

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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01.01.15 31.12.15 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 "Win your own Travel TV Show".

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 per sales call 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 two 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

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: "Win your own Travel TV Show"

While the ways travel content is consumed are changing, TV is still one of the best means to reach larger audiences in North America, and a campaign combining TV with online and social media offers additional opportunities.

An integrated campaign in North America will be launched early in 2015 to find the moderator of a new travel TV show. Interested candidates will be invited via PR, online marketing and social media, as well as at events where ST is present, to create a short video in which they explain why they deserve to travel to Switzerland as the (paid) host for a new travel TV show. A jury as well as the social media community will select the winner. The show will have at least two guaranteed broadcast dates on nationwide TV channels in the U.S. and Canada, and potentially be picked up by other channels.

- Online and social media campaign to find candidates for the contest. Partner inclusion (what you would experience in Region X, Switzerland, if you won...) with photos/videos
- Winner travels on the "Grand Tour of Switzerland" for TV Show to all participating regions
- Landing page on MySwitzerland.com during the entire campaign will feature partner content, photos and links
- Show will be broadcast at least twice on nationwide TV in the U.S. and Canada
- Estimated 10 Mio. contacts per partner

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

Gold partners commit to host the crew shooting the TV show in their region (approx. 6 to 8 people for max 3/4 days).

4 partners min./5 partners max.

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

90,000.00 CHF

North America Key Partner Package Silver

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01.01.15 31.12.15 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".

KAM Activities:

- 2 x 5 days sales calls tour, approximately 15 appointments per week (limit to 3

Organization, coordination and execution of the program. Co-financing with up to CHF 27'500

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Présences supplémentaires sur les marchés avec partenaires 2015.

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		<p>Participation</p> <p>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 KMM Activities: -1 x 5 days media tour (choose from two tours, spring or fall) -Meetings with travel trade media during sales calls tour National Geographic presents "The Grand Tour of Switzerland": With the theme "Grand Tour of Switzerland" as the focus in 2015/16, it's a perfect time to rekindle our collaboration with National Geographic Traveler magazine after a recent break and to work with this well regarded brand to introduce "The Grand Tour of Switzerland".</p> <p>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 online hub, and a writer and photographer traveling the Grand Tour will create new, additional content of the participating partners. A print and online campaign will complete the program. Switzerland is the first European destination working with National Geographic Traveler on this program.</p> <p>-A writer and a photographer will visit participating destinations to create content. -A on-assignment Blog will capture stories and photos from the trip. -Partners receive at least three web pages of content on the new National Geographic online hub. -Online, newsletter & social media Promotion of the content with NatGeo Channels. -Partners receive a half page ad in the National Geographic Traveler Magazin</p> <p>Financial contribution and input for content. Travel to the U.S. and Canada for sales calls and media tour. Willingness to support lan arrangements for TOs/journalists</p>	<p>Costs</p> <p>67,500.00 CHF</p>

North America Key Partner Package Bronze

01.01.15	31.12.15	<p>The Bronze Package includes a program in Key Account Management and Key Media Management, many of them known from the former Best-of-Switzerland program, as well as the Affluent Consumer Marketing campaign, targeting the affluent consumers through tailored outlets and the Virtuoso, Signature and potentially Ensemble consortia platforms. The focus will once again be on Virtuoso, to follow up on the 2013 Virtuoso Chairman's Event which took 80 owners and managers of the best performing Virtuoso agencies to Switzerland. Finally, the package features a new Mobile Marketing campaign, which takes advantage of the increasing importance of mobile devices in accessing online content.</p> <p>KAM Activities: -1 x 5 days sales calls tour, approximately 15 appointments per tour (limit to 3 partners per tour) -1 travel agent event 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> <p>KMM Activities: -1 x 5 days media tour (choose from two tours, spring or fall) -Meetings with travel trade media during sales calls tour</p> <p>Consortia Marketing campaign: Consortia which target the affluent consumer in North America and beyond – most prominently Virtuoso and Signature - have been very successful in the past years, and Switzerland bookings by travel advisors participating in these consortia have grown three times faster than the market. The campaigns with the consortia focus mainly on education and marketing. Please note, based on the feedback from Swiss partners, the online marketing piece of this campaign has been removed. Participation in this program includes: -Participation in Virtuoso and Signature agent training programs and active presentation during one webinar. 15 min dedicated presentation per participating partner.</p>
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 organization, coordination and execution of the program. Co-financing with up to CHF 20'000

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Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact
		Participation	Services
			Costs
		<p>-Participation in Signature Switzerland-only Direct Mail piece (30'000 selected consumers) or similar</p> <p>-Participation in Virtuoso Destination Focused Sales Campaign: ½ page in the 8 page Switzerland only booklet (20'000 selected consumers) or similar</p> <p>-Representation through ST North America team at Virtuoso/Signature events such as Regional Meetings across North America</p> <p>TV Project: (see individual description for activity details)</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	52,000.00 CHF
Promotion: Native Online Advertising Campaign			
01.01.15	31.12.15	<p>The integration of native content on online, mobile, social media is the new way of combining the marketing & PR forces. To help grow each partners' reach, this campaign will focus on creating two campaigns about native online advertisement in the U.S. and potentially Canadian market, to raise awareness and encourage engagement with all participating partners. Also quick adaption to the latest trends in the market will be a focus.</p> <p>-Native advertisement (photos, stories and videos) on affluent platforms.</p> <p>-Coordinated and geo-targeted banner ads, videos and newsletters.</p> <p>-Social media contest and posts on ST channels (Facebook, Twitter).</p> <p>-Social media buy on various platforms to promote the content.</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	7,500.00 CHF
Media Event "Holiday Extravaganza", NYC, 2015 edition			
01.01.15	31.12.15	<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>Ursula Beamish-Maeder ursula.beamish@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
		Financial contribution	25,000.00 CHF
Media events "Mini-Extravaganza", 2015 edition			
01.01.15	31.12.15	<p>Similar event to the NY version, however, on a smaller scale.</p> <p>Potential locations: San Francisco, LA, Montreal and Toronto.</p> <p>Other cities – e.g. Miami - possible on mutual agreement.</p>	<p>Ursula Beamish-Maeder 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
ST North America Starter Package Trade			
01.01.15	31.12.15	<p>This program is perfect for regions, destinations which are new to the U.S. and Canadian market and would like to get a first taste of the travel trade industry as well as some exposure towards agents and operators.</p> <p>-Half page in Switzerland Guide, produced and distributed with major North American travel trade publication</p> <p>-One webinar for U.S. and Canadian travel agents, partner presentation archived on trade corner</p> <p>-Partner contact and short content on trade corner on mysitzerland.com</p> <p>-Inclusion in ST North America trade e-newsletter (one item per year)</p> <p>-Full access to certified Switzerland Specialists and Advisors database</p>	<p>Alex Herrmann alex.herrmann@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
		Financial contribution and input for content.	6,500.00 CHF

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Starting time	Ending time	Description	Contact Services
		Participation	Costs
Participation in "Montreal en Lumiere" Festival February 2015			
01.02.15	28.02.15	<p>Approximately one third of the overnights from Canada to Switzerland is generated by French-Canadians. "Montreal en Lumiere" is one of the major annual festivals in Montreal and allows a guest country to be present in many ways – with local artists and chefs, and by presenting themselves as a tourism destination.</p> <p>The Swiss Consulate in Montreal, SWISS and Switzerland Tourism jointly engage in this event and Switzerland will be the guest country in the 2015 edition of the festival. Swiss regions and cities – from the French-speaking part and beyond – are invited to join the activities for a major presence in Montreal in 2015.</p> <ul style="list-style-type: none"> - Presence at Switzerland Event - Opportunity to participate in VIP event (trade and/or media), organization covered by ST, cost covered by partner - Participation in Marketing/Social Media Campaign <p>Small Package 10'000 CHF. Large Package 25'000 CHF</p>	<p>Alex Herrmann alex.herrmann@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content. Travel to Canada for event.			10,000.00 CHF
Media: TV Production			
01.01.15	31.12.15	<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 or reality TV show. Cost of hosting the crew in destination will be additional.</p>	<p>Ursula Beamish-Mader ursula.beamish@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
Financial contribution and input for content. Willingness to support land arrangements for journalists.			12,000.00 CHF
Trade: Business Plans with North American Tour Operators			
01.01.15	31.12.15	<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.			12,500.00 CHF
Promotion: Web Promotion Package			
01.01.15	31.12.15	<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 America MySwitzerland site (75'000 impressions) - Inclusion of special offer in North America Newsletter sent to 80'000 subscribers - One month presence in special offer box (rotating placement on North America homepage) 	<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

Various_Product_Development

Trade: Faith-Travel Marketing Campaign

01.01.15	31.12.15	<p>In 2017, we celebrate the 500-year anniversary of the Reformation in Europe. This offers an excellent opportunity to market your destination to church groups, religious travel associations and operators in the international faith travel sector.</p> <p>Collaboration with operators with a focus on advertisement in niche and group leader publications (in combined ads) in the faith-travel field. In-depth collaboration with groups such as Going on Faith or Faith Travel Association (FTA) as well as publications such as NTA Courier or Leisure Group Travel.</p> <p>Min 3 partners needed</p>	<p>Mirko Capodanno mirko.capodanno@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
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30 January 2015

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Présences supplémentaires sur les marchés avec partenaires 2015.

Starting time	Ending time	Description	Contact Services
		Participation	Costs
		Financial contribution and input for content. Willingness to support land arrangements for TOs/journalists	6,500.00 CHF

Promotion: LGBT Marketing Campaign

01.01.15	31.12.15	<p>Integrated approach with promotions, key media management, e-marketing and meetings & incentives. Participation in this program includes:</p> <ul style="list-style-type: none"> - Online marketing campaign in North America - Presence at two or more LGBT events, conferences (such as G&L Film Festival in San Francisco, G&L Expo in New York) 	<p>Nick Turnell nicolas.turnell@switzerland.com</p> <p>Organization, coordination and execution of the program.</p>
		Financial contribution and input for content.	8,000.00 CHF

Winter

Promotion: Winter Marketing Campaign 2015/16

01.10.15	30.04.16	<p>Skiing in the Swiss Alps is a different experience than any resort in North America can provide. And there's much more to a winter holiday than skiing. The 150-year anniversary of Winter Tourism is an ideal time to reestablish Switzerland's as "the" winter destination, with a revamped winter campaign. Participation in this program includes:</p> <ul style="list-style-type: none"> -Switzerland tour operator event at 2015 Mountain Travel Symposium in Whistler, Canada -Full page ad per partner in travel or winter lifestyle magazine -Web-Promotion (winter/lifestyle portal) and mysitzerland.com -Inclusion in ST North America newsletter via tour operator offer -Individual FAM trip support to Tour Operators and support to individual journalists (provided region is also willing to support the tour operators/journalists) <p>Minimum of three partners needed.</p>	<p>Mathias Ulrich mathias.ulrich@switzerland.com</p> <p>Organization, creation, coordination of all elements of this winter promotion.</p>
		Provide content for program. Financial contribution. Willingness to support land arrangement for TOs/journalists.	21,500.00 CHF