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KPM 2020: Update China.

October 1, 2020.



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Swiss Culture Activities.

Swiss Culture Activities, Program Year 2.

- Influencer trips to Switzerland
 - Influencers will encounter the local cultural scenes and its leading figures
 - Topics: Visual Arts / Classical Music
- Swiss Culture Events in China
 - 5 days “roadshow” to Beijing, Shanghai, ev. Guangzhou
- Zai-Art Live Streaming Series
 - Approx. 6 episodes on Culture Travel Destination Switzerland

Influencer Trips to Switzerland.

- 2 Influencer trips with key opinion leaders from the visual arts / design / architecture and the classical music communities.
 - AMOS Integration along with tourism partners
 - Related media coverage (traditional medias, digital channels)



Influencer Trip – Music: Influencers.



WANG Xiaoming
Concert Master Zurich
Opera, 1st Violinist
Stradivarius Quartet



MENG Qi
Chief Editor Music
Weekly



HE Ying
Director Guangzhou
Grand Theatre



SUN Ting
Sopranist Zurich Opera,
Culture Manager



LU Zhuye
Chief Editor Music
Today, Marketing
Director Amadeus.tv



ZHANG Xiaoding
Director Shanghai
Grand Theatre



WANG Yong
Dean Institute of Music
Shanghai University



WANG Jiyan
Famous Music Critic



GUO Xiaolan
Director of Shenzhen
Music Hall

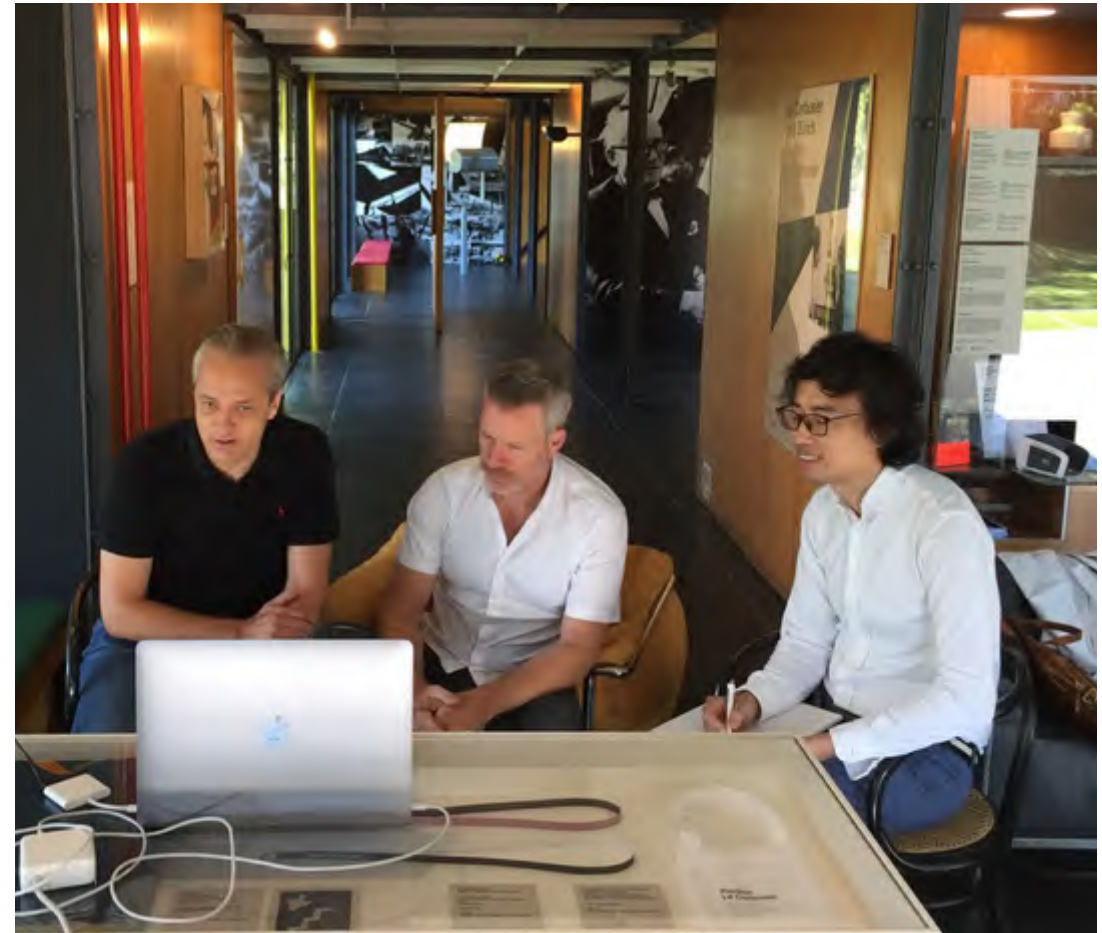
Swiss Culture Events in China.

- Partner “Roadshow” touring Beijing, Shanghai and Guangzhou (5 days)
 - Active Partner participation
- Art and culture related activities in each cities, and focusing on a highly targeted audience
 - Visits / presentations / visits to educational institutions
 - Media gatherings
 - Culture Travel TO sales calls
 - VIP networking (cooperation with diplomatic representations)



Zai-Art Live Streaming Series.

- Media Partnership with Art & Culture Platform “Zai-Art”
 - 2020: 5 Mio users all over China
- Approx. 6 Live Streaming episodes
 - Focus on Destinations
 - Integration of all AMOS partners, according to cities





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Pre-Beijing 2022 Roadshow.

Roadshow: Overall Agenda.

Date	City	Programm Highlights	Possible Locations Icon
Early Sep	Hong Kong	<ul style="list-style-type: none"> • “Lake Geneva Region greets HKG” 	
Sep 22 - 27	Shanghai	<ul style="list-style-type: none"> • Participation World Skills • ”Jungfrau Region greets Shanghai” 	
Mid Oct	Guangzhou	<ul style="list-style-type: none"> • ”Lake Lucerne Region greets Guangzhou” 	
Mid Nov	Chengdu	<ul style="list-style-type: none"> • “Graubunden greets Chengdu” 	F.e. Chunxi Rd
Mid Dec	Beijing	<ul style="list-style-type: none"> • Closing Ceremony / ”The Icon arrives at the Olympic Capital” • ”Matterhorn Region greets Beijing” 	Parkview Green

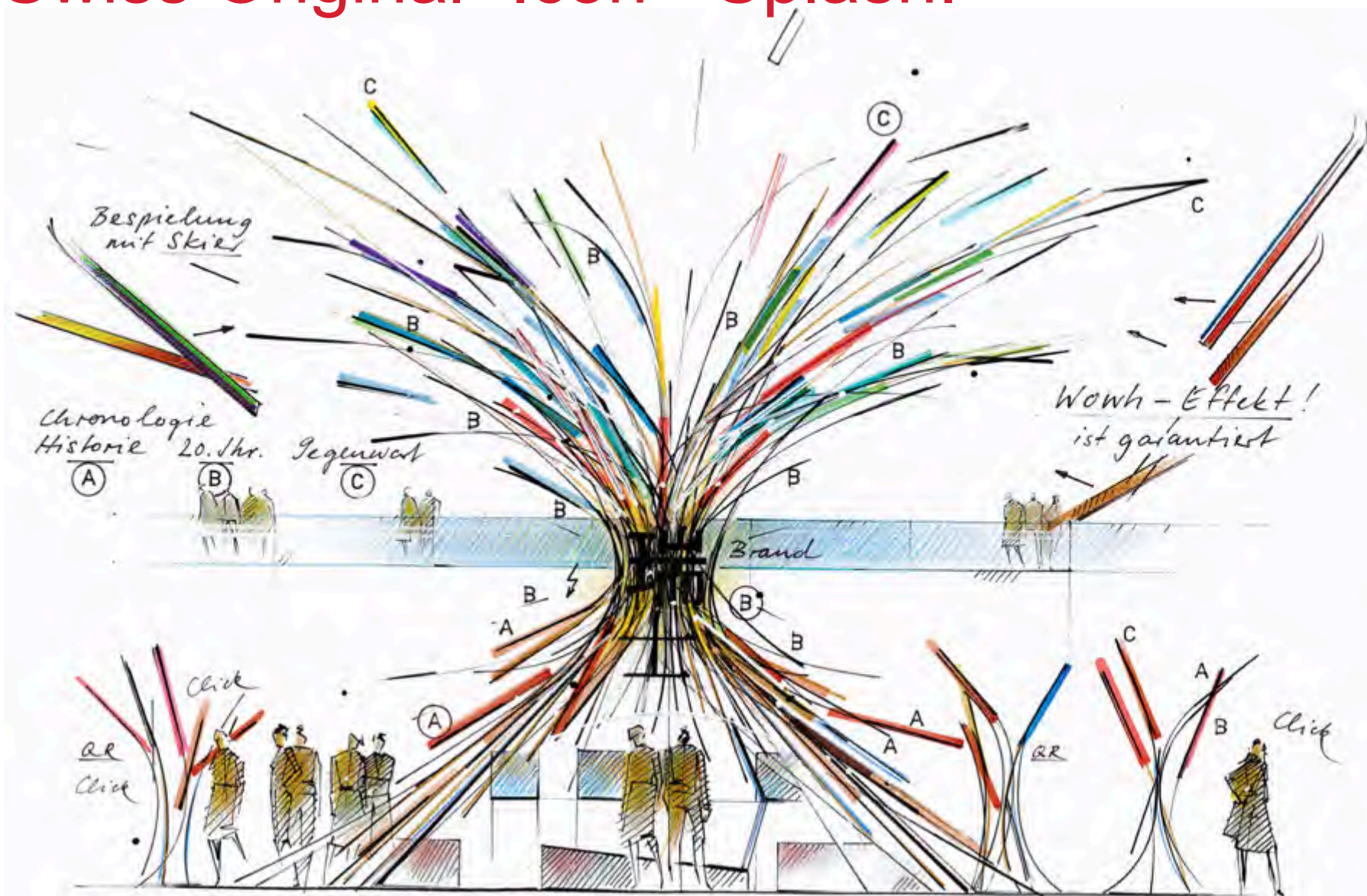
Roadshow: Programm per City.

Day	Activity	Location
Day 1 THU	Set Up Icon Opening Ceremony / Media Conference VIP Reception	Swiss Square Swiss Square Nearby Hotel
Day 2 FRI	Business Day: various independent business functions by stakeholders (ST, SGE, Swissnex, Embassy / CG, etc.) Public Day 1: regular exhibition	Nearby Hotel Swiss Square
Day 3 SAT	Public Day 2: regular exhibition, public interaction in connection to the Icon, Winter / Tourism related	Swiss Square
Day 4 SUN	Public Day 3: regular exhibition, public interaction in connection to the Icon, Winter / Tourism related Dismantling Icon	Swiss Square Swiss Square



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“Swiss Original” Icon - Splash.



Tourism related activities.

- Partnership ST – tourism regions
 - 1 main region per city event
 - Confirmed: Graubunden, Matterhorn Region
 - TBC: Jungfrau Region, Lake Lucerne Region, Lake Geneva Region
- Partner Integration:
 - Passive presence on Swiss Square
 - Active presence (delegation) to offline events in one city (travel trade workshop, media gathering, VIP reception, etc.)
- Possibility of Sales Calls with STC





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“Recovery” Sales Promotion.

Campaign Mechanism.

I need Switzerland.

Products & Content

- Special STP
- Hertz Car Rental
- STC Coupon Pass
- Seasonal travel tips
- Post CoVid-Safety Information

Landing page



"Travel Menu" on MyS.com.cn

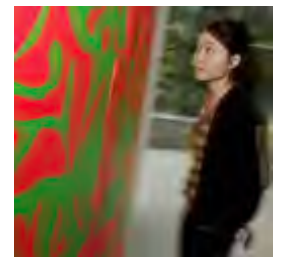
Communication & Marketing

- SEO and SEA on search engines
- Kick Off Event
- Paid Content (travel portals / SoM)
- Media / Influencer cooperations
- KA trainings and support

Distribution & Sales

- Mainland: STC Fliggy store
- HKG / TW: STC Railshop
- Possible external Partners
 - Lufthansa Group
 - RE4A GSA's
 - Travel Trade

Our Guests



Timeline.



Products & Contents: Core Product Packaged Offers.

STC
Coupon Pass Full

STS
STP Flex 8+2



STC
Coupon Pass Full

STS
STP Flex 4+1

STC
Coupon Pass Full

Hertz
Rent a car 8+2



STC
Coupon Pass Full

Hertz
Rent a car 4+1

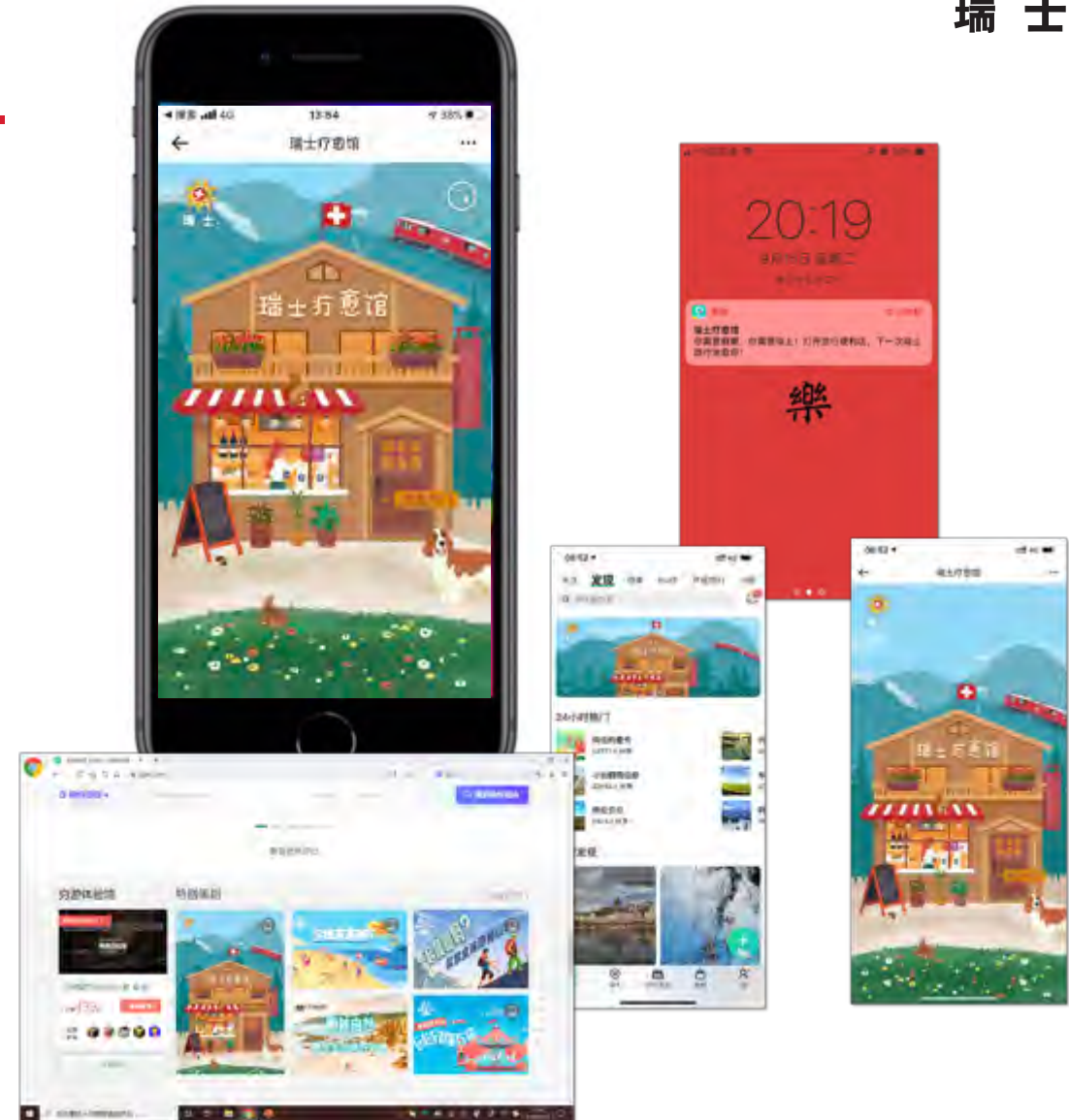
Communication & Marketing: Wechat moment advertisement.

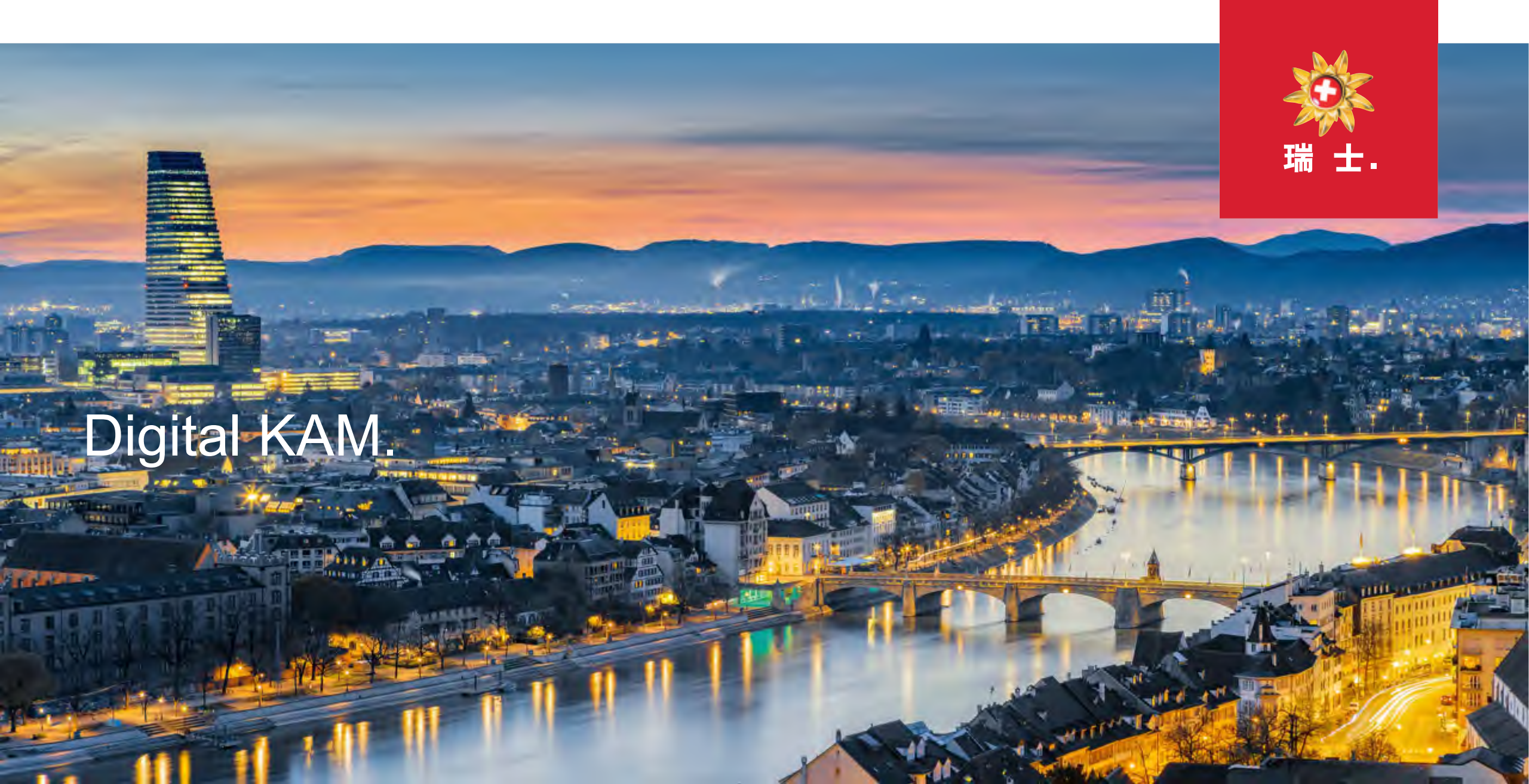
- Sep 15
- Wechat moment ad for landing page promotion offer and seasonal tips
- Push:
 - 1,338,782
 - Beijing + Shanghai + Guangzhou
 - 30-50yr
 - Interests: Outbound travel



Communication & Marketing: Qyer Swiss Convenience Store.

- What:
 - 2 weeks H5 based awareness campaign
 - Sep 15 – Oct 1, 2020
 - 14 Key Partners Summer / Cities are integrated
- Target:
 - Marketing Exposure: 54,5 Mio (Banner Impressions)
 - Qualified Response: 250'000 (Game Clicks)



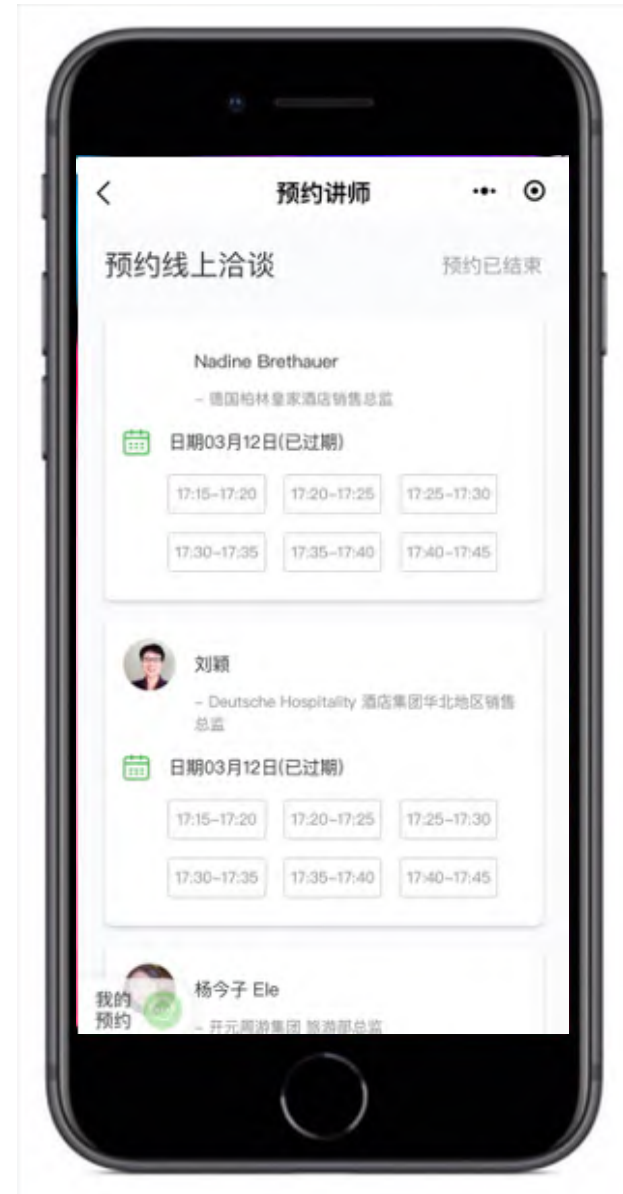


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Digital KAM.

Digital Sales Calls.

- Thematic "Digital Sales Weeks"
 - Tue: Webinar / DMO
 - Wed – Fri: Sales Calls / Suppliers
- Opportunities
 - Connect with SME's / Tier-2 cities etc.
 - Highly cost- and time efficient, and eco-friendly!





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Digital Sales Calls. DEMO Plan.

Week 16	Dates	Day	Time Slot	Swiss Partner	KAMs	Markets
Slot 1	21-Apr	Wednesday	15:00-15:30	Zurich Tourism	Unique Travel 无二之旅	NCN
Slot 2			15:30-16:00	FIFA museum	Unique Travel 无二之旅	NCN
Slot 3			16:00-16:30	Small Luxury Hotel Ambassador Zurich	6人游 6RENYOU	NCN
Slot 4			16:30-17:00	Valais - Matterhorn Region	6人游 6RENYOU	NCN
Slot 5			17:00-17:30	Gornergrat Railway - Glacier Express	CYTS Aoyou 中青旅遨游	NCN
Slot 6			17:30-18:00	Aletsch Arena	CYTS Aoyou 中青旅遨游	NCN
Slot 7	22-Apr	Thursday	15:00-15:30	Zurich Tourism	China Bamboo Garden	ECN
Slot 8			15:30-16:00	FIFA museum	China Bamboo Garden	ECN
Slot 9			16:00-16:30	Small Luxury Hotel Ambassador Zurich	Bowen Travel	ECN
Slot 10			16:30-17:00	Valais - Matterhorn Region	Bowen Travel	ECN
Slot 11			17:00-17:30	Gornergrat Railway - Glacier Express	Sunday Travel 晴天旅行社	TW
Slot 12			17:30-18:00	Aletsch Arena	Sunday Travel 晴天旅行社	TW
Slot 13	23-Apr	Friday	15:00-15:30	Zurich Tourism	China Int'l Travel Service 新景界	SCN
Slot 14			15:30-16:00	FIFA museum	China Int'l Travel Service 新景界	SCN
Slot 15			16:00-16:30	Small Luxury Hotel Ambassador Zurich	SZX Overseas Int'l Travel 深圳海外国际旅行社	SCN
Slot 16			16:30-17:00	Valais - Matterhorn Region	SZX Overseas Int'l Travel 深圳海外国际旅行社	SCN
Slot 17			17:00-17:30	Gornergrat Railway - Glacier Express	G2 Travel	HK
Slot 18			17:30-18:00	Aletsch Arena	G2 Travel	HK



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