



Switzerland.

# Swiss Bike Hotels.

Registration for Switzerland Tourism accommodation marketing.

[STnet.ch/hotels](http://STnet.ch/hotels)





Hotel Cresta Palace, Celerina, Graubünden

# 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).

# Swiss Bike Hotels service package.

## Promotion

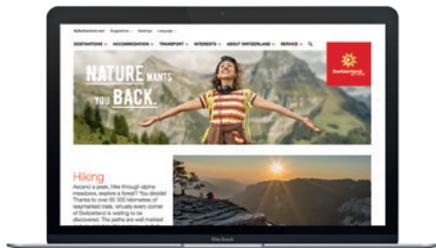
- Cross-marketing communication of accommodation partnerships in Switzerland Tourism's markets via the main campaigns.
- Integration into theme-based brochures with images, text and contact information. Accommodation partners are required to display the respective cooperation brochure prominently within 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.

## 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.

recommended by Switzerland Tourism.

Swiss  
Bike  
Hotel



## Media work

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

### Switzerland Tourism's marketing cooperation offer

1–10 rooms	CHF 1,500 per year (excl. VAT)	51–70 rooms	CHF 2,500 per year (excl. VAT)
11–30 rooms	CHF 1,800 per year (excl. VAT)	71–90 rooms	CHF 2,800 per year (excl. VAT)
31–50 rooms	CHF 2,300 per year (excl. VAT)	91+ rooms	CHF 3,000 per year (excl. VAT)

The prices quoted are for members of hotelleriesuisse (hs) who benefit from co-financing due to the strategic partnership between hs and ST. For hs non-members, this discount is not valid and a surcharge of 20% on the given price is added.

### Participation conditions

In order to participate in the campaign, the following requirements must be met: labelled as Bike Hotel in hotelleriesuisse's specialisation category and a score of at least 80% on TrustYou. The assessment guidelines can be downloaded on [stnet.ch/hotels](https://stnet.ch/hotels).

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

Accommodation Marketing Switzerland Tourism  
Phone +41 (0)44 288 13 47 | [marketing@switzerland.com](mailto:marketing@switzerland.com)



## Swiss Bike Hotels registration.

**Address**

Establishment.....

Street.....

Post code, town.....

Telephone.....

E-mail.....

Website.....

Contact person.....

Contact person e-mail.....

Number of rooms.....

**Billing address\***

.....

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.....

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\* if different from establishment address

**Our establishment is classified as follows:**

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

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

- 1–10 rooms            CHF 1,500 per year (excl. VAT)
- 11–30 rooms           CHF 1,800 per year (excl. VAT)
- 31–50 rooms           CHF 2,300 per year (excl. VAT)
- 51–70 rooms           CHF 2,500 per year (excl. VAT)
- 71–90 rooms           CHF 2,800 per year (excl. VAT)
- 91+ rooms             CHF 3,000 per year (excl. VAT)

The prices quoted are for members of hotelleriesuisse (hs) who benefit from co-financing due to the strategic partnership between hs and ST. For hs non-members, this discount is not valid and a surcharge of 20% on the given price is added.

**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.



Frutt Family Lodge, Melchsee-Frutt, Lucerne-Lake Lucerne Region

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### 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)

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**Place, date**

**Legal signature**

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Please send the completed document by e-mail to: [marketing@switzerland.com](mailto:marketing@switzerland.com)



## Information about the business.

Introduction	Example	Your entry
<b>Place/name/star category</b>	<b>Example town/city: Hotel Example ***S</b>	
<b>Description</b> Keywords only. What is your USP? What distinguishes your hotel from others?	<ul style="list-style-type: none"> <li>Location (on the lake, with a view, in the old town ...)</li> <li>Type of hotel (city hotel, country inn, chalet hotel ...)</li> <li>Special information about traditions, regional-ity and history of the building, special features</li> <li>Hosts and their history</li> <li>Further information, special features, USP</li> </ul>	
<b>Swiss Bike Hotels</b> Information on positioning	<ul style="list-style-type: none"> <li>What makes your establishment a Swiss Bike Hotel?</li> <li>Do you offer guided tours, riding and technical courses, packed lunches, bike park tickets, etc.?</li> <li>What mountain bike or road bike routes are near the hotel?</li> </ul>	
<b>Gastronomy</b> Restaurants, specialities, special cuisine	<ul style="list-style-type: none"> <li>Special awards (GaultMillau, Michelin, etc.)</li> <li>Swiss specialities (e. g. rösti)</li> <li>Restaurant capacity</li> <li>Offers, such as cooking with the host</li> </ul>	

### 1. Location

- In the city     
  In the mountains     
  In the country     
  By the water     
  Ski-in and ski-out

### 2. Infrastructure

- Free Wi-Fi     
  Dog-friendly     
  Wheelchair-accessible     
  Charging station     
  Green living specialisation

### 3. STC – Switzerland Travel Centre

We can already be booked via STC with the following system:

- Reonline     
  Deskline     
  Tomas     
  Cooperation agreement with STC  
 We cannot yet be booked via STC and would like a consultation.

Please send the completed document by e-mail to: [marketing@switzerland.com](mailto:marketing@switzerland.com)