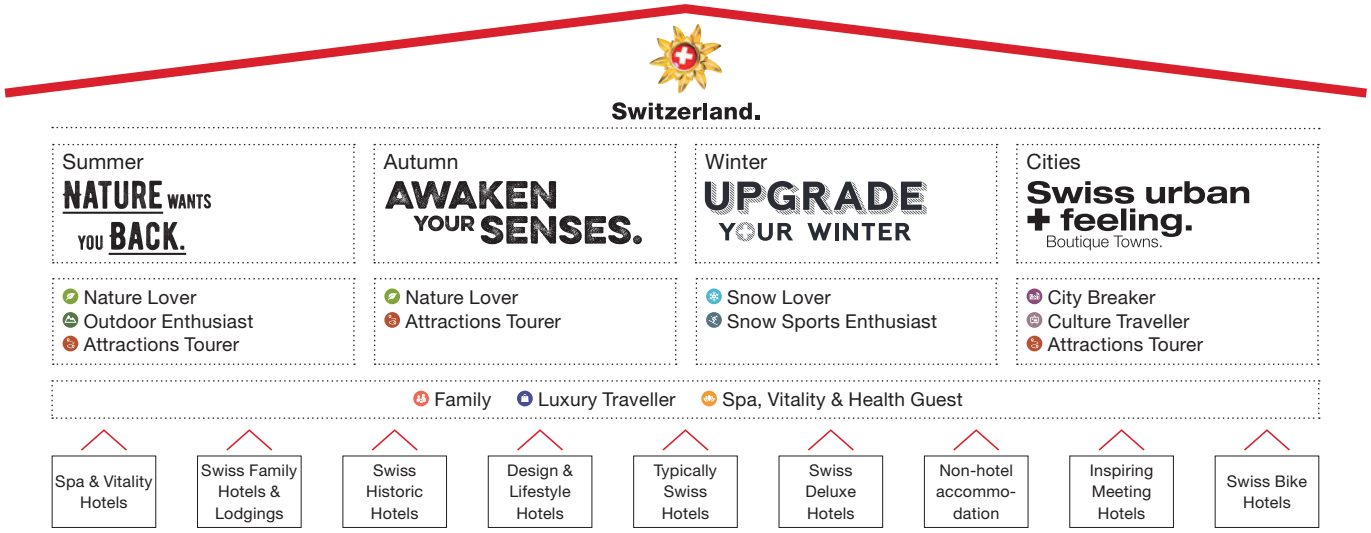
Switzerland.
Inspiring Meeting Hotels.
Registration for Switzerland Tourism accommodation marketing.
STnet.ch/hotels
Rigi Kulm Hotel, Rigi, Lucerne-Lake Lucerne Region, © Emanuel Ammon/AURA

Schloss Hüningen, Konolfingen, Canton of Bern

Accommodation marketing strategy.

The integrated strategy for the four main campaigns Summer, Autumn, Winter and Cities is at the core of ST's central marketing. Activities in each market are built on campaign content and advertising materials. The goal is to create a clear and consistent message across all channels. Marketing will also strengthen expertise in all segments and present relevant content for each community via the core channels. Accommodation groups are a vital component of the campaigns and the segments. They will be integrated and involved in communication wherever appropriate.



Accommodation marketing aims to present visitors with the best options for accommodation in Switzerland across all categories. The groups – comprising hotels and supplementary accommodation – will be integrated into communication across the world. Activities for accommodation groups are always focused on a clearly defined target group (segment).

Detailed information on accommodation marketing and the segmentation of Switzerland Tourism can be found at **STnet.ch/hotels** and **STnet.ch/segmentation.** Website only available in German and French.

Inspiring Meeting Hotels service package.

Promotion

- Cross-marketing communication of accommodation partnerships in Switzerland Tourism's markets via the main campaigns.
- Integration into theme-based brochures with images, text and contact information. Accommodation partners are required to display the respective cooperation brochure prominently within their establishment.
- Accommodation is prioritised in market activities and identified as an establishment recommended by Switzerland Tourism through a special logo.
- Participation in an accommodation partnership is at the same time an entry ticket for various services that can be purchased in the markets. These add-on promotions allow a selective choice of markets and platforms.

Trade

- Discount on participation in the Switzerland Travel Mart (STM) 2020 and the Snow Travel Mart Switzerland (STMS) 2021: CHF 990.– per trade fair booth (1 person).
- Representation through accommodation marketing at international trade fairs and workshops.
- Inclusion on the Tour Operator List provided to tour operators.

Recommended by Switzerland Tourism.

Inspiring Meeting Hotel

Digital Marketing

- Portrait on MySwitzerland.com with image and text (search engine optimised) with links to theme-based landing pages as well as cross-topic content.
- Commission-free listing on MySwitzerland.com (four offers per year).
- Social media ads for different clusters: each establishment is integrated into an advertisement with a paid range extension.

Media work

- Product media work with active pitching of accommodation content.
- Prioritised treatment in the organisation of centralised media and influencer travel.

Cooperation membership fee with a SCIB membership* of Regions/Destinations

1–10 rooms	CHF 1,500 p.a. (excl. VAT)	51–70 rooms	CHF 5,100 p.a. (excl. VAT)
11–30 rooms	CHF 3,300 p.a. (excl. VAT)	71–90 rooms	CHF 5,500 p.a. (excl. VAT)
31–50 rooms	CHF 3,700 p.a. (excl. VAT)	91+ rooms	CHF 5,900 p.a. (excl. VAT)

Cooperation membership fee without a SCIB membership* of Regions/Destinations

1–10 rooms	CHF 1,650 p.a. (excl. VAT)	51–70 rooms	CHF 5,610 p.a. (excl. VAT)
11–30 rooms	CHF 3,630 p.a. (excl. VAT)	71–90 rooms	CHF 6,050 p.a. (excl. VAT)
31–50 rooms	CHF 4,070 p.a. (excl. VAT)	91+ rooms	CHF 6,490 p.a. (excl. VAT)

Fees are for hotelleriesuisse members. Due to the strategic partnership between hotelleriesuisse and ST, members benefit from a co-funding of 20% which is already included in the shown membership fees. This reduction does not apply to non-members.
*The Switzerland Convention & Incentive Bureau (SCIB) list of members can be found on **stnet.ch/scib-partner.**

Voraussetzung für eine Teilnahme

In order to participate in the campaign, hotels will need to be evaluated by an expert jury of Inspiring Meeting Hotels. The evaluation of dossiers is carried out twice a year. In addition, hotels must also have a TrustYou score of at least 80%. The assessment guidelines can be downloaded on **stnet.ch/hotels.**

If you have any questions, please feel free to contact us:

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Switzerland Tourism.

Inspiring Meeting Hotels registration.

Address

Establishment.....

Street.....

Post code, town.....

Telephone.....

E-mail.....

Website.....

Contact person.....

Contact person e-mail.....

Number of rooms.....

Billing address*

.....

.....

.....

.....

.....

* if different from establishment address

Our establishment is classified as follows:

- ☐ Q seal of quality — Q rating.....
- ☐ hotelleriesuisse member — hotelleriesuisse star rating.....
- ☐ GastroSuisse member — GastroSuisse star rating.....
- ☐ Our TrustYou score..... (can be seen at trustyou.com)

We would like to participate in the marketing programme as follows:

Cooperation membership fees with a SCIB membership* of Regions/Destinations

☐ 1–10 rooms	CHF 1,500 p.a. (excl. VAT)	☐ 51–70 rooms	CHF 5,100 p.a. (excl. VAT)
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* The Switzerland Convention & Incentive Bureau (SCIB) list of members can be found on **stnet.ch/scib-partner.**

Contract duration

This form serves as contractual agreement and shall be valid from the start of the campaign in January 2020 for a period of two years.

Seminarhotel Seeblick, Emmetten, Lucerne-Lake Lucerne Region

Vouchers

As part of its accommodation campaigns, Switzerland Tourism is repeatedly given the opportunity to showcase individual hotels on attractive platforms with a competition prize. The vouchers are used in a variety of markets (without consulting the establishment) and are only used if the platform is interesting and its target audience is relevant. If your voucher(s) has/have not been used by the expiration date, it (they) will be destroyed.

We are happy to provide Switzerland Tourism with the following competition prize(s) for accompanying marketing measures **valid for two years, until December 2021,** at the start of the campaign in January 2020.

☐ Two vouchers: each valid for one short-stay offer (at least two nights) for two persons with breakfast and additional services (suitable for theme-based cooperation)

or

☐ One voucher: valid for one weekly offer for two persons with breakfast and additional services (suitable for theme-based cooperation)

Place, date

.....

Legal signature

.....

Please send the completed document by e-mail to: marketing@switzerland.com

Switzerland Tourism.

Information about the business.

Introduction	Example	Your entry
Place/name/star category	**Example town/city: Hotel Example ***S**	
Description Keywords only. What is your USP? What distinguishes your hotel from others?	▪ Location (on the lake, with a view, in the old town …) ▪ Type of hotel (city hotel, country inn, chalet hotel …) ▪ Special information about traditions, regionality and history of the building, special features ▪ Hosts and their history ▪ Further information, special features, USP	
Inspiring Meeting Hotels Information on positioning	▪ What makes your establishment an Inspiring Meeting Hotel? ▪ Is your hotel located within a monastery or surrounded by nature; is it a place where guests can encounter culture or history; is it affiliated with an agricultural farm, a cheese dairy, a vineyard or brewery, etc.? ▪ Do you have special rooms suitable for meetings (e.g. outdoor, monastery garden, panoramic meeting room, etc.)? ▪ Do you offer exceptional accompanying programmes (e.g. crystal expedition with a mountain guide, igloo building, cheesemaking)?	
Gastronomy Restaurants, specialities, special cuisine	▪ Special awards (GaultMillau, Michelin, etc.) ▪ Swiss specialities (e. g. rösti) ▪ Restaurant capacity ▪ Offers, such as cooking with the host	

Please send the completed document by e-mail to: marketing@switzerland.com

Switzerland Tourism.

Information about the business.

1. Location

☐ in the city ☐ in the mountains ☐ in the country ☐ by the water ☐ Ski-in and ski-out

2. Infrastructure

Number of rooms ..... Number of double rooms .....

Number of beds ..... Number of twin rooms .....

☐ Free Wi-Fi ☐ Dog-friendly hotel ☐ No. of outdoor parking spaces .....

☐ Hotel with disabled facilities ☐ Ski-in Ski-out accommodation ☐ No. of indoor parking spaces .....

No. of meeting rooms ..... Size of meeting rooms ..... m² Height of meeting rooms ..... m

Total capacity U-shape/block seating (persons per table)

Smallest room ..... persons ..... / m² Largest room ..... persons ..... / m²

Please also send us your banquet portfolio with the total capacity of the meeting rooms.

Possible locations for team work

e.g. bar, rooms, lounge, terrace, conservatory .....

Technical equipment of the meeting rooms

☐ Pinboard ☐ Screen ☐ Facilitator toolkit ☐ others

☐ Flipchart ☐ Projector ☐ Wi-Fi

.....

3. Price details

☐ Daily flat rate
2 x coffee break, 1 x lunch, meeting room hire, standard technical equipment: projector, screen, flipchart

CHF.....

☐ Daily flat rate
(as described on the left) incl. 1 overnight stay

CHF.....

☐ Price of a dinner
3 courses

CHF.....

Price category per room/night incl. breakfast

☐ less than CHF 200

☐ between CHF 200 and CHF 300

☐ more than CHF 300

4. Gastronomy

☐ GaultMillau, points ..... ☐ Michelin, stars ..... ☐ Additional details .....

5. Additional information

☐ Family-run business in its ..... generation

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