



**Switzerland.**

# SEA 2021.

Key Partner Meeting  
1<sup>st</sup> of October 2020



Switzerland.

# Switzerland Special.



- Switzerland Special with major high-end lifestyle/travel magazine.  
Distribution to all subscribers and at POS, additionally Switzerland Tourism will print 10'000 copies – minimum 2 page editorial about your destination plus 1 page advertisement.
- Investment: CHF 10'000



# Switzerland Travel Experience.

- Workshop series in the main source markets of South East Asia, namely Bangkok, Jakarta, Singapore and Kuala Lumpur.
- 7-8 events during one week in 4 countries
- Presentation, Table top workshop and VIP events
- Investment: CHF 8'000



# Market Development Tour.

- Workshop series in the growing source markets of South East Asia, namely Manila, Surabaya, Penang and HCMC.
- 7-8 events during one week in four countries
- Presentation, Table top workshop and VIP events
- Investment: CHF 8'000



# Switzerland Academy.

- Interactive education platform for travel agents. Regular events in the source countries, newsletters and workshops as well as study trip for the top producers.
- Goal is to have one CH-Expert in the top 100 travel agencies of South East Asia.
- Investment: CHF 5'000



# Swiss Week.



Switzerland.

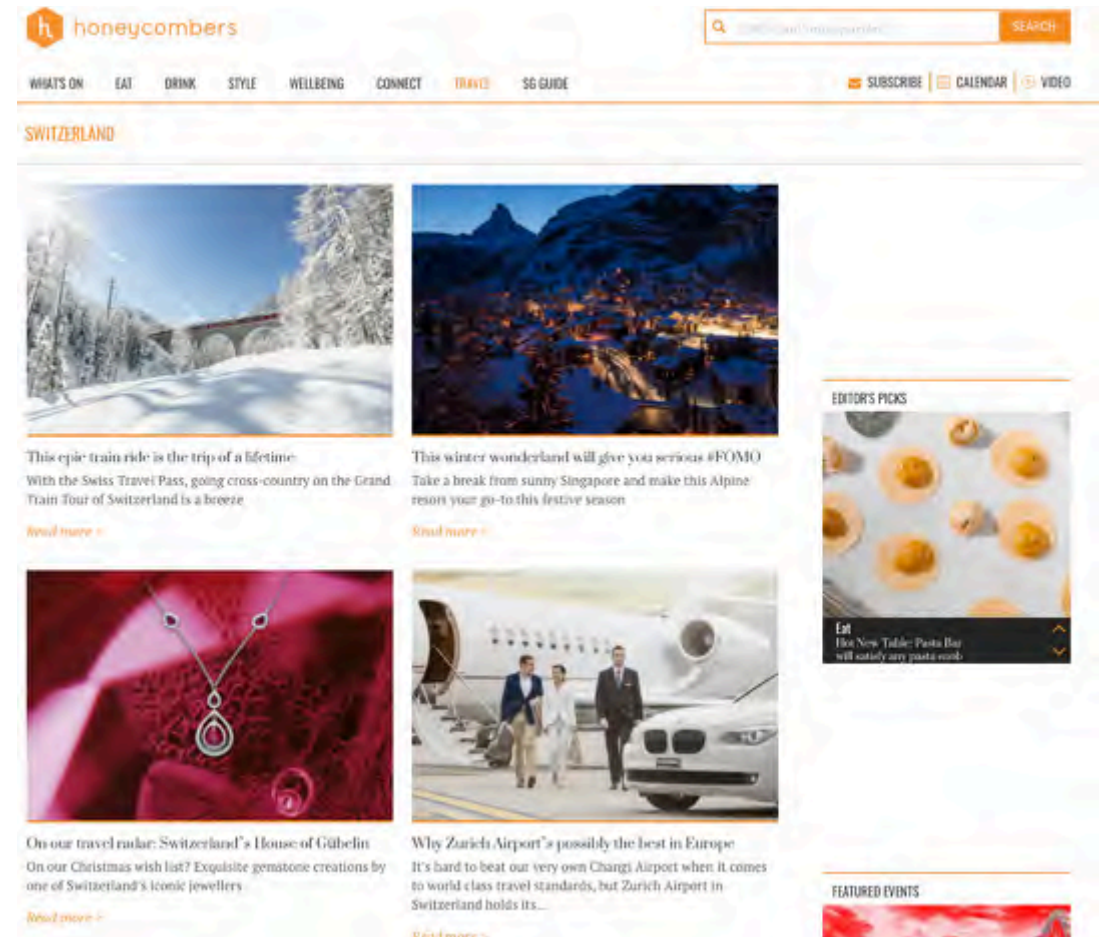
- Public Event together with the Swiss Embassy of the respective country.
- Prominent visibility of Market Key Partner.
- Integration in Online Promotion or in specific KAM and KMM activities.
- Investment: CHF 10'000



# Digital Promotion.

- Digital content promotion on major lifestyle and travel portals
- Highlighting your specific products to the right target audience.

- Investment: CHF 10'000





# Advertorial Series.

- Specific product promotion in form of advertorials. Specific call to action, can be combined with local KAM offers or used for brand awareness.



- Investment: CHF 10'000

# Travel Trade Promotion.



- Sales promotion with top producing travel agents. Boosting offers that include your destination/product.



- Investment: CHF 10'000

# Special Interest Promotion KMM.

- Integrated marketing campaign focused on KMM partnerships for specific target groups and products.



- Investment: CHF 10'000



# SEA Key Partner Package Gold.

- Premium market penetration
  - Discount 30% on all joint activities.
  - Possibility for exclusive activities
- 10'000 Special Interest Promotion
  - 10'000 Switzerland Special
  - 10'000 Advertorial Series
  - 10'000 Online Promotion
  - 10'000 Trade Promotion
  - 8'000 STE
  - 8'000 Market Development Tour
  - 5'000 Academy
  - 71'000 Gross - 30% Gold-Discount
  - 49'700 Net total
- Investment: min. CHF 44'000 Net



Switzerland.

# SEA Key Partner Package Silver.

▪ Market development package.	10'000	Special Interest Promotion
▪ Discount 20% on all joint activities.	10'000	Switzerland Special
▪ Possibility for exclusive activities	10'000	Online Promotion
	8'000	STE
	5'000	Academy
	53'000	Gross total
	- 20%	Silver-Partner Discount
▪ Investment net between CHF 44'000 and CHF 33'000	37'100	Net total

# SEA Key Partner Package Bronze.

- Basic Key Partner Package. 10'000 Switzerland Special
  - Discount 20% on all joint activities. 8'000 STE
  - Possibility for exclusive activities 8'000 Marketing Development Tour  
5'000 Academy
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- Investment Net between  
CHF 33'000 and CHF 22'000 31'000 Gross total  
- 10% Bronze-Partner Discount  
27'900 Net total

Thank you.



**Switzerland.**