, print and outdoor campaign in the early spring 2016 in New York with a fleet of NYC sightseeing buses covered in Switzerland- and partner-advertising, with at least one of the buses featuring the winner(s).

- Online, social media & radio campaign to find candidates for the contest. Partner inclusion with photos.
- Advertising to be featured on sides and back of sightseeing buses with high visibility

Financial contribution and input for content. Travel to the U.S. and Canada for sales calls and media tour. Willingness to support land arrangements for TOs/journalists.

90,000.00 CHF

North America Key Partner Package Silver

Alex Herrmann

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01.01.16 31.12.16 The Silver Package includes a broad set of programs including Key Account Management and Key Media Management activities ("Best-of-Switzerland"), plus a promotional campaign with National Geographic Traveler featuring the "Grand Tour of Switzerland", building on the 2015 partnership, and a new digital advertising campaign.

KAM Activities:

- 2 x 5 days sales calls tour, approximately 15 appointments per week (limit to 3 traveling partners per tour)
- 1 travel agent event and/or major training included (presentation by each partner, trade show) for about 20 agents.
- Half page in Switzerland Guide, produced and distributed with major North American travel trade publication.
- One webinar, partner presentation archived on trade corner
- Inclusion of news and information in trade newsletter, e-learning program (Travel Agent Academy), trade corner on MySwitzerland.com, and agent networking platforms
- Full access to certified Switzerland Specialists and Advisors database

Organization, coordination and execution of the program. Co-financing with up to CHF 25'000

KMM Activities:

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		<p>Participation</p> <p>platforms. Based on content from previous collaborations including an interactive map of the "Grand Tour/1,000 Miles of Switzerland", National Geographic Traveler will create an extended online hub. A renowned photographer traveling the Grand Tour will create 6 custom itineraries, which include also the-off-the-beaten track and authentic experiences. A print and digital campaign will complete the program.</p> <ul style="list-style-type: none"> - A photographer will visit participating destinations to create editorial content & photos. - An on-assignment Blog will capture stories and photos from the trip. - Partners can expect to be integrated in editorial content on the National Geographic online hub and in print. - Online, newsletter & social media Promotion of the content with NatGeo Channels. - Partners receive banner ads & Rich Media ads to push their call-to-action messages - Event opportunity in Washington where the National Geographic personality shares personal stories and images from his assignment. <p>Silver partners commit to host the photographer while in their region (max. 2 people for max. 5 days). Please note: this is an editorial visit of a photographer and needs to</p>	
		<p>Financial contribution and input for content. Travel to the U.S. and Canada for sales calls and media tour. Willingness to support land arrangements for TOs/journalists.</p>	70,000.00 CHF

North America Key Partner Package Bronze

01.01.16	31.12.16	<p>The Bronze Package includes an integrated mix of programs including Key Account Management and Key Media Management activities ("Best-of-Switzerland"), as well as the Consortia Marketing campaign, targeting affluent consumers through tailored outlets and the Virtuoso, Signature and potentially other consortia platforms, plus participation in a TV project.</p> <p>KAM Activities:</p> <ul style="list-style-type: none"> - 1 x 5 days sales calls tour, approximately 15 appointments per tour (limit to 3 partners per tour) - 1 travel agent event and/or major training included (presentation by each partner, trade show) for about 20 agents. - Half page in Switzerland Guide, produced and distributed with major North American travel trade publications. - One webinar, partner presentation archived on trade corner - Inclusion of news and information in trade newsletter, e-learning program (Travel Agent Academy), trade corner on MySwitzerland.com, and agent networking platforms - Full access to certified Switzerland Specialists and Advisors database <p>KMM Activities:</p> <ul style="list-style-type: none"> - 1 x 5 days media tour (choose from two tours, spring or fall) - Meetings with travel trade media during sales calls tour <p>Consortia Marketing campaign: Consortia which target the affluent consumer in North America and beyond – most prominently Virtuoso and Signature - have been growing in the past years, and Switzerland bookings by travel advisors of these consortia have grown significantly faster than the market. Switzerland Tourism's campaigns with the consortia focus mainly on travel advisor education and travel advisor/end consumer marketing. Participation in this program includes:</p> <ul style="list-style-type: none"> - Participation in Virtuoso and Signature agent training programs and active presentation during one webinar. 15 min dedicated presentation per participating partner. - Participation in Signature Switzerland-only insert in their travel magazine (reaching 500'000 potential travelers) or direct mail (30'000 selected consumers) or similar - Participation as part of Virtuoso Destination-focused sales campaign in the 8 page Switzerland only booklet (20'000 selected consumers) or similar - Representation through ST North America team at Virtuoso/Signature events such as Regional Meetings across North America including specially printed fact sheet <p>TV Project (see individual description for activity details)</p>	<p>Alex Herrmann alex.herrmann@switzerland.com</p> <p>Organization, coordination and execution of the program. Co-financing with up to CHF 20'000</p>
		<p>Financial contribution and input for content. Travel to the U.S. and Canada for sales calls and media tour. Willingness to support land arrangements for TOs/journalists. Hosting of TV crew.</p>	50,000.00 CHF

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact
		Participation	Services Costs
eMarketing: Exclusive Digital Sales Promotion			
01.01.16	31.12.16	<p>With a strong partner in North America such as yahoo.travel, Travelzoo or Sherman's Travel, we will promote offers for Switzerland and one participating destination. Together with SWISS and STS/REI, it is the goal to promote native content in an editorial environment and to push attractive offers via various online marketing activities.</p> <p>One destination needed - first come, first served.</p>	<p>Alex Herrmann alex.herrmann@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content.			40,000.00 CHF
eMarketing: Digital Advertising Campaign			
01.01.16	31.12.16	<p>North America offers great possibilities for the integration of content on online, mobile, social media to push messages of destinations and brands. To help grow each partners' reach, this campaign will focus on creating targeted campaigns in the digital space. The goal is to raise awareness and encourage calls to action with all participating partners in the U.S. and Canadian market. Quick adaption to the latest trends in the market will also be a focus.</p> <ul style="list-style-type: none"> - Coordinated geo-targeted banner ads, videos and newsletters - Social media contest and posts on Switzerland Tourism's own channels (Facebook, Twitter) - Social media buy on various platforms to promote content - Targeted mobile campaign with photos and videos <p>Basic: CHF 10'000, Top CHF 20'000</p>	<p>Mathias Ulrich mathias.ulrich@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content.			20,000.00 CHF
KAM: Consortia Marketing campaign			
01.01.16	31.12.16	<p>Consortia which target the affluent consumer in North America and beyond – most prominently Virtuoso and Signature - have been growing in the past years, and Switzerland bookings by travel advisors of these consortia have grown significantly faster than the market. Switzerland Tourism's campaigns with the consortia focus mainly on travel advisor education and travel advisor/end consumer marketing. Participation in this program includes:</p> <ul style="list-style-type: none"> - Participation in Virtuoso and Signature agent training programs and active presentation during one webinar. 15 min dedicated presentation per participating partner. - Participation in Signature Switzerland-only insert in their travel magazine (reaching 500'000 potential travelers) or direct mail (30'000 selected consumers) or similar - Participation as part of Virtuoso Destination-focused sales campaign in the 8 page Switzerland only booklet (20'000 selected consumers) or similar - Representation through ST North America team at Virtuoso/Signature events such as Regional Meetings across North America including specially printed fact sheet 	<p>Mirko Capodanno mirko.capodanno@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content.			15,000.00 CHF
KMM: Exclusive Media Events "Mini-Extravaganza", 2016 edition			
01.01.16	31.12.16	<p>Similar event to the version in NYC, however on a smaller scale, with approximately 40 contacts attending per event. These events are exclusive to one partner (one event or several).</p> <p>Potential locations: San Francisco, LA, Miami, Montreal and Toronto. ST will be able to handle a maximum of four events in 2016.</p>	<p>Ursula Beamish ursula.beamish@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content, Travel to the U.S. and Canada for media tour.			15,000.00 CHF

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Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact
		Participation	Services Costs
KAM: ST North America Starter Package for Travel Trade			
01.01.16	31.12.16	<p>This program is perfect for regions or destinations who are new to the U.S. and Canadian market and would like to get a first, but thorough impression of the travel trade industry, as well as some exposure with agents and operators.</p> <ul style="list-style-type: none"> - Half page in Switzerland Guide, produced and distributed with major North American travel trade publication - One webinar for U.S. and Canadian travel agents, partner presentation archived on trade corner - Partner contact and short content on trade corner on myswitzerland.com - Inclusion in ST North America trade e-newsletter (one item per year) - Full access to certified Switzerland Specialists and Advisors database 	<p>Alex Herrmann alex.herrmann@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content.			7,500.00 CHF
eMarketing: Web Promotion Package			
01.01.16	31.12.16	<p>Promote your destination on the platform where you are most likely to find the highest qualified customer – MySwitzerland.com.</p> <ul style="list-style-type: none"> - Rotating 300 x 250 banner ads on North American MySwitzerland.com websites (75'000 impressions) - Inclusion of special offer in North America consumer newsletter sent to 100'000 subscribers - One month presence in special offer box (rotating placement on North America homepages) 	<p>Mathias Ulrich mathias.ulrich@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content.			5,000.00 CHF
KMM: TV Production			
01.01.16	31.12.16	<p>Great opportunities often come with little notice. Be first in line to have the option to participate in a major U.S. and/or Canadian TV production. This can be in form of a travel, lifestyle or reality TV show.</p> <p>Cost of hosting the crew in destination will be additional.</p>	<p>Ursula Beamish ursula.beamish@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content. Hosting of TV crew.			12,000.00 CHF
KAM: Business Plans with North American Tour Operators			
01.01.16	31.12.16	<p>Participation in joint Business Plans program with one or two North American tour operators to support marketing of new tour programs.</p>	<p>Alex Herrmann alex.herrmann@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content, Willingness to support land arrangements for TOs/journalists.			12,500.00 CHF
KMM: Exclusive Media Event "Holiday Extravaganza", NYC, 2016 edition			
01.12.16	31.12.16	<p>Top tier media contacts from the New York area (plus their guests) are invited to our annual Holiday party. This very exclusive event has become an institution over the past years. Every year, one partner gets to meet with approximately 80 of the best media contacts from ST in New York. The event takes place in New York City at a new, attractive venue every year. The partner receives an exclusive platform for their messages to the key media contacts with guidance from the ST media team.</p> <p>Sold for 2016.</p>	<p>Ursula Beamish ursula.beamish@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution.			25,000.00 CHF

Various_Product_Development

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Starting time	Ending time	Description	Contact
		Participation	Services
			Costs
Promotion: Faith-based Travel Marketing Campaign			
01.01.16	31.12.16	<p>In 2017, we celebrate the 500-year anniversary of the Reformation in Europe. This offers an excellent opportunity to market regions or destination to faith-based travelers via church groups, religious travel associations and operators in the international faith-based travel sector.</p> <p>Collaboration with operators with a focus on advertising in niche and group leader-publications (in combined ads) in the faith-based travel field. In-depth collaboration with groups such as Going on Faith or Faith Travel Association as well as publications such as NTA Courier or Leisure Group Travel. Collaboration with the German National Tourist Office on "500 years of Reformation in Europe".</p> <p>Minimum three partners needed</p>	<p>Evelyn Lafone evelyn.lafone@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
		Financial contribution and input for content. Willingness to support land arrangements for TOs/journalists.	6,500.00 CHF

Winter

Promotion: Winter Marketing campaign			
01.08.16	31.12.16	<p>After the success of the comprehensive partnership with the group behind the well-known Warren Miller ski film for the 2014/2015 winter season, we plan to partner with the same group again for 2016/2017:</p> <ul style="list-style-type: none"> - Continuation of collaboration with Warren Miller for 2016/2017, film to be featured in hundreds of locations in the U.S. and Canada - Support of engagement in Warren Miller film with online and print advertising in ski and winter sports magazines - Web-Promotion (winter/lifestyle portal) and myswitzerland.com - Inclusion in ST North America newsletter via tour operator offers - Individual study trip support to tour operators and support to individual journalists (provided region is also willing to support the tour operators/journalists) - Switzerland tour operator event at 2016 Mountain Travel Symposium <p>Minimum of three partners needed.</p>	<p>Mathias Ulrich mathias.ulrich@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
		Financial contribution and input for content, Willingness to support land arrangements for TOs/journalists. Hosting of TV crew.	21,500.00 CHF