Switzerland.

Switzerland.

Swiss Bike Hotels Reporting 2020.

Accommodation Marketing Switzerland Tourism.

January – December 2020

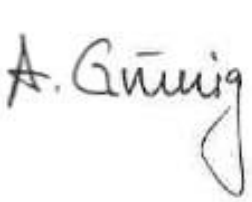
Hotel Matthiol Zermatt © Serge Hoeltschi.

Thank you!

Switzerland.

We want to **thank you** for your confidence during this difficult year and for the great cooperation. We are looking forward to working with you in 2021.

Would you like to watch the reporting as a short video? Find here a **summarized version on www.STnet.ch/reporting**



Annika Grünig, Head of Accommodation & Gastronomy

Nina Vanoli, Project Manager

Agenda.

Switzerland.

1. **Recovery plan:** Extraordinary times demand extraordinary activities.
2. **Central activities and market Switzerland:** as partner of the cooperation **“Swiss Bike Hotels**” you benefit from different central activities as well as activities in the Swiss market within our integrated marketing mix.
3. **Market highlights:** ST accommodation marketing invests in different markets to strengthen the visibility of the cooperations in selected activities.

Recovery Plan 2020.

Grand Hotel Les Trois Rois © Jean-Christoph Dupasquier.

Management Summary.

We aimed **to always share the right message at the right time** in these uncertain times.

We communicated in **an innovative way,** focused our activites on **increasing overnights** and we also created a **new label for the industry.**

Our **experts in the markets** made sure that Switzerland stays on top of the travel wish lists of our future guests.

With **«Dream Now Travel Later»** we kicked off the campaign in March when the world stood still.

Our **«I need Switzerland»** platform was widely spread and the message was seen over **40 times** by every Swiss citizen.

The **colorful autumn campaign** was the largest autumn ever and reached over **155 mio. contacts** on- and offline.

The **business meetings** generated a lot of attention too and reached **100‘000 people** within the target group.

Management Summary.

Our **hotel finder** on MyS.com/hotels as well as **inspirational listicles** inspired users and gave orientation in the choice of hotel.

Over 1012 **partner offers** were promoted within the recovery campaign: all offers were commisson-free and directly bookable on the respective hotel website.

A dedicated **offer campaign for city partners** reached over 8 Mio. people.

All the activities lead to a total of **3,26 Mio. page views** on the accommodation pages on MySwitzerland.

The overall traffic on the integrated booking engine increased by 179% and **number of bookings by 127%** referred directly from MySwitzerland.

With the focus on direct booking campaings in 2020**, pageviews increased by +124.5%** on the hotel‘s seasonal offers.

The deticated summer campaigns with the offers push generated more than **66 Mio. impressions** and more than **10’000 booking** requests.

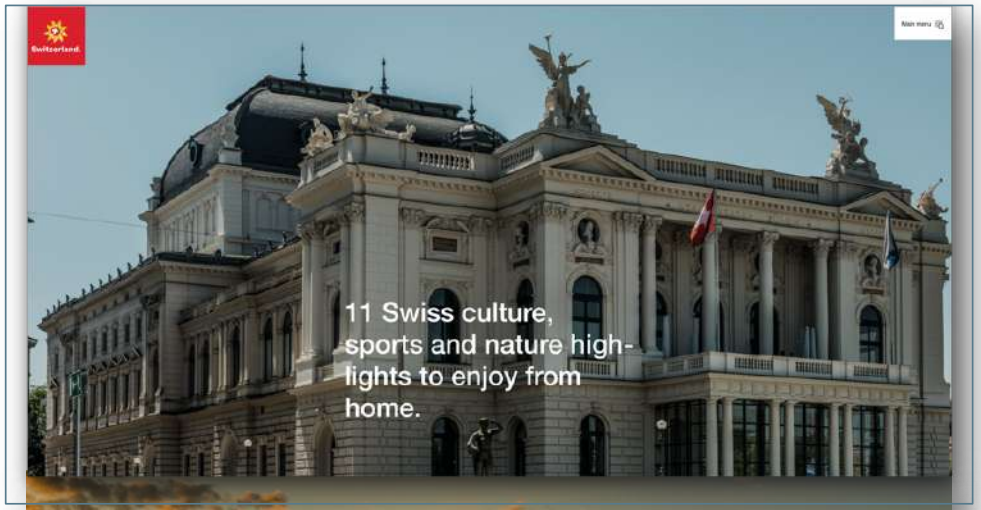
During the lockdown, inspiring content and helpful information about the current situation in Switzerland was shared with people worldwide.

Inspiration through appropriate and inspiring content...

Switzerland.

March
April

Numerous social media posts on Facebook and Instagram, listicles and additional content on MySwitzerland.com.



...and information about the current situation in Switzerland.

Switzerland.

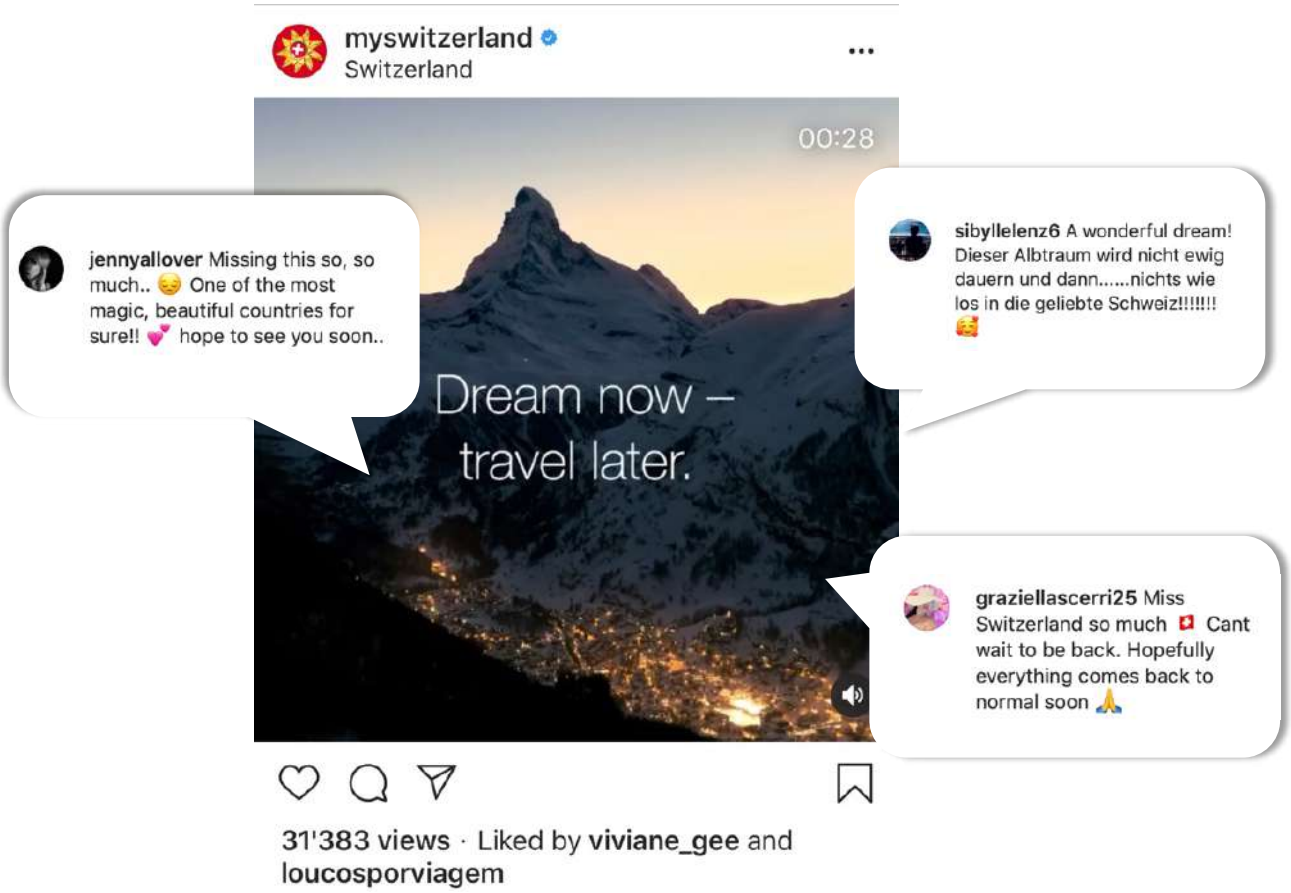
March
April

And we then shared the right message at the right time.

#DreamNowTravelLater

Switzerland.

March
April

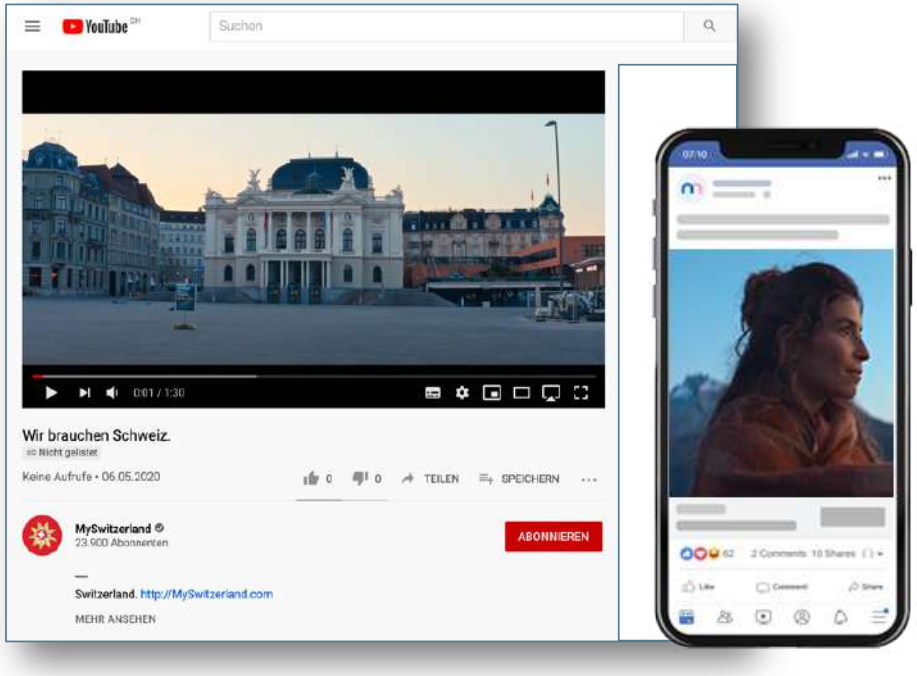


During the transition phase we shared empathy messaging...

May

Post Corona Platform Movie
The movie was distributed on digital channels: YouTube, Social Media (Facebook & Instagram).

Impressions: 2’070’596, Video Views: 798’450.



Magazine
The Summer/Cities magazine was distributed, e.g. as easter special together with Sonntagszeitung / Le Matin Dimanche.

Total print run: 700’000.

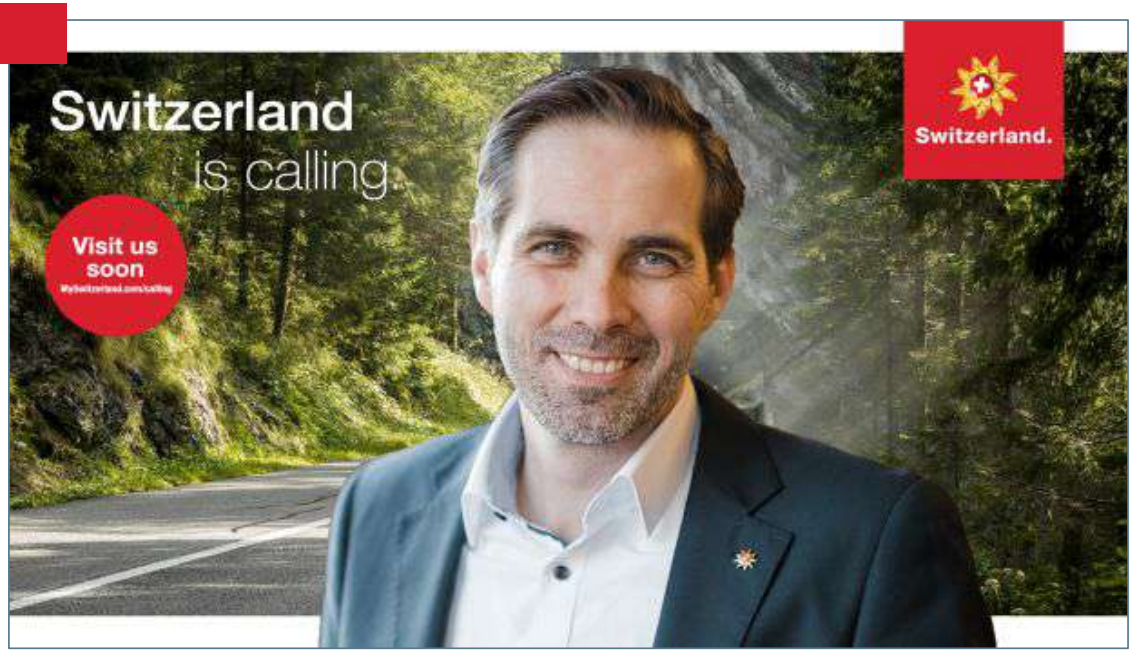
...used current communication trends for our marketing messages...

Switzerland.

#SwitzerlandCalling Zoom Activity
Activating campaign in the markets Switzerland, Germany, BeNeLux, France and UK.
Provide interested users with branded Zoom backgrounds for Zoom calls combined with a competition to support usage of the brackgrounds

Impressions: 11 Mio., Sessions: 37k.

May – June



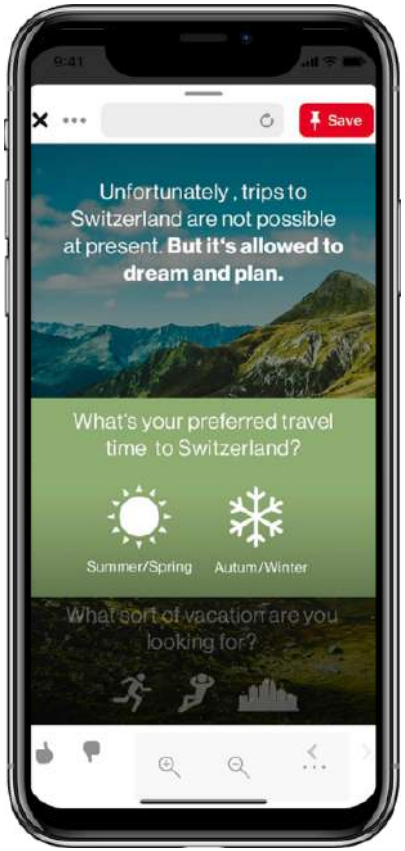
...and were innovative. Especially for the Swiss Cities who were suffering.

Switzerland.

May – June

Pinterest City Boost
Activating campaign in the markets Switzerland, Germany, BeNeLux, France and UK with >50m Pinterest users.
Focus on Swiss cities to generate attention and collect e-mail addresses for offer based communication.

Impressions: 46 Mio., Lead Capture Rate: 25% (2'819 Leads).



When the situation calmed down and normality returned, we launched the new communication platform «I need Switzerland» in Switzerland.

We need flight mode.
Switzerland.
We need
Switzerland.

The «I need Switzerland» campaign was launched on TV...

Switzerland.

Public + Private on prime time.
SRF1 / RTS1 / RSI + Goldbach (3+, 4+, Pro7, RTL), 90s + 20s Cut down

Media Contacts: 16.4 Mio, Broadcasts: 522.

June

...in various newspapers & magazines...

Switzerland.

Media partnerships in DFIE
Combination between editorials and advertisements
Publications in: SI/Illustré, Blickreisen CHF, Schweiz am Wochenende, 24heures, Corriere del Ticino CHF, Radio Energy, Coopzeitung.

Number of different media: 15
Total ciruclation: 6 mio.
Reach: 7.2 mio

June – July

...on the road on billboards and megaposters...

Switzerland.

June – July

6 Mega-Posters, Contacts: 36 mio.

800 Posters, 35 different Visuals, Contacts: 93 mio.

...on Digital Out of Home Screens...

Switzerland.

June

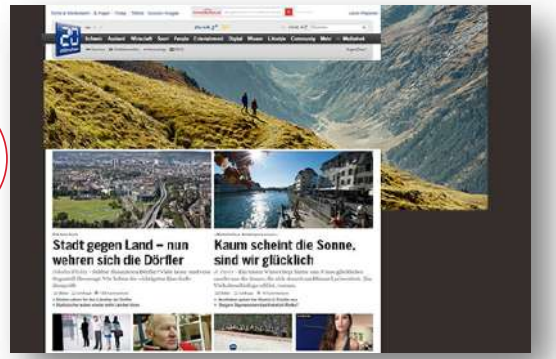
97’300 digital publishings in 121 locations.

...around the clock via paid media on digital channels...

Switzerland.

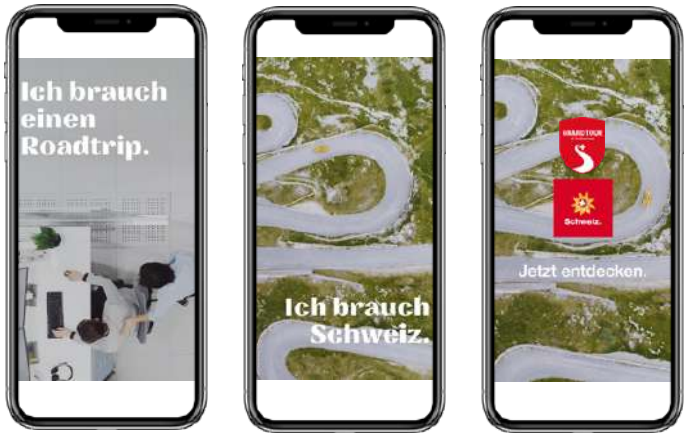
June – July

Digital Branding Day.



More than 16 mio. views in one day.

Digital Displays.



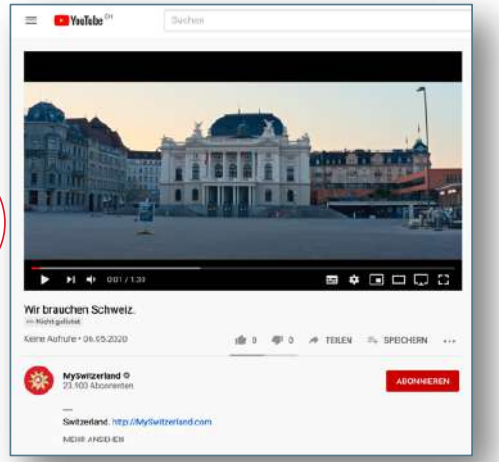
More than 1’000 different creatives on digital channels.

...and on various digital channels of Switzerland Tourism.

Switzerland.

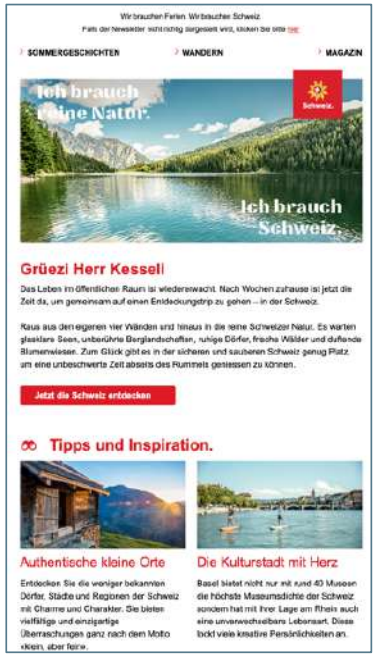
June – July

Youtube.



2’380’044 Video Views.

Newsletter.

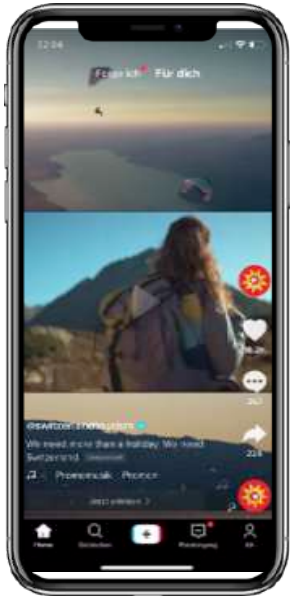


Send outs: 696’227
Opening Rate: 18,97%

Facebook + Instagram.

Video Plays: 5.4 mio.
Video Plays 100%: 86k.

Tik Tok.



Video Views: 1.4 mio.

Switzerland.

Result:
Every Swiss citizen has seen our messages **over 40 times**!

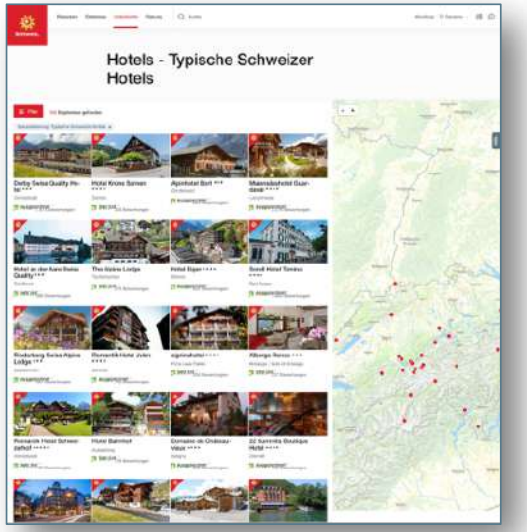
ALL activities
had one goal in mind:

...to support the industry by increasing overnight stays.

Switzerland.

123,7 % more views on offer page on MyS.com than in 2019

9'200 requests for direct bookings.



More than twice as many bookings generated via STC compared to 2019 (1718 vs. 841)

48h

CANCELLATION POLICY

Switzerland.

Coop Brochure.

Coop Summer Special: 8'500 bookings (+270% vs 2019!)

Offer Ads and City Magazines.

In addition to various offer ads, more than 300k flyers with bookable city trip offers were distributed.

Digital Channels.

More than 6 mio. people reached, around 24'000 website sessions on bookable offers for city trips.

Especially for the Cities,
which have suffered the most.

The Cities in the spotlight.

Switzerland.

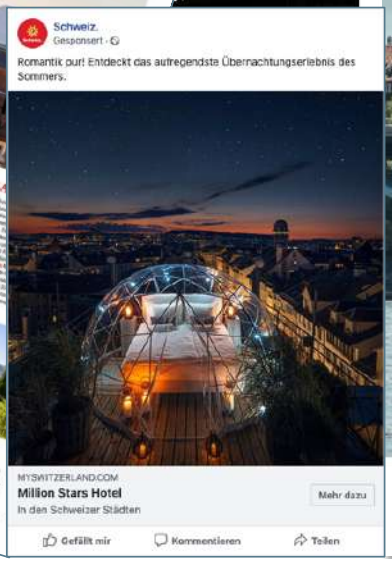
1st City Magazine, circulation: 305’000

More than 800 posters, more than 100 mio. marketing contacts.

127 mio through all phases.

Coop city swap edition, 400 bookings.

Reach: almost 8 mio.



Switzerland.

Incl. the new product: Bed'n'Bureau – combine inspiring workplace with leisure.

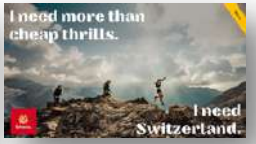
Switzerland.

9 hotel offers in 9 cities generated 5.2 mio. impressions and 34'000 website clicks.

How did we ensure that our messages were relevant for the Swiss?

We implemented 8 relevant Personas.

Switzerland.

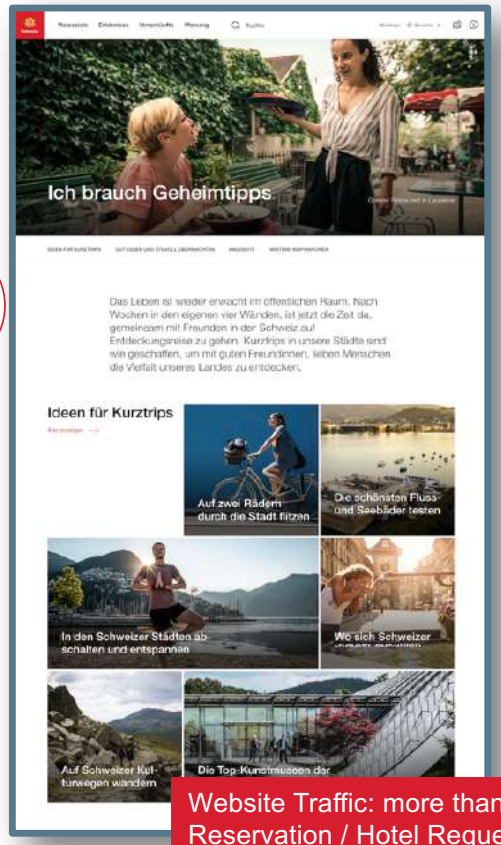
	Anna	Markus	Francesca	Jasmin	Sophie	Matteo	Céline	Jona
Need.	**Need**: Social relationships	**Need:** Outdoor sports	**Need:** Time for relationship	**Need:** Hygiene & Safety	**Need:** Relaxation	**Need:** Discovering Switzerland	**Need:** Travel at low cost	**Need:** Playing outside
Matching Offers.	SHORT TRIPS	OUTDOOR SPORTS	ROMANCE	CLEAN & SAFE	WELLNESS & SPA	«BUCKET LIST»	AFFORDABLE SWITZERLAND	FAMILY
Matching Assets.								

8 Personas – 8 Landingpages.

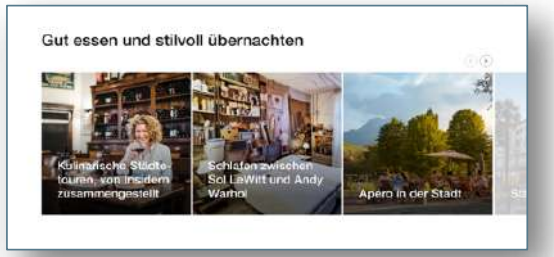
Switzerland.

July – August

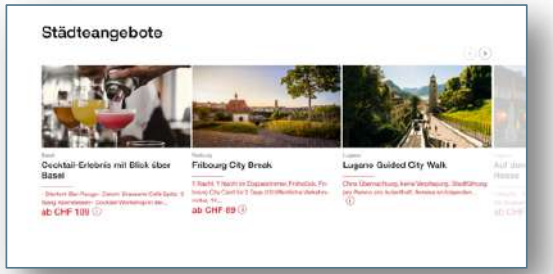
Targeted collection of needs.



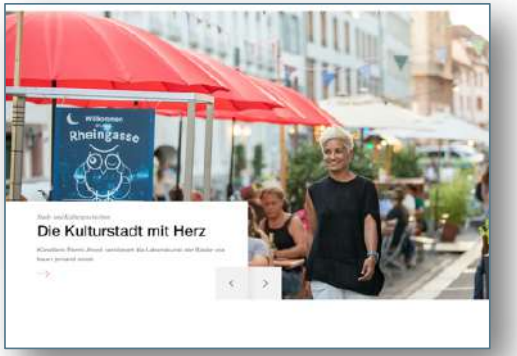
Food and Hotel tipps.



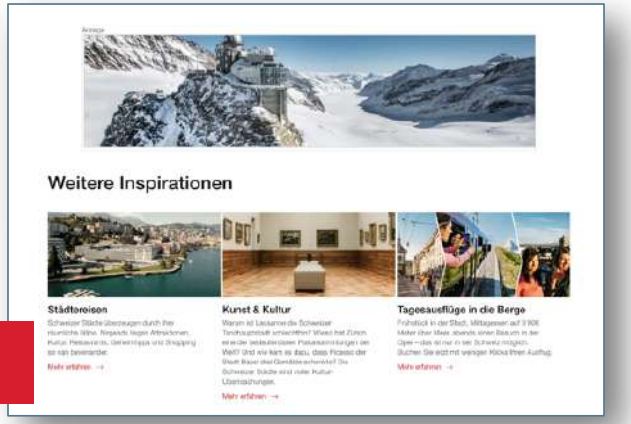
Bookable Offers.



Partner Content.



Strategic Partner Content and Cross Links.



Website Traffic: more than 390’000 sessions, avg. Session dur.: > 1:00min.
Reservation / Hotel Requests: more than 10’000.

In addition, we launched a new label for the tourism industry.

«Clean and Safe».

Switzerland.

8 different labels, more than 3’500 participating institutions.

on-going

Which is still crucial for the markets.

Switzerland.

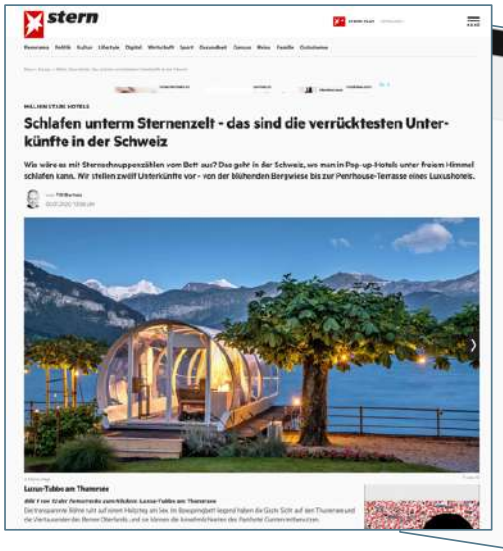
And we even enabled people to spend the night under «A Million Stars».

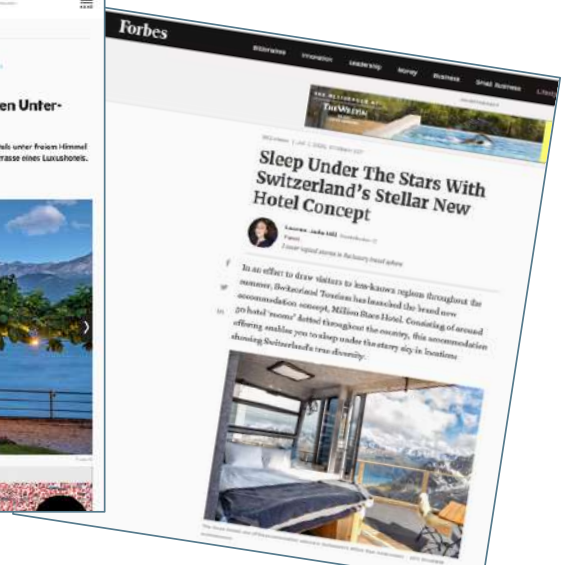
«Million Stars Hotel».

Switzerland.

50 Offers, 4000+ Overnights, 500’000+ Revenue, 222 Media Reports worldwide.

July - Oct





When the leaves slowly changed their colour to a golden hue, we launched the largest autumn campaign ever, to inspire our guests for the upcoming autumn holidays.

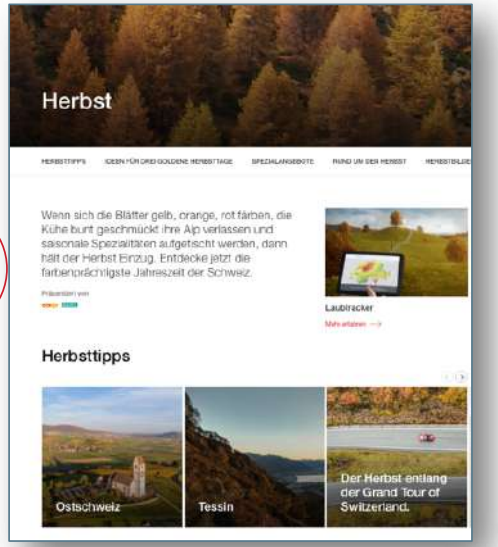
Jetzt den Herbst entdecken: **MySwitzerland.com/herbst**

More than 126 mio. contacts on digital channels.

Switzerland.

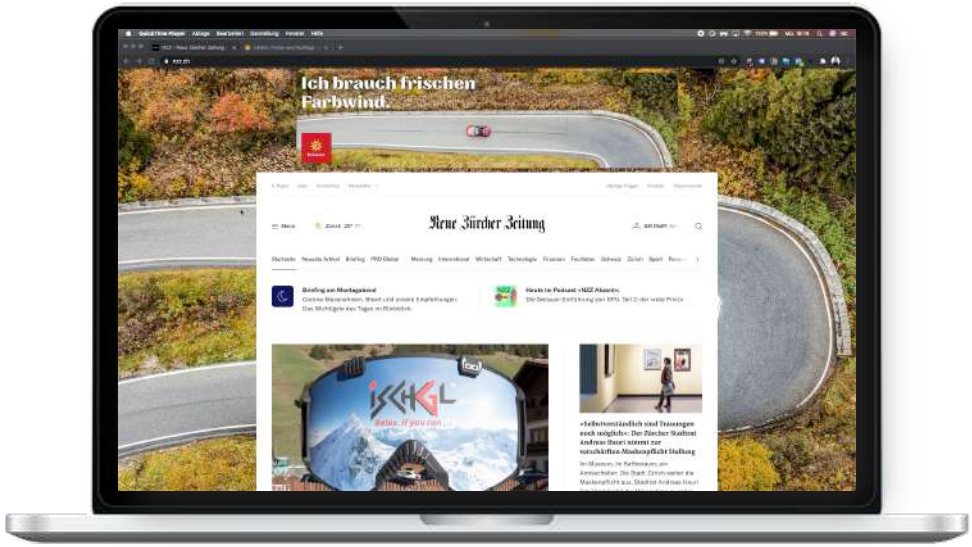
Sept - Oct

MySwitzerland.com.



204'000 page views on MyS.com/autumn
2,4 Mio page views on all autumn content

Branding Day on 20min., NZZ, Twitter.



1.2 mio. users in Switzerland.

Newsletter.

2 autumn NL, 500k send outs each
Opening rate: 28% in CH.

33 Mio. people were reached offline.

Switzerland.

Sept - Oct

Coop Brochure.

Print run: 2,7 mio.
More than 2'000 bookings

NZZ am Sonntag, Le Temps, VIA.

Print run all titles: 2 mio.

Posters.

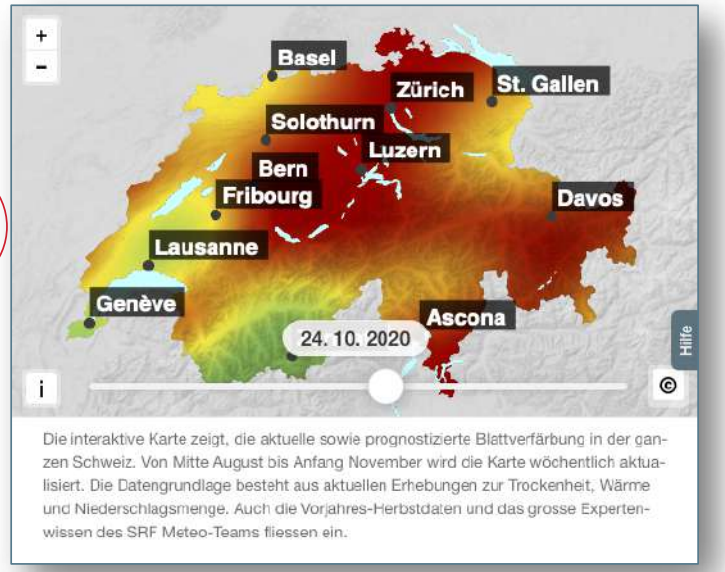
129 locations in 5 cities
Contacts: 29 mio.

The foliage map gained high media attention…

Switzerland.

Oct

Interactive map with daily updates.



Die interaktive Karte zeigt, die aktuelle sowie prognostizierte Blattverfärbung in der ganzen Schweiz. Von Mitte August bis Anfang November wird die Karte wöchentlich aktualisiert. Die Datengrundlage besteht aus aktuellen Erhebungen zur Trockenheit, Wärme und Niederschlagsmenge. Auch die Vorjahres-Herbstdaten und das grosse Expertenwissen des SRF Meteo-Teams fliessen ein.

More than 175k unique page views.

International media coverage.

Süddeutsche Zeitung

SZ.de Zeitung Magazin

14. September 2020, 18:58 Uhr Schweiz

Laubträume

Eine interaktive Karte zeigt, wo sich Blätter am schönsten verfärben.

Von Lea Hampel

Das Verhältnis des Menschen zu Herbstblättern ist ein ambivalentes: Für Wesen unter einem Meter Körpergröße gibt es wenig Schöneres, als durch einen Laubhaufen zu rennen, für Menschen mit Immobilien sind die Blätter dagegen oft Ärgernis auf Gehweg und Gartenwiese. Wenn man also das Wort Laubtracker hört, mag mancher hierzulande denken: Ha, wissen, wann die Blätter fallen, damit man sie schneller entfernen kann! Doch weit gefehlt: Eine Schweizer Webseite zeigt neuerdings an, wo das Laub am schönsten verwelkt. Denn, darauf können sich große wie kleine Menschen meist einigen: Am schönsten ist das bunte Blatt, wenn es noch am Zweig hängt.

Tik Tok.

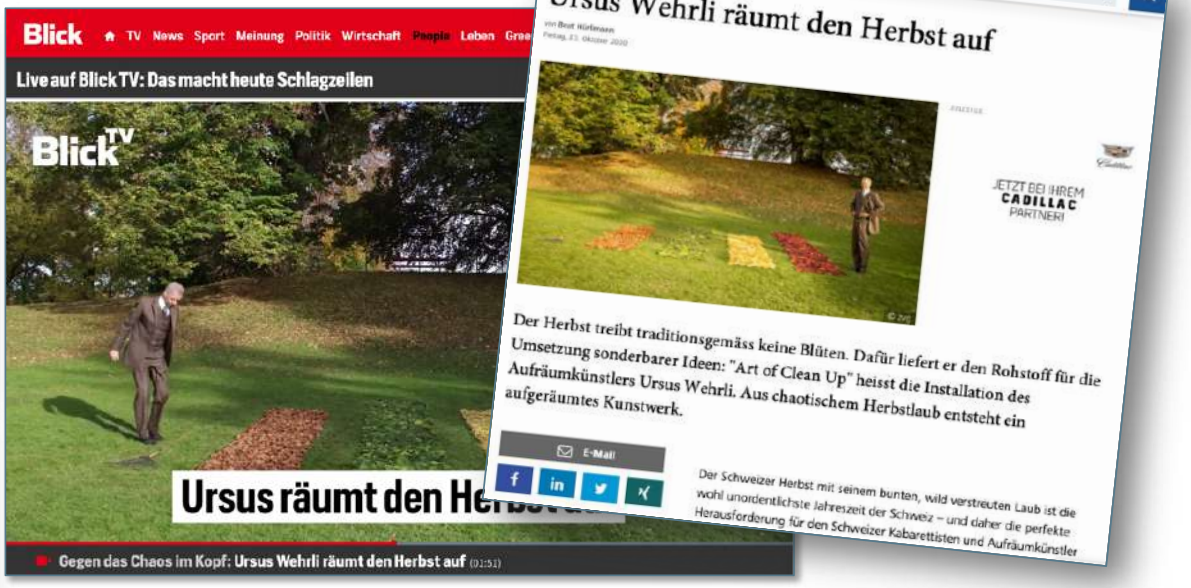
Video views: 1.8 mio.

…as well as «Art of Leaves» with Urs Wehrli (Ursus).

Switzerland.

Oct

Distribution via BlickTV + social media.



5 mio. impressions
Video views: 2,5 mio. on Social Media + Youtube.

And not forgetting:
The business meetings
also generated a lot of attention.

Recovery campaign «We need to meet again».

Switzerland.

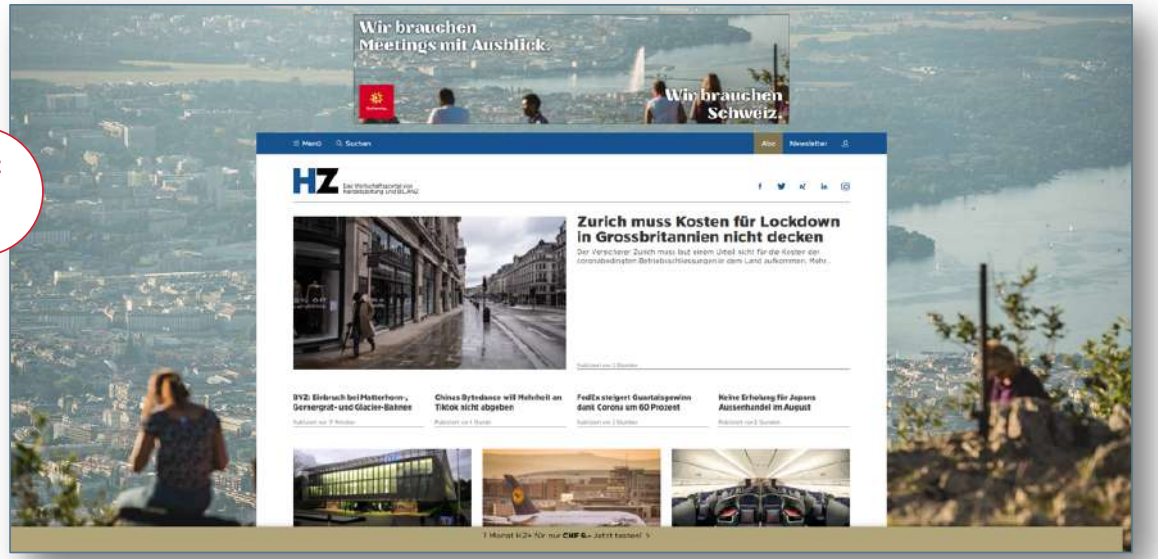
Sept - Oct

Total reach: 98k people who saw the message 3.5 times.

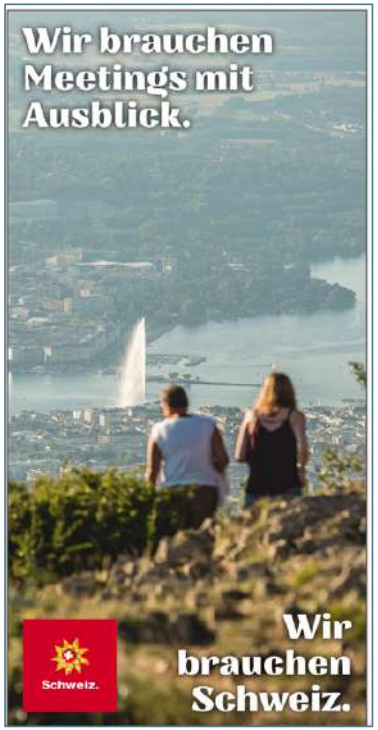
Switzerland.

Sept - Oct

Branding day in the economic network.



Business-specific assets.

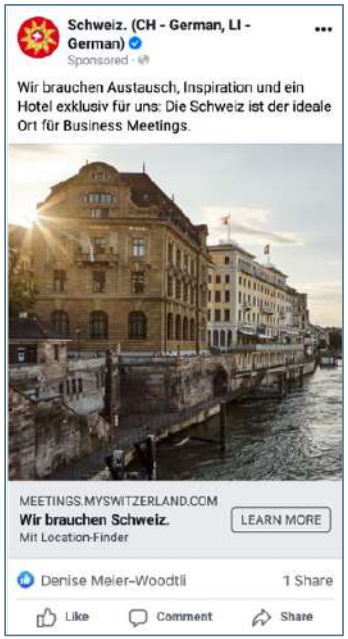


Selected offers for every budget and all over Switzerland.

Switzerland.

Rent-a-Hotel-Offers.

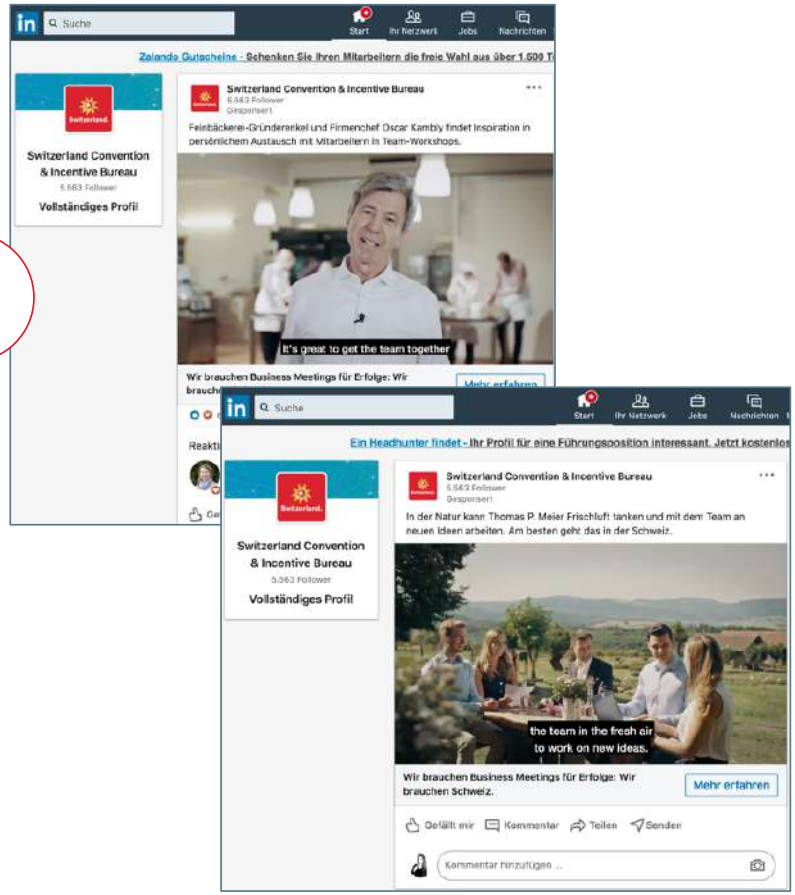
Page views: 874.

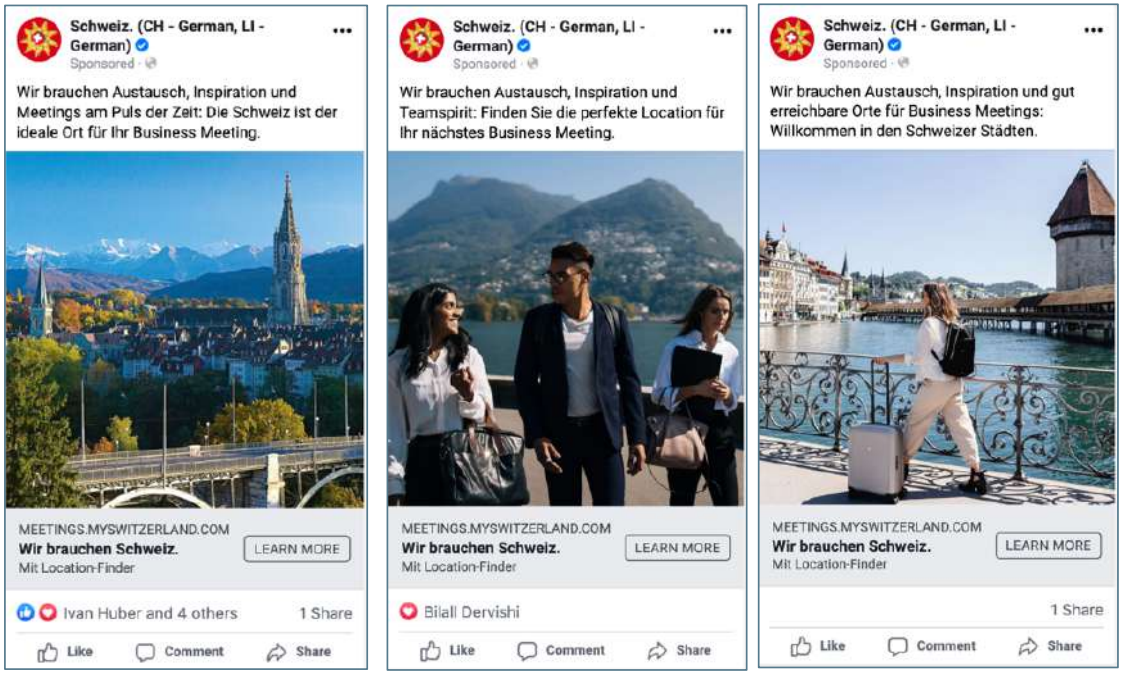


Testimonials with 84’654 video views and different Ads.

Switzerland.

Sept - Oct

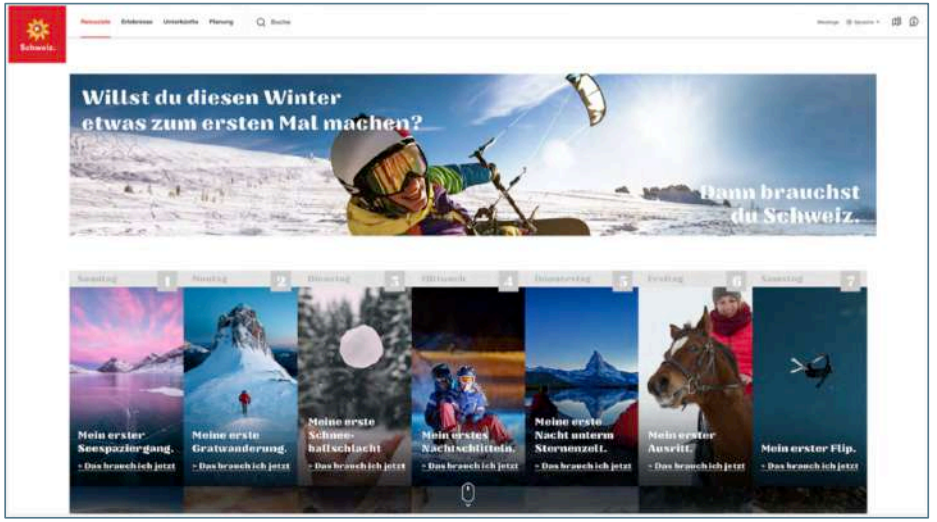




With the first snow fall,
we startet promoting the cold season:
Our winter campaign was launched in November.

...we inspired people to do something for the first by promoting 1’000 selected experiences.

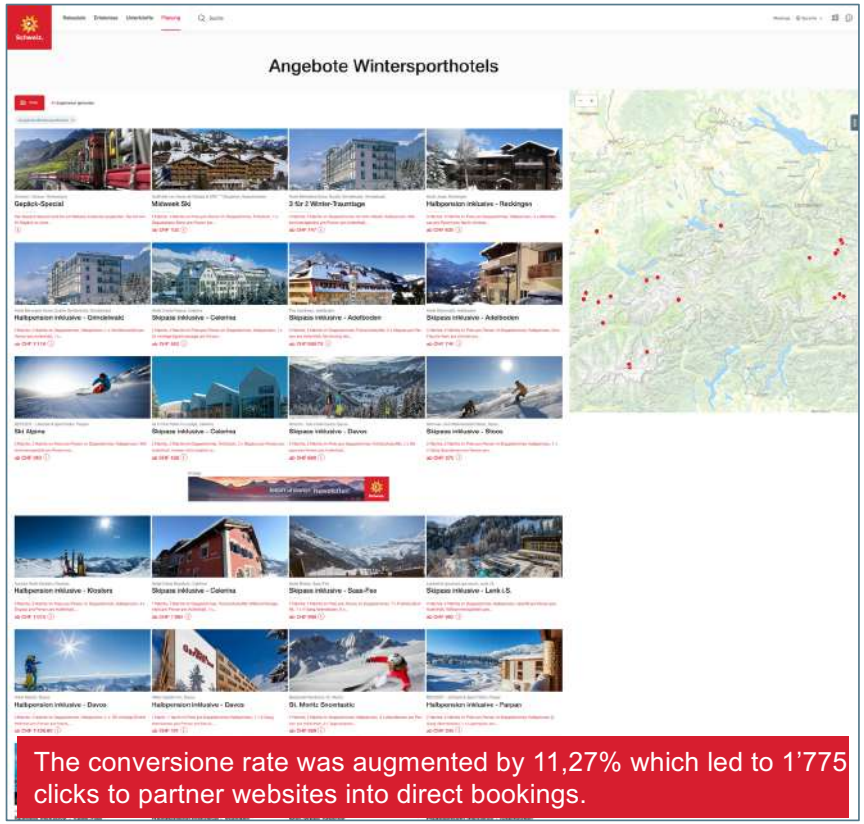
Switzerland.



3 target groups were specifically adressed with the activities.

.. to strengthen the occupancy during the holiday season, we promoted commission-free special offers.

53 hotel offers reached 15’750 sessions on MySwitzerland.



The conversione rate was augmented by 11,27% which led to 1’775 clicks to partner websites into direct bookings.

The winter promotion continued in January 2021 with a strong focus on hotel offers.

Switzerland.

The well established «Coop Schneewochen» generated 1522 bookings which is an increase of +23% compared to 2020.

64 offers are available around that offer «Sleep & Dine».

As restaurants were forced to stay closed, we launched a special offer campaign to support partner hotels with direct bookings.

Focus on off-piste offers for families, wellness & spa as well general snow Lovers.

Switzerland.

3 target groups were specifically adressed with Season offers – whereby adverts directly on the slopes have been put on hold.

Campaign on air until season end – within the first weeks 10k session were reached.

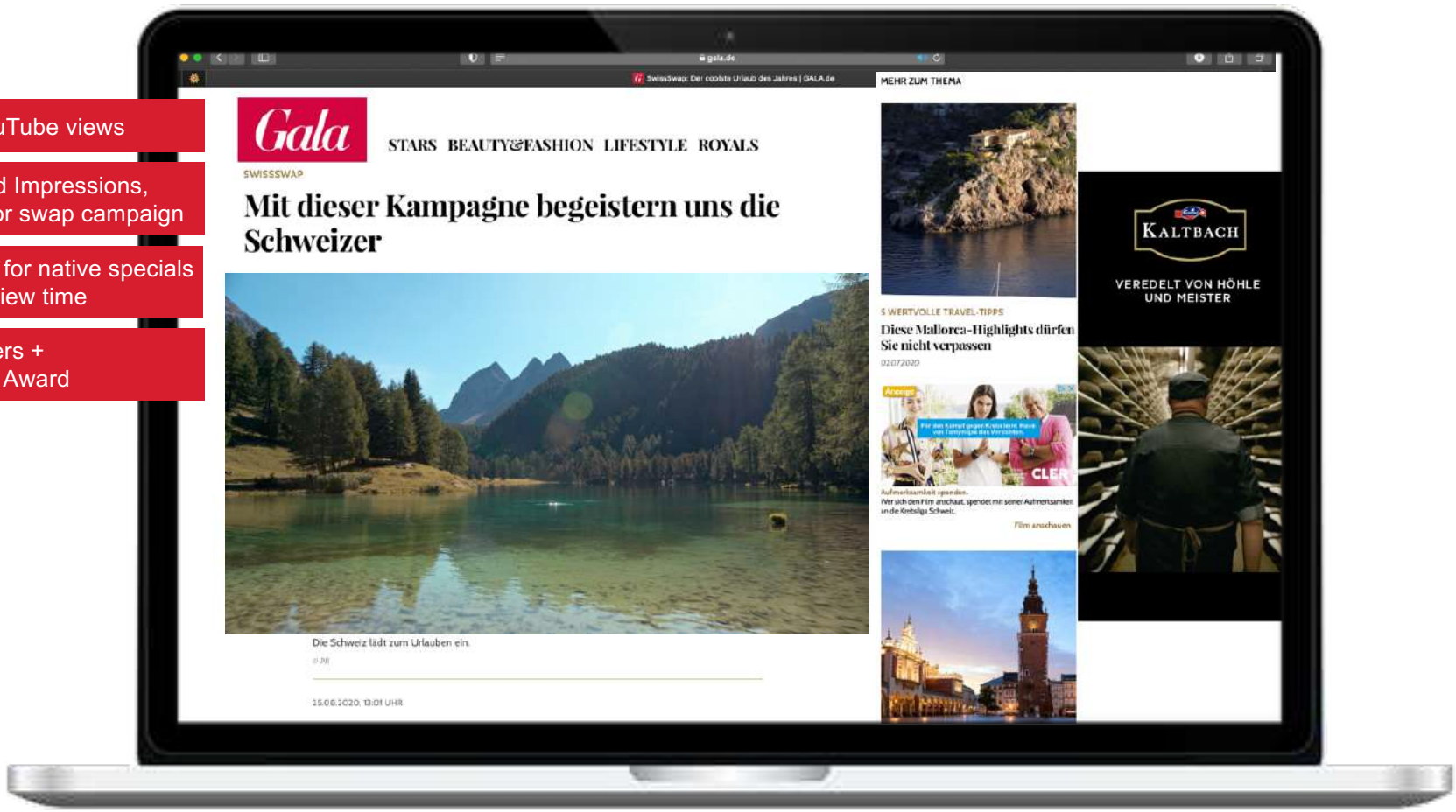
STC – Winter offers
2 nights, breakfast and 1 dinner as of CHF 199.00 per person in a double room.

And of course, the recovery plan included also the foreign markets…

SwissSwap in Germany.

Switzerland.

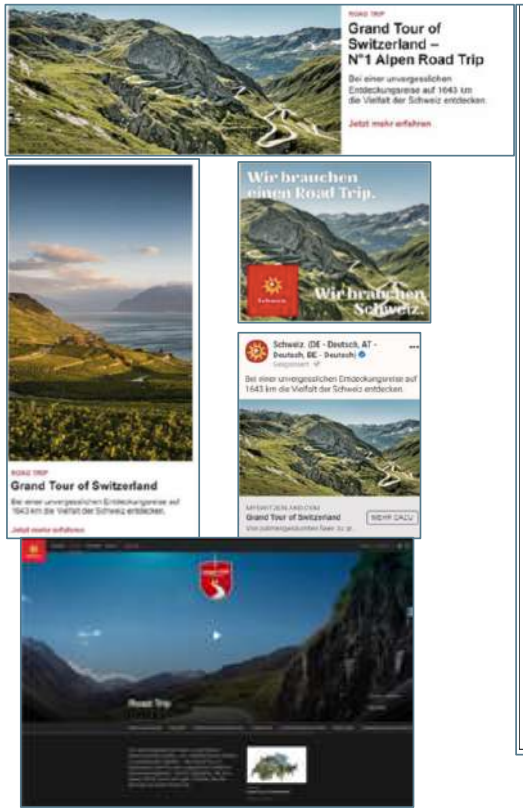
- 4.18 mio. YouTube views
- 40.34 mio. Ad Impressions, 220k clicks for swap campaign
- 88’556 views for native specials 33 sec avg. view time
- 3 lucky winners + 1 Edi Bronze Award



Grand Tour Cross-media campaign in Austria.

Switzerland.

Digital Campaign.



3’115’255 impressions, 6332 clicks.

Print Promotion.

531’250 contacts.

City boost with Trenitalia.

Switzerland.

8 double pages in Corriere della Sera and Il Giornale.

22 mio. marketing contacts.

Swiss Lovers saga in France.

Switzerland.

4 personalities connected with Switzerland interviews about their Switzerland.

2’145’246 views, 6’085’738 impressions.

Anne-Sophie Pic, French Chef

Kristina Bazan, model, singer, influencer

Marine Rollmann, radio chronicler

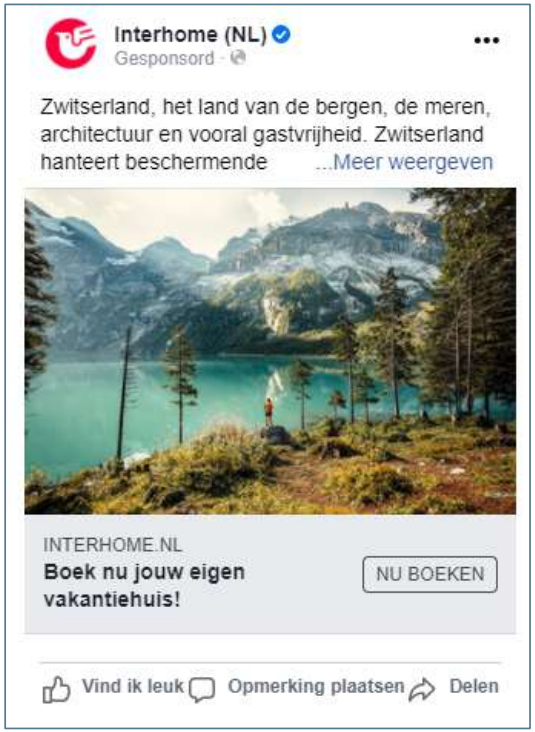
Joël Dicker, Genevan writer

KAM Activities in Benelux.

Switzerland.

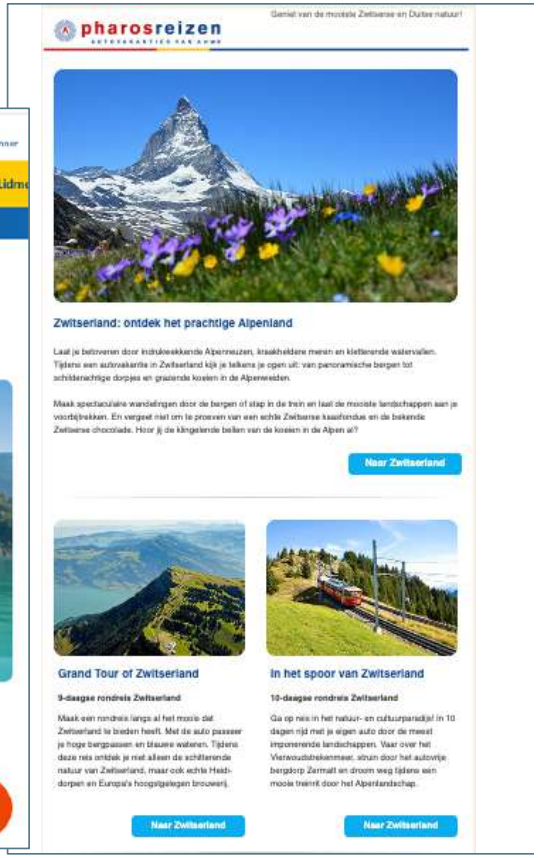
Interhome Collaboration.

3’703’795 impressions, 46’769 clicks.



Push of Switzerland offers on ANWB Touroperating platform.

1’757 overnights.

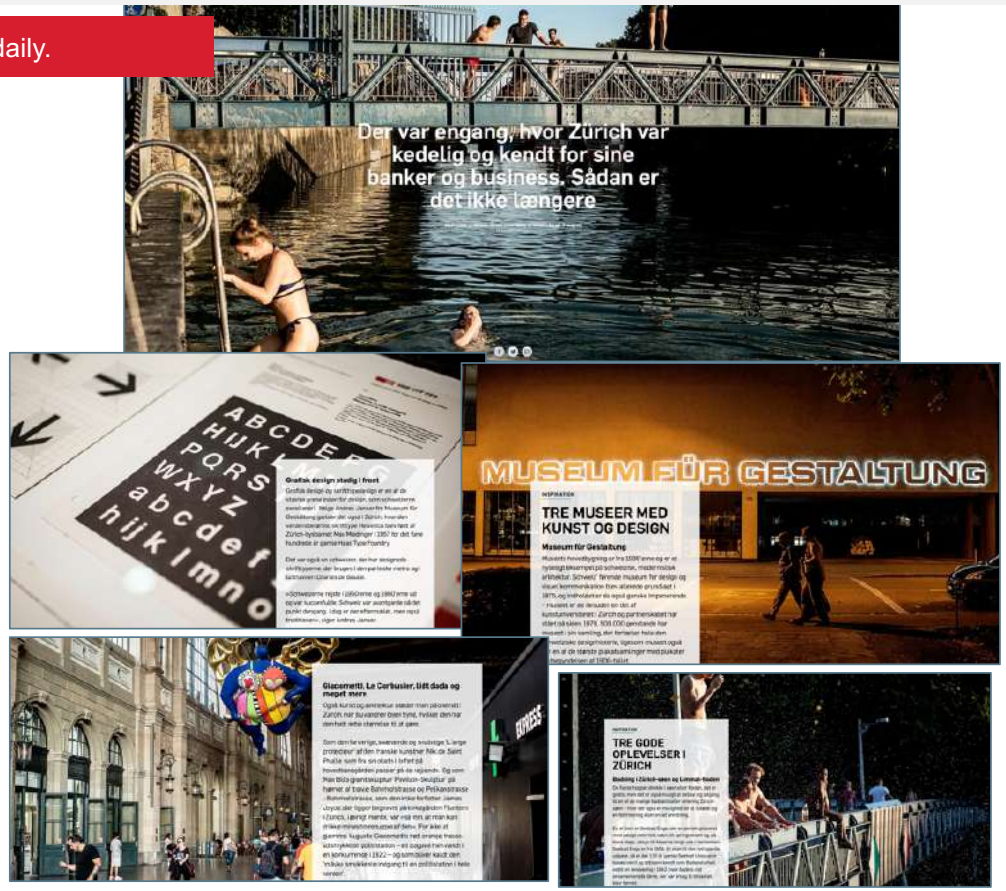


Nordics: City Triology Part I - Zurich.

Switzerland.

Media partnership with Politiken – largest newspaper in Denmark.

Reach: 550’00 daily.



Targeted Ads on FB.

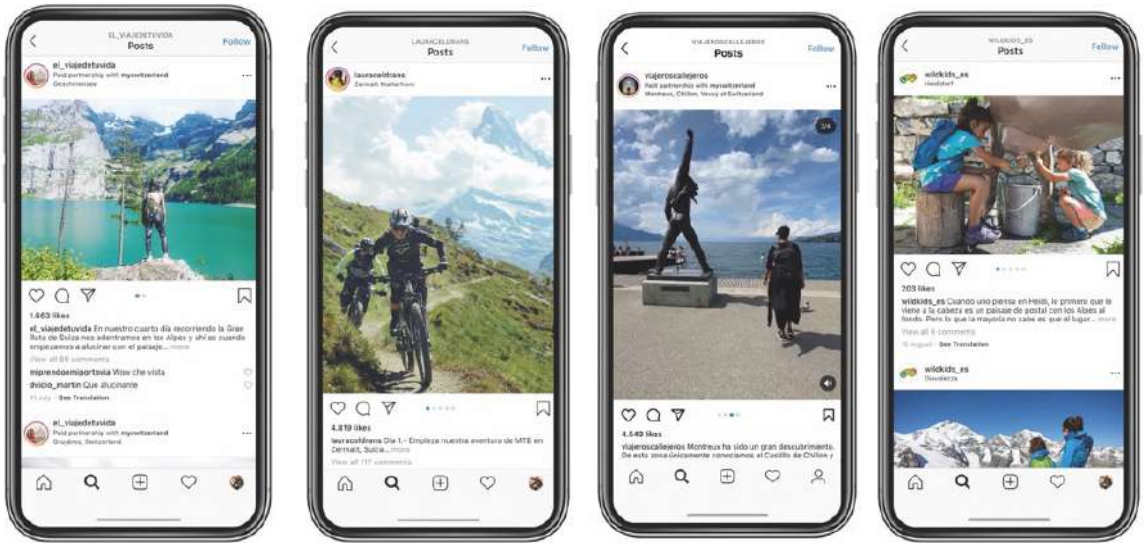
Reach: 99’329, impressions: 179’669, clicks: 1’971.

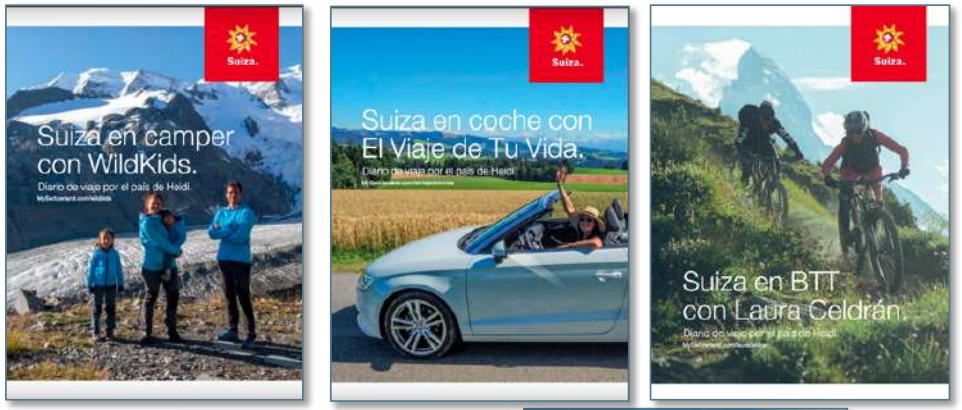
Campaign with ambassadors from Spain.

Switzerland.

6 Spanish ambassadors travelled to Switzerland and created great content.
ST produced practical travel guides for MyS.com

Reach out: over 3.9 mio. people.





Out-of-Home-Campaign in UK.

Switzerland.

Panels on hybrid busses, digital ads in Waitrose supermarkets and on highly frequented locations and main arteries.

Total 80 mio. impressions.

Cooperation with online-Platform eSky.pl in Poland.

Switzerland.

Online Activities.

3 mio. impressions, 3 newsletter (500’000 contacts).

Social Media incl. Special Spotify list with «Sounds of Switzerland»

360’000 impressions.

I need Switzerland campaign via Hitradio City in Czech Republic.

Switzerland.

Summer promotion together with our partners.

7 weeks, 40 radio spots, 4’096’000 marketing contacts.

Alibaba Live Tele Shopping in China.

Switzerland.

2h live streaming event on Alibaba.

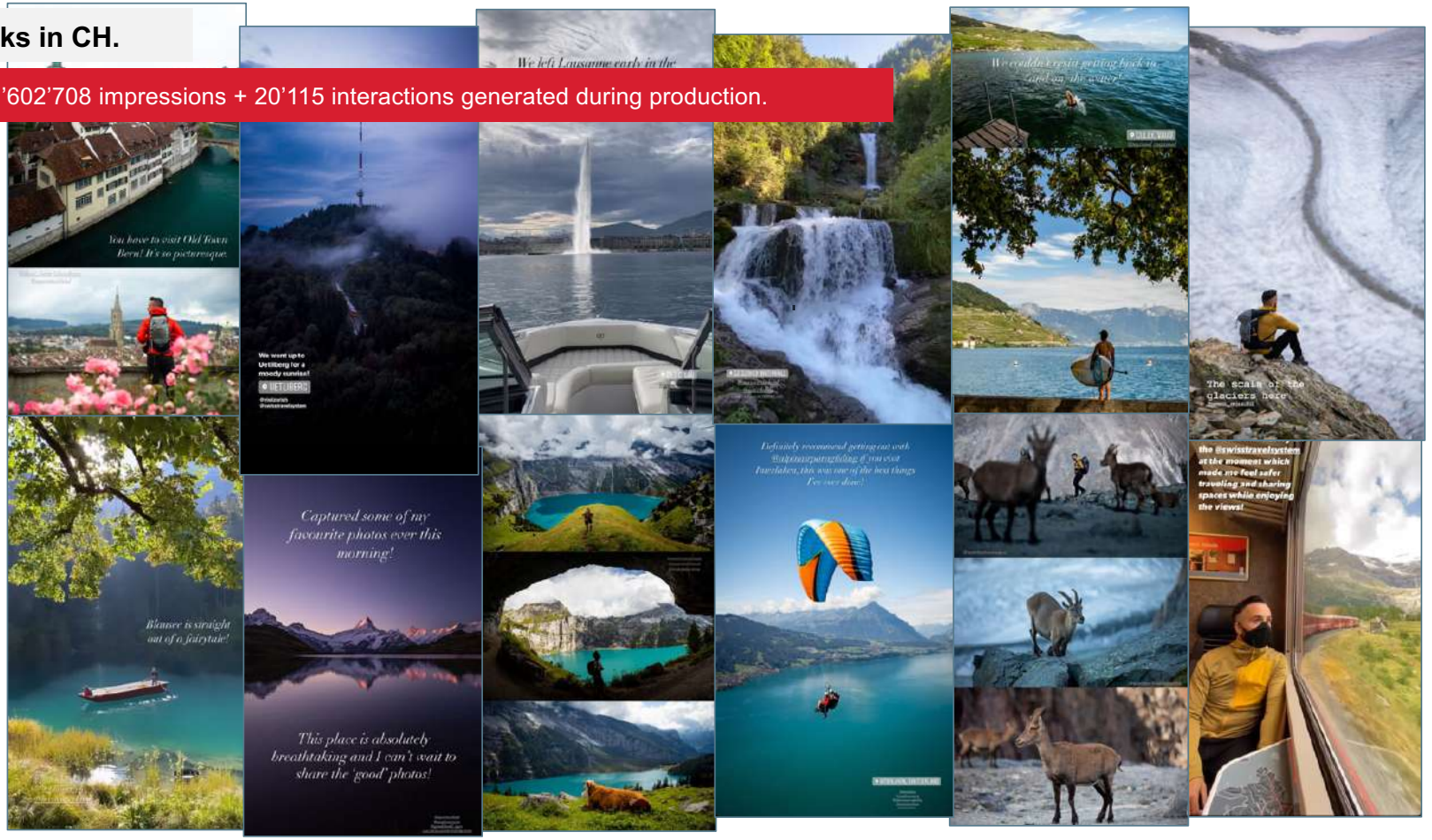
1.05 mio. live viewers.

USA: Trust the influencer.

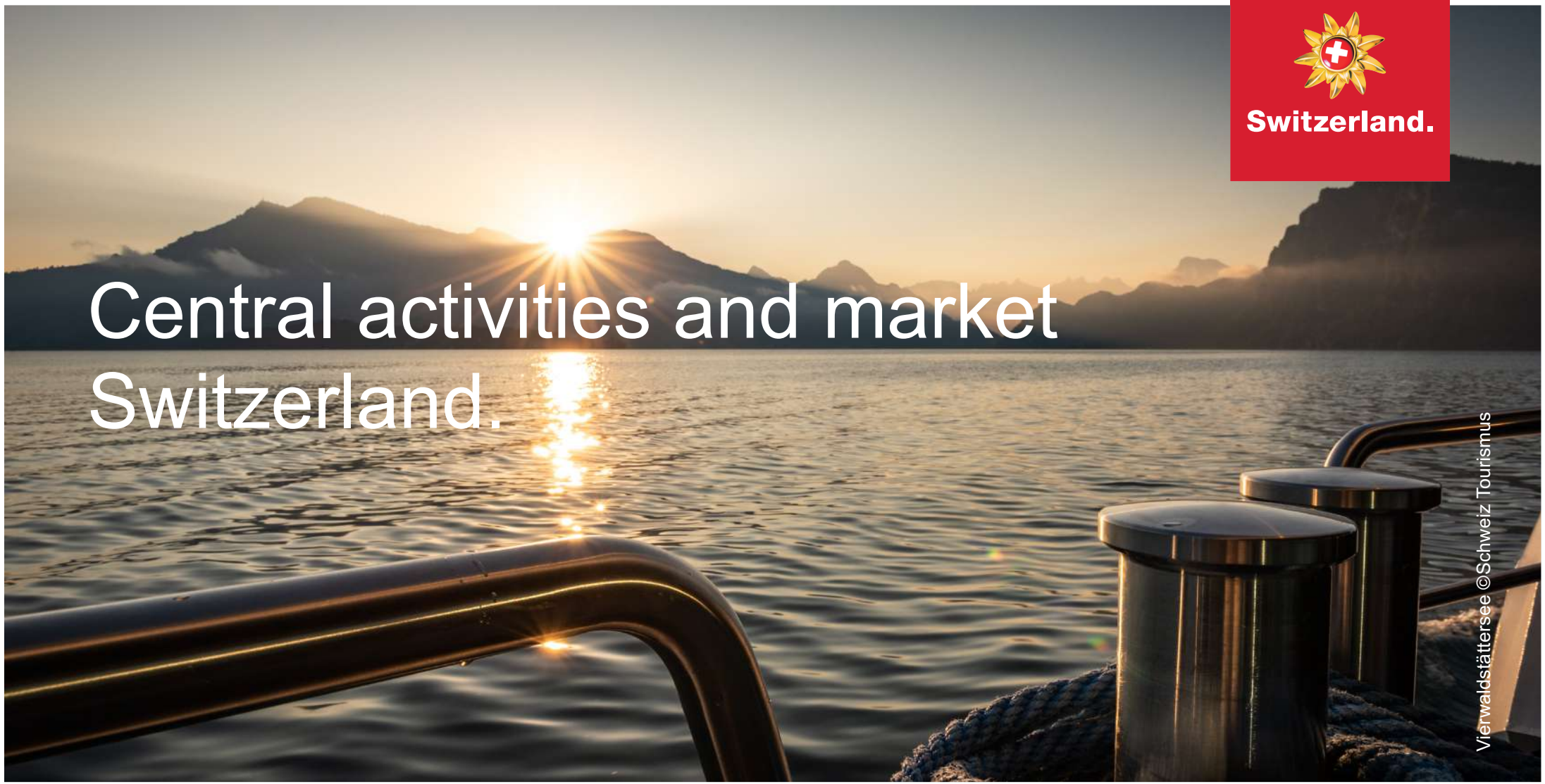
Switzerland.

2.5 weeks in CH.

Already 1’602’708 impressions + 20’115 interactions generated during production.



Central activities and market Switzerland.



Swiss Bike Hotels.

Switzerland.

1. Number of partners 2020: 68
2. 5*: 2 hotels | 4*: 22 hotels | 3*: 22 hotels | 2*: 2 hotels | Swiss Lodge: 10 hotels | No official star rating hs/gs: 10 partners
3. Number of hotels in German part of Switzerland: 55
4. Number of hotels in French part of Switzerland: 6
5. Number of hotels in Italian part of Switzerland: 7
6. Priority markets: Switzerland, Germany, UK, North Amerika, France, BeNeLux, Russia

4WD – Integral Campaigning.

Switzerland.

Promotion

- Cross-Marketing via main campaigns
- Theme based brochures
- Multimediastories
- Cooperation logo

Digital Management

- MySwitzerland.com
- Search, Display and Native Advertising
- Media and influencer trips
- Social Media Campaigns and Ads
- Newsletter
- Commission-free offers

Media Management

- Product media work with active pitching of accommodation content.
- Media and influencer trips
- Media conferences
- Editorial visits

Trade

- Participation at international trades and workshops
- Inspiration booklets and partner overview for tour operators
- discount on participation in STM/STMS

Branding “recommended by ST”
Top-in-Mind Partner.

Switzerland.

1. Only available for certified partner hotels
2. Door plaque provided to every partner
3. Free use of digital logo for own marketing activities

Switzerland.

Promotion.

San Bernadino © Schweiz Tourismus.

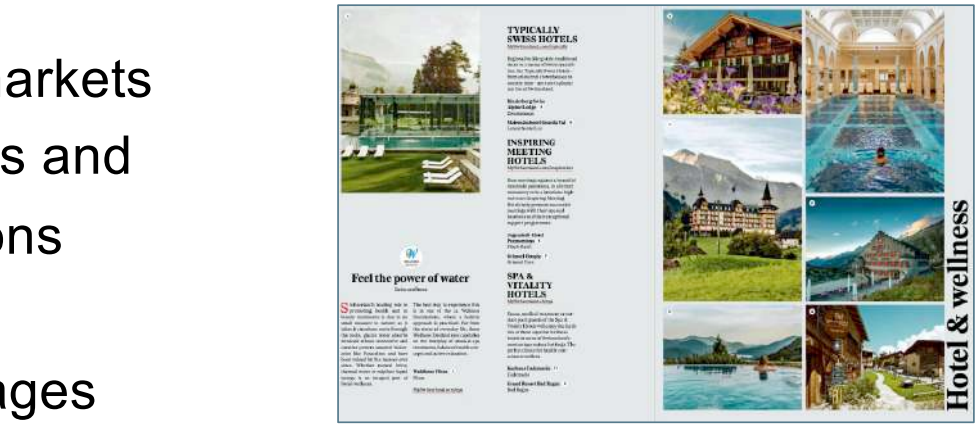
Accommodation brochure “Swiss Bike Hotels”.

Switzerland.

- Presence in the accommodation brochure “Swiss Bike Hotels”
- Distribution through cross-marketing in hotels and via ST
- Circulation: 42’000
- Publication in 4 languages

Summer magazine – accommodation integration.

- Distribution in all ST markets
- Accommodation stories and overview of cooperations
- Circulation: 680’000
- Publication in 6 languages



Promotion: Coop Summer Special.

Switzerland.

- 62 page insert with accommodation offers of the ST cooperation partners. G, F and I version. As well available online on coopzeitung.ch.
- May 2020
- Circulation: 2.8 Mio
- Contacts: 5.6 Mio

Promotion: Coop Autumn Special.

Switzerland.

- 24 page insert with accommodation offers of the ST cooperation partners. G, F and I version. As well available online on coopzeitung.ch.
- September 2020
- Circulation: 2.7 Mio
- Contacts: 5.4 Mio

Promotion: Coop “Schneewochen” Winter.

Switzerland.

- 24 page insert with accommodation offers of the ST cooperation partners. G, F and I version. As well available online on coopzeitung.ch.
- January 2020
- Circulation: 2.6 Mio
- Contacts: 5.2 Mio

Promotion: Coop Pronto.

Switzerland.

- Integration of vouchers of the ST cooperation partners to the “matching” article. G, F and I version.
- All year long, 6 issues
- Circulation: 270‘000
- Contacts: 400‘000

Pronto 11

BERN UND UMGEBUNG

Beim Wandern hat man stets die eindrückliche Aussicht auf die Gantrischkette im Blick.

Käse oder Kambly? Ausflüge in und um Bern

Die Altstadt von Bern ist Unesco-Welterbe. Rund um die Hauptstadt finden sich schöne Ausflugsziele in der Natur. Berühmt ist das Emmental mit seinen sanften Hügeln.

Das Unesco-Welterbe der Altstadt von Bern wird von der Aarenschlaufe umgeben. Vom Rosengarten aus geniesst man einen Ausblick auf das Alpenpanorama. Die romantische Hauptstadt verdankt ihren Reiz der Geschlossenheit des Stadtbildes. Sechs Kilometer lange Laubengänge, Figurenbrunnen aus der Renaissance, das Münster, weitgehend erhaltene Sandsteinfassaden sowie eine einzigartige Dächerlandschaft prägen das Bild der im Jahr 1191 gegründeten Stadt Bern, eines der grossartigsten Zeugnisse mittelalterlichen Städtebaus in Europa.

Unberührte Wildnis ist im Gantrischgebiet zwischen Schwarzenbühl und Ottenleue zu finden. Im Jahr 1999 fegte der Jahrhundert-Sturm Lothar über weite Teile Europas. Der Wald am Gäggersteg wurde fast vollständig umgeworfen. Heute wandert man über Holzstege und staunt über die beeindruckende Regenerationskraft der Natur. Zudem bietet der Gäggersteg eine imposante Aussicht auf die Gantrischkette. Ebenfalls führt eine leichte Rundwanderung über den Gäggersteg, die für Familien geeignet ist. Der 250 Meter lange Holzweg führt vom Boden bis auf acht Meter Höhe, vorbei an Bäumen und Sträuchern. So können die Besucherinnen und Besucher beobachten, wie sich die Natur nach dem Sturm entwickelt hat. An keinem anderen Ort in der Schweiz wurde das zerstörte Waldgebiet belassen und trotzdem individuell zugänglich gemacht – ein einmaliges Naturerlebnis.

Von der Milchproduktion bis zum Käse-Export – auf der Emmentaler Käse-Bike-Route können Besucher alles über die Berner Spezialität erfahren. Die Route ist ein ▸▸

Pronto Tourismus 13

Mit dem E-Bike lässt sich das Emmental mühelos erkunden.

Spaziergang auf der Münsterplattform.

Unterwegs trifft man viele traditionelle Emmentaler Bauernhäuser an.

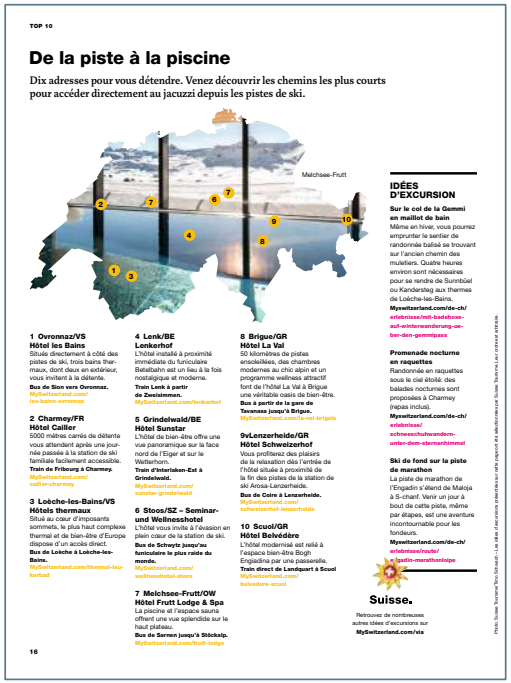
Jugendherberge Schloss Burgdorf

WETTBEWERB
Übernachten in Burgdorf
Lösen Sie die Wettbewerbsfrage auf Seite 31 und gewinnen Sie mit etwas Glück eine Übernachtung für zwei Personen inkl. Frühstück in der neu eröffneten Jugendherberge.

Promotion: Via Magazine.

Switzerland.

- Via is the biggest travel magazine in Switzerland. G and F version. Changing subjects supported with accommodation recommendations.
- 10 times a year
- Circulation per issue: 150‘000
- Contacts per issue: 450‘000



TOP 10

De la piste à la piscine

Dix adresses pour vous détendre. Venez découvrir les chemins les plus courts pour accéder directement au jacuzzi depuis les pistes de ski.

Melchsee-Frutt

1 Ovronnaz/VS
Hôtel les Bains
Situés directement à côté des pistes de ski, trois bains thermaux, dont deux en extérieur, vous invitent à la détente.
Bus de Sion vers Ovronnaz.
MySwitzerland.com/les-bains-ovronnaz

2 Charmey/FR
Hôtel Cailler
5000 mètres carrés de détente vous attendent après une journée passée à la station de ski familiale facilement accessible.
Train de Fribourg à Charmey.
MySwitzerland.com/cailler-charmey

3 Loèche-les-Bains/VS
Hôtels thermaux
Situé au cœur d'impossants sommets, le plus haut complexe thermal et de bien-être d'Europe dispose d'un accès direct.
Bus de Loèche à Loèche-les-Bains.
MySwitzerland.com/thermal-leukerbad

4 Lenk/BE
Lenkerhof
L'hôtel installé à proximité immédiate du funiculaire Betelbahn est un lieu à la fois nostalgique et moderne.
Train Lenk à partir de Zweisimmen.
MySwitzerland.com/lenkerhof

5 Grindelwald/BE
Hôtel Sunstar
L'hôtel de bien-être offre une vue panoramique sur la face nord de l'Eiger et sur le Wetterhorn.
Train d'Interlaken-Est à Grindelwald.
MySwitzerland.com/sunstar-grindelwald

6 Stoos/SZ – Seminar- und Wellnesshotel
L'hôtel vous invite à l'évasion en plein cœur de la station de ski.
Bus de Schwyz jusqu'au funiculaire le plus raide du monde.
MySwitzerland.com/wellnesshotel-stoos

7 Melchsee-Frutt/OW
Hôtel Frutt Lodge & Spa
La piscine et l'espace sauna offrent une vue splendide sur le haut plateau.
Bus de Sarnen jusqu'à Stöckalp.
MySwitzerland.com/frutt-lodge

8 Brigue/GR
Hôtel La Val
50 kilomètres de pistes ensoleillées, des chambres modernes au chic alpin et un programme wellness attractif font de l'hôtel La Val à Brigue une véritable oasis de bien-être.
Bus à partir de la gare de Tavanasa jusqu'à Brigue.
MySwitzerland.com/la-val-brigels

9vLenzerheide/GR
Hôtel Schweizerhof
Vous profiterez des plaisirs de la relaxation dès l'entrée de l'hôtel située à proximité de la fin des pistes de la station de ski Arosa-Lenzerheide.
Bus de Coire à Lenzerheide.
MySwitzerland.com/schweizerhof-lenzerheide

10 Scuol/GR
Hôtel Belvédère
L'hôtel moderniséi est relié à l'espace bien-être Bogn Engiadina par une passerelle.
Train direct de Landquart à Scuol
MySwitzerland.com/belvedere-scuol

IDÉES D'EXCURSION

Sur le col de la Gemmi en maillot de bain
Même en hiver, vous pourrez emprunter le sentier de randonnée balisé se trouvant sur l'ancien chemin des muletiers. Quatre heures environ sont nécessaires pour se rendre de Sunnbüel ou Kandersteg aux thermes de Loèche-les-Bains.
Myswitzerland.com/de-ch/
erlebnisse/mit-badehose-auf-winterwanderung-ueber-den-gemmipass

Promenade nocturne en raquettes
Randonnée en raquettes sous le ciel étoilé: des balades nocturnes sont proposées à Charmey (repas inclus).
Myswitzerland.com/de-ch/
erlebnisse/schneeschuhwandern-unter-dem-sternenhimmel

Ski de fond sur la piste de marathon
La piste de marathon de l'Engadin s'étend de Maloja à S-chanf. Venir un jour à bout de cette piste, même par étapes, est une aventure incontournable pour les fondeurs.
Myswitzerland.com/de-ch/
erlebnisse/route/le-loipln-marathonloipe

Suisse.

Retrouvez de nombreuses autres idées d'excursions sur **MySwitzerland.com/via**

Photo: Suisse Tourisme/Eric Dufaux – Les idées d'excursions présentées sur cette page ont été développées par Suisse Tourisme. Leur intérêt est libre.

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TOP TEN

Erfrischende Erlebnisse am Wasser

Wenn es richtig heiss wird, wächst das Verlangen nach einer Abkühlung. Diese zehn Ausflüge bringen Sie ganz nah ans Wasser.
MySwitzerland.com/sommer

Idyllische Twannbachschlucht.

1 Thusis GR
Viamala-Schlucht
Tanken Sie Kraft in der wilden Schlucht des Hinterrheins und lassen Sie sich von ihrer natürlichen Schönheit bezaubern.
Ab Bahnhof Thusis mit dem Postauto

2 Brugg AG
Wasserschloss
Überqueren Sie Aare, Reuss und Limmatt auf acht verschiedenen Brücken und lernen Sie das Wasserschloss kennen.
Ab Bahnhof Brugg zu Fuss

3 Estavayer-le-Lac FR
Die Grande Cariçaie
Besuchen Sie das grösste Seeuferfeuchtgebiet der Schweiz und bestaunen Sie eine gewaltige Flora und Fauna.
Ab Bahnhof Estavayer-le-Lac zu Fuss

4 Morbio Inferiore TI
Breggia-Schluchten
Bahnen Sie sich entlang der Breggia einen Weg durch die Schluchten und staunen Sie über die markanten Felsformationen.
Ab Bahnhof Balerna per Bus

5 Disentis GR
Goldwaschen am Rhein
Tauchen Sie Ihren Teller in den jungen Rhein und stossen Sie mit etwas Glück auf Gold. Das Vorkommen soll gross sein.
Ab Bahnhof Sedrun zu Fuss

6 Küssnacht SZ
Waldstätterweg
Streifen Sie durch Naturschutzgebiete von Küssnacht nach Luzern. Die Berge und der See sind stets in Sichtweite.
Ab Bahnhof Küssnacht zu Fuss

7 Noiraigue NE
Schlucht der Areuse
Spazieren Sie entlang der Schlucht. Das Tosen der Areuse und ein kühles Lüftchen machen die Wanderung zu einem erfrischenden Erlebnis.
Ab Bahnhof Noiraigue zu Fuss

8 Nendaz VS
Bisse de Chervé
Wandern Sie entlang der höchsten Suone von Nendaz und erhaschen Sie einen spektakulären Blick auf den Stausee Cleuson.
Ab Nendaz per Bus und Seilbahn

9 Magglingen BE
Twannbachschlucht
Begeben Sie sich auf die klassische Wanderung durch die Twannbachschlucht. Am Schluss wirkt das malerische Dorf Twann.
Ab Magglingen zu Fuss

10 Château-d'Oex VD
Ramaclé-Wasserfall
Passieren Sie die älteste Hängebrücke der Romandie und streifen Sie durch die Auenlandschaft zum Ramaclé-Wasserfall.
Ab Château-d'Oex zu Fuss

HOTELS AM WASSER

Meisterschwanden: Seerose Resort & Spa
Direkt am Sonnenufer des Hallwilersees liegt das Seerose Resort & Spa mit eigenem Schiffsteg. Neben Wellness vom Feinsten im Cocon-Thai-Spa bietet es den Gästen asiatisch-schweizerische Kulinarik in drei Restaurants.
seerose.ch

Melide: Seehotel Riviera
Das Seehotel Riviera befindet sich an ruhiger Lage direkt am Luganersee. Das persönlich geführte Haus bietet rundum unkomplizierte Tessiner Ambiente: grosse Sonnenterrasse, eigener Bootssteg, Pedalo für Gäste, hausgemachter Wein und Grappa.
hotel-riviera.ch

Mehr Hotels finden Sie auf:
myswitzerland.com

Unbeschwert reisen – ohne Gepäck
Mit dem ÖV reisen und für nur 44 Franken bis zu vier Gepäckstücke von daheim ins Hotel liefern lassen.
sbb.ch/gepaeck-special

Schweiz.

Viele weitere Ausflugstipps finden Sie unter
MySwitzerland.com/via

Foto Schweiz Tourismus/Fabrizio Maggi – Die Tipps auf dieser Seite wurden von Schweiz Tourismus ausgewählt. Die Reihenfolge stellt keine Bewertung dar.

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Promotion: Brunchmagazin Bauernverband.

Switzerland.

Delizie per il palato in Ticino

Vielfältige Zentralschweiz

- Collaboration with Schweizer Bauernverband SBV. Keystorys about hotels and gastronomy in G, F and I in the printed magazine and online
- six different issues from June to August 2020
- cumulated circulation: 811’264

Promotion: Wandermagazin Schweiz.

Switzerland.

Wandern mit Weitblick.

Meldet sich nach den vielen Tagen zu Hause die Wanderlust? Verständlich. Warum also nicht gleich für mehrere Tage die Wanderschuhe schnüren? Wir präsentieren 5 Mehrtageswanderungen von 2 bis 16 Tagen – mitten durch die Schweiz.

1 Leventina, Tessin Das Highlight dieser zweitägigen Wandertour in der Leventina oberhalb Faido sind die beiden idyllischen Bergseen Tremorgio und Morghirolo. Der Wanderweg schlängelt sich durch blumige Wiesen und felsiges Gelände. Beide Seen laden zum Verweilen ein.

2 Binntal, Wallis Das unberührte Walliser Tal mit der gleichnamigen Berghütte ist das Ziel dieser zweitägigen, technisch einfachen Bergwanderung. Der Landschaftspark Binntal gilt als «Tal der verborgenen Schätze» und ist bekannt für seinen grossen Mineralienreichtum.

3 Freiburger Voralpenweg, Fribourg Region / Waadtland In fünf Tagesetappen führt der Freiburger Voralpenweg von der mittelalterlichen Stadt Freiburg vorbei am malerischen Schwarzsee ins Greyerzerland. Im Bann der zackigen Gastlosen führt die Wanderung ins Pays-d'Enhaut und hinab ins Ballonfahrer-Mekka Château-d'Oex.

4 Jura-Höhenweg, von Zürich zum Genfersee Es müssen nicht immer die Alpen sein. Der älteste Fernwanderweg der Schweiz führt in 16 Tagen durch eine einzigartige Juralandschaft, die durch Kargheit und Weite besticht. Ein Highlight ist die Felsenarena Creux du Van.

5 Waldstätterweg, Luzern-Vierwaldstättersee Der Weg führt in sieben Tagesetappen um den landschaftlich reizvollen Vierwaldstättersee, die Wiege der Schweiz. Ob auf dem ganzen Fernwanderweg oder auf einer einzelnen Tagesetappe: Zu erleben ist die Natur- und Kulturlandschaft mit ihren historischen Stätten, Dörfern und der Stadt Luzern.

Auf die Via Alpina mit dem Wanderpass
Er ist ein Zeugnis grossartiger Leistung und unsühnlicher Erlebnisse: der Via Alpina Wanderpass! Auf den 20 Etappen können Wanderer sich 36 Etappen-, Alpenpass- und Sonderstempel mit einzigartigen Motiven verdienen. Für einen vollen Wanderpass gibt es ein Zertifikat.
MySwitzerland.com/wanderpass

Gipfelhotels
Hoch oben in den Bergen, im Herzen der Schweizer Alpen, liegen Hotels mit spektakulärer Aussicht. Die Gipfelhotels bringen die Gäste den Sternen näher. Die Luft mag dünn sein. Doch oberhalb der Baumgrenze und fast in den Wolken aufzuwachen, ist ein erhabenes Gefühl.
MySwitzerland.com/gipfelhotels

Mehr Informationen finden Sie unter **MySwitzerland.com/wandern** oder **0800 100 200** (kostenlos).

Schweiz.

Rein ins Blütenmeer.

Wenn erste Sonnenstrahlen auf die noch kalte Erde treffen, erwacht der Frühling in allen Farben. Wer sich nach dem eigenen Winterschlaf wieder rauswagt, erlebt auf diesen fünf Wanderungen den Lenz in seiner ganzen Pracht.

1 Altnauer Apfelweg, Ostschweiz / Liechtenstein Im Thurgau dreht sich vieles um das saftige Kernobst. Wenn im Mai die Apfelblüte in Altnau ansteht, lockt der Apfelweg zu einem gemütlichen Spaziergang durch die Obstgärten. 24 Infotafeln vermitteln dabei allerlei Wissenswertes zum Anbaugebiet und zur Lese.

2 Chemin des Narcisses, Waadtland Auf den Hängen der Montreux Riviera finden sich Besucher ab Mai in einem weissen Blütenmeer wieder. Ein Rundweg führt vom Dörfchen Les Avants vorbei an den weissen Wiesen und hin zu Aussichtspunkten mit Blick über den Genfersee sowie einem eindrücklichen Alpenpanorama.

3 Höhenweg nach Morcote, Tessin In Sichtnähe der geschäftigen Stadt Lugano thront der San Salvatore. Unweit dahinter befindet sich das malerische Morcote. Wie gelangt man am besten dorthin? Natürlich über den Höhenweg durch Kastanienwälder mit toller Aussicht und einem Pflichtstopp im Parco San Grato!

4 Waldstätterweg, Luzern-Vierwaldstättersee Auf dem Weg rund um den Vierwaldstättersee ist man nie weit entfernt vom glasklaren, blaugrünen Wasser. Das Schwierigste an der imposanten Wanderroute durch das Herzstück der Schweiz ist wahrscheinlich die Frage, welche der sieben Etappen als erste absolviert werden soll.

5 Fricktaler Chriesiwäg, Aargau Ob Nieder- oder Hochstamm, im Fricktal finden sich Kirschbäume jeder Art. Leider kann man noch keine Früchte naschen, doch die Kirschblüten eignen sich hervorragend als Fotosujets.

Tulpenfest in Morges
Wer noch nicht in Wanderlaune ist oder sich nur allmählich aus der Winterstarre löst, kann in Morges die ganze Farbenpracht des Frühlings erleben. Direkt am Genfersee findet dort vom 20. März bis 10. Mai 2020 das Tulpenfest statt. Gezeigt werden dabei 190 000 Tulpen in 300 verschiedenen Sorten.

Gartenhotels
Nach einer ausgiebigen Wanderung den Tag ausklingen lassen und die Schönheit der Natur geniessen – dafür sind die Gartenhotels mit ihrer Umgebung der ideale Ort. Besonders im Frühling, wenn wieder alles zu blühen beginnt, lohnt sich ein Besuch.
MySwitzerland.com/gartenhotels

Mehr Informationen finden Sie unter **MySwitzerland.com/fruehling** oder **0800 100 200** (kostenlos).

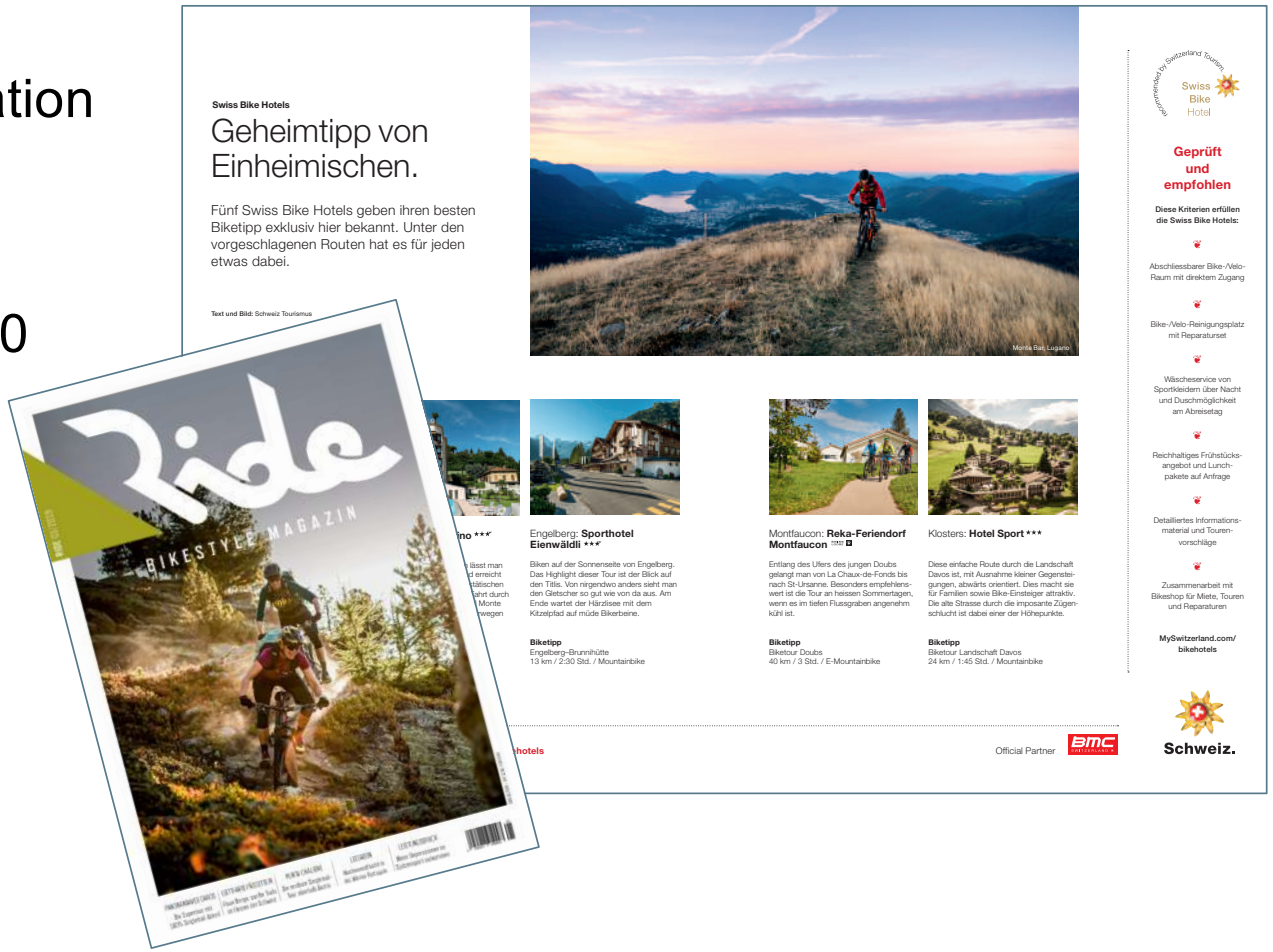
Schweiz.

- Advertorial “Top 5 Ideas” with accommodation recommendations.
- 6 issues in 2020
- Circulation per issue: 17’000
- Contacts per issue: 71’400

Promotion: Magazin RIDE.

Switzerland.

- Advertorials in Print Publication
- 3 issues in June, July and September 2020
- Circulation per issue: 12’000
- Contacts per issue: 30’000



Promotion: Brochure distribution.

Switzerland.

- Distribution of Swiss Bike Hotels brochures in BORN Magazine
- August 2020
- Circulation: 7’000
- Contacts: 17’500

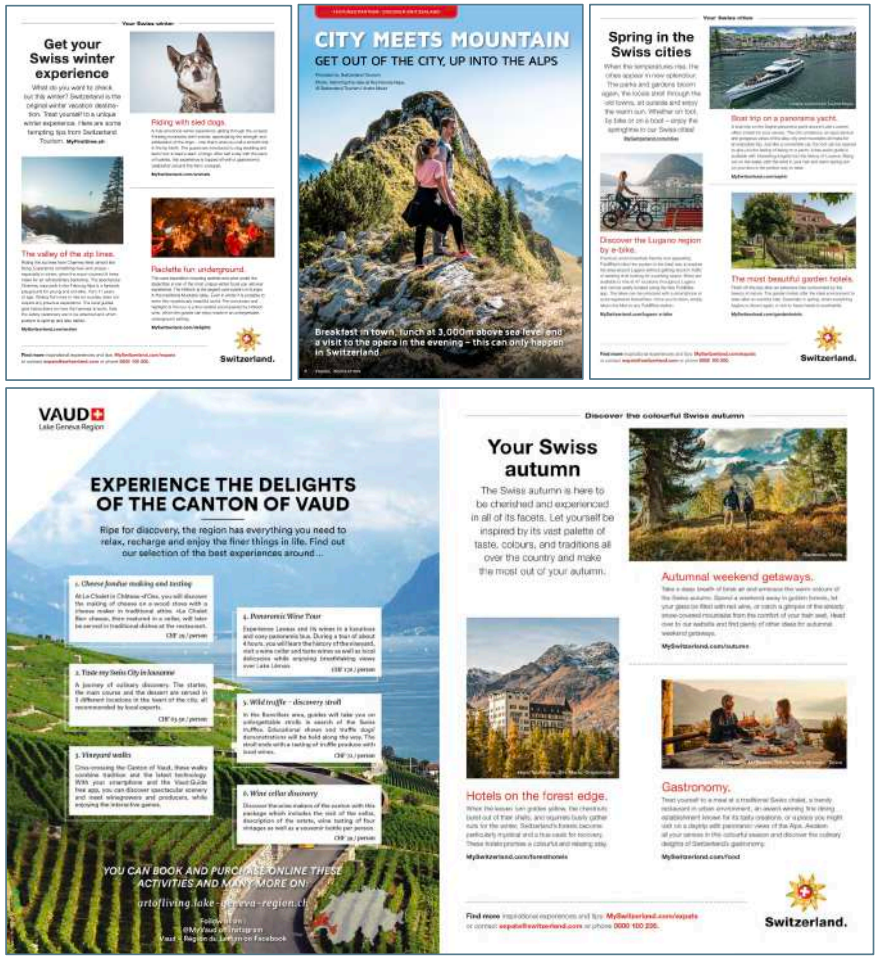
Promotion: NZZ and Le Temps Sommerspecial.

Switzerland.

- 28 pages Sommerspecial inlay in NZZ am Sonntag and Le Temps in G and F, several hotel placements
- May 2020
- Circulation: 91’271
- Contacts: 358’000

Promotion: Hello Switzerland Magazine.

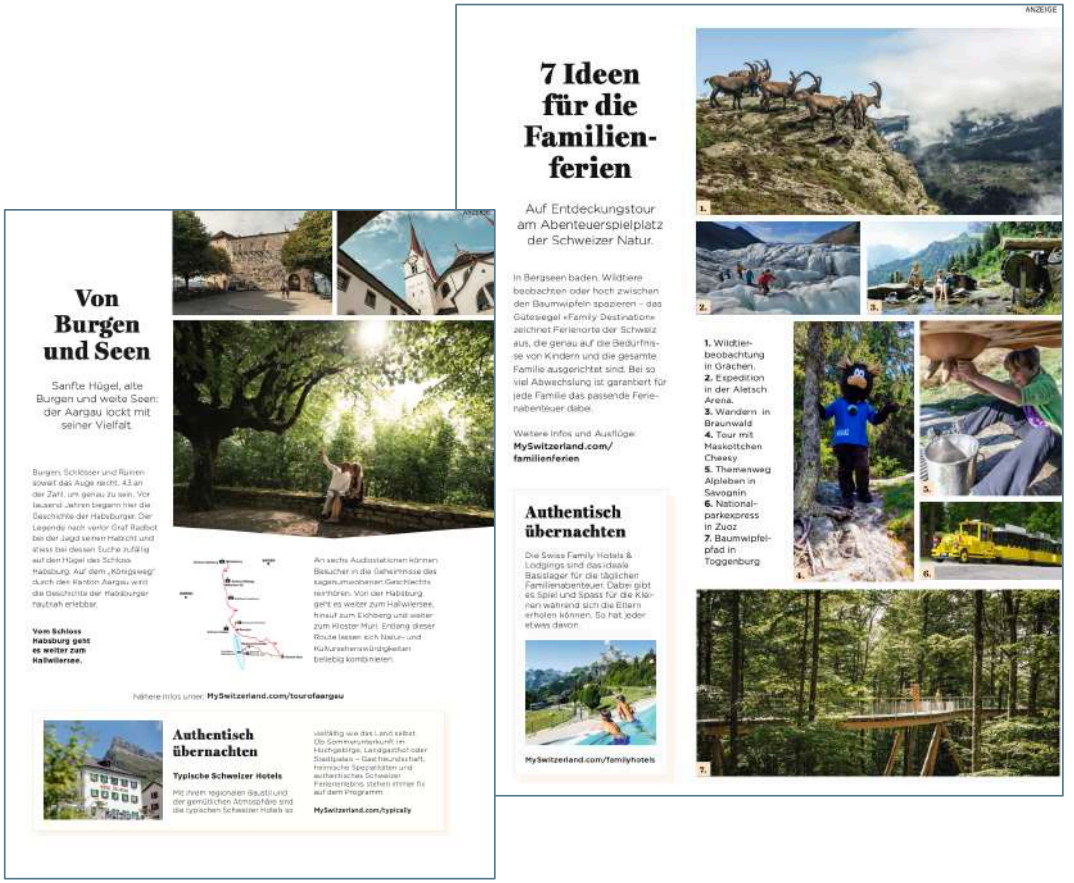
- Advertorial and advertisement about activities in Switzerland with accommodation recommendations, Banner ad’s and newsletter placement
- January, April, September and November 2020
- Circulation print: 20’000
- Ad impressions: 100’793
- Newsletter recipients: 35’748



Promotion: Bergwelten.

- Several print advertorials in the DACH-Region with accommodation tips
- All year long
- Circulation per issue: 167‘000
- Contacts per issue: 715‘000

- Several online advertorials in DACH-Region with accommodation tips
- All year long
- User: 1.3 Mio user per month



Promotion: Coop Schwerpunktausgaben.

Switzerland.

- Accommodation offers of the ST cooperation partners. G, F and I version. As well available online on coopzeitung.ch.
- All year long
- Circulation: 2.7 Mio
- Contacts: 3.6 Mio

Promotion: Schweiz am Wochenende.

Switzerland.

- Special inlay with 101 «Ausflugstipps» and summer hideaways
- June 2020
- Circulation: 407’848
- Contacts: 1.0 Mio

Promotion: Die Weltwoche.

Switzerland.

- Page with bookable accommodation offers in collaboration with STC.
- July 2020
- Circulation: 158’000
- Contacts: 158’000

Promotion: Blick Reisen.

- Page with bookable accommodation offers in collaboration with STC.
- June 2020
- Circulation: 107’119
- Contacts:411’000

Zeit zum Träumen.

Attraktive Lagen, eine Fülle an kulinarischen Spezialitäten und ein herzlicher Service – diese Qualitäten haben die Schweizer Hotellerie in aller Welt bekannt gemacht. So vielfältig wie die Schweiz sind auch die Unterkünfte im Land: Von der Jugendherberge bis zur Wellness-Oase finden Sie alles.

Alle Angebote

Jetzt buchen und profitieren!

Montreux-Veytaux
Hôtel Masson***

Spiez
Hotel Eden Spiez ***

Leukerbad
Hotel Le Bristol ****

Kastanienbaum
Seehotel Kastanien-baum****

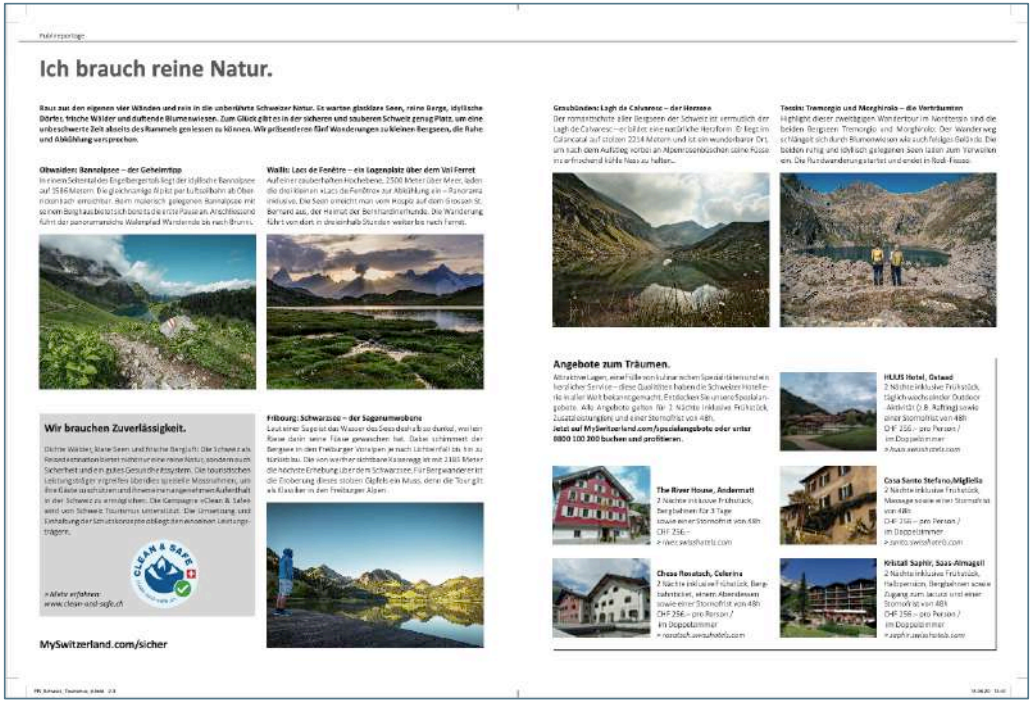
Lugano
International au Lac ***

Schweiz.

Switzerland.

Promotion: wandern.ch.

Switzerland.



Ich brauch reine Natur.

Raus aus den eigenen vier Wänden und rein in die unberührte Schweizer Natur. Es warten glasklare Seen, reine Berge, idyllische Dörfer, frische Wälder und duftende Blumenwiesen. Zum Glück gibt es in der sicheren und sauberen Schweiz genug Platz, um eine unbeschwerte Zeit abseits des Rummels geniessen zu können. Wir präsentieren fünf Wanderungen zu kleinen Bergseen, die Ruhe und Abkühlung versprechen.

Obwalden: Bannalpsee – der Geheimtipp

Wallis: Lac de Fenêtre – ein Logenplatz über dem Val Ferret

Graubünden: Lagh da Calvarese – der Idyllische

Tessin: Tremorgio und Morghirolo – die Vertrauten

Wir brauchen Zuverlässigkeit.

Freiburg: Schwarzsee – der Sagenumwobene

MySwitzerland.com/sicher

Angebote zum Träumen.

HUUS Hotel, Oetwil

The River House, Andermatt

Casa Santo Stefano, Miglieglia

Chesa Planatsch, Celerina

Kristall Saphir, Saas-Almagell

- Page with bookable accommodation offers in collaboration with STC.
- Online and offline
- July 2020
- Circulation: 25’471
- Contacts: DE 186’000 /F 45’000

Promotion: Schweiz am Wochenende.

Switzerland.

51

Schweiz Tourismus

Übernachten an traumhaften Orten

Hotelangebote Egal, wo Sie Ihre Sommerferien verbringen werden: In allen Regionen der Schweiz stehen die Türen zu Ihrer gewünschten Unterkunft offen.

Hotel Krone **** Samnaun

Landgasthof Ruedihus *** Kandersteg

Hotel Alpenland *** Leuenon

Hotel Silbermere **** Wengen

Hotel Alpina *** Vals

Badehotel Salina Maris Wellness & Vinatge **** Brig

Hotel Kristall-Saphir ***sup Saas-Almagell

Albergo Casa Santo Stefano **Garni Miglieia

Hotel&Spa Cacciatori **** Cademario

Chasa Montana Hotel & Spa ****sup Samnaun

- Page with information about hotelfinder on Mys.com and additional bookable accommodation offers in collaboration with STC.
- June 2020
- Circulation: 410’000
- Contacts: 1’090’000

Promotion: 24 heures.

Switzerland.

Inspirations estivales

Un petit coin de paradis

Vous vous réveillez et la première chose que vous découvrez, en ouvrant la fenêtre, est un lac scintillant. Ou de sublimes montagnes.

Dans ces adresses cachettes, tout est fait pour vous évader du train-train quotidien.

MySwitzerland.com/hacouperation

Coin des initiés:
Les plus beaux hôtels avec plage

Bien-Être: La Suisse, haut lieu du Wellness

Dolce et spa: Prendre sa santé en main, se décharger son bagage, se faire chouchouter, c'est cela bien-être et comme en Suisse, dame Nature se montre généreuse, vous le trouverez dans l'eau de source qui alimente nos centres thermaux et dans l'air pur de nos montagnes.

Charmey (FR) a obtenu le label «Wellness Destination», comme 10 autres lieux en Suisse.

Cachettes secrètes pour l'été: A l'abri du monde

Pause détente: L'hôtel comme lieu de refuge, ou, en version plus contemporaine, comme «hideaway» (cachette). Suisse Tourisme a listé plus d'une centaine d'établissements qui permettent de s'évader du quotidien d'agréable manière.

- Article about wellness in Switzerland and various accommodation content, e.g. accommodations with access to own beach, hideaways etc.
- June 2020
- Circulation: 49’107
- Contacts: 164’000

Switzerland.
Digital Marketing.
Région Dents du Midi © Litescapemedia.

Web visits MySwitzerland.com.

Switzerland.

MySwitzerland.com managed to achieve 29'674'286 visits in 2020. With a decrease of 5.65% in terms of web visits the impact of the pandemic was less severe than expected over the year.

Social Media.

Switzerland.

2020 was an intensive but also successful year on Social Media. Adding it all up, we have reached more than 1.1 billion impressions. By the end of 2020, we had more than 4.5 million followers on our accounts – this includes many long-standing successful Facebook pages, but also some new Instagram accounts or our new profile on TikTok.

In terms of engagement rate, Q2 was the most successful. With the “Dream now – travel later” campaign, we showed empathy and were able to inspire our fans and followers.

Newsletters.

Switzerland.

Our numbers of newsletter subscribers (1’003’715) slightly grew in 2020 (+0.4% compared to Q4 2019).

Especially in the markets DE (+12.7%), US (+9.1%) and IT (+8.1%) we could register a significant growth.

The click rate in comparison to 2019 (2.8%) has increased quite strongly (3.4% in 2020). This shows that subscribers found topics more relevant in 2020. The number of mailings has halved (20 Mio. in 2019 compared to less than 10 Mio. In 2020). A reason for this is that hardly any Stand Alone could be send to foreign markets due to Corona.

Cross Marketing with Accommodations.

Switzerland.

The partner hotels of the Accommodation Marketing have been linked to all main campaigns of Switzerland Tourism: Summer Marketing, Winter Marketing, City Marketing & MICE.

More than **6 Mio Pageviews** have been registered to pages of MySwitzerland.com/accommodations and more than **3.2 Mio Page Views** were generated in regards to the product types (Spa & Vitality Hotels, Typically Swiss Hotels, Swiss Bike Hotels, Design & Lifestyle Hotels, Swiss Family Hotels & Lodgings, Swiss Deluxe Hotels, Inspirational Meeting Hotels, etc.)

in all main campaigns of MySwitzerland.com

Switzerland.

MySwitzerland.

Accommodation Listicles.

Switzerland.

Listicles are a form of content marketing on the website MySwitzerland.com. Themes are based on information around partner hotels with interesting facts and information that are not exclusive to one cooperation. e.g. hotels with ghosts, castle hotels, bath tubs with a view.

https://www.myswitzerland.com/en/best-of-swiss-hotels.html

Switzerland.

Search Engine Marketing and Programmatic Advertising.

eMarketing: Search Engine Marketing.

Switzerland.

Google AdWord campaigns for all accommodation cooperations

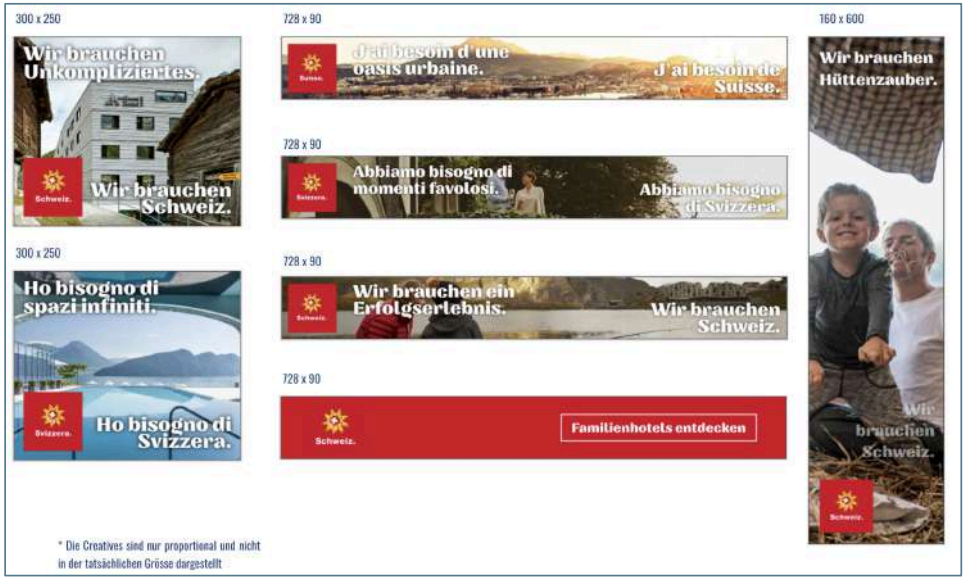
Campaign:	SEA Google Campaign – All Cooperations
Duration:	01.01. - 31.12.2020
Publication:	Switzerland, Germany, FR, UK and USA
Target:	Drive high-quality traffic on accommodation pages

Impressions: 633’205
Clicks: 57’278

eMarketing: Programmatic Online Campaign.

Switzerland.

- Native and Display Ad Campaign with programmatic distribution for the landing page promotion
- Run in Germany, Switzerland, France (in German, French, Italian)
- From October to December 2020
- Goal: increase high-quality traffic on landingpages and inspire to book hotels



eMarketing: Programmatic Online Campaign.

Switzerland.

- More than **18.2 million impressions** were broadcasted.
- We were able to measure **23'085 clicks**, which corresponds to an average click rate of 0.13 %. The benchmark is around 0.1 - 0.15 %.
- **13'513 Visits** on landing pages

Category	Spend	Impressions	CPM	Clicks	CTR	CPC	Visits	CPV
Agrotourismus	CHF 2.150,18	650.178	CHF 3,31	1.439	0,22 %	CHF 1,49	1.316	CHF 1,63
Bike Hotels	CHF 4.300,39	1.275.081	CHF 3,37	1.780	0,14 %	CHF 2,42	1.076	CHF 4,00
Design & Lifestyle Hotels	CHF 5.170,48	1.622.861	CHF 3,19	2.003	0,12 %	CHF 2,58	2.536	CHF 2,04
Gruppenhäuser	CHF 3.445,90	1.001.367	CHF 3,44	1.056	0,11 %	CHF 3,26	894	CHF 3,85
Jugendherbergen	CHF 3.446,72	1.004.372	CHF 3,43	1.261	0,13 %	CHF 2,73	928	CHF 3,71
Seminarhotels	CHF 7.752,08	2.159.308	CHF 3,59	2.206	0,10 %	CHF 3,51	1.982	CHF 3,91
Spa & Vitality Hotels	CHF 12.067,90	3.268.154	CHF 3,69	3.798	0,12 %	CHF 3,18	3.094	CHF 3,90
Swiss Deluxe Hotels	CHF 5.168,00	2.667.513	CHF 1,94	3.662	0,14 %	CHF 1,41	3.764	CHF 1,37
Swiss Family Hotels	CHF 1.720,08	461.564	CHF 3,73	383	0,08 %	CHF 4,49	341	CHF 5,04
Swiss Historic Hotels	CHF 7.750,10	2.601.072	CHF 2,98	3.259	0,13 %	CHF 2,38	2.668	CHF 2,90
Typically Swiss Hotels	CHF 5.170,95	1.544.355	CHF 3,35	2.238	0,14 %	CHF 2,31	2.172	CHF 2,38
Gesamtsumme	**CHF 58.142,79**	**18.255.825**	**CHF 3,18**	**23.085**	**0,13 %**	**CHF 2,52**	**20.771**	**CHF 2,80**

KPI Definitionen
Visits - Anzahl Aufrufe auf allen Unterseiten (versch. Hotelkategorien)
CPV - Cost per Visit = Spend/Visits

Switzerland.

Generic & Stand Alone Newsletter.

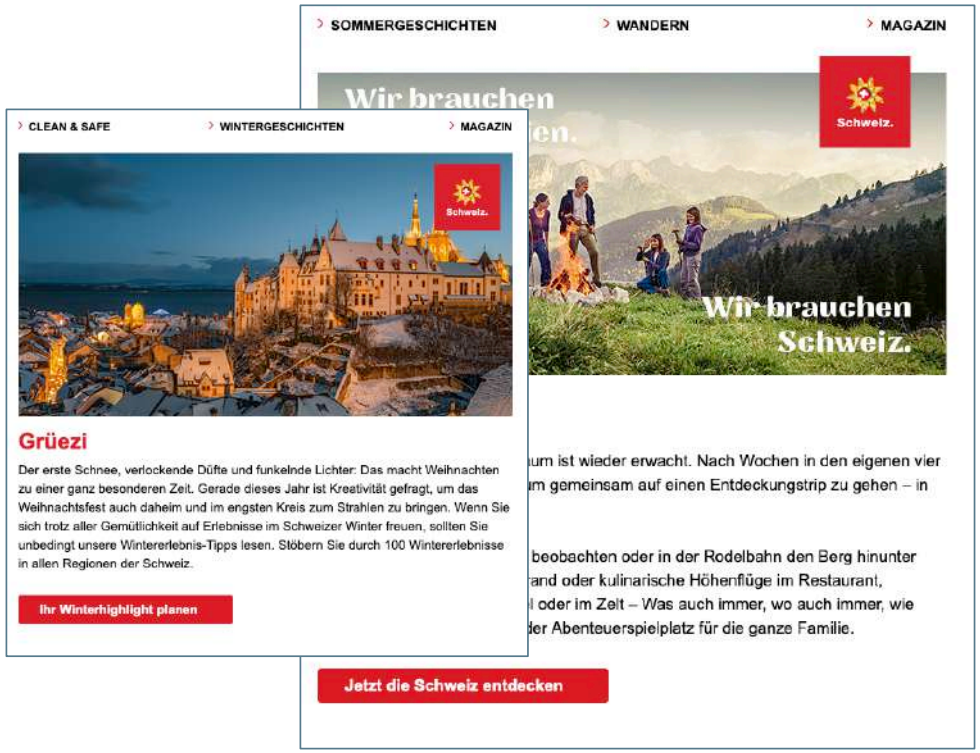
Generic Newsletter.

Switzerland.

11 Generic Newsletters in 2020

In 2020, eleven newsletters with integrated accommodation listicles, hotel tips have been sent out.

The generic newsletters go out to over 1 mio. subscribers and have an average opening rate of 23.3%.

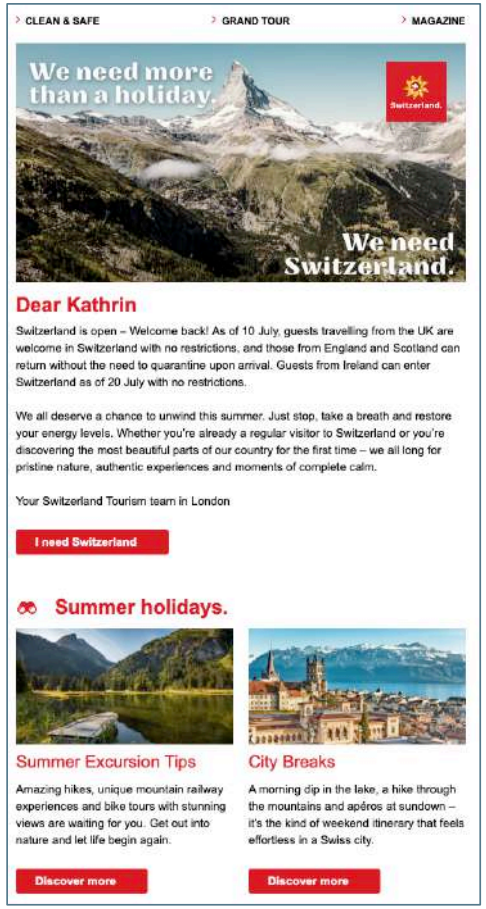


Stand Alone Newsletter *Open Borders*.

Switzerland.

As soon as travel was allowed again after the lockdown we did send single newsletters to several markets. Beginning with the DE market on 14th of May, followed by market AT 18th of May, CH market on 28th of May, FR market on 29th of May, IT market on 18th of June and finally UK market 9th of July.

The mailings achieved good Opening rates in average: 20.81%. And a very high score in CH 32.72. Also the CTOR in CH was especially high 37.25 and also the average score of 29.48%.

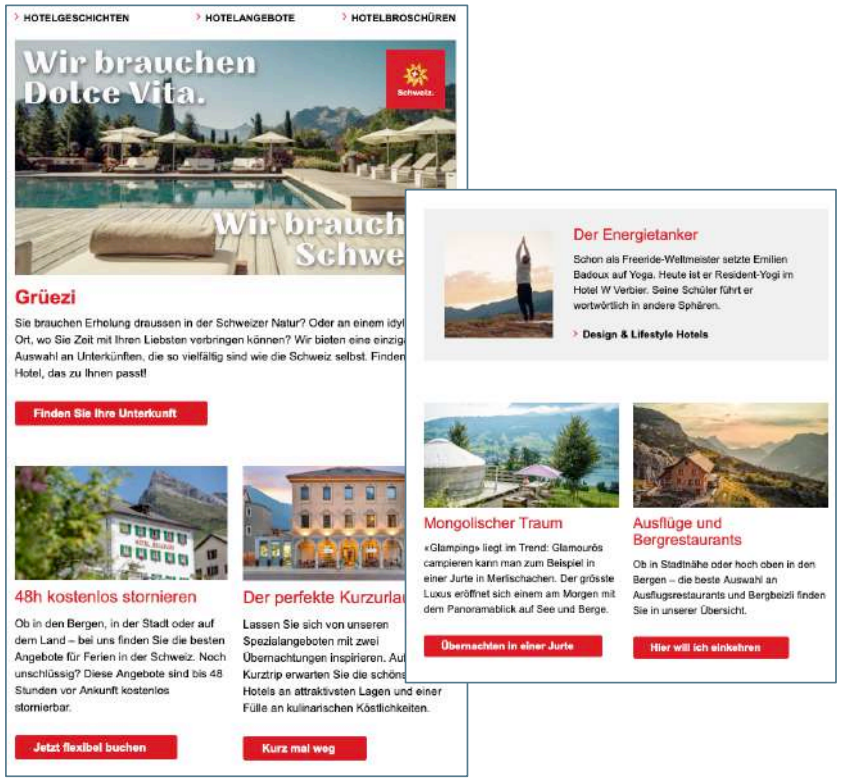


Stand Alone Newsletter *Hotel and Gastronomy*.

Switzerland.

To push Hotel bookings after the lockdown we did send a Stand Alone Mailing with Gastro and Hotel content do Switzerland only.

The Opening rate (32.53%) and the CTOR rate (21%) are significantly above average. All articles achieved good click rates. Winner was the article "Short vacation" with a Click rate of 2.23%.



Switzerland.

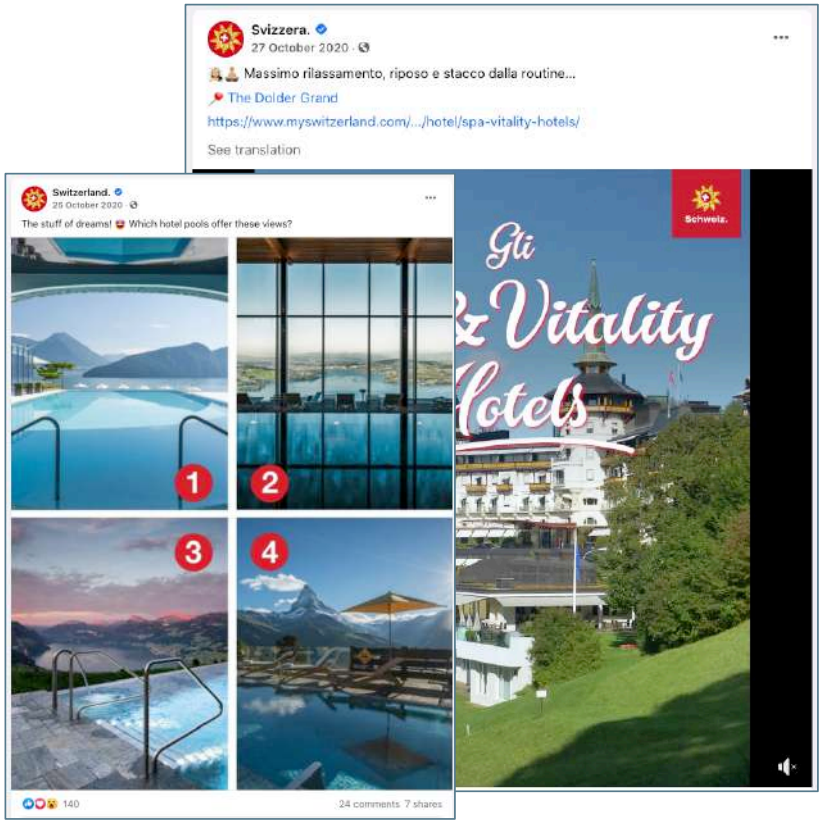
Social Media.

Social Media: Organic Posts.

Switzerland.

80 different posts have been made for accommodations exclusively on all national and international Social Media sites of Switzerland Tourism.

Impressions: 677’095
Average Engagement Rate: 0.82%

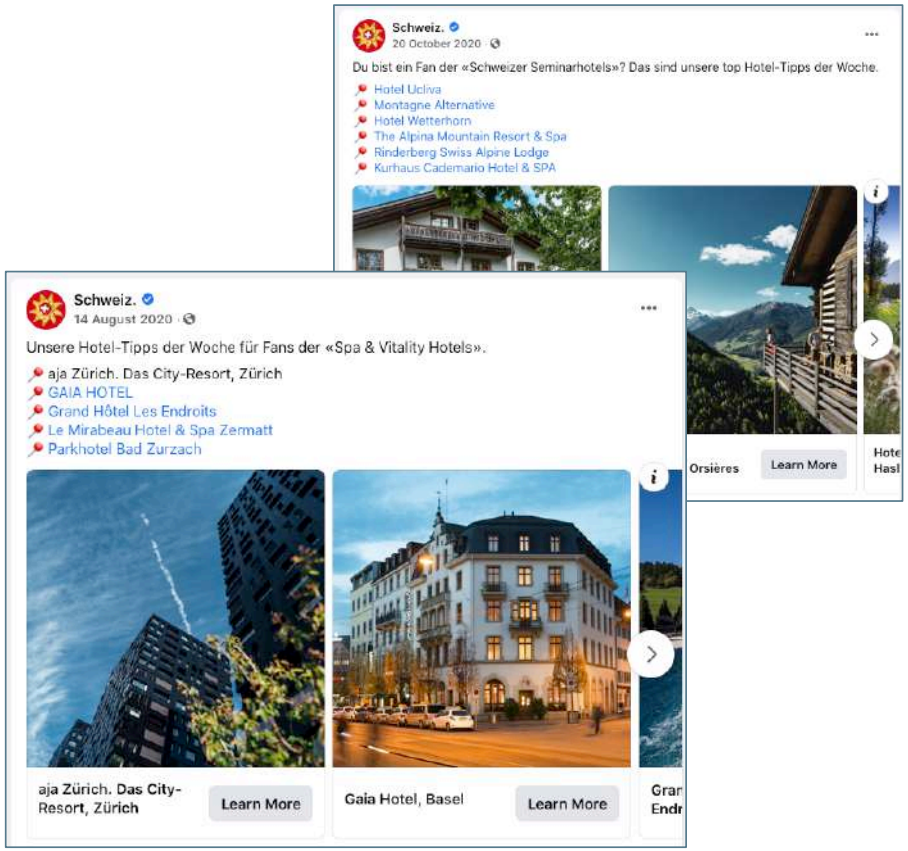


Social Media: Paid Integration *“Grundrauschen”*.

Switzerland.

All hotel partners have been integrated in at least one caroussel post during 2020.

Reach Total: 49’702’770
Average reach per Cluster: 482’551
Post Engagements: 119’787
Landingpage Views: 32’667



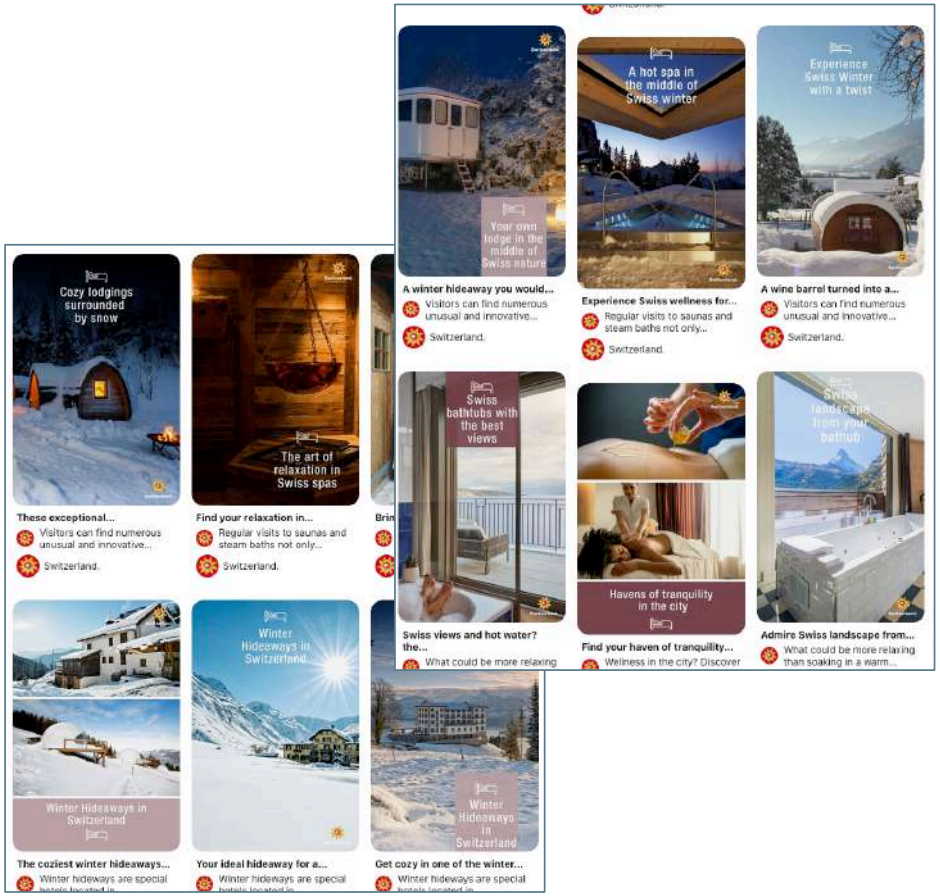
Pinterest.

Switzerland.

In 2020 we started the Pinboard ”Swiss Accommodation Tips” with now over 50 inspirational posts and integration of different accommodation.

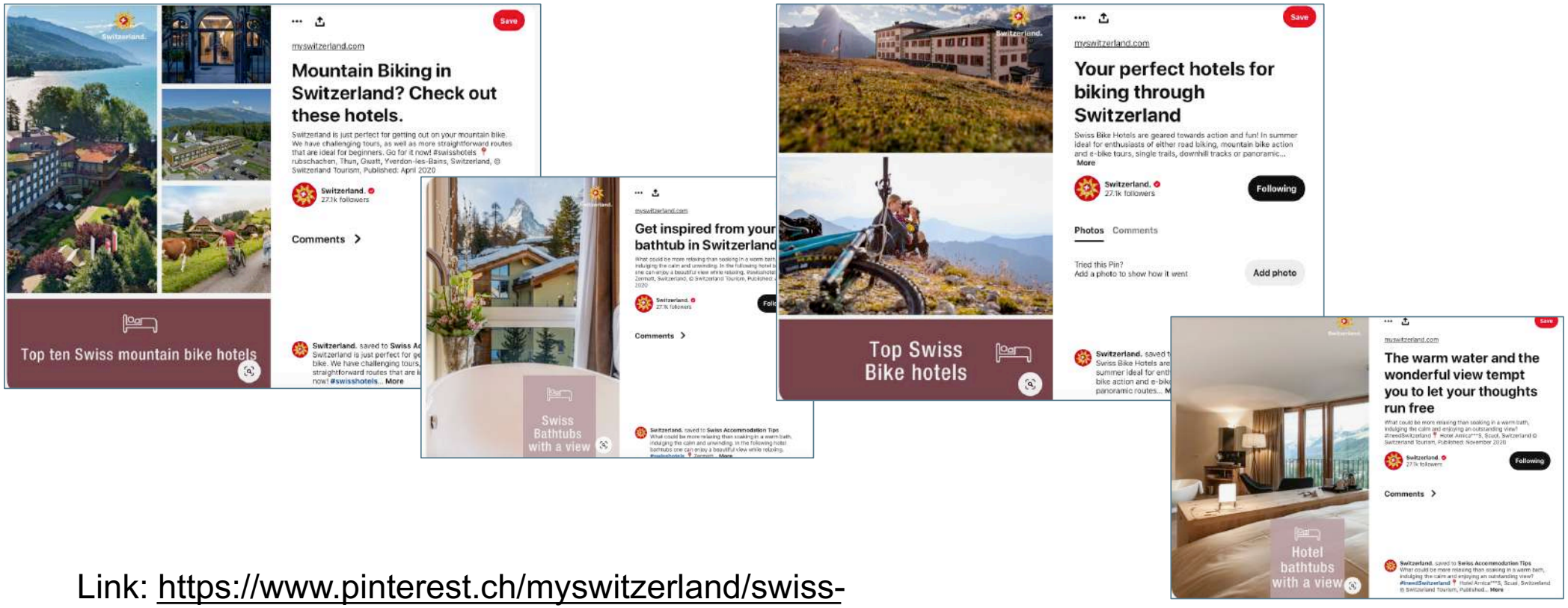
Follower: 14’540

1.4 Mio. impressions trough a video campaign with a CPV of CHF 0.008.



Pinterest Pins for Swiss Bike Hotels.

Switzerland.



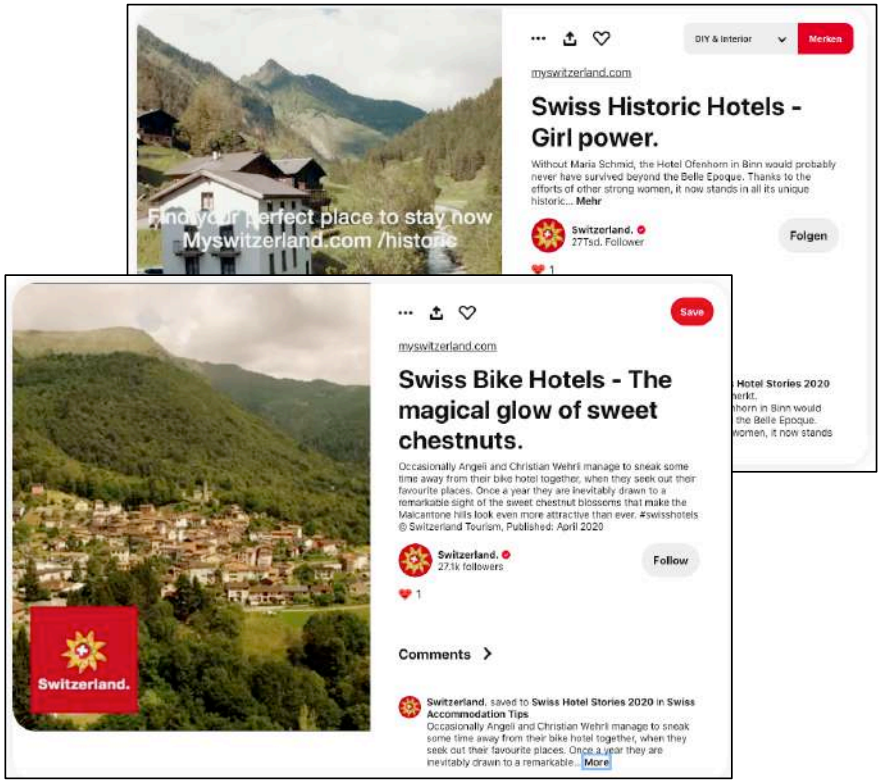
Link: https://www.pinterest.ch/myswitzerland/swiss-accommodation-tips/

Social Media: paid campaign Pinterest.

Switzerland.

In 2020 we started the first Accommodation campaign on Pinterest and concluded it as the most successful campaign amongst all our Pinterest campaigns.

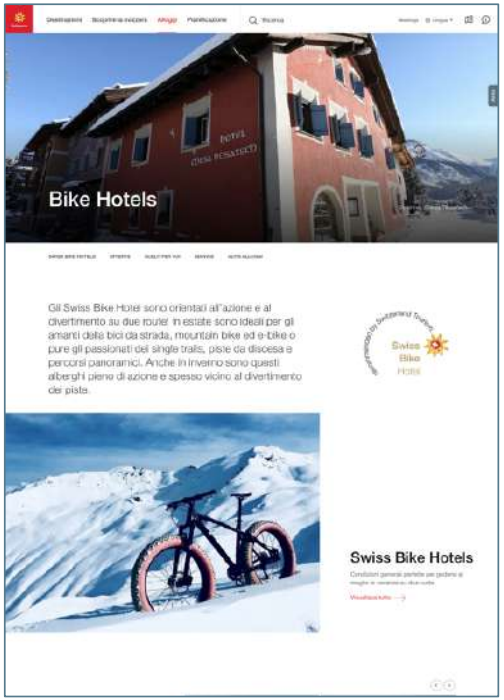
Impressions: 1’425’027
Video View Rate: 58.85%
Video Completion Rate: 32.37%



Switzerland.

Swiss Bike Hotels.

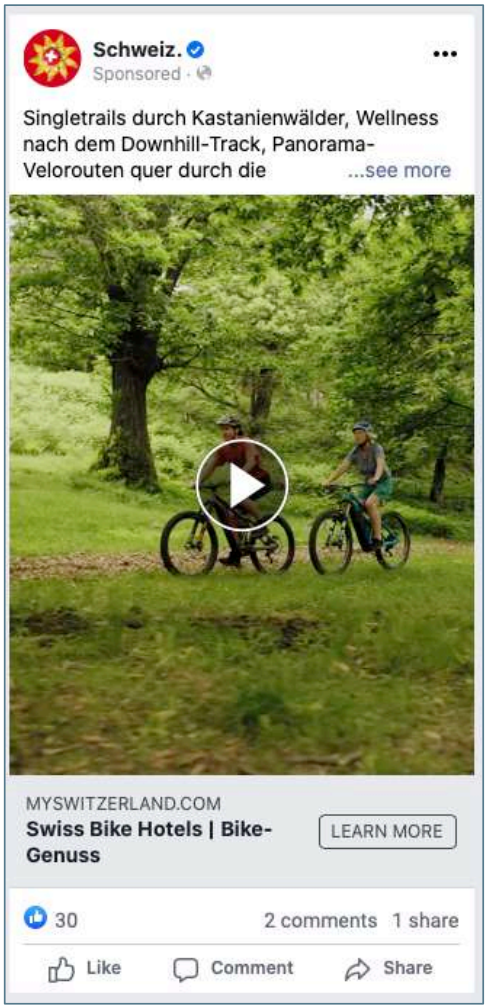
MySwitzerland.com/bikehotels



Duration	01.01. – 31.12.20
Page Views	27’545
Average Time on Page	00:57
Page Views in relation to Swiss Bike Hotels on MySwitzerland.com	881'635

Social Media – Keystory Ads.

Campaign:	Swiss Bike Hotels Keystory
Duration:	15. July – 15. Aug 2020
Publication:	CH (de, fr, it, en)
Target:	Landing Page Views
Impressions:	745’541
Landing-Page:	7’715
Engagements:	115’904

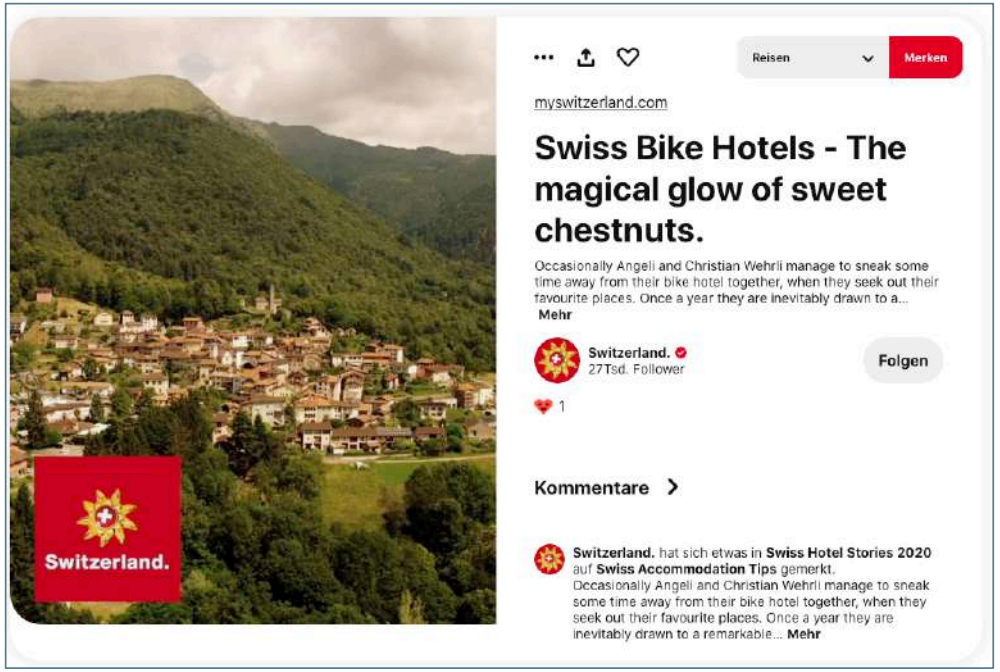


Switzerland.

Social Media – Pinterest Ads.

Switzerland.

Campaign:	Swiss Bike Hotels Keystory Pinterest
Target:	Awareness
Video Views:	84’889
Impressions:	146’721



eMarketing: Programmatic Online Campaign.

Switzerland.

Campaign:	Display & Native Ads
Duration:	26.10 to 30.11.2020
Publication:	CH, DE, FR
Target:	Traffic

Key performance:

Impressions:	1’275’081
Link clicks:	1’780

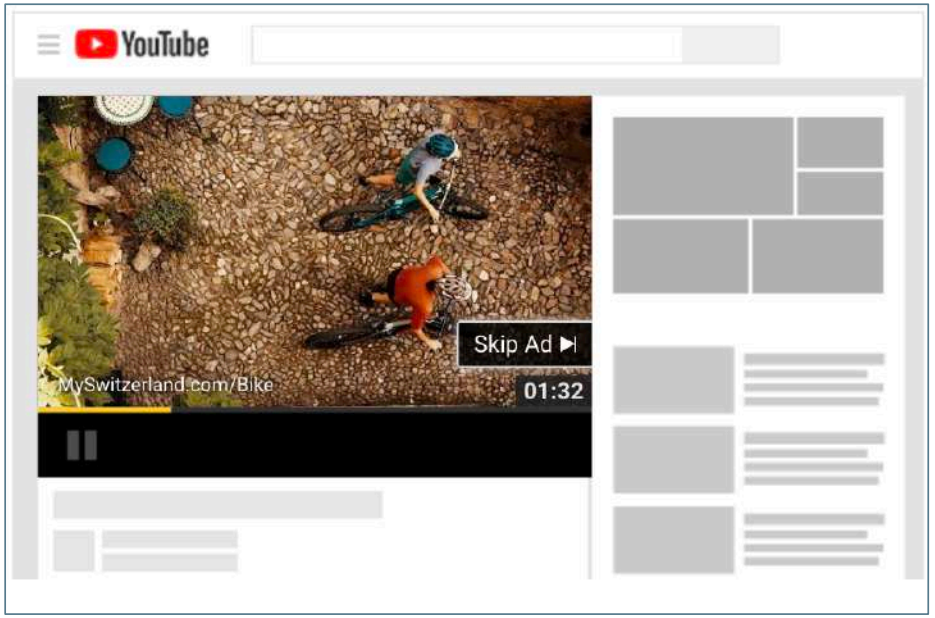
eMarketing: Youtube True View Ads.

Switzerland.

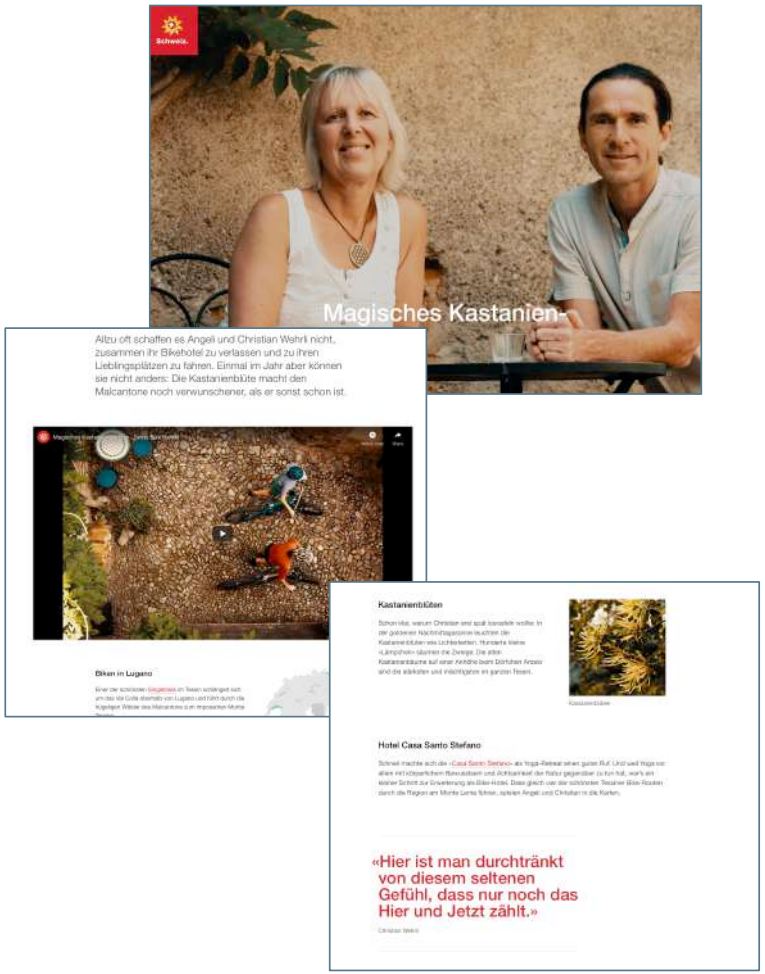
Campaign: Youtube True View Ads
Duration: 28.08. to 07.09.2020
Publication: CH, DE, FR
Target: Video Views

Key performance:

Impressions: 396’764
Views: 183’257



Multimedia Story – Swiss Bike Hotels.

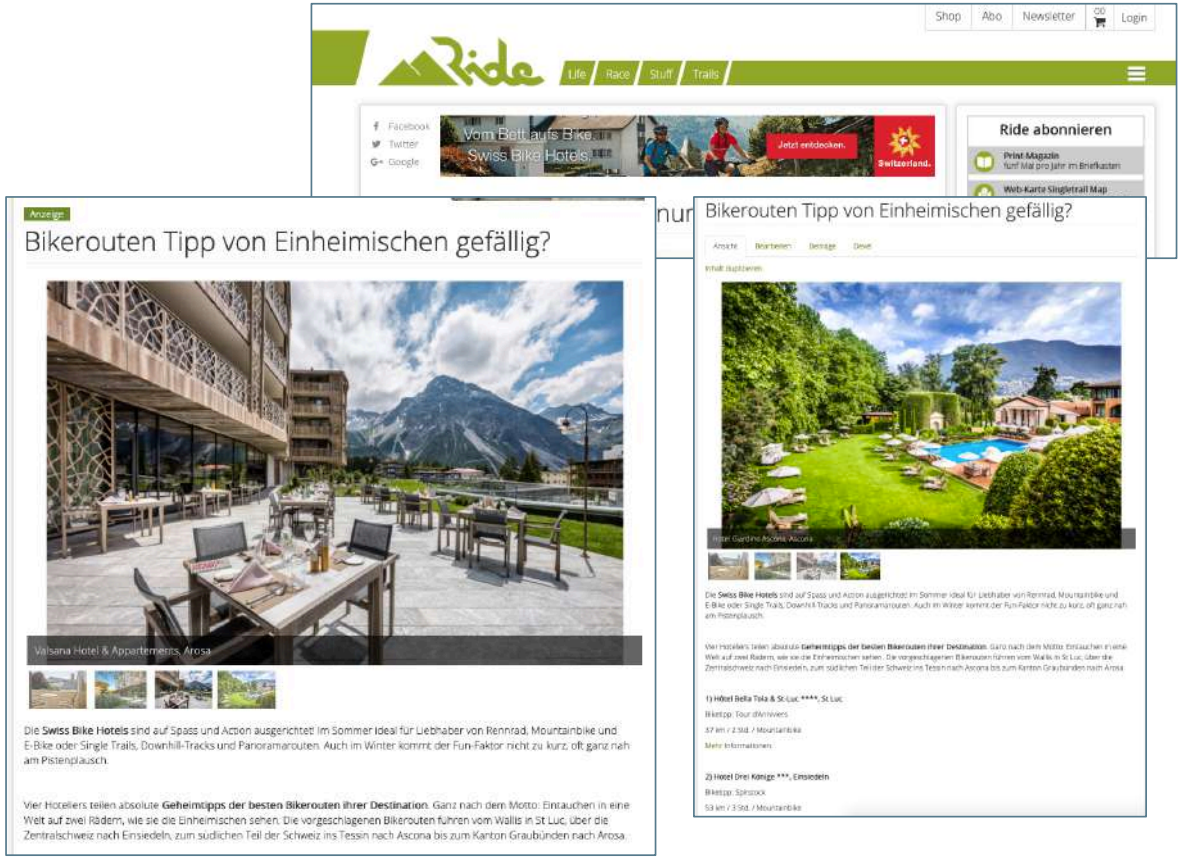


Duration	01.01. – 31.12.20
Page Views	11’263
Average Time on Page	01:12
Page:	https://www.myswitzerland.com/de-ch/unterkuenfte/hotelgeschichten/magisches-kastanienleuchten/

eMarketing: Ride.ch.

Switzerland.

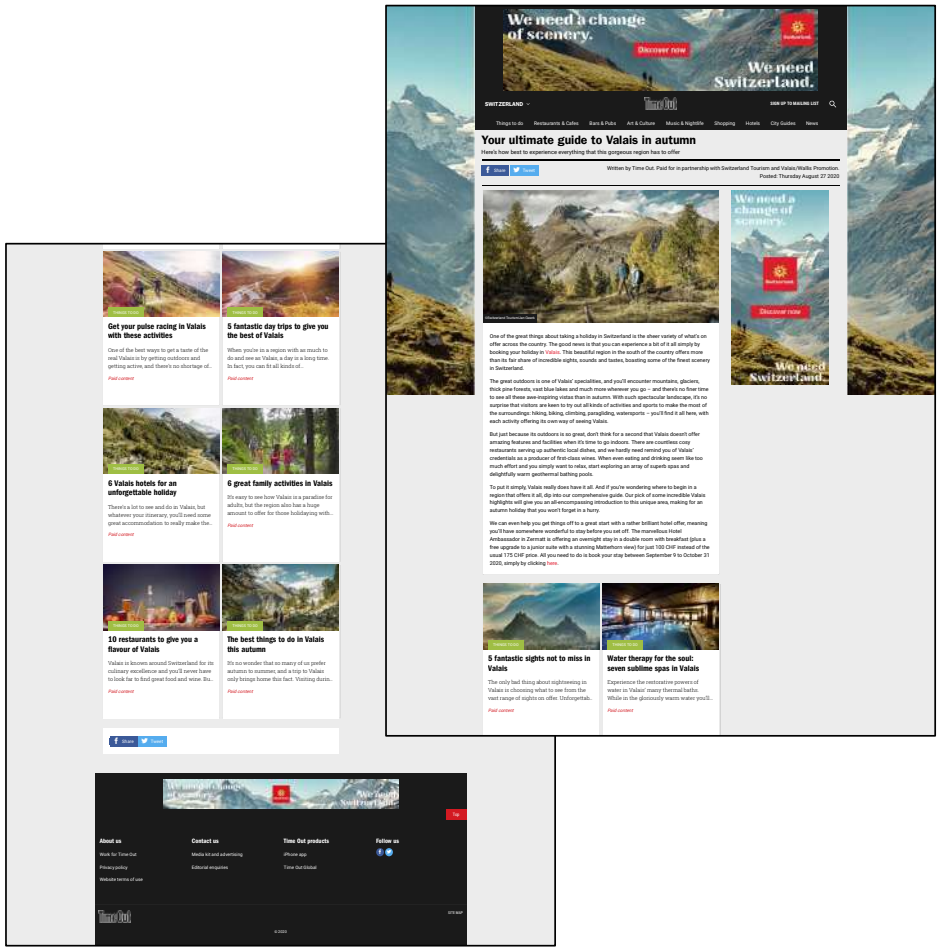
- Advertorials and Banner Ads on the Ride.ch webpage.
- May, June and August 2020
- Pageviews per Month on ride.ch: 338’200



eMarketing: Time Out Magazine.

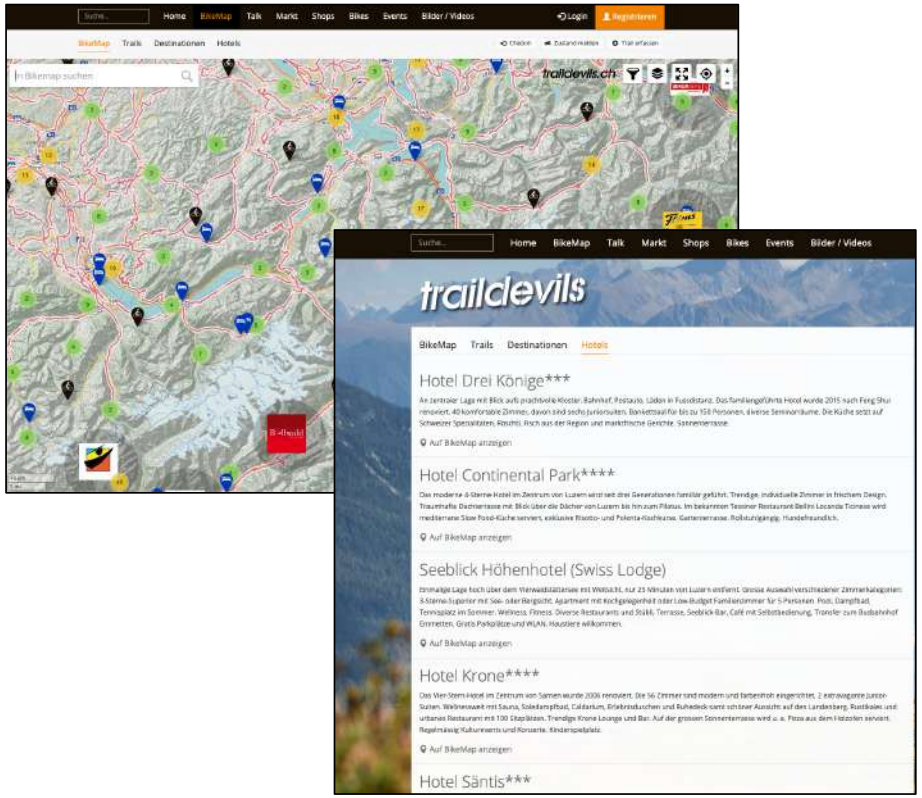
Switzerland.

- 2 x 8 online Articles incl. special hotel offers and Display Banner Ads as well as 2 x 8 Social Media Posts for the regions Valais and Ticinos
- June to August and September to October 2020
- Ad Impressions: 448’536
- Social Media Reach: 41’387



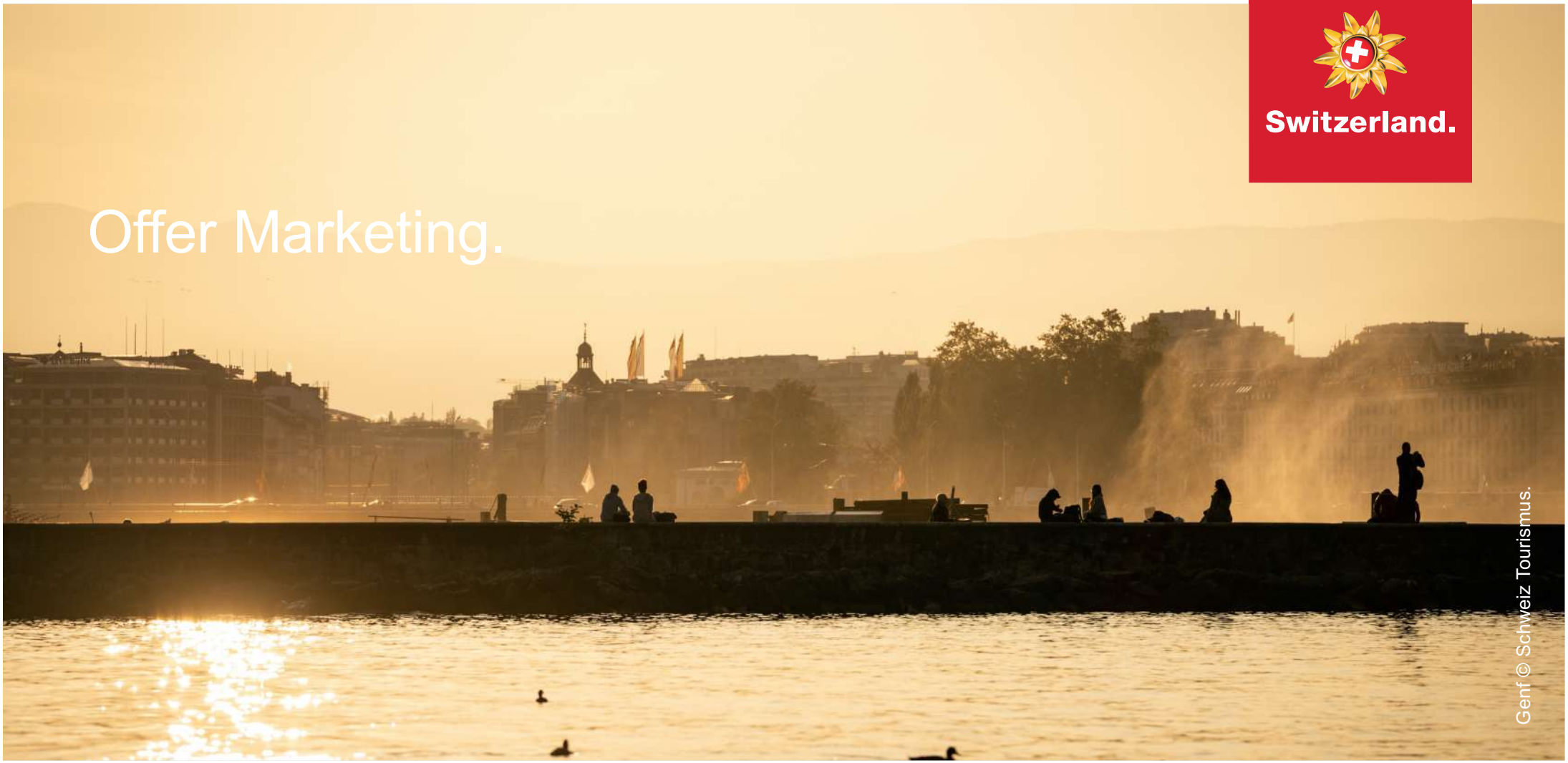
eMarketing: traildevils.ch.

Switzerland.



- Integration of the Swiss Bike Hotels on the bike website traildevils.ch including Bike-Map and banner ads.
- All year 2020
- Visits per month: 125‘000
- Unique visitors per month: 45‘000
- Ad Impressions: 456‘907

Offer Marketing.



Genf © Schweiz Tourismus.

Accommodation offers.

Switzerland.

The accommodation marketing of Switzerland Tourism offers the partner hotels a diversity of possibilities to sell hotel rooms to the distinctive target audience.

- **Integrated Online-Booking Engine:** All year, commissionable
  - Permanet OTA-Engine on hotel's MySwitzerland.com profile
- **Direct booking campaign:** Seasonal & commission-free
  - Minimum of annually 4 seasonal offers commisson-free and directly bookable on the respective hotel website
- **Fixed Price Campaigns:** Seasonal, commissionable & fixed price
  - Seasonal offer with external partners with addition distribution forsummer, city, winter or autumn campaigns

Integrated Online-Booking Tool.

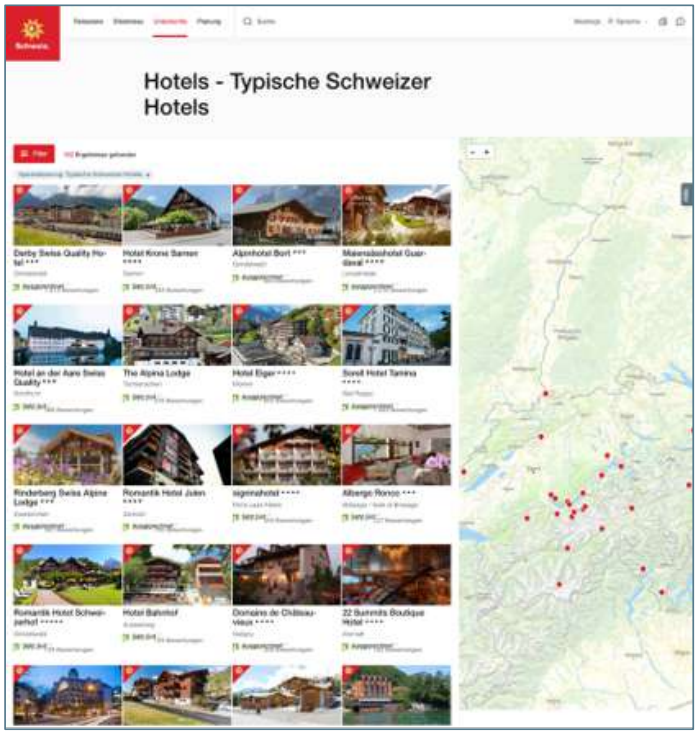
Switzerland.

- Inspiring hotel content with integrated online booking engine (STC) on hotels profile pages
- With focused distribution & optimized costumer journey – referrals to booking engine increased by **187% page visits** resulting **127% more bookings** in 2020 in comparison to 2019.
- 01.01. – 31.12.2020

Direct Booking Campaigns.

Switzerland.

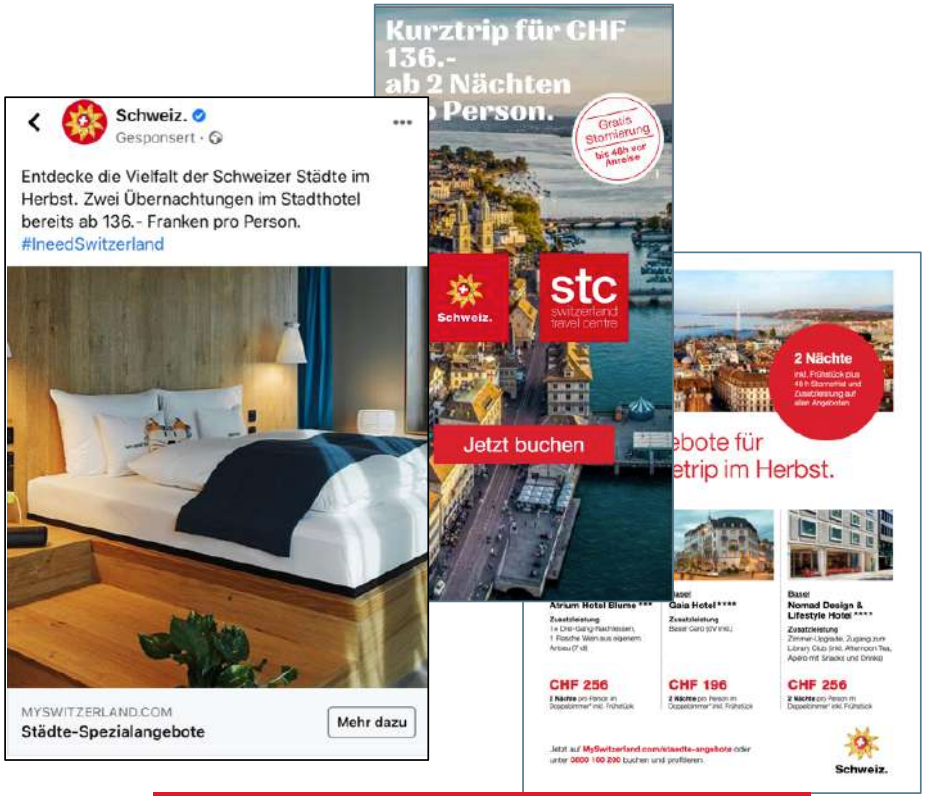
- In 2020 **1‘012 commission-free seasonal partner offers** have been integrated into different customer journeys which generated more than **1,8 Mio Page views** on MySwitzerland.com/offers resulting in more than **9’200 direct booking request** for our partner hotels on their own booking engines.



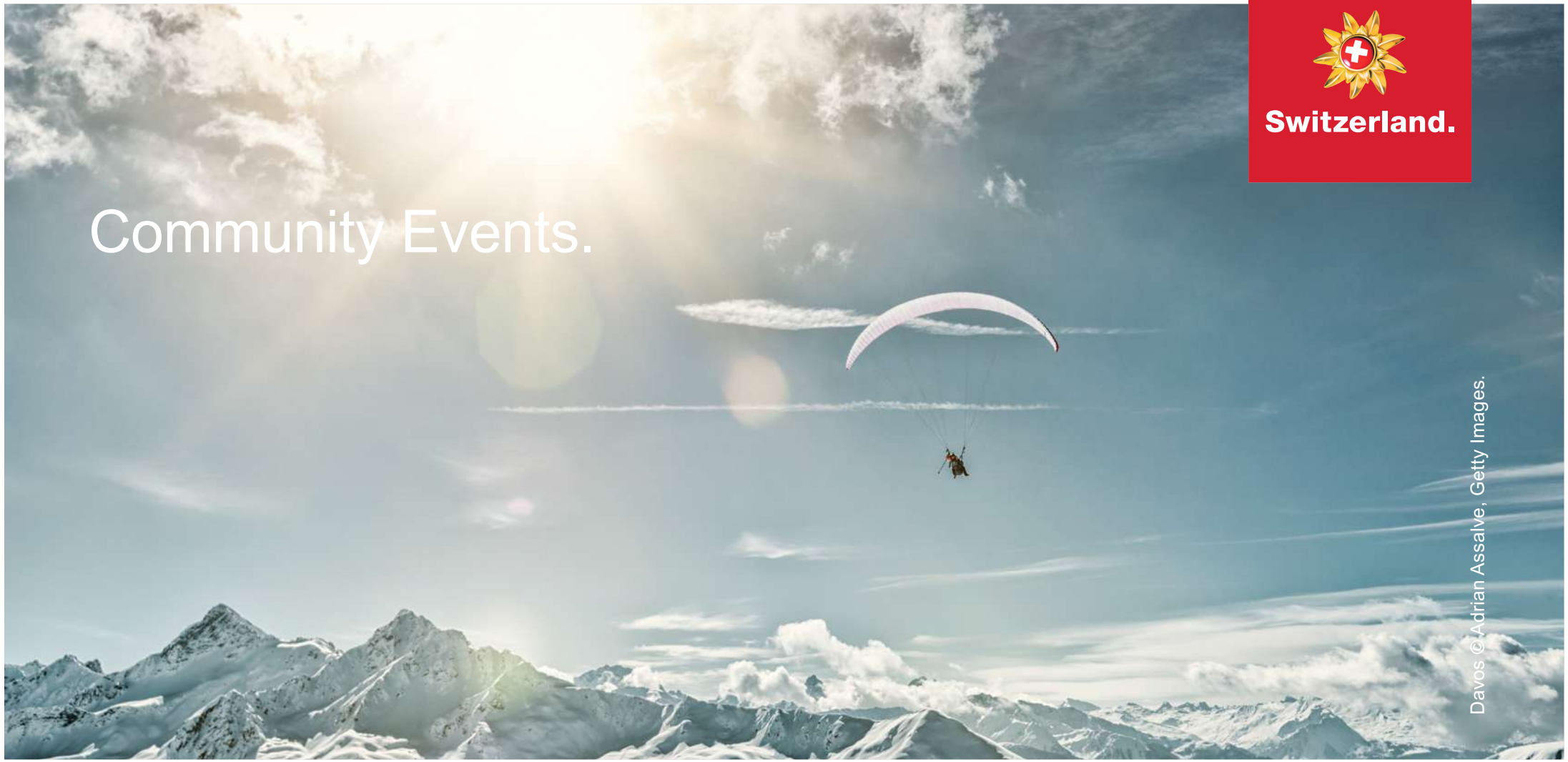
Fixed Price Campaigns.

Switzerland.

- Supporting fixed price campaigns with STC enforced the overall campaigns in the period from May – November 2020
  - Summer
  - Cities
  - Autumn
- **1’700 online transaction (bookings)** we directly generated via MySwitzerland.com



In addition to various offer ads, more than 300k flyers with bookable city trip offers were distributed.


Switzerland.
Community Events.
Davos © Adrian Assalve, Getty Images.

Digital Hotel Marketing Day Sessions.

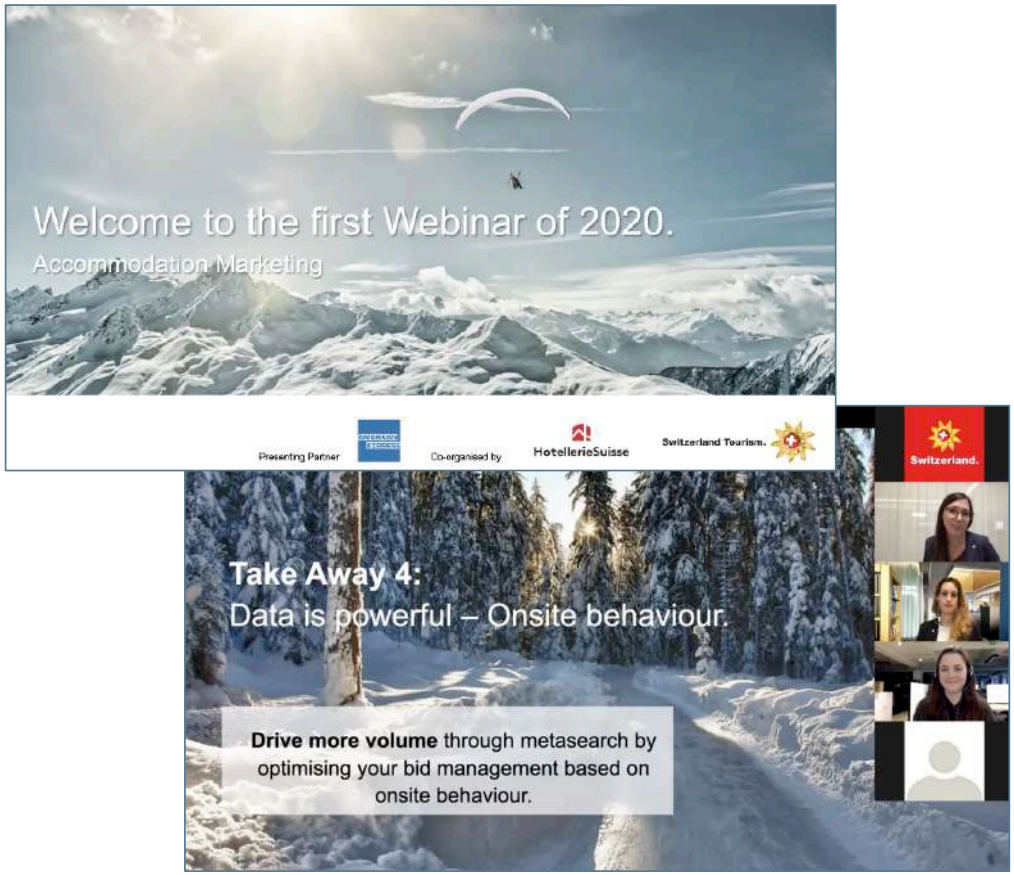
Switzerland.

- 19th-23th of October 2020
- A new concept, that included seven digital sessions, that were individually customized per hotel cooperation
- 364 participants

Webinar.

Switzerland.

- 4th of December 2020
- First edition of the webinar series that will follow in 2021
- Topic: “Real-time data as a new basis for decision making” with Carole Hauser from Triptease and Mirjam Frei from Switzerland Tourism
- 47 participants



Key Account Management.

Orbe, Yverdon-les-Bains Région © Vincent Bourrut.

Partner overview for travel professionals.

Switzerland.

- Overview with all partners who are interested in collaboration with tour operators and travel agents.
- Distribution at fairs, online workshops, or 1-1 meetings with travel professionals.

Switzerland.
Highlights market activities.

Switzerland.

Germany.

Media: Media trip catalogue.

Switzerland.

- Integration of different topics about Swiss hotels in the online catalogue to inspire journalists to go on media trips
- Dates: February and October 2020
- Sent to about 800 top journalists in Germany

Schweiz.

Nachhaltig übernachten

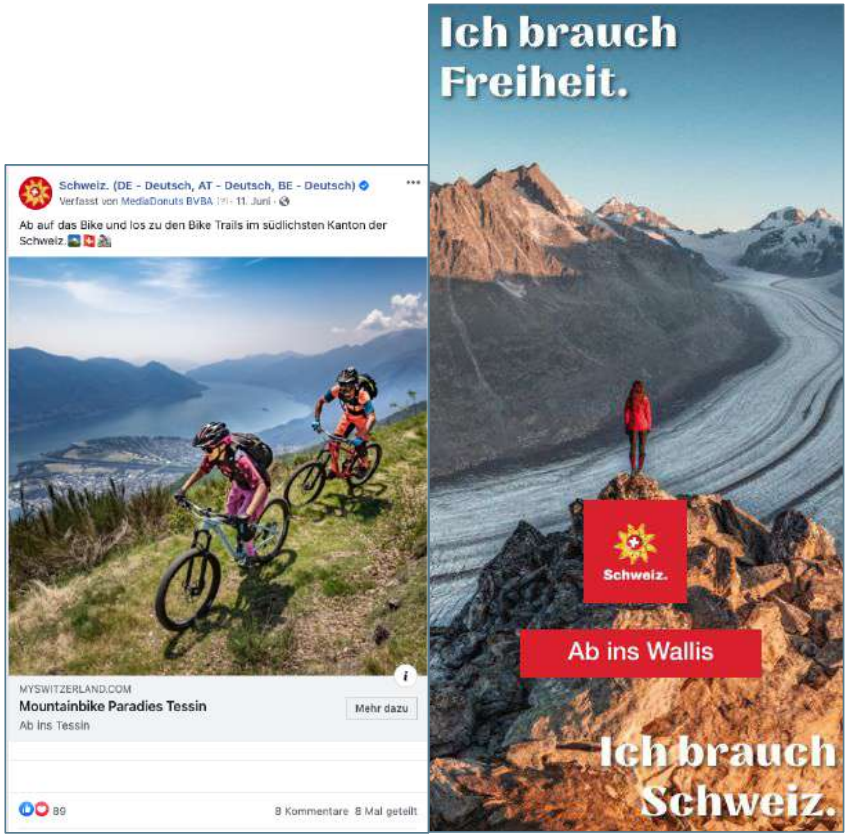
Nachhaltig übernachten? In der Schweiz finden Sie die Angebote in der Stadt, auf dem Land und auf dem Berg. Das 4-Sterne Bio-Stadt-Hotel „GAIA" („Mutter Erde") in Basel zum Beispiel ist konsequent nachhaltig. Der Name verpflichtet, einen direkten Beitrag zu Wohlergehen, Glück und zur hoffnungsvollen Zukunft kommender Generationen zu leisten. Deshalb finden Sie im gesamten Hotel ausschließlich regionale, bio- und biodynamische Produkte. Weitere Beispiele sind u. a. das komplett aus Strohballen gebaute Hotel „Maya" in Nax oder die „Monte Rosa Hütte" am Fuße des gleichnamigen Massivs. Am besten gleich ausprobieren!

Das Hotel "GAIA" in Basel © Gaia Hotel

eMarketing: Summer campaign 2020. (1/2)

Switzerland.

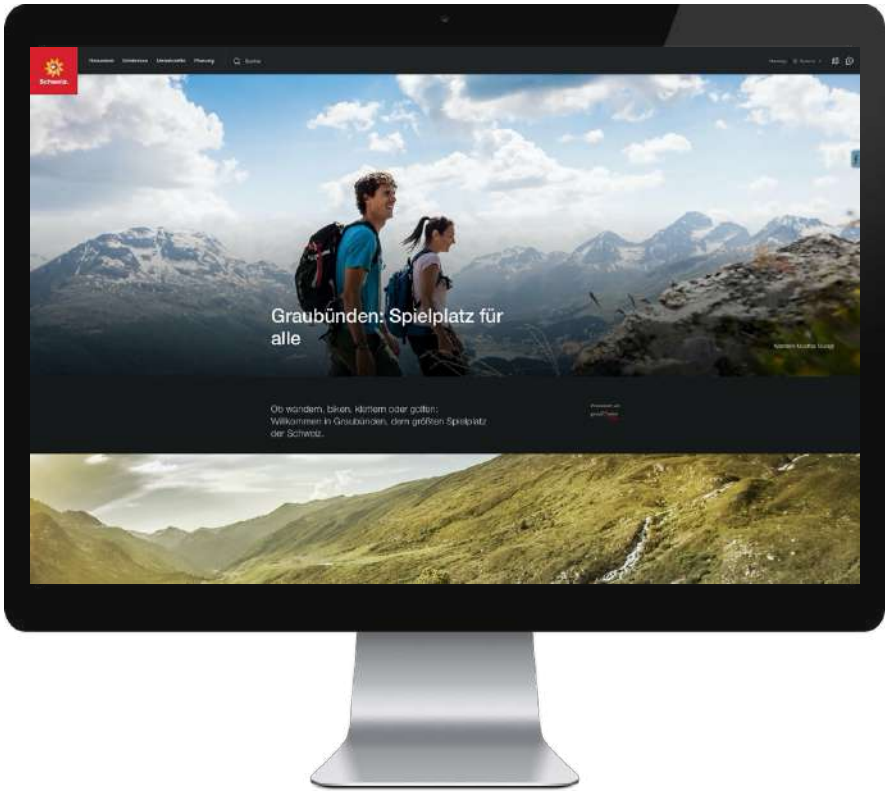
- Timing: End of May Mai until End of July 2020
- Segment: Outdoor Enthusiast
- Key Partner: Grisons, Ticino , Valais
- Content: Summer- and Outdoor content of the partner
- 1 campaign microsite per partner inlcuding a digital- and Social Media campaign
- Hotelcooperations were integrated under the Topic „Unvergessliche Hotelerlebnisse“ on all 3 partner microsites

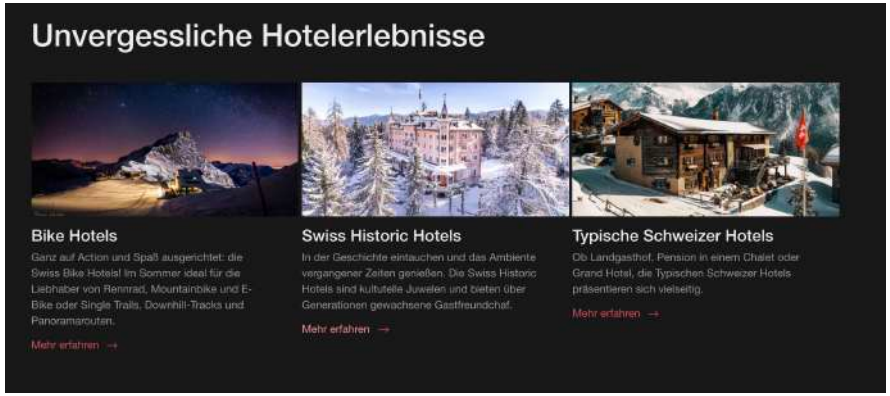


eMarketing: Summer campaign 2020. (2/2)

Switzerland.

- Total results:
  - Reach: 10’643‘670
  - Web visits: 33‘872
  - CTR: 0,32%

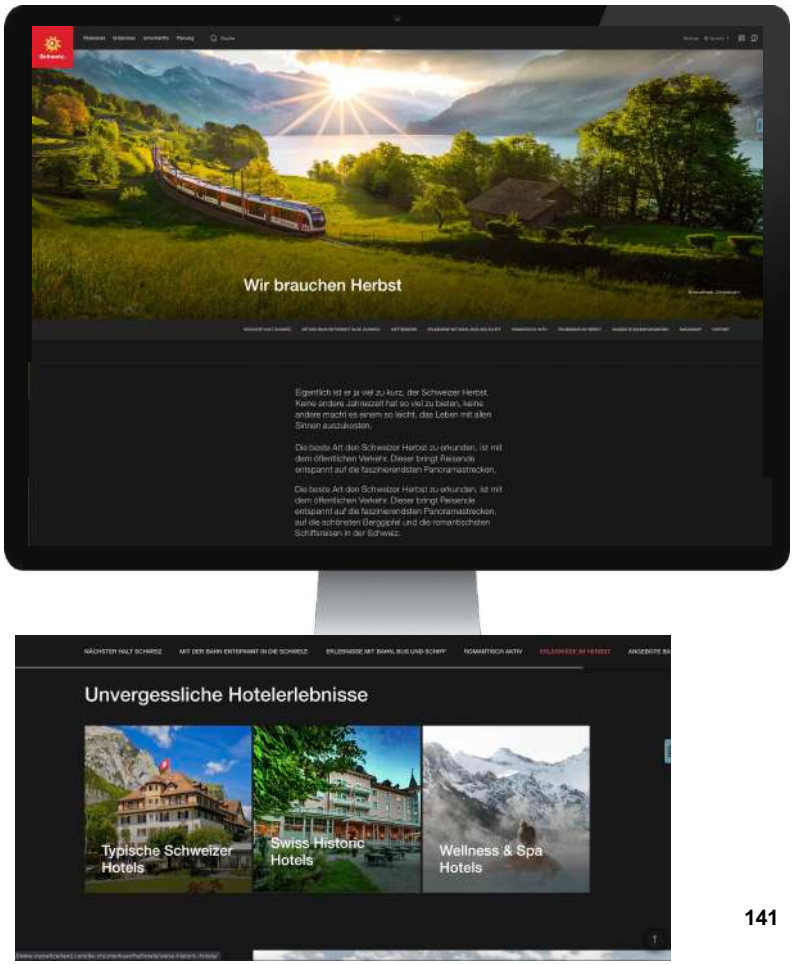




eMarketing: Autumn campaign 2020. (1/2)

Switzerland.

- Timing: Ende August 20 – Mitte Oktober 20
- Segment: Nature Lover
- Budget: 400‘000 EUR
- Partner: 7 swiss regions, STS & Deutsche Bahn
- 3 Influencers and 3 swiss VIPs traveled on panoramic trains through Switzerland
- Big Raffle: User could win a trip to Switzerland to their favorite destination.
- Hotel Cooperations were integrated with the topic „Unvergessliche Hotelerlebnisse“.

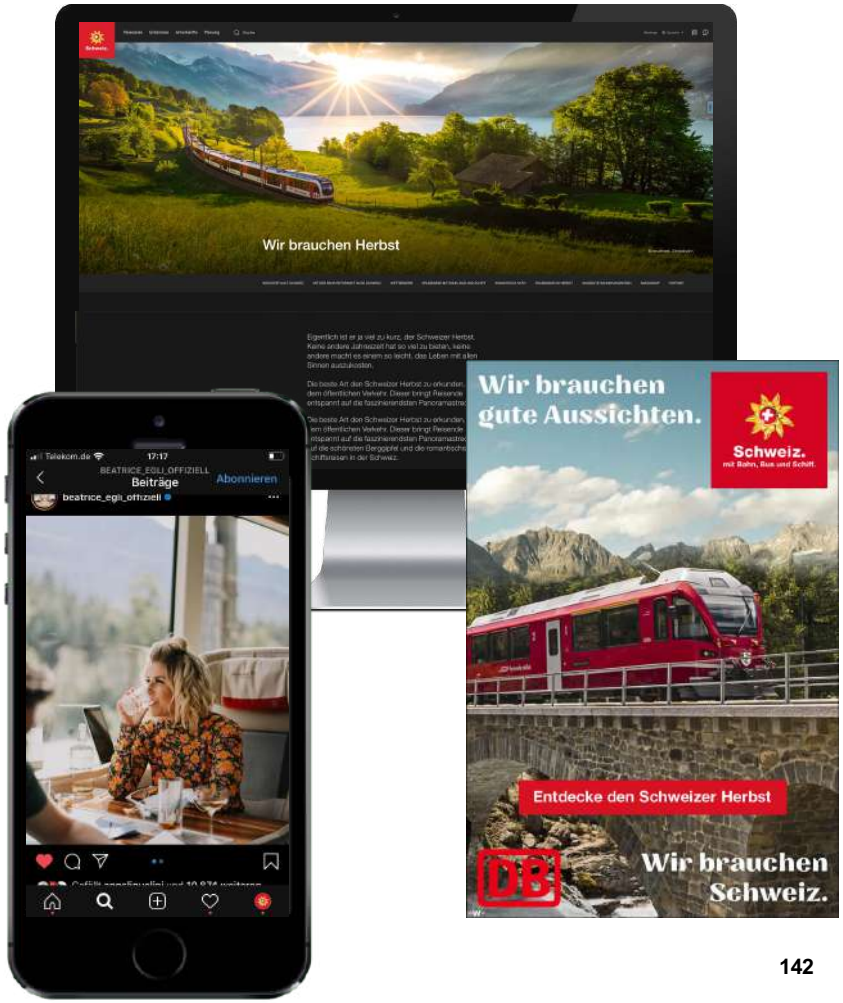


eMarketing: Autumn campaign 2020. (2/2)

Switzerland.

- Results:
  - Website: 245‘934 web visits, 1:38 dwell time
  - Paid campaign with display, native and social ads
  - Display campaign: impressions: 98‘361‘067, clicks: 184‘581
  - Social campaign: high CTR of 1,18%
  - Radio campaign: 13. Mio contact
  - Raffle participants: 2‘829

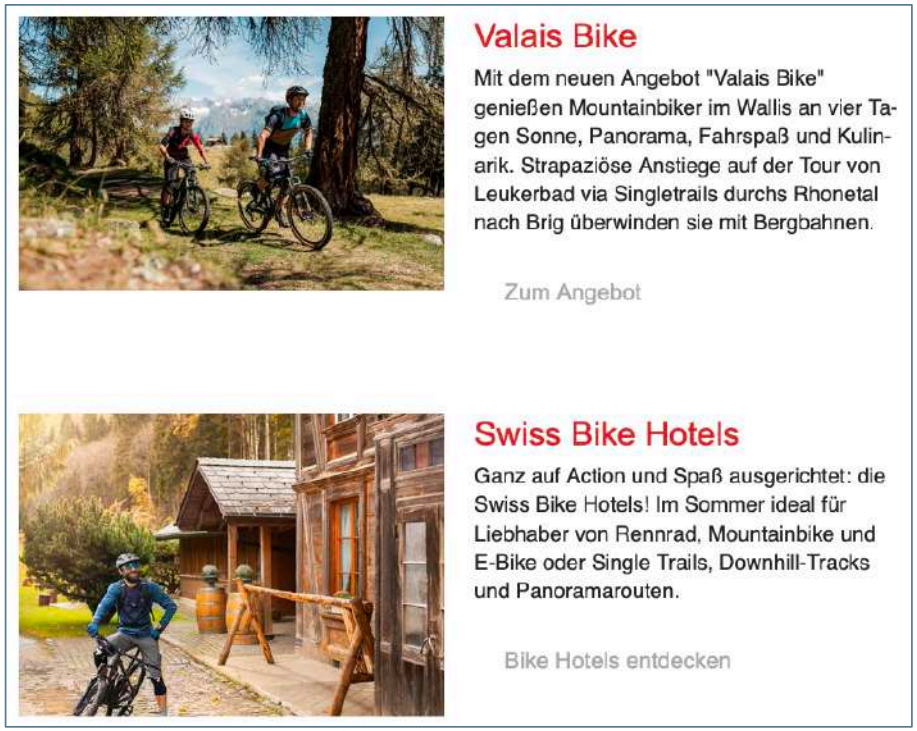
- **Total Reach:** 1’330‘816‘646 = 1,33 Billion



eMarketing: Trade - Newsletter June.

Switzerland.

- Recipients: 3.414
- Date: 16.06.20



Valais Bike

Mit dem neuen Angebot "Valais Bike" genießen Mountainbiker im Wallis an vier Tagen Sonne, Panorama, Fahrspaß und Kulinarik. Strapaziöse Anstiege auf der Tour von Leukerbad via Singletrails durchs Rhonetal nach Brig überwinden sie mit Bergbahnen.

Zum Angebot

Swiss Bike Hotels

Ganz auf Action und Spaß ausgerichtet: die Swiss Bike Hotels! Im Sommer ideal für Liebhaber von Rennrad, Mountainbike und E-Bike oder Single Trails, Downhill-Tracks und Panoramarouten.

Bike Hotels entdecken

Switzerland.

France.

Media: Swiss Cities 2020 – Vivre Ici&Ailleurs.

Switzerland.

- Travel and lifestyle magazine
- 16 pages print production
- Integration Hotel Cooperations
- Release date: September 27, 2020
- Circulation: 65’000
- Contacts: 162’500

SUISSE — MOUNTAIN MATTERS 012 SUPPLÉMENT — VIVA 30

Un journée d'excursion en montagne

Imaginez-vous prendre un bon petit déjeuner dans un café de centre-ville, déjeuner à 3 000 mètres d'altitude le midi avec vue imprenable sur les glaciers, puis redescendre et passer votre soirée à l'opéra. En Suisse, ce grand écart est possible. Suisse Tourisme a mis en place une offre baptisée « Mountain Daytrips » qui permet de profiter des sommets proches des villes en une sélection d'excursions à la journée. La réservation se fait en quelques clics sur le web. Vous filez ensuite vers les montagnes grâce aux transports en commun qui sont particulièrement efficaces et irriguent tout le pays.

Cette offre concerne 10 villes. En une journée, il est par exemple possible de découvrir le Jungfraujoch depuis Interlaken, le Rigi depuis Zurich, le Glacier 3000 depuis Lausanne ou encore le mont Säntis depuis Saint-Gall. Les propositions sont classées par catégories : « Bon plan et excursions à la demi-journée », « Plus de 3 000 m et vue sur les glaciers », « Attractions adaptées aux familles », etc. Le choix est vaste d'où que vous partiez. L'essentiel est de filer respirer un grand bol d'air frais tout en étant basé dans l'une des villes de votre choix !

myswitzerland.com/excursionsjournee

SUISSE — HÔTELS 013 SUPPLÉMENT — VIVA 30

Hôtels

Où loger lors de votre city break en Suisse ?

suisse.com/besthotels

GENÈVE
La Réserve Hôtel & Spa***
lareserve.ch
Posé au bord du lac à quelques lieues au nord de Genève, ce bel hôtel colle à l'image que l'on se fait du luxe. Cadre verdoyant, chambres et suite spacieuses, cinq restaurants dont un étoilé.
À partir de 380 €.

LAUSANNE
Hôtel Beau-Rivage Palace***
brp.ch
Un cinq-étoiles de haut niveau ouvert en 1861. Plus qu'un hôtel, c'est un morceau de patrimoine. Magnifiques vues sur le lac Léman, et le centre-ville de Lausanne n'est qu'à quelques minutes à pied.
À partir de 464 € la nuit.

BÂLE
Der Teufelhof Basel***
teufelhof.com
L'établissement occupe deux hôtels particuliers du XVIIIe siècle situés en plein centre-ville.

On y trouve aussi un théâtre, deux restaurants, un bar, un café, une brasserie et une boutique de vins. L'atmosphère est élégante et moderne dans ce cadre plein de charme et d'histoire.
À partir de 165 € la nuit.

ZURICH
Marktgasse Hotel***
marktgassehotel.com
Un joli boutique-hôtel en plein centre de la ville, tout près de la rivière Limmat. L'édifice date du XVe siècle et compte aujourd'hui 39 chambres à la déco contemporaine très réussie.
À partir de 186 € la nuit.

WINTERTHOUR
Sorell Hotel Krone***
sorellhotels.com
Cette adresse de la chaîne Sorell occupe un bâtiment historique situé au cœur de la zone piétonne de la vieille ville. La gare centrale, les musées et le théâtre sont facilement accessibles à pied.
À partir de 175 € la nuit.

BERNE
Hôtel Schweizerhof Bern & Spa***
schweizerhof-bern.ch

Cet hôtel historique a la particularité d'avoir trois nuitées sur son toit. Depuis 2015 environ, 150 000 abeilles butinent dans les environs, et le miel produit ici est utilisé pour un massage au spa de l'établissement, le seul de la ville.
À partir de 252 € la nuit.

LUCERNE
Seeburg Swiss Quality Hotel***
hotelseeburg.ch
Une belle adresse tout en raffinement, située au bord du lac des Quatre-Cantons, à quelques minutes de la ville. Les chambres sont décorées assez simplement mais l'intérêt est de choisir l'une de celles qui ont pleine vue sur le lac.
À partir de 169 € la nuit.

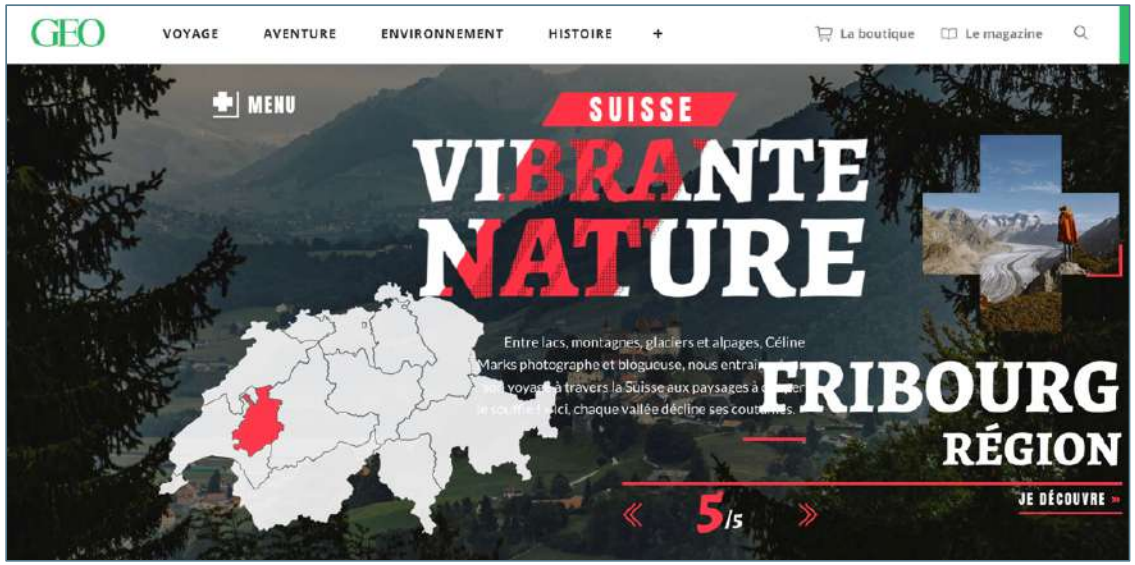
SAINT-GALL
Hôtel Einstein St. Gallen***
einstein.ch
Cet hôtel tout proche de l'abbaye et de la bibliothèque est plutôt chic. Les chambres ont toutes un parquet luisant en cerisier et se démarquent par le linge de lit, haut de gamme, fabriqué à Saint-Gall.
À partir de 282 € la nuit.

LUGANO
Hotel Delfino***
hoteldelfinolugano.ch
Cet hôtel est situé entre le centre-ville et le quartier Paradiso. Il se remarque par sa forme verticale. De nombreuses chambres ont vue sur le lac, mais plus on monte dans les étages plus la vue est dégagée.
À partir de 122 € la nuit.

Digital: geo.fr.

Switzerland.

- 3 articles per region, 1 per theme, 15 in total
- 1 page filled with hotel recommandations
- Page views: 110’501
- Average time spent: 1min 19 sec



Promotion: GEO & National Geographic Traveler.

Switzerland.

- Date: 18th may – 10th july 2020
- What:
  - Print Magazine of 16 pages in GEO and NGT
  - Web 5 newsletter co-branded GEO
  - 6 posts Facebook on GEO
- Total Impressions: 12’399’586

Switzerland.

Italy.

Promotion: Monographic dossier Bell'Europa.

Switzerland.

- Date: End of August 2020
- What: 32-pages monographic dossier Bell'Europa about boutique towns, train connections, Hub&Spoke (Il Meglio Di), tips for hotels and panoramic trains
  - Supplement of Bell'Europa & women's magazine "F"
- Segments: City Breaker, Culture Lover
- Circulation: 120'000

Digital: «Il meglio di» campaign summary.

Switzerland.

- Period of promotion: 06.07.2020 – 22.11.2020
- Budget: < 1 EUR spent per page visit which is good for a campaign of content distribution/inspiration
- The promotion of the travel itineraries «il meglio di» will be continued in 2021 in the framework of the main summer campaign (incl. new itineraries)

Digital: «Il meglio della Svizzera in 3 giorni» concept

- Those 9 short trips are presented by 4 Italian ambassadors
- Milano is the starting point of the trip linked directly to a Swiss City with the Eurocity
- From there guests are invited to discover nature and panoramic routes in 3 days (idea "Hub & Spoke")
- These "Best of" trips include concrete STC travel packages and were promoted through digital and print campaigns throughout the year 2020

Digital: «Il meglio di» results of digital promotion.

Switzerland.

- Total impressions generated: 54 Mill.
- Native articles
  - Open.online, today.it, vanityfair.it iodonna.it, viaggi.corriere.it
  - Total article/page views: 132’000
  - Average time on page (reading time): 2’54’’
- Social media promotion
  - FB&IG Fab!, FB Citynews, FB&IG Vanityfair, FB ioDonna
  - Total reached on social media: 6’048’000
- Traffic generating banner & display advertising (link to svizzera.it/ilmegliodi)
  - Google Ads, network of: citynews.it, travel audience, outbrain, vanityfair, manzoni
  - Total number of clicks: 192’000

Digital: «Il meglio di» results on ST platforms.

Switzerland.

Statistics page svizzera.it/ilmegliodi

- Page visits: 337’733 (original goal was 250’000)
- Average time on page 1’41”
- 75% of the users came over smartphone

Statistics YouTube playlist

- 31 videos available
- Video views: 30’176

Media: Newspaper Corriere della Sera.

Switzerland.

- Headline: Le vigne incantate
- Integration: Hotel Cooperations
- Circulation: 2’039’000
- Contacts: 2’039’000

Switzerland.

BeNeLux.

BeNe: Mini-series “Our Nature Energizes You”.

Switzerland.

- Collaboration with leading outdoor retailers Bever and AS Adventure.
- Four video episodes produced (landingpage).
- Distribution through their network.
  - Social Media
  - Newsletter
  - Print and digital editorial in Magazines
  - Narrowcasting in stores in Belgium & the Netherlands

- Key Partners & StraPa
  BE, LU, TI, VWP, GRF, OTV, FR, STS, Mammut, Victorinox
- 2. March – 30. September 2020

BeNe: Mini-series “Our Nature Energizes You”.

Switzerland.

Total Campaign Results

- Impressions: 2.844.353
- Sessions: 66.756
- Video Views: 1.818.102
- Circulation Print: 350.000

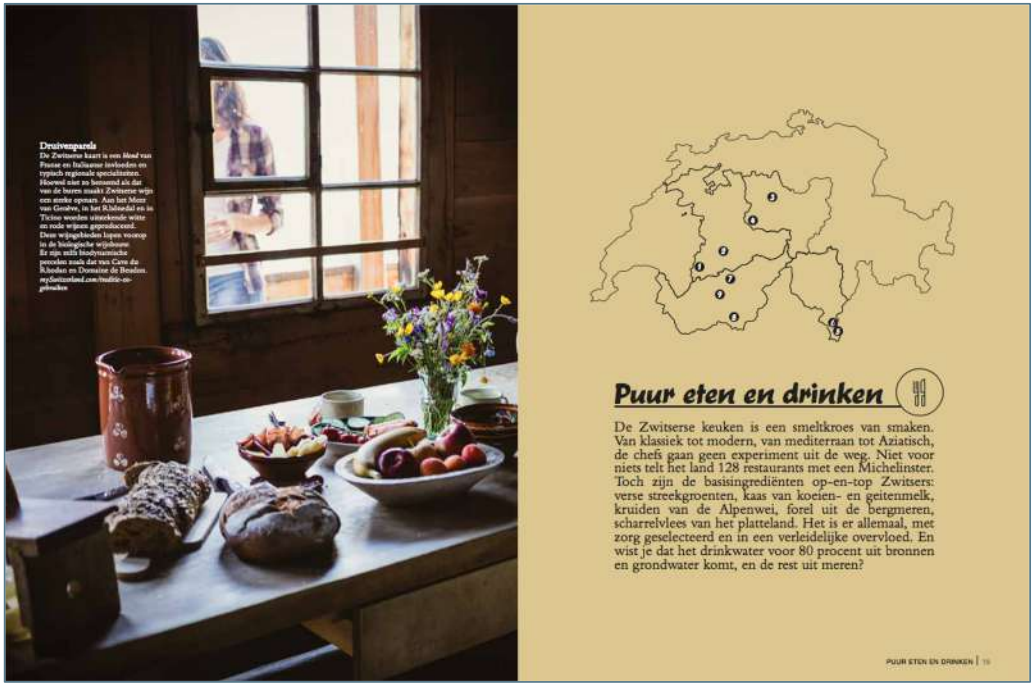
Integrated Hotels

- Episode 2: Berghotel Trübsee
- Episode 3: Valsana Hotel & Appartements

HoKo Contribution

Netherlands: «Authentic Story of Switzerland».

- Supplement with partner content about sustainable experiences in Switzerland
  (food, accommodation, bike, hike, sustainability pioneers)
- Distributed with 7 Dutch magazines:
  Delicious, Columbus, Fiets, Fietsactief, Roots, Seasons, Zin
- Publishing Date: February/March 2020
- Key Partners:
  Bern, Ticino, Valais, Luzern, STS
- HoKo Contribution: CHF 5.000
- Marketing Contacts: 433.700 (124.000 copies)
- Additional native ads on website of magazines:
  241’990 impressions



Netherlands: «Authentic Story of Switzerland».

Switzerland.

Belgium: Outdoor Fair Gent.

Switzerland.

3 fairs under one roof from 15.-16.02.2020

- Mount Expo: Hikers and climbers
- E-Bike challenge: Recreational cyclists
- Fiets- en Wandelbeurs: Trekking biker and hiker

- Total visitors: 16.605 visitors
  - 2019: 15.300 visitors
- Partners: Ticino, Nendaz, Berner Oberland, Switzerland Cheese Marketing, Intersoc

- Bike hotel

Netherlands: Outdoor Fair Utrecht.

Switzerland.

3 fairs under one roof from 28.02- 01.03.2020

- Bike MOTION: Race biker & mountain biker
- E-Bike challenge: Recreational cyclists
- Fiets- en Wandelbeurs: Trekking biker and hiker

- Total visitors: 41’000 visitors
- Partners: Ticino, Nendaz, Berner Oberland, Arosa & Davos, Switzerland Cheese Marketing
- Bike hotel

BeNe: Media Coverage CTP 1.0 (on going).

Switzerland.

Published outcomes

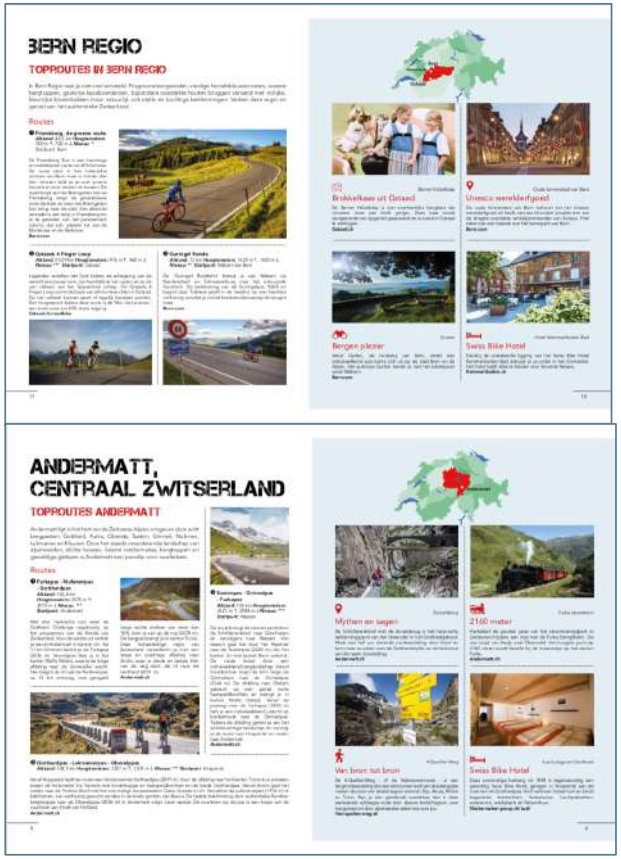
- SALT Magazine Social Activation. Marketing Contacts 19.140
- Pasar 1 article 6 pages. Circulation 30.000, 75.000 marketing contacts
- NKBV.nl
  - Blog. Monthly visits 10.000, Article views 630
  - Social media followers IG & FB 32.670, Reactions 3.601
- Mountainreporters
    - Marketing Contacts Blogposts (2): 30.000
    - Marketing Contacts Social Media: 10.000
- TheHike.nl
  - Marketing Contacts Blogpost: 15.000
  - Marketing Contacts Social Media: 70.000

Belgium Cycling with Fabian Cancellara.

Switzerland.

Chasing Cancellara Flanders

- Swiss Road Cyling guide 18 pages.
  - Bike hotels intergration
- Distribution 5’000 guide.
  - Velovelies Bike fair at BMC stand
  - Hike & Bike Fair Gent ST Stand
  - Bike shops
- Bike hotels integration during Readers trip Grinta August 2020.
- Chasing Cancellara Event in Flanders 25th October 2020.
  - Press conference, ST presence during the event.



Netherlands KMM SALT Magazine.

Switzerland.

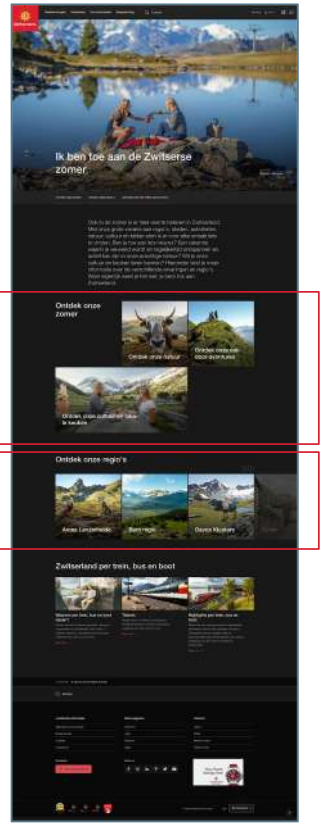
- SALT Magazine.
- Lifestyle outdoor Sustainable.
- 4 x year
- Min 84 pages
- Contact 75’000
- 8 pages Sustainable travel story
- Including Treinreiswinkel offer
- Hotel Kemmeriboden – Swiss Bike Hotels

BeNe: Hypertargeting Campaign Flight 1. (BeNe)

Switzerland.

- Main Digital Summer Campaign.
- Market specific comparisons with typically Swiss motives.
- 1 landing page + 3 theme pages.
- Goal: Awareness & specific targeting

- InS-Platform launch in BeNeLux.
- 10. February - 13. March (stopped due to lockdown)
- Key Partners
  BE, GR, TI, VWP, OTV, LU, STS
- Distribution on Youtube, Social Media, Display Ads



BeNe: Hypertargeting Campaign Flight 1. (BeNe)

Switzerland.

Awareness Results

Total Impressions:	23'592’918
Total CTR:	0.13%
	Benchmark 0.1%

On Page Results

Sessions:	28.827
Bounce Rate:	69.9%
Avg. Session Duration:	0:21
Pages / Session:	1:51

All 4 content pages contained experiences from all partners. In every of those 28.827 sessions, content of Bern was displayed.

BeNe: Hypertargeting Campaign Flight 2. (BeNe)

Switzerland.

- Main Digital Summer Campaign was resumed with a new message after the lockdown
- I need Switzerland Hub with dedicated content about the region, their experiences and offers.
- Goal: Awareness & specific targeting

- 15. June - 17. July
- Key Partners: BE, GR, TI, VWP, OTV
- Distribution on Youtube, Social Media, Display Ads

BeNe: Hypertargeting Campaign Flight 2. (BeNe)

Switzerland.

Awareness Results

Total Impressions:	14.478.125
Total CTR:	0.14%
	Benchmark 0.1%

On Page Results

Sessions:	12.845
Bounce Rate:	65.40%
Avg. Session Duration:	0:37
Pages / Session:	1.62

All 4 content pages contained experiences from all partners. In every of those 12.845 sessions, content of the Bern Region was displayed.

BeNe: Hypertargeting Campaign HoKo-Integration.

Switzerland.

- Hotel Cooperations were integrated on the three theme pages
- The theme pages were promoted in both Flights (pre- & post-lockdown)

- HoKo Contribution: CHF 5.000
- Total Sessions: 41.672

Netherlands: KAM Treinreiswinkel.

Switzerland.

- National Dutch railway company, NS magazine.
- One page advertisement in Spoor Magazine
- Monthly magazine
- Contacts 3’500’000
- Treinreiswinkel new offer
- Hotel Kemmeriboden – Swiss Bike Hotels

Switzerland.

UK & Ireland.

Promotion: London Art Fair 2020.

Switzerland.

- Art fair with representatives from museums, galleries and corporate collectors.
- Booth at fair with hotel brochures & keystories
- January 2020
- Visitors: 23’480 (3’600 VIP visitors)
- Engaged Audience: 93% ABC1,
- Flyer in VIP bags, 650 bags / Advert in Fair Guide / Competition with 149 entries / Panel Talk

- **Online**
- Integration on LAF website, 200k impressions
- 2x Newsletters, 48,000 subscribers
- 6x tweets, 45,800 impressions
- 4x Facebook posts, 138,932 impressions
- 4x Instagram posts, 21,000 impressions

Promotion: Suitcase - Magazine.

Switzerland.

- Readers of Suitcase Magazine are going up to 10 times per year on a trip, 72% of the readers have a university degree or higher, 82% refer to themselves as “luxury travellers with a £ 150k average house income
- Content Cooperation with SUITCASE Magazine, 8 pages advertorial & 4x online articles (2 of them published in 2020, 2 postponed for later in 2021, tbc)

- Circulation: 77’000
- Contacts: 212’000
  (54% United Kingdom, 17% North America, 29% rest of the world)

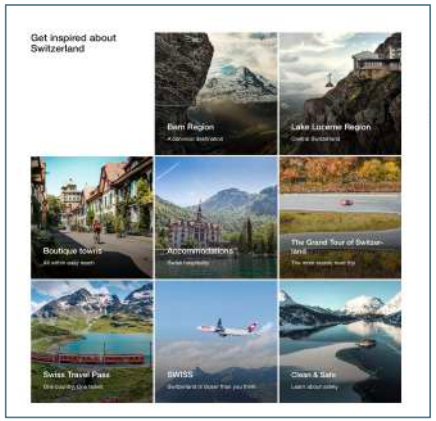
Switzerland.

USA.

Promotion: Summer campaign 2020.

Switzerland.

1. **Colossal static and dynamic billboards along roads**
2. **Targeted mobile ads to drive traffic to myS ––**
3. **Train cards in NYC subway and trains ––**



Impressions:

- Train cards in NYC subway and trains –– on top and for free, 1000+ poster
- 60+ Mio. impressions with OOH campaign
- 11.4+ Mio. impressions with digital campaign
- CtR of 0.22 to 0.88% with digital campaign –– which equals a +49% higher campaign performance compared to the EoY campaign in early 2020
- 16’520 visits on the dedicated campaign landing page with an average dwell time of 1.01 min
- 11’989 participants in sweepstake of which 7’234 have subscribed to the eNL

Promotion – Virtual Road to Switzerland.

- 16th and 17th November 2020
- 32 suppliers / 77 Buyers
- 18 meetings per day w. 12 Minute session
- Topics opening session: Switzerland Update, Clean & Safe, GToS, news§, Media rooms for interviews and networking with trade & consumer media

Results:

- 77 buyers attended / 9 media attendees
- 2,140 meetings conducted
- 743,667 media contacts generate

Promotion – I need Switzerland Geotargeting.

Switzerland.

Out-of-home campaign displaying images of a young Canadian influencer “Mindz eye” in high-frequency subway stations/bus shelters.

Tour operator integration in Tour Chanteclerc in Quebec and Goway

- 01.10. – 30.12.2020
- Impressions 1,057,559
- Clicks 3,009
- CTR: 0,28%

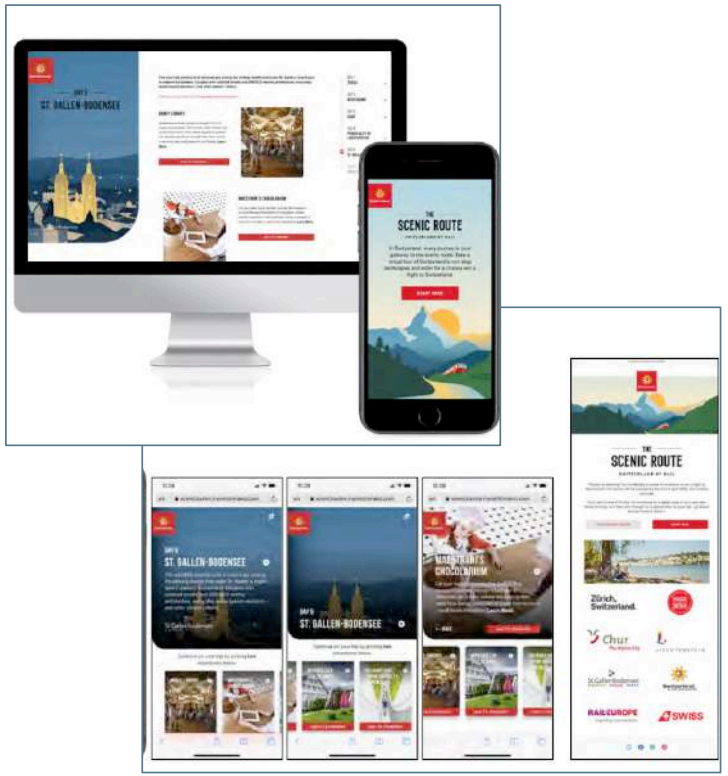
Promotion – The Scenic Route.

Switzerland.

Online sweepstakes campaign encouraged users to customize their itinerary through an interactive site.

16.12.2019 -29.02.2020

- 24,261,147 impressions
- 142,862 clicks
- click-trough rate of 0.59%
- CPM of $7.37 and a CPC of $1.25
  The website visits resulted in 15,745
- 11 instant online bookings of package



eMarketing: Trade Newsletters.

Switzerland.

Average Sent to 11,079 subscribers
2,167 Unique opens
20.16% of all recipients opened
Sent out: Jan – Dec 2021

- Information about current Covid-19 situation in CH
- Grand Train tour of Switzerland App available from Feb
- Agents' Choice Readership Survey Is Now Our new Sales Manual.
- Manager Trade Relations NA.
- Meet the team
- Hotel recommendations

Trade: Travel & Adventure Show.

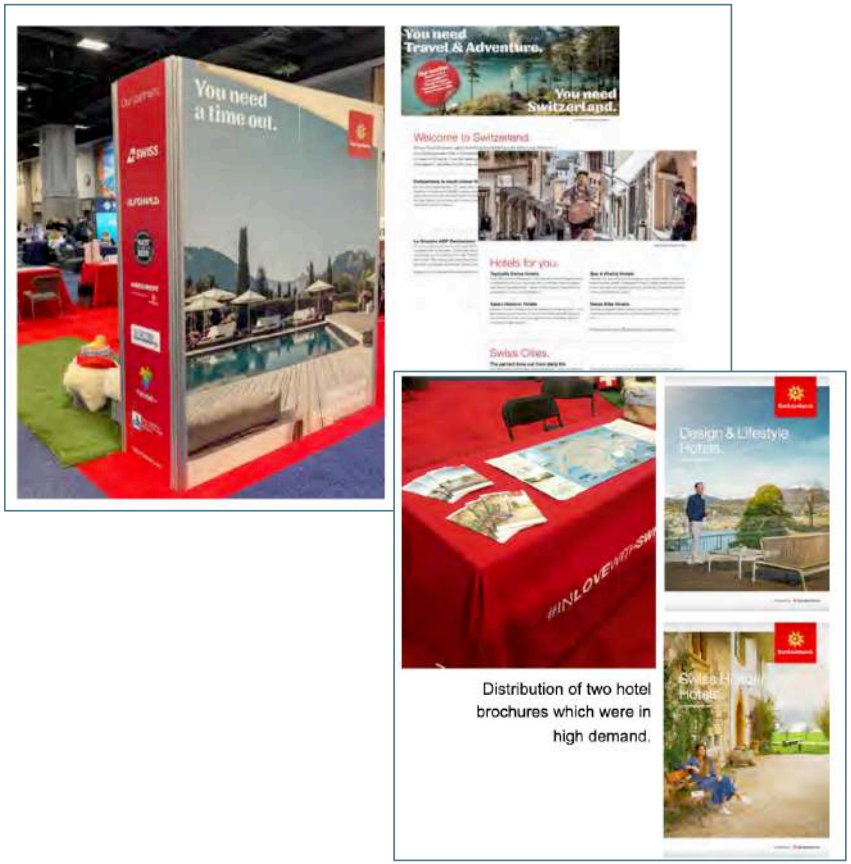
Switzerland.

Partnership with **Travel & Adventure Show** in North America

- Switzerland Tourism booth with presence for ST Hotels, BE, STS / RE, SWISS, Gruyere
- Several media, radio and TV presence
- Trade lunch / presence, Digital & Social presence

Dates and location:

- Feb 8 – March 8, 2020 (shows in Chicago, Washington D.C., Denver and Los Angeles)
- B2C audience of 87’603 people
- Overall campaign T & A reach over **467.2 mio impressions**



Trade: Travel & Adventure Show, Los Angeles.

Switzerland.

- February 15th, 2020
- Full hour training during T&A Show in downtown Los Angeles
- 45 minutes presentation, followed by Q&A
- Partners features: Bern Region, Ticino, LGMR, STS, Swiss Cheese Marketing, ST hotel cooperation, SWISS and Alpenwild
- Attendees: 80 advisors

Trade: Travel & Adventure Show, Chicago.

Switzerland.

- February 8th – 9th 2020
- 1-hour trade lunch presentation during Travel & Adventure Chicago

- Following partners were part of the Trade Show: Bern Region, Ticino, LGMR, STS, Swiss Cheese Marketing, ST Hotel Cooperation, SWISS and Alpenwild
- 95 Travel Advisors participated trade presentation/lunch

Trade: Travel & Adventure Show, Washington.

Switzerland.

- March 7th 2020
- 1-hour trade breakfast presentation during Travel & Adventure Washington DC
- 45 minutes presentation followed by Quiz
- Following partners were part of the Trade Show: Bern Region, Ticino, LGMR, STS, Swiss Cheese Marketing, ST Hotel Cooperation, SWISS and Alpenwild
- 78 Travel Advisors participated trade presentation/lunch

Trade: Virtuoso Virtual Adventure Conference.

Switzerland.

- Full day of Virtual Adventure Day with 60 Virtuoso advisors joining live from US and Canada. 10 one-on-one, 8-minute talks with advisors.
- Distribution of Virtuoso fact sheet for Switzerland.

- Participants: 60
- Period: 14.05.2020

You will love the 40 Virtuoso Hotels and On-Site

Andermatt (1)	The Chedi Andermatt – thechediandermatt.com
Ascona (2)	Castello del Sole – castellodelsole.com
Bad Ragaz (3)	Grand Resort Bad Ragaz – resortragaz.ch
Basel (4)	Grand Hotel Les Trois Rois – lestroisrois.com
Bern (5)	Bellevue Palace – bellevue-palace.ch
Davos (6)	InterContinental – davos.intercontinental.com
Flims (7)	Waldhaus-Flims – waldhaus-flims.ch/en
Geneva (8)	Beau-Rivage – beau-rivage.ch Hotel Le Richemond – lerichemond.com La Réserve – lareserve.ch Mandarin Oriental – mandarinoriental.com Four Seasons Hotel des Bergues – fourseasons.com/geneva Hotel d'Angleterre Geneva – dangleterrehotel.com The Ritz-Carlton Hotel de la Paix – ritzcarlton.com
Gstaad (9)	Gstaad Palace – palace.ch The Alpina Gstaad – thealpinagstaad.ch Park Gstaad – parkgstaad.ch
Interlaken (10)	Victoria-Jungfrau Grand Hotel & Spa – victoria-jungfrau.ch
Lausanne (11)	Beau-Rivage Palace – brp.ch Lausanne Palace – lausanne-palace.ch Royal Savoy Hotel & Spa – royalsavoy.ch
Lucerne (12)	Palace Luzern – palace-luzern.ch Bürgenstock Hotel & Resort – buergenstock.ch Waldhotel Health & Medical Excellence – buergenstock-waldhotel.ch
Lugano (13)	Villa Principe Leopoldo Hotel & Spa – leopoldohotel.com Hotel Splendide Royal – splendide.ch
St. Moritz (14)	Badrutt's Palace Hotel – badruttspalace.com Carlton Hotel – carlton-stmoritz.ch Grand Hotel des Bains Kempinski – kempinski.com/stmoritz Kulm Hotel St.Moritz – kulm.com
Vals (15)	7132 Hotel – 7132.com
Verbier (16)	The Lodge – thelodge.virgin.com
Vitznau (17)	Park Hotel Vitznau – parkhotel-vitznau.com
Zermatt (18)	Grand Hotel Zermatterhof – zermatterhof.ch Mont Cervin Palace – montcervinpalace.ch
Zurich (19)	Hotel Baur au Lac – bauraulac.ch Park Hyatt Zurich – zurich.park.hyatt.com The Dolder Grand – thedoldergrand.com Widder Hotel – widderhotel.com
Virtuoso on-site	Bucher Travel – bucher-travel.ch

Selected Tour Operators offering Switzerland

Abercrombie & Kent	abercrombiekent.com
Alpine Adventures	alpineadventures.net
Artisans of Leisure	artisansofleisure.com
Avanti Destinations	avantidestinations.com
Backroads	backroads.com
Butterfield & Robinson	butterfield.com
Classic Vacations	classicvacations.com
Exeter International	exeterinternational.com
Globus Family of Brands	globusandcosmos.com
GOGO Vacations	gogoworldwidevacations.com
Insight Vacations	luxurygold.com
Kensington Tours	kensingtontours.com
Ker & Downey	kerdowney.com
Lakani World Tours	lakani.com
National Geographic	nationalgeographicadventures.com
Natural Habitat Adventures	nathab.com
Ski.com	Ski.com
Tauck World Discovery	tauck.com
Travel Bound	booktravelbound.com
Travel Impressions	travimp.com

Become a Switzerland Travel Expert

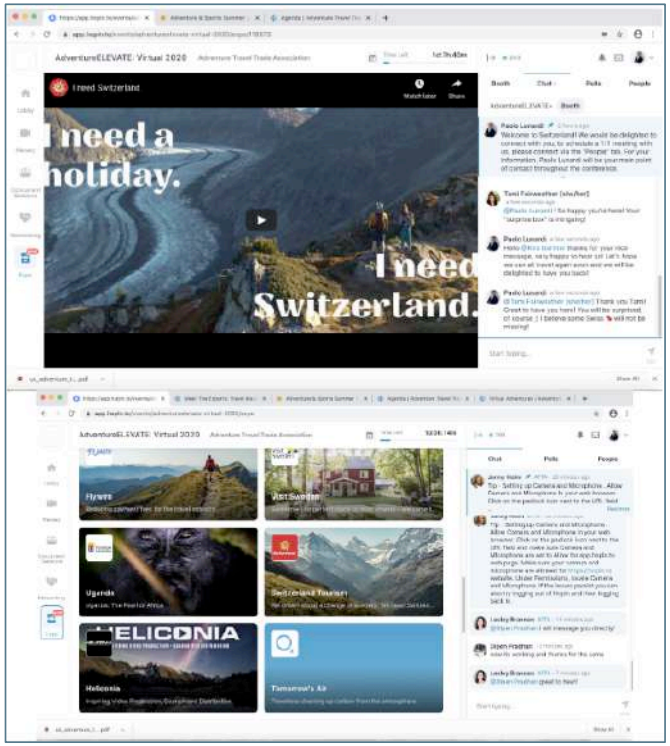
Travel advisors asked us for more training. Switzerland Tourism listened and launched the Switzerland Academy. Become a Switzerland Travel Expert with our e-learning program. Specialize and find the top 10 experiences in areas such as lifestyle, scenic trains, nature, and the Grand Tour of Switzerland. Certified Switzerland Travel Experts enjoy preferred business relations by Switzerland Tourism. northamerica.switzerlandtravelacademy.ch/

Also, join our fun webinars "Live from Switzerland" with Swiss regions, rail companies and North American Tour Operators. MySwitzerland.com/trade

Trade: ATTA, Elevat.

Switzerland.

- 2-day virtual conference
- Sept. 15-16, 2020
- Switzerland Sponsorship package with virtual booth and emails prior to event
- Plenary sessions, 1:1 meeting sessions & networking opportunities
- 462 participants
- Emails prior to event opened by 56,000 people



Switzerland.

Brazil.

Trade: STE Brasil 2020.

Switzerland.

- 2020 March 10th to 13th, 2020.
- 72h non stop event
- 3 groups
- 168 travel agents
- 8 workshop tables
- 192 round of meetings
- Group activities
- Apès ski white party
- Instagramable photo points
- Distribution of sales manuals Experiência: Suíça and Swiss Travel System

https://we.tl/t-vN3QZ6RWpf

More photos available on Flickr

https://www.flickr.com/photos/switzerland_tourism/albums

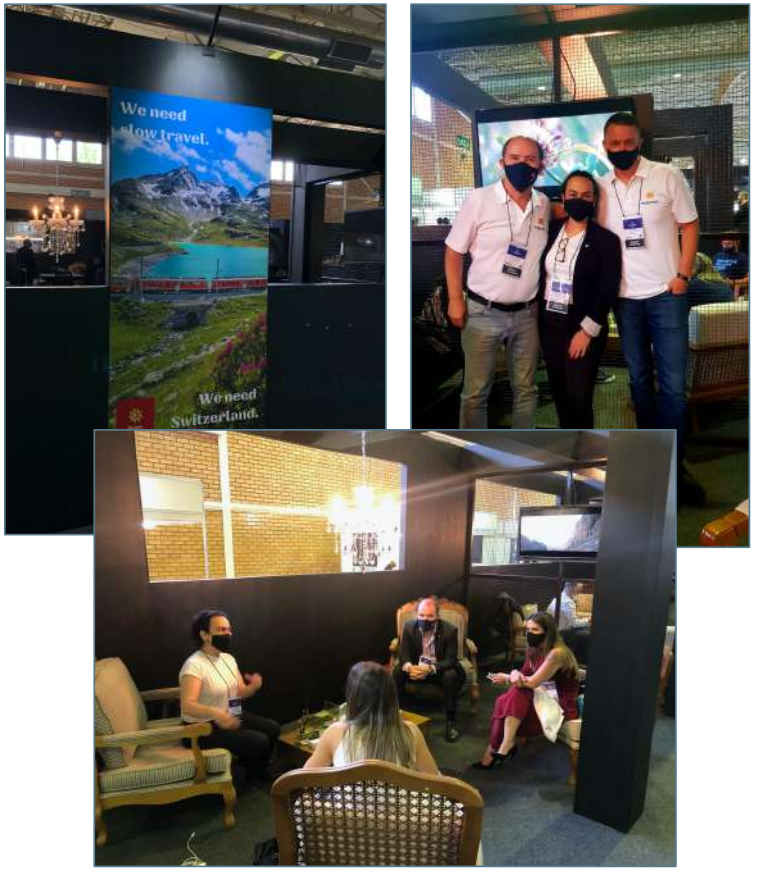
Trade: Festuris 2020.

Switzerland.

2020 Nov 05th to 08th

- Participation in FESTURIS 2020, only trade fair/meeting in 2020, hence reuniting many important key accounts for Switzerland.
- Presential participation of Fabien Clerc, new market director.

- 16’000 exclusive e-mail contacts from FESTURIS.
- 8’500 travel agencies attended on site, from all over Brazil
  - 150 buyers (luxury travel agencies)
  - 46 individual meetings with key accounts (pre-scheduled).
- Press release to trade media.



Trade: European Travel Commision Virtual Roadshow.

Switzerland.

- 2020 Nov 26th
- Participation in the first virtual road show organized by European Travel Comission
- Exclusive stand for Swizterland Tourism, SWISS as premium guest
- Additional stands for Lake Geneva Region, Luzern/Titlis and 2020 Jungfrau Railways with due local representatives
- 2 times, 20 minutes training in auditorium area
- 42 individual real time meetings with travel agents
- 337 visits, 118 unique visitors
- https://we.tl/t-ZDdlBrjhBI (Exp. Feb 02nd 21)

Switzerland.

Russia.

Media: Tele Magazin.

Switzerland.

NATUR / REISE

WONNE
in der Wanne

Sanitäre Sensationen. In diesen CH-Hotels ist nicht etwa das Bett oder der Balkon das Spezielle, sondern die Badegelegenheit.

BADEWANNEN WIE ZU GROSSMUTTERS ZEITEN

BADEWANNEN MIT AUSSICHT

BADEWANNEN AUS HOLZ

BADEWANNEN ZUM STAUNEN

BADEN IM GLÜCK KANN MAN AUCH HIER:

- Weekly TV magazine with tv program and articles. Article about bath tubs.
- Novembre 2020
- Circulation: 280’000
- Contacts: 280’000

Trade: bST Russia Newsletter.

Switzerland.

- B2B Newsletter Russia with integration of several accommodation topics like Bed’n’Bureau, offers, infinity pools
- January, December (3x)
- Media: 988 addresses
- Trade: 2567 adresses

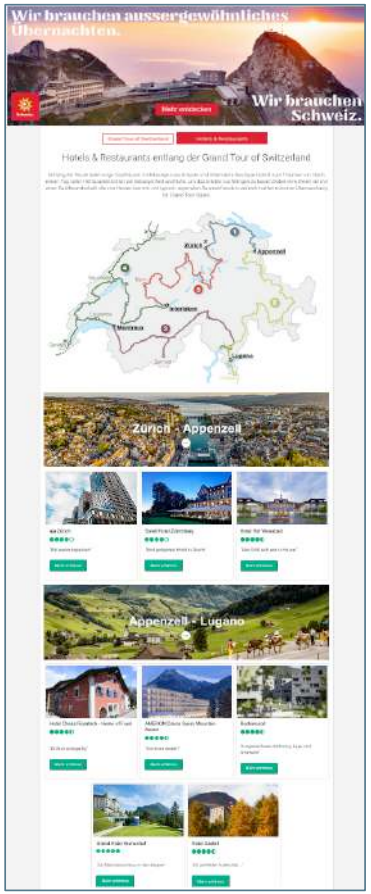
Switzerland.

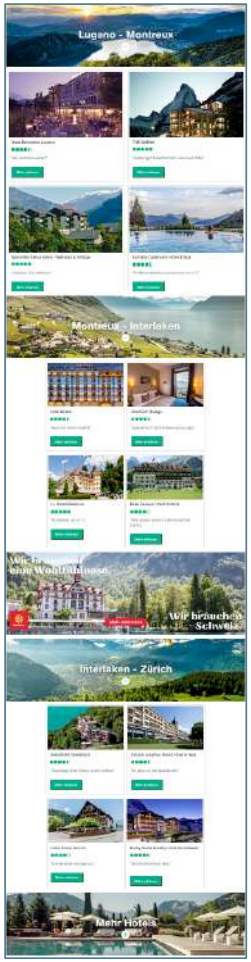
Special Promotions.

Summer Campaign with TripAdvisor & the Grand Tour of Switzerland.

Switzerland.

- Partnership with Trip Advisor in the markets:
  - Switzerland, France, Germany, UK/Ireland & Canada
- Three languages:
  - German, French and English
- Campaign Websites (in German):
  - https://www.tripadvisor.de/InfoCenter-a_ctr.Switzerland2020_DE_Discover
- Total Impressions: 10’728’166
- Total Clicks: 89’457
- Average Overall CTR: 0.83%
- Participation of 23 hotels





Sales Manual Spain.

Switzerland.

- First Edition of the Printed Sales Manual in Spain

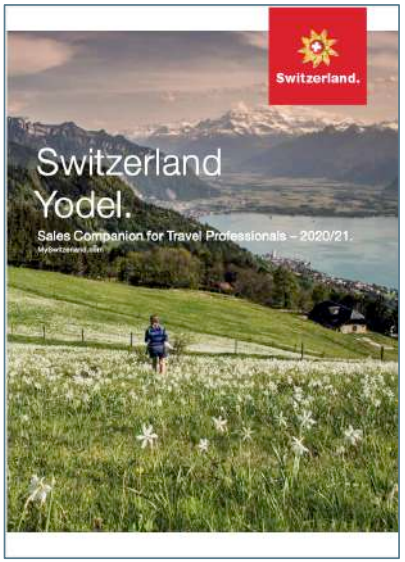
- Integration of Hotel Cooperations
- Participation of 10 hotels
- Circulation 15’000

GCC: Family Getaways, Luxury & Lifestyle, Winter Inspirations.

- ST offers various distributions platforms in the market GCC
- Language: English and Arabic
- Family Booklet
  - Participation of 16 hotels
  - Circulation: 10’000
- Luxury Booklet
  - Participation of 20 hotels
  - Circulation: 10’000
- Winter Booklet
  - Participation of 14 hotels
  - Circulation: 10’000

USA/Canada: Switzerland Yodel.
Brazil: Sales Manual

- Printed Sales Manuals both in the market Brazil and USA/Canada



Switzerland Yodel

- Participation of 45 hotels
- Circulation: 70’000

Brazil Sales Manual

- Participation of 15 hotels
- Circulation: 75’500

Voucher.
Switzerland.
Lago di Saoseo © Schweiz Tourismus.

Vouchers.

Switzerland.

- Accommodation placements on various international and national platforms
- Each platform is carefully checked for various criteria (appearance, circulation, readership).
- Voucher raffle

Thank you.

Switzerland.