Switzerland.

Typically Swiss Hotels Reporting 2020.

Accommodation Marketing Switzerland Tourism.

January – December 2020

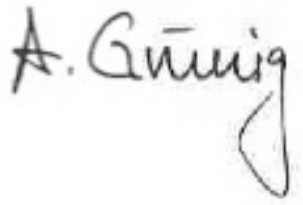
Alpin Hotel Bort © Serge Hoeltschi.

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

Oliver Weibel, Project Manager

Agenda.

Switzerland.

1. **Recovery plan:** Extraordinary times demand extraordinary activities.
2. **Central activities and market Switzerland:** as partner of the cooperation **Typically Swiss 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.

Switzerland.

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.

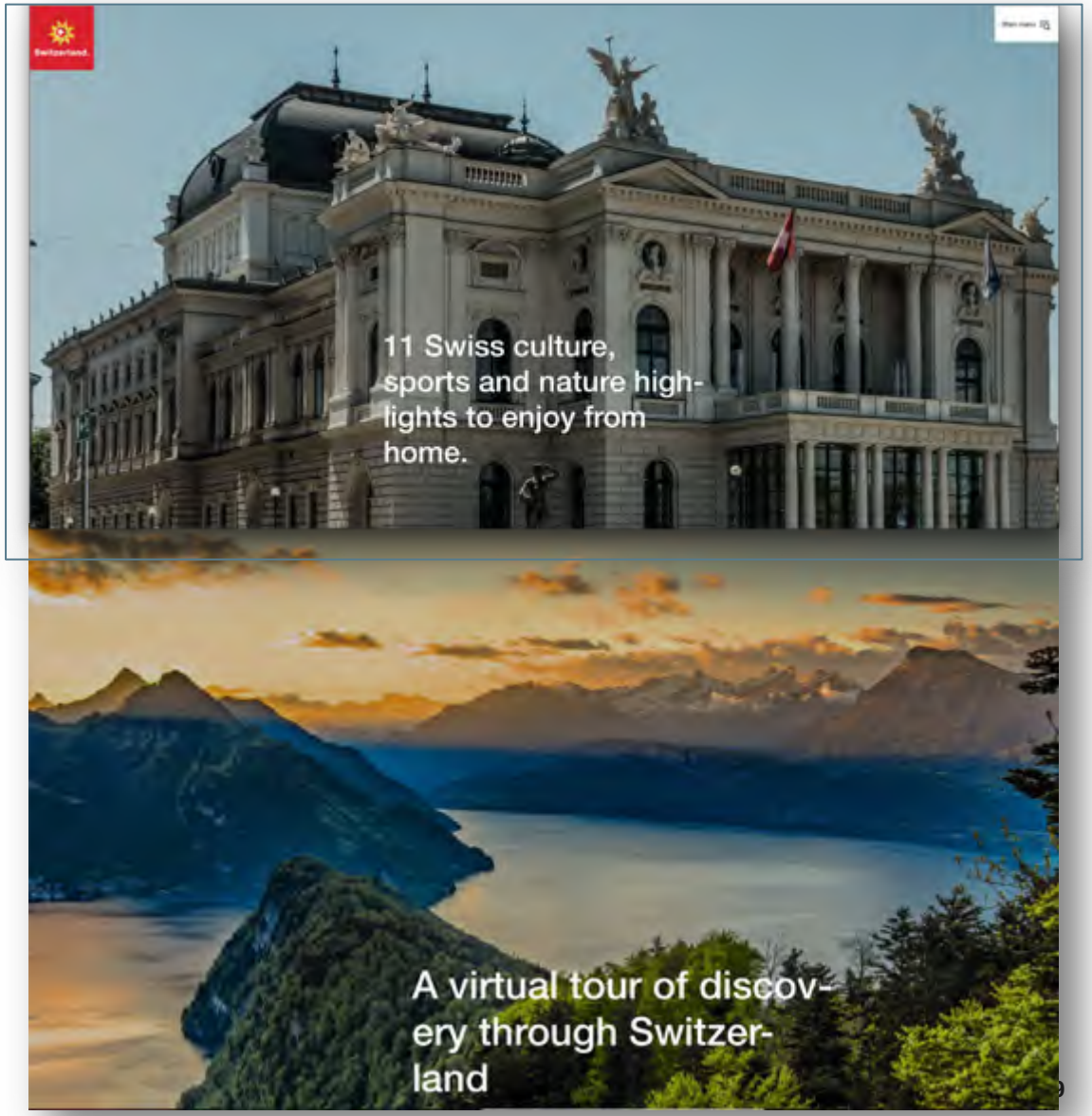
During the lockdown, inspiring content and helpful information about the current situation in Switzerland was shared with people worldwide.

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.

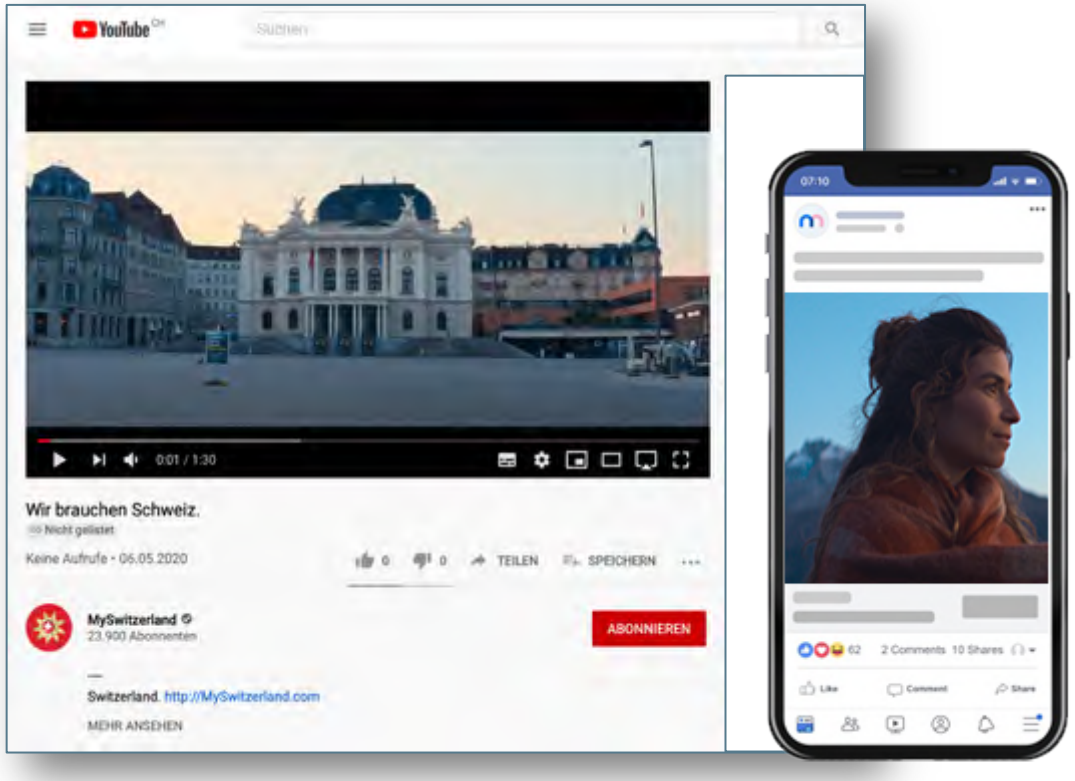
March
April

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.

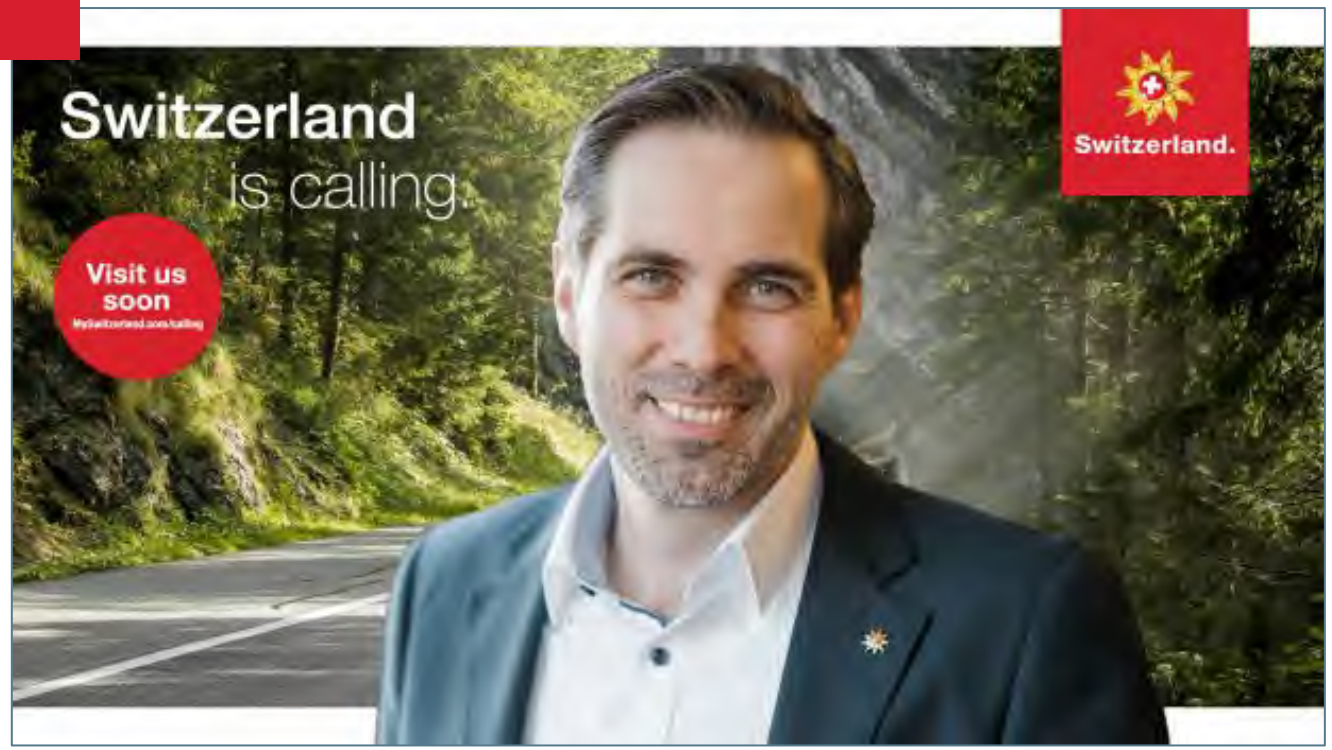
...used current communication trends for our marketing messages...

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



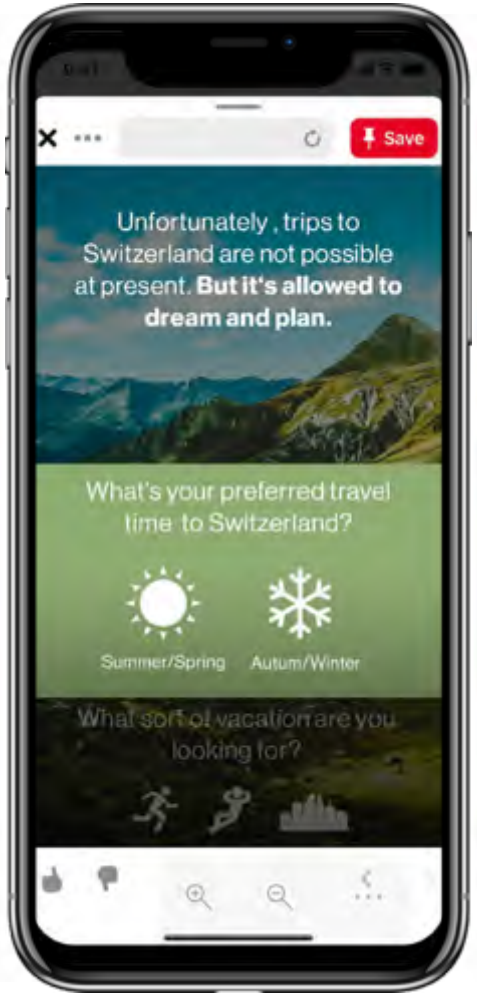
...and were innovative. Especially for the Swiss Cities who were suffering.

Switzerland.

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).

May – June



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.

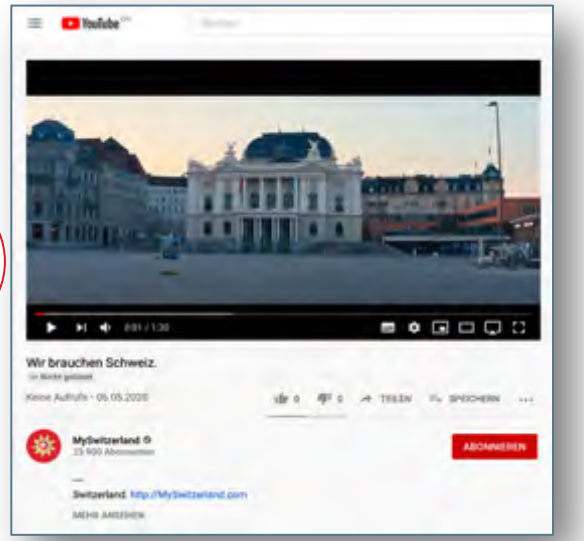
More than 1’000 different creatives on digital channels.

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

Switzerland.

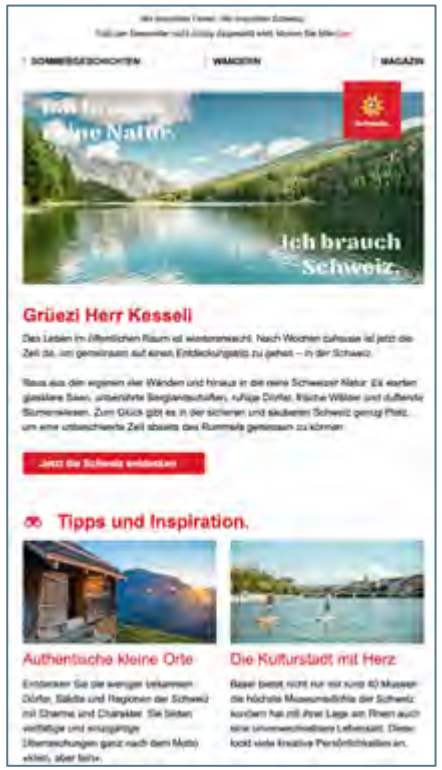
June – July

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**!

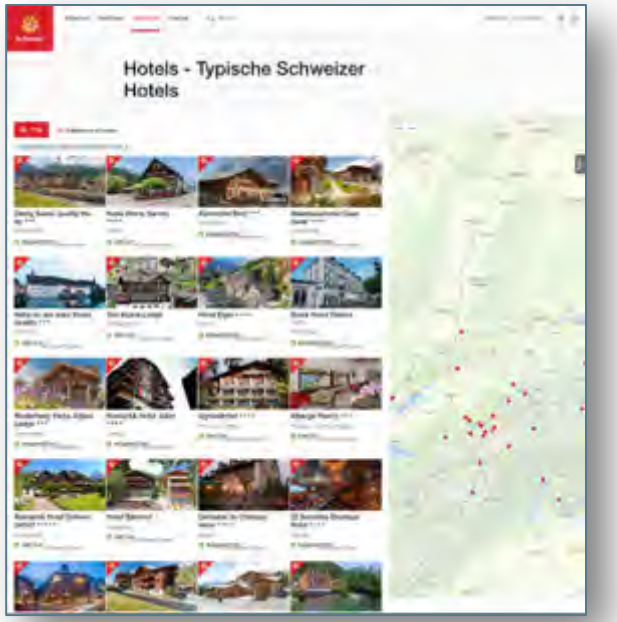
ALL activities
had one goal in mind:

...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.

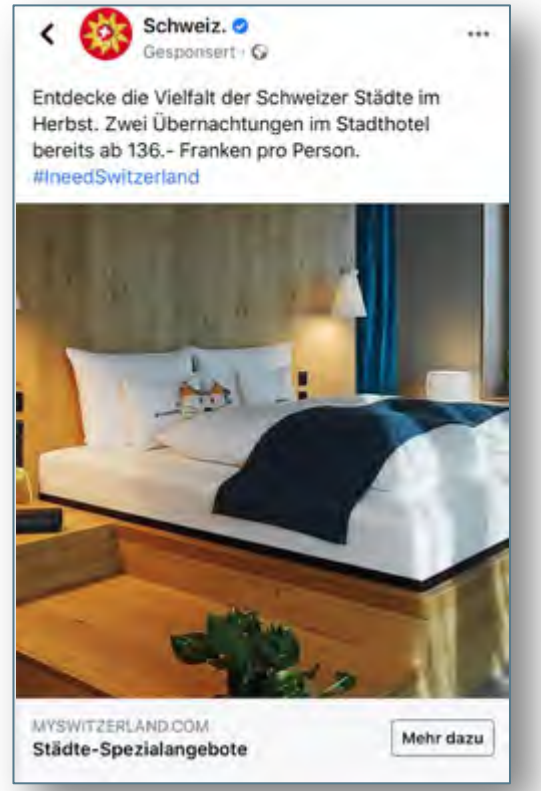
Coop Brochure.

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.

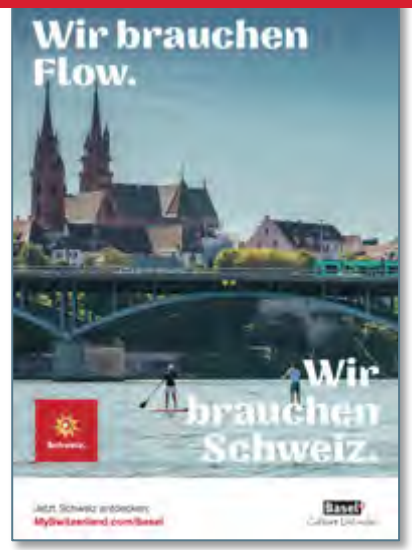
Especially for the Cities,
which have suffered the most.

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.

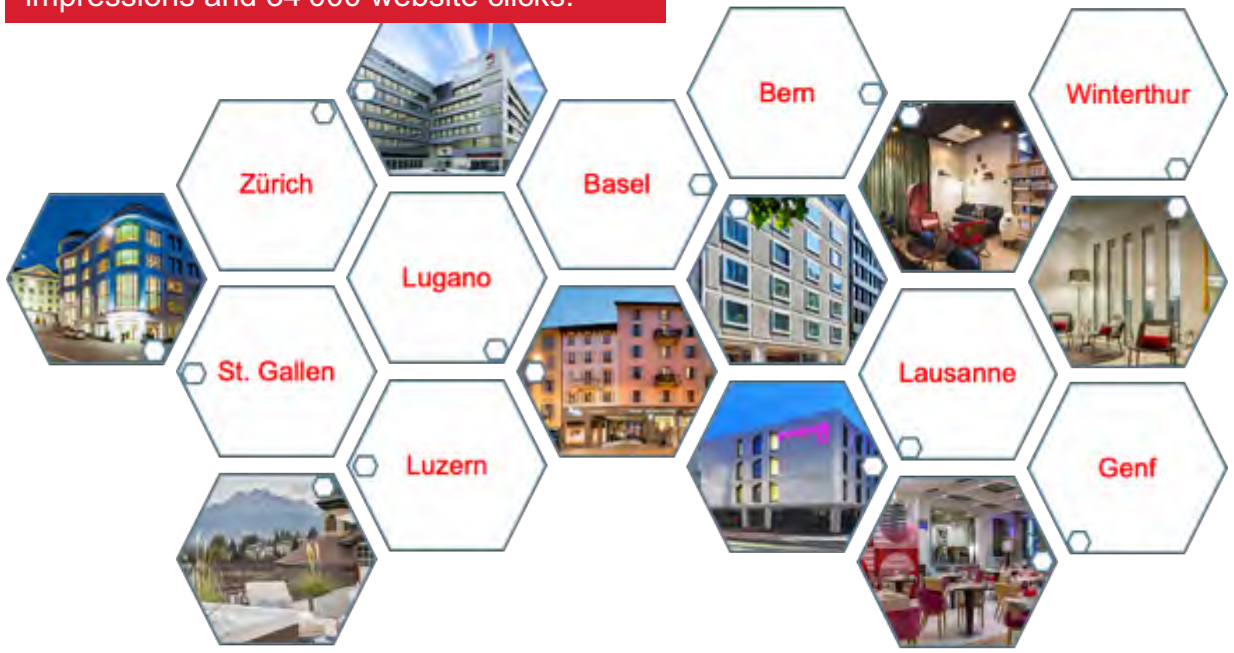
Reach: almost 8 mio.

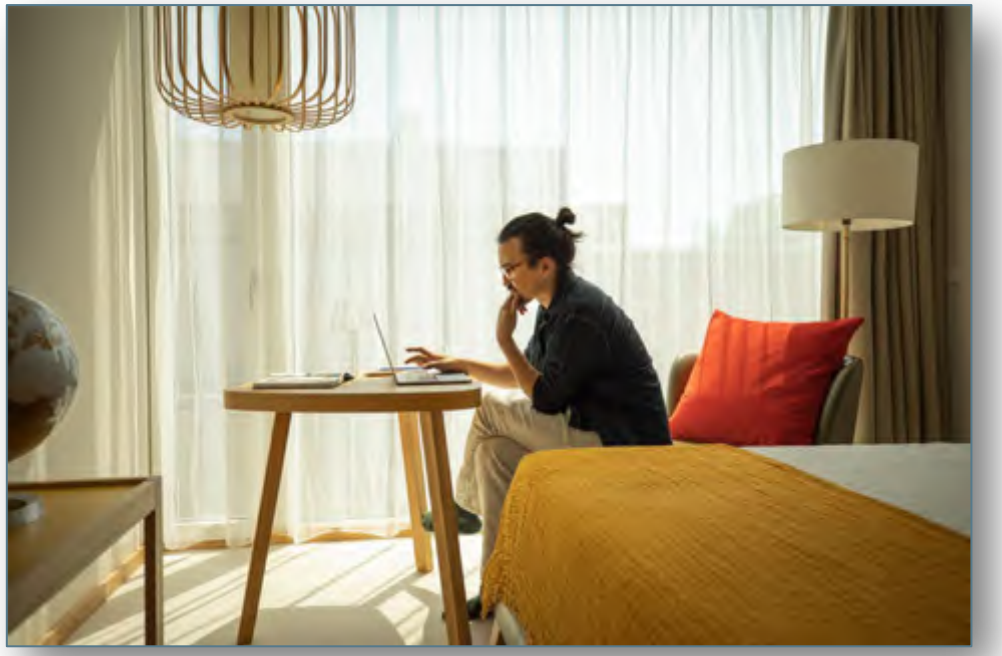
Switzerland.

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.

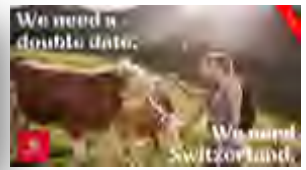
Switzerland.

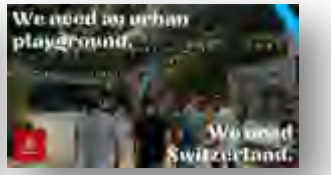
Need.

Matching Offers.

Matching Assets.

Anna	Markus	Francesca	Jasmin	Sophie	Matteo	Céline	Jona
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
SHORT TRIPS	OUTDOOR SPORTS	ROMANCE	CLEAN & SAFE	WELLNESS & SPA	«BUCKET LIST»	AFFORDABLE SWITZERLAND	FAMILY



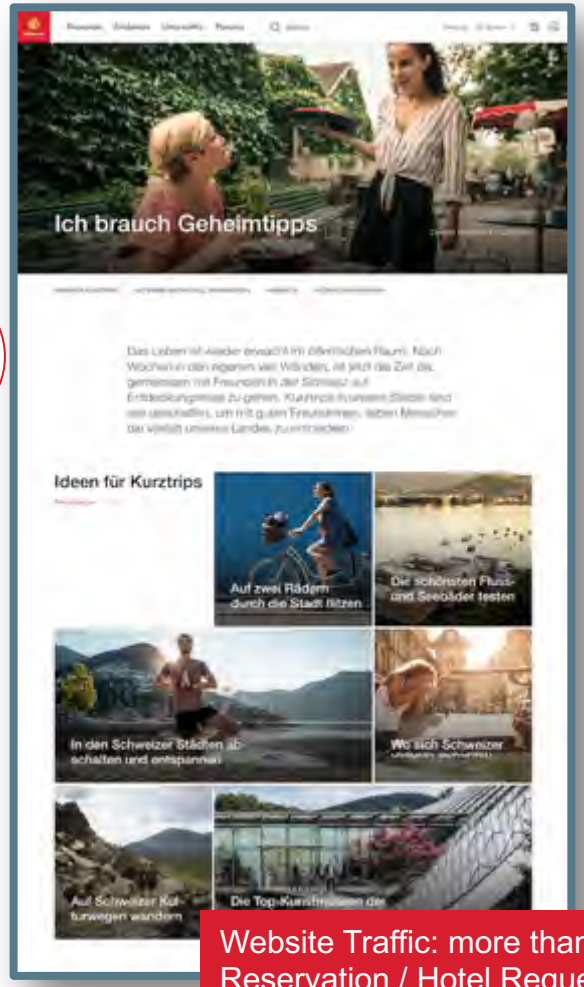


8 Personas – 8 Landingpages.

Switzerland.

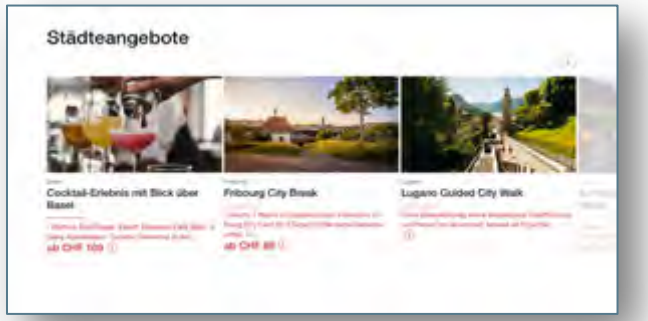
July – August

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.

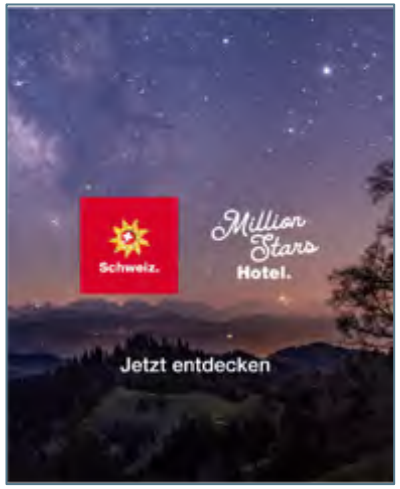
And we even enabled people to spend the night under «A Million Stars».

«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.

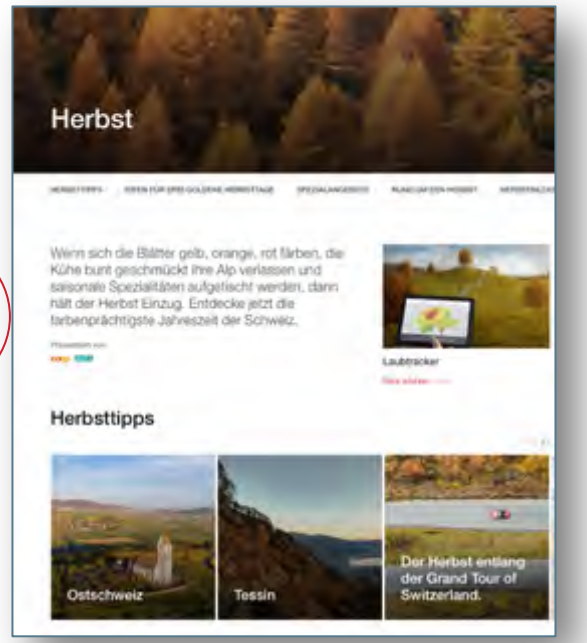
Jetzt den Herbst entdecken: **MySwitzerland.com/herbst**

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.

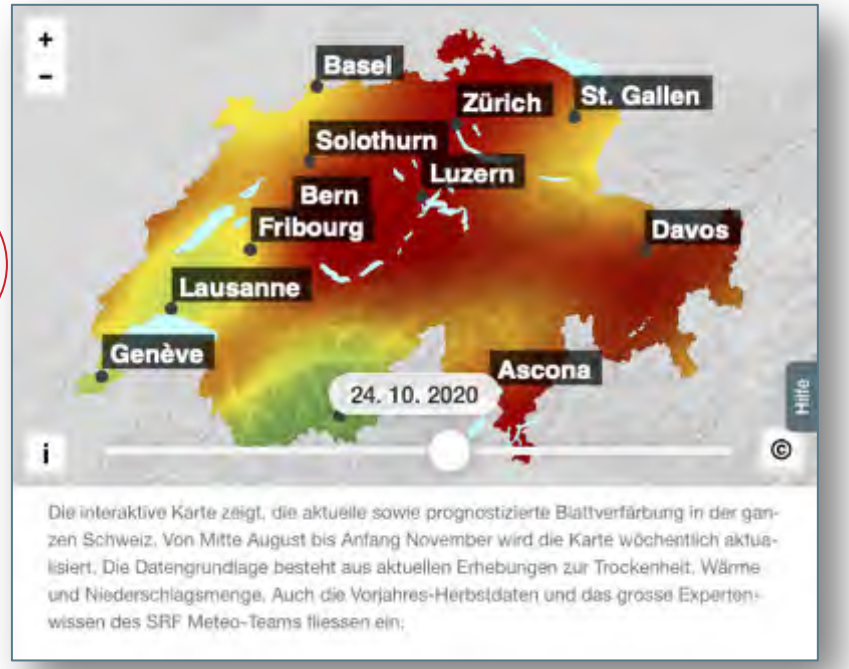
129 locations in 5 cities
Contacts: 29 mio.

The foliage map gained high media attention…

Switzerland.

Oct

Interactive map with daily updates.



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 lot of attention.

Recovery campaign «We need to meet again».

Switzerland.

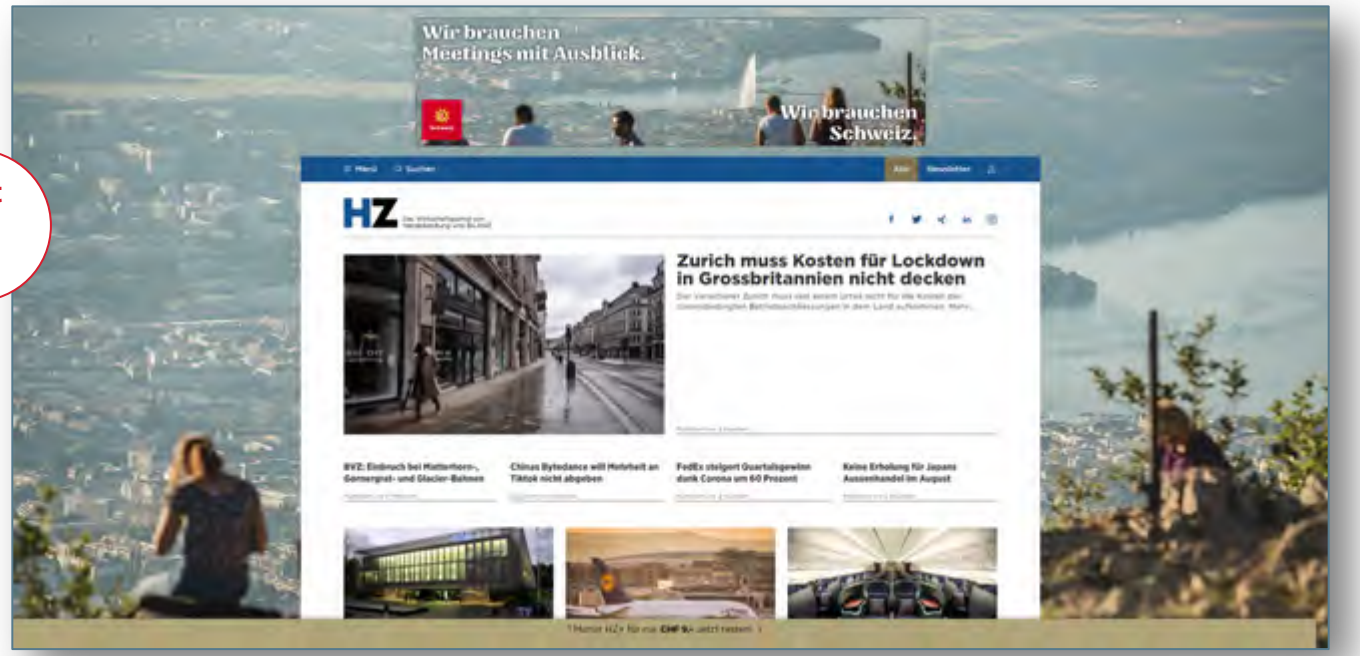
Sept - Oct

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.

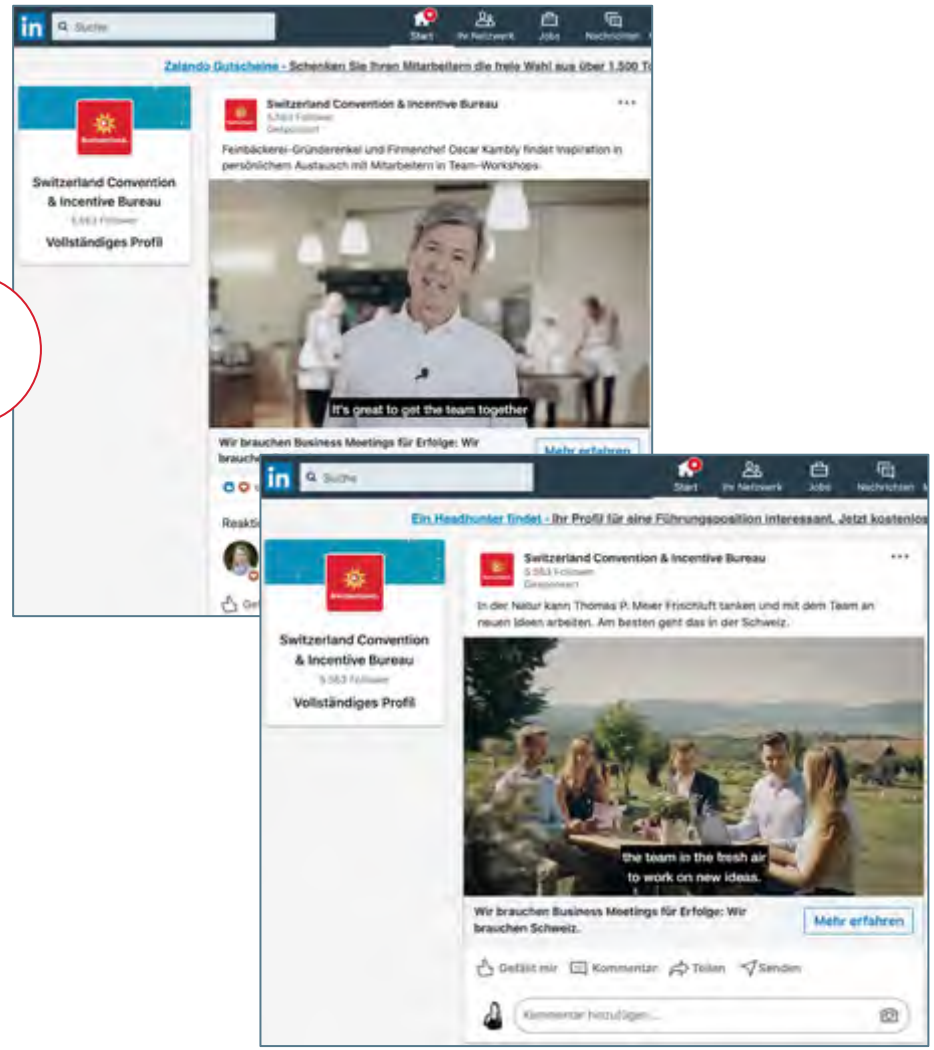
Rent-a-Hotel-Offers.

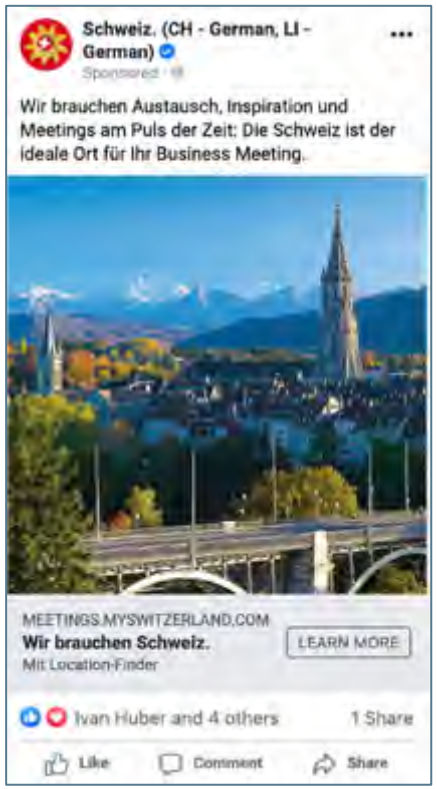
Page views: 874.

Testimonials with 84’654 video views and different Ads.

Switzerland.

Sept - Oct

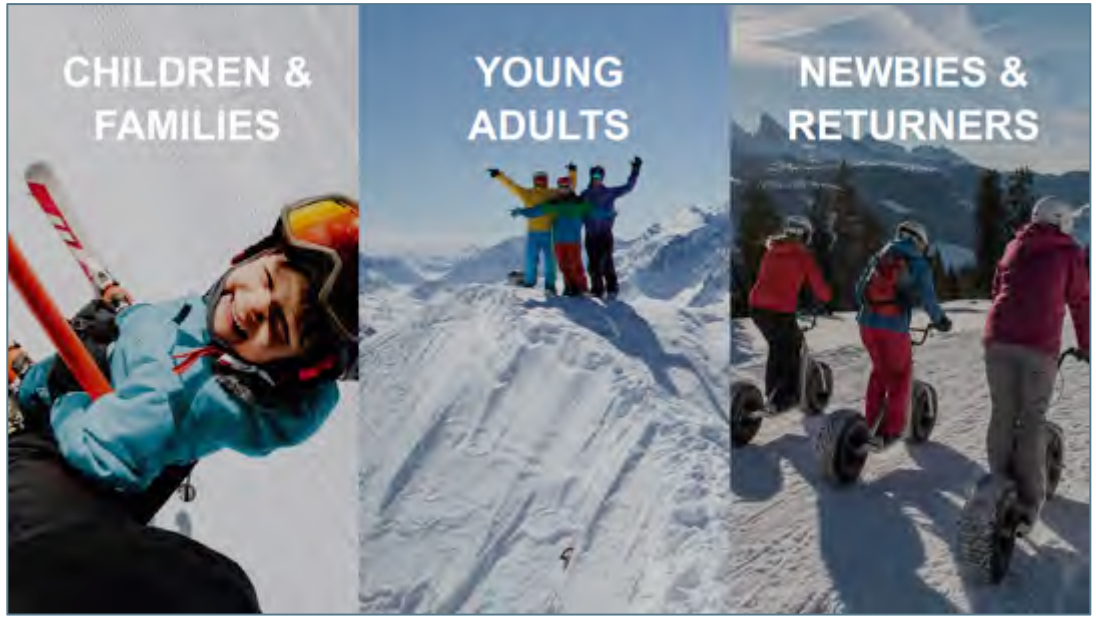


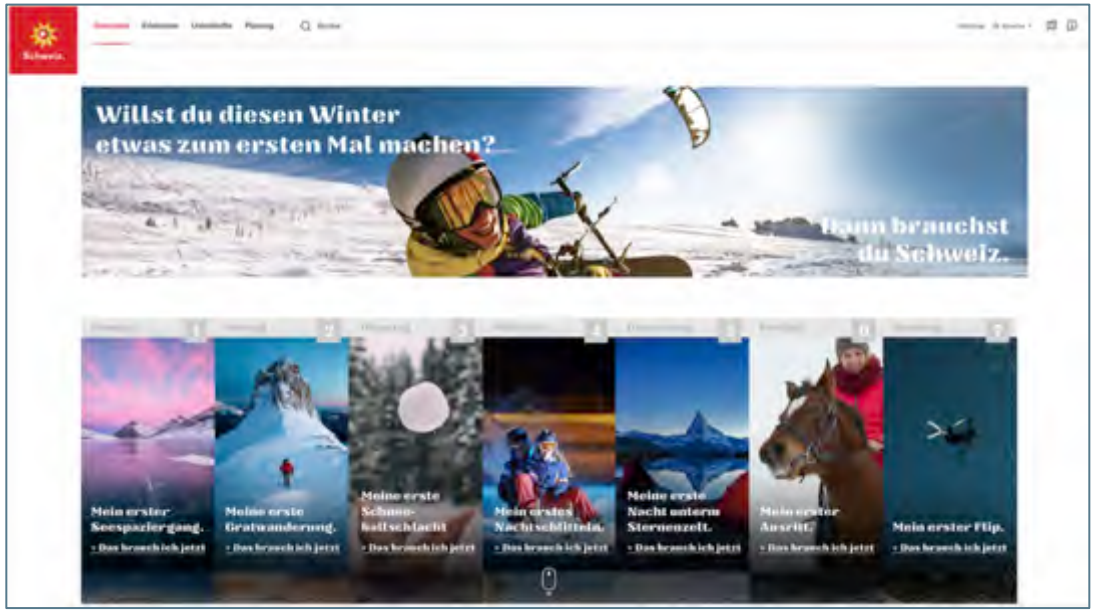


With the first snow fall,
we startet promoting the cold season:
Our winter campaign was launched in November.

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

Switzerland.

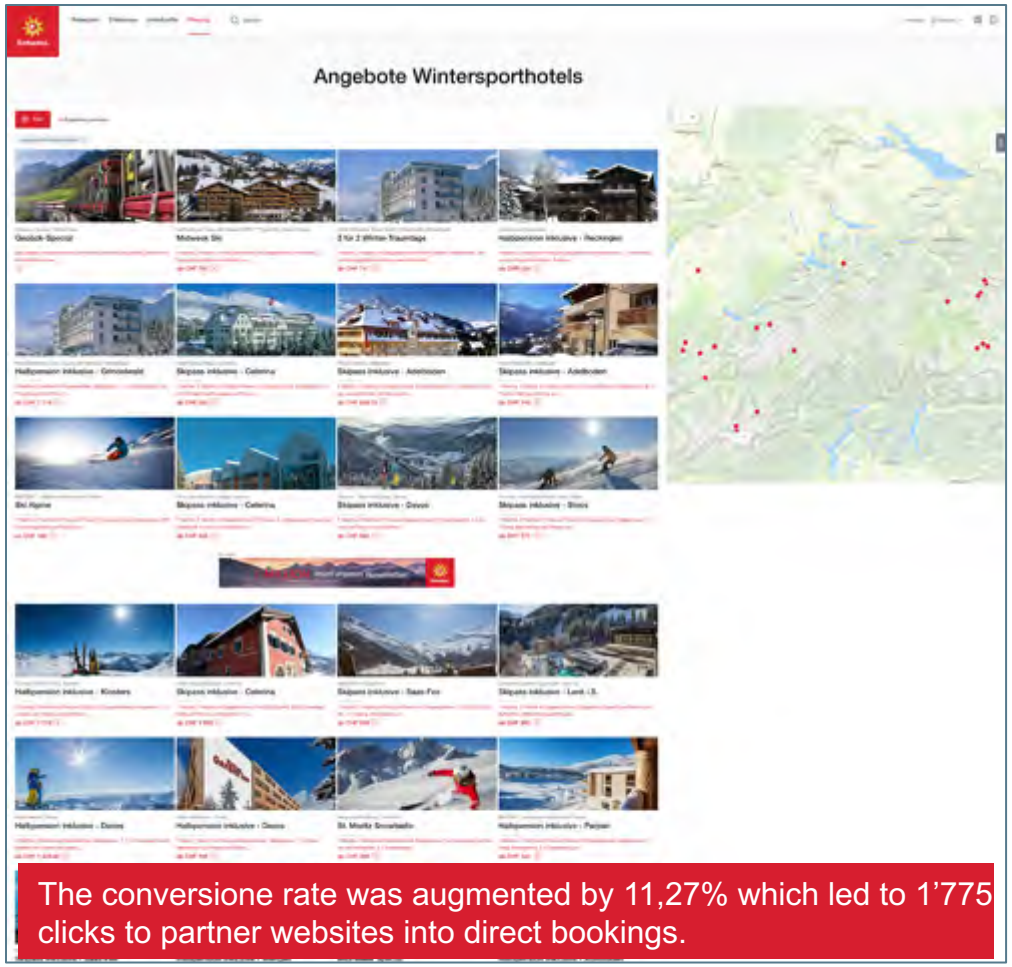




3 target groups were specifically adressed with the activities.

.. 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.

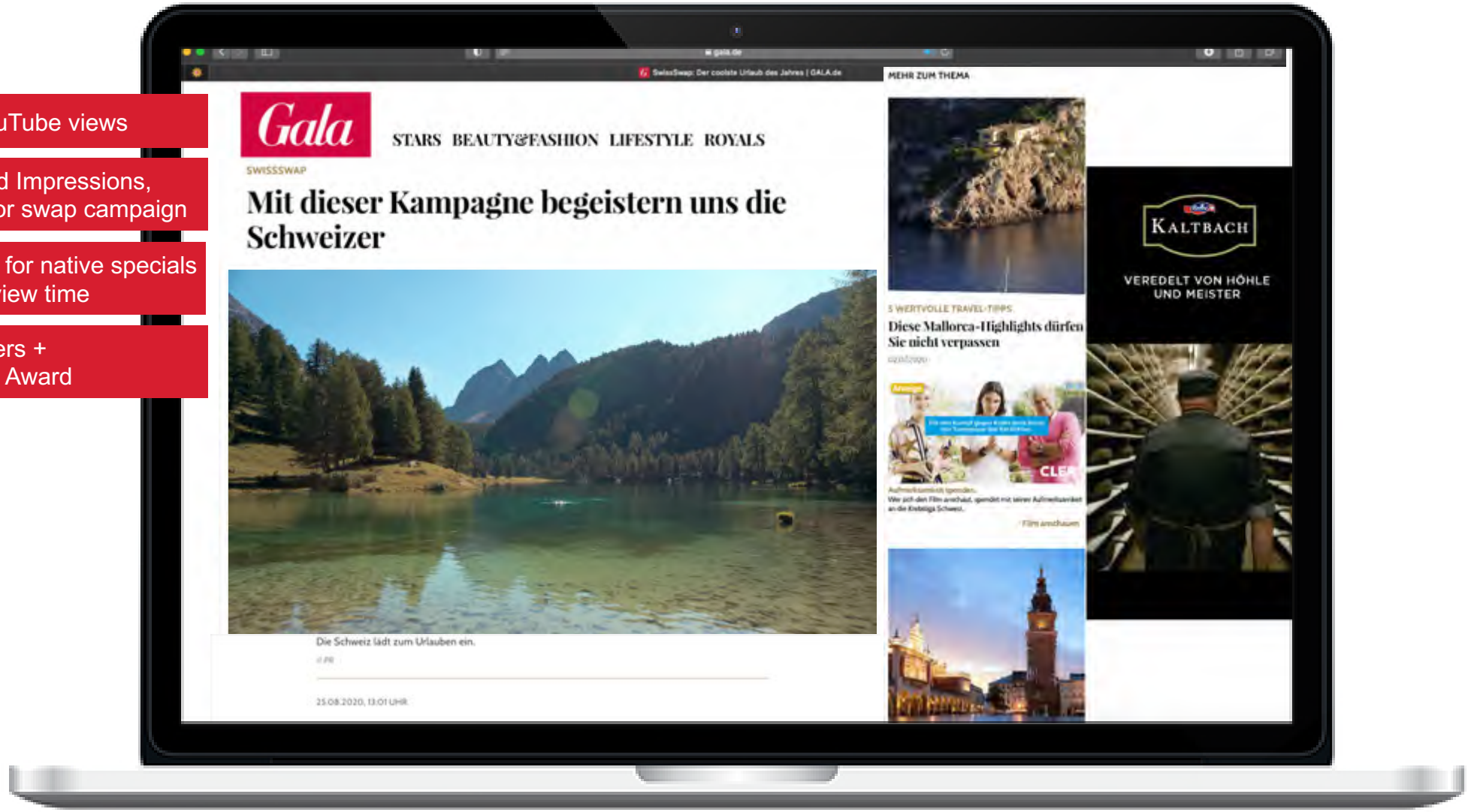
STC – Winter offers
2 nights, breakfast and 1 dinner as of CHF 199.00 per person in a double room.

And of course, we promoted Switzerland in the foreign markets too…

SwissSwap in Germany.

Switzerland.

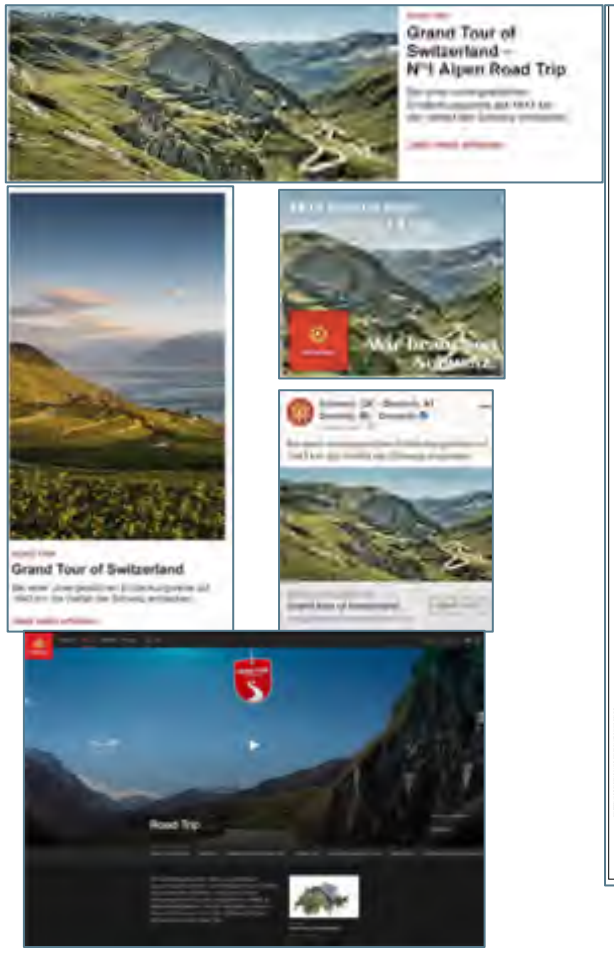
- 4.18 mio. YouTube views
- 40.34 mio. Ad Impressions, 220k clicks for swap campaign
- 88’556 views for native specials 33 sec avg. view time
- 3 lucky winners + 1 Edi Bronze Award



Grand Tour Cross-media campaign in Austria.

Switzerland.

Digital Campaign.



3’115’255 impressions, 6332 clicks.

Print Promotion.

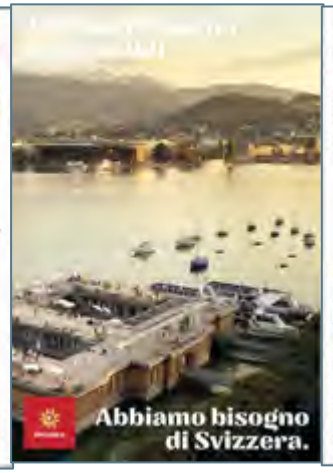
531’250 contacts.

City boost with Trenitalia.

Switzerland.

8 double pages in Corriere della Sera and Il Giornale.

22 mio. marketing contacts.



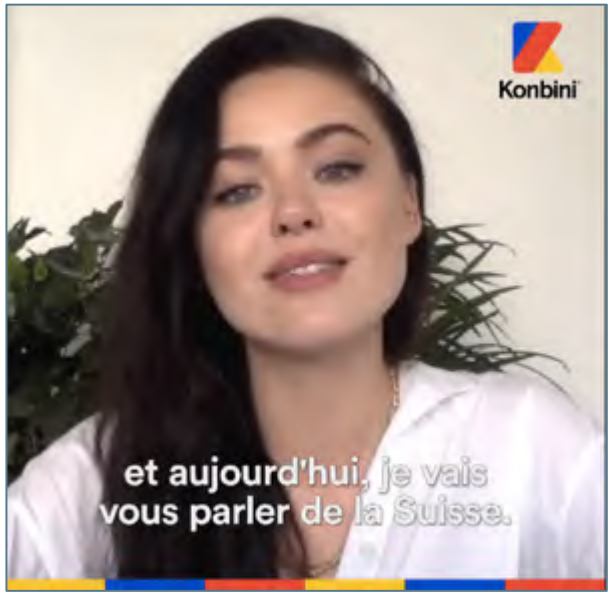
Swiss Lovers saga in France.

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.

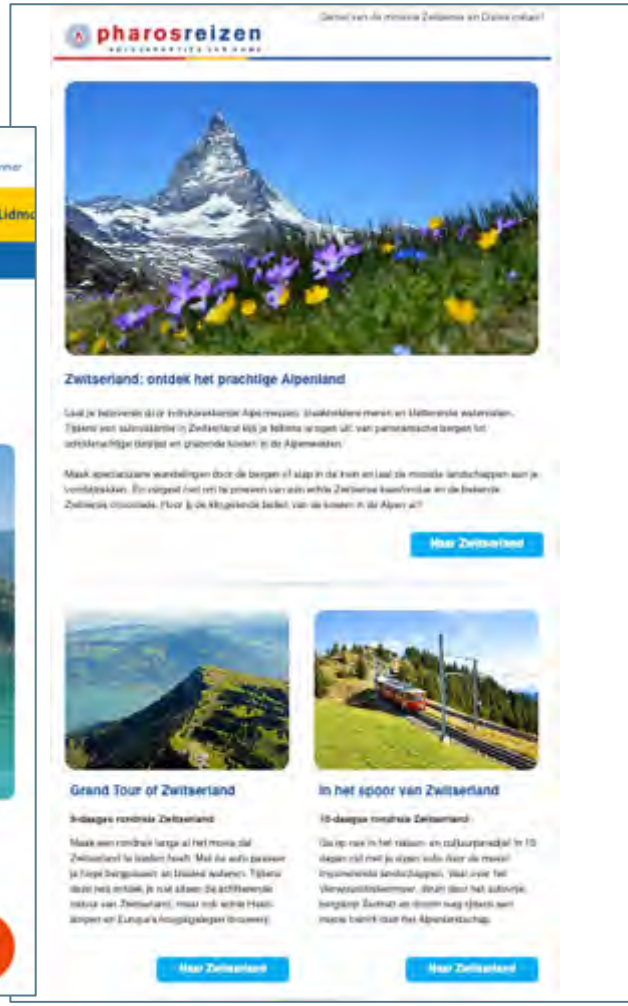
Switzerland.

Interhome Collaboration.

3’703’795 impressions, 46’769 clicks.

Push of Switzerland offers on ANWB Touroperating platform.

1’757 overnights.

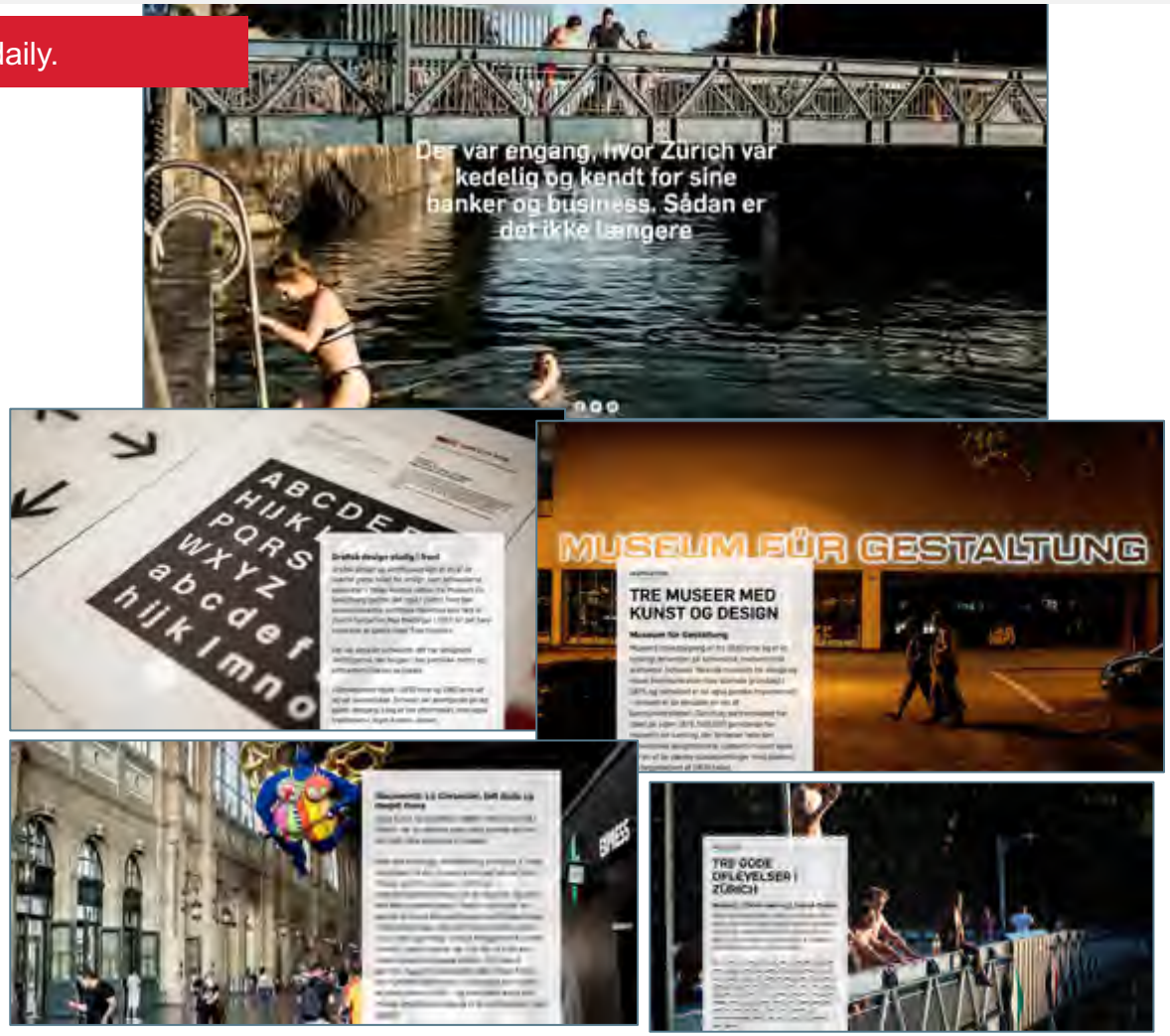


Nordics: City Triology Part I - Zurich.

Switzerland.

Media partnership with Politiken – largest newspaper in Denmark.

Reach: 550’00 daily.



Targeted Ads on FB.

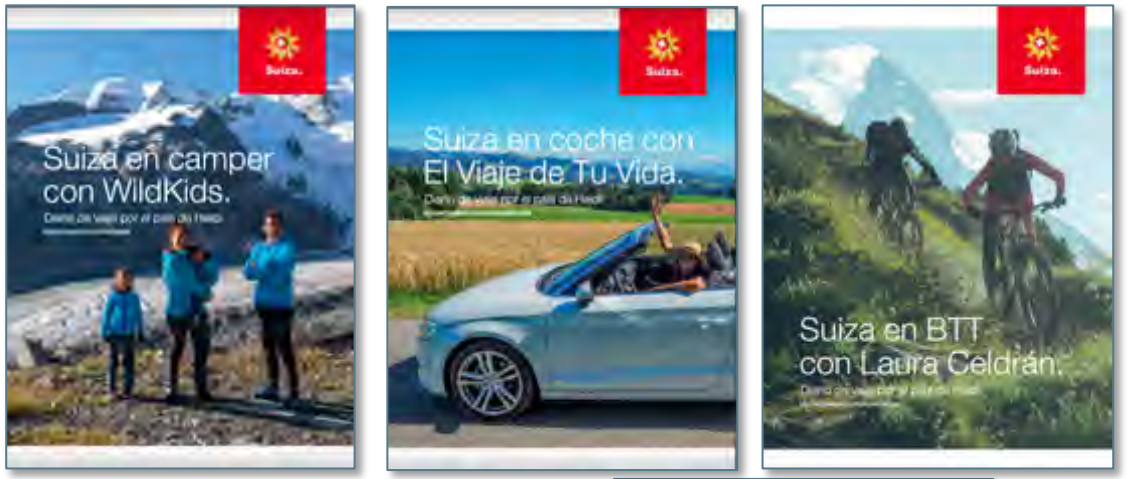
Reach: 99’329, impressions: 179’669, clicks: 1’971.

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.

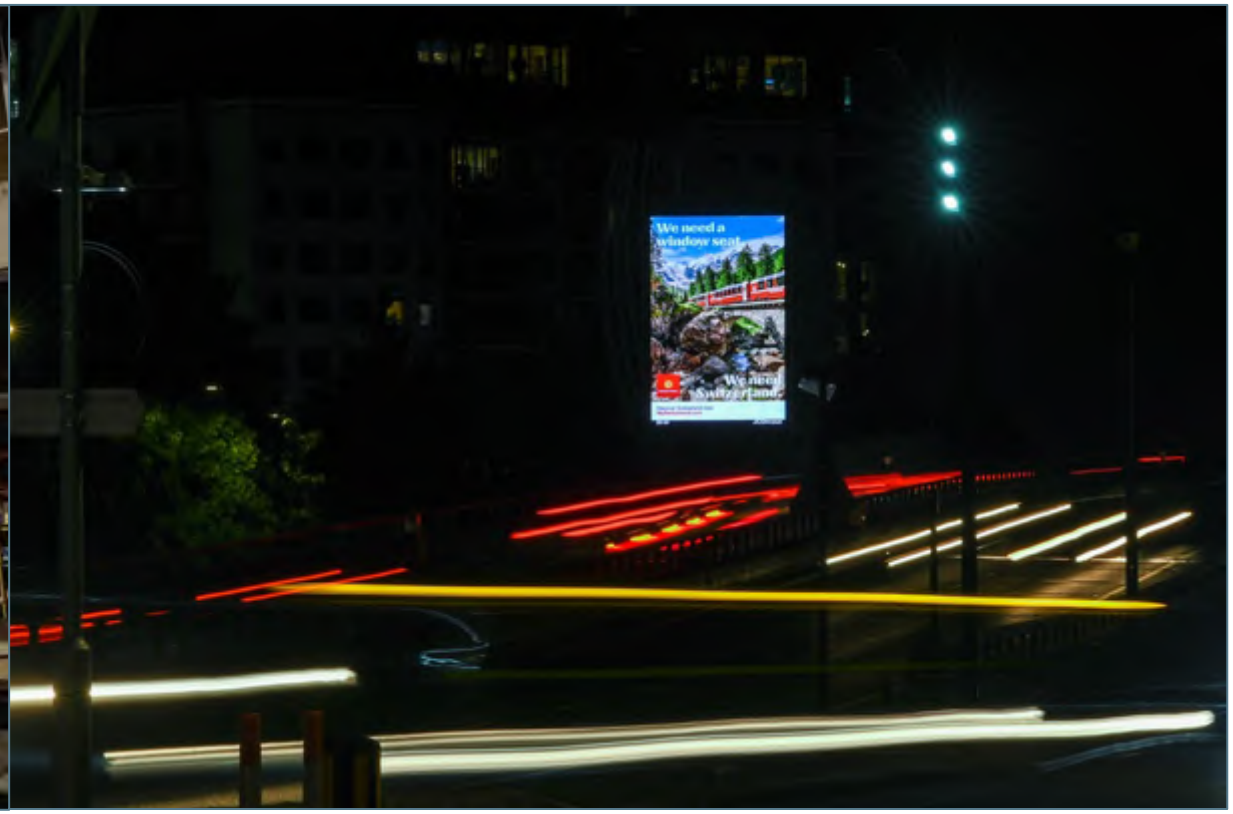


Out-of-Home-Kampagne in UK.

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.

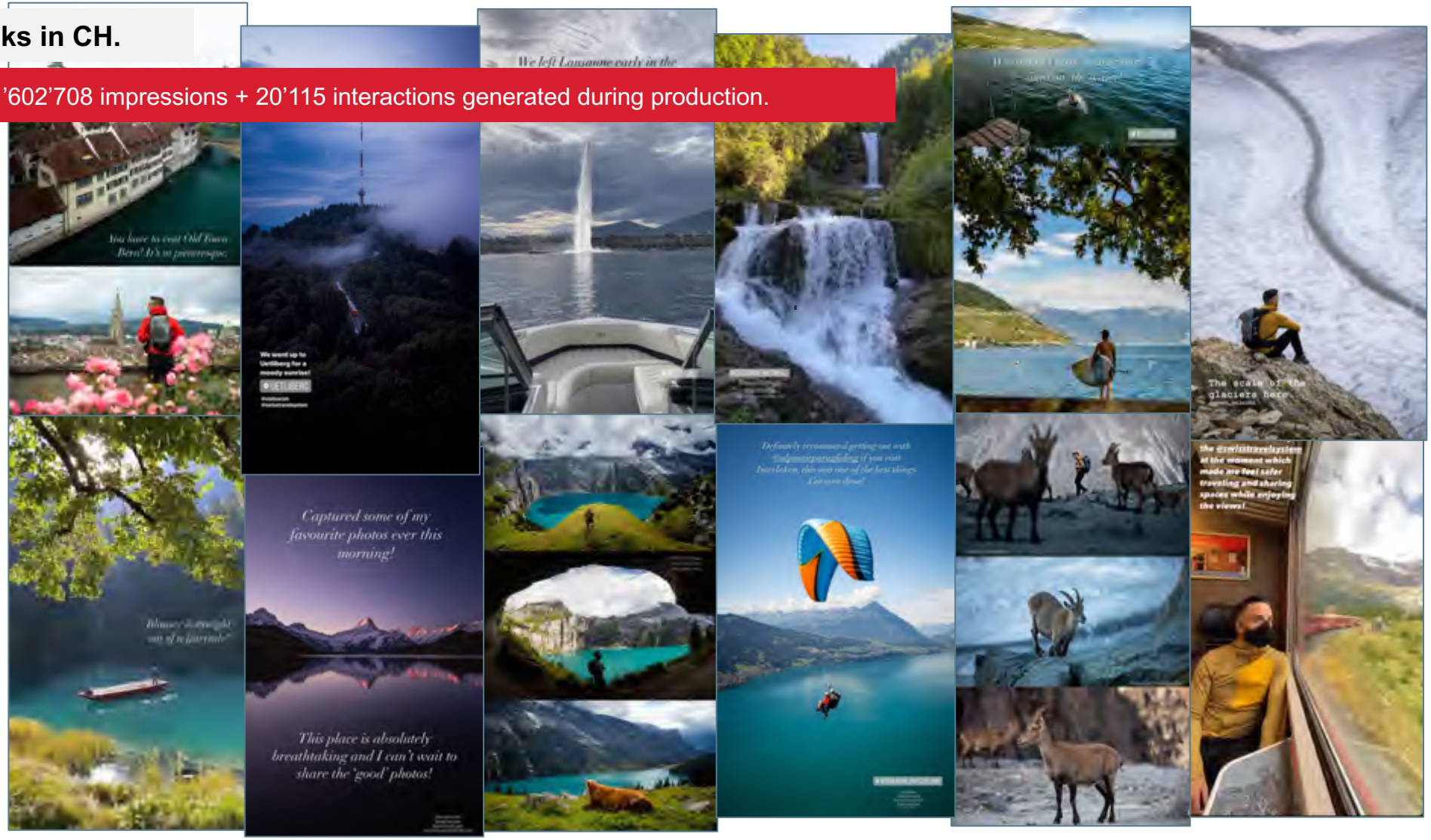
1.05 mio. live viewers.

USA: Trust de influencer.

Switzerland.

2.5 weeks in CH.

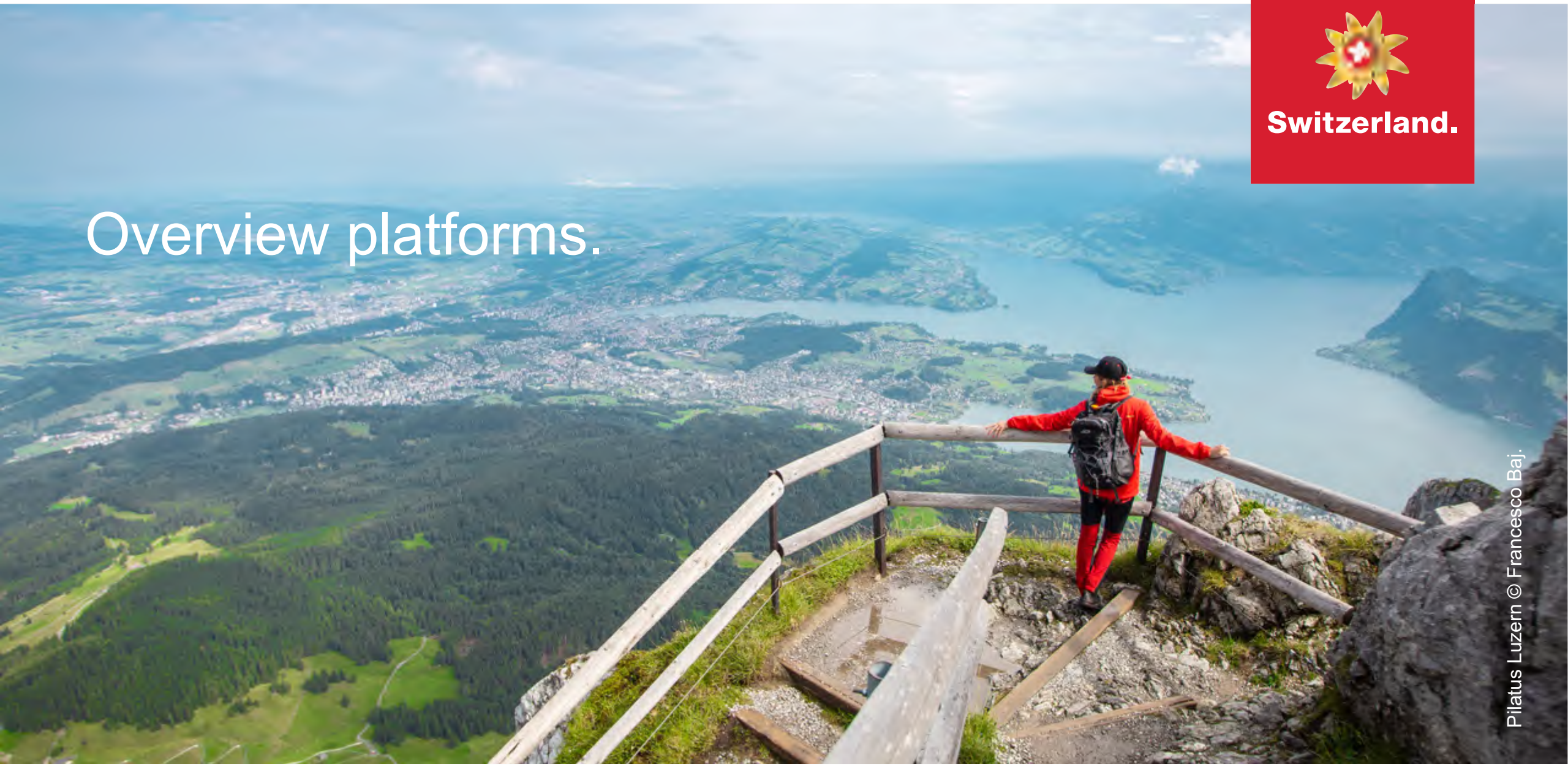
Already 1’602’708 impressions + 20’115 interactions generated during production.



Central activities and market Switzerland.

Vierwaldstättersee ©Schweiz Tourismus

Overview platforms.



Pilatus Luzern © Francesco Baj.

Typically Swiss Hotels.

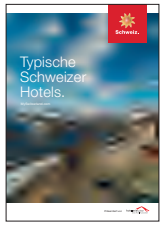
Switzerland.

1. Number of partners 2020: 154
2. 5*: 7 hotels | 4*: 45 hotels | 3*: 67 hotels | 2*: 2 hotels | Swiss Lodge: 12 hotels | No official star rating hs/gs: 21 partners
3. Number of hotels in German part of Switzerland: 136
4. Number of hotels in French part of Switzerland: 9
5. Number of hotels in Italian part of Switzerland: 9
6. Priority markets: Switzerland, France, Germany, North Amerika, BeNeLux, Italy, UK

4WD – Integral Campaigning.

Switzerland.

Promotion



Recommended by Switzerland Tourism
Design & Lifestyle Hotel

- 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.

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.

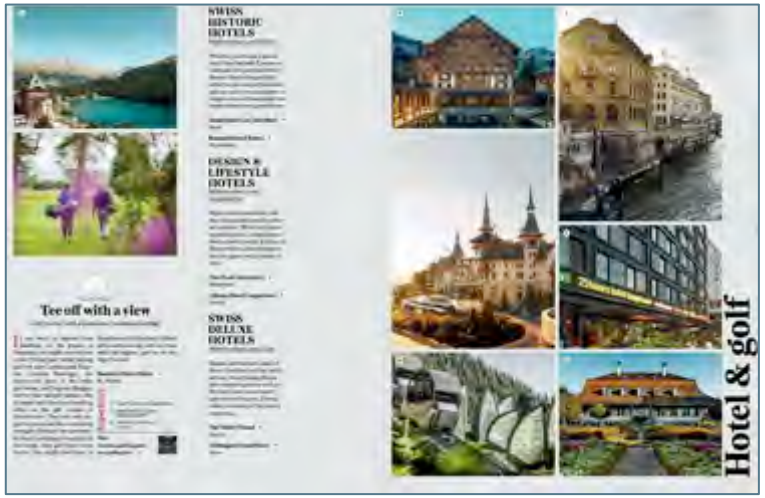
San Bernadino © Schweiz Tourismus.

Accommodation brochure “Typically Swiss Hotels”.

- Presence in the accommodation brochure “Typically Swiss Hotels”
- Distribution through cross-marketing in hotels and via ST
- Circulation: 38’000
- 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



Winter magazine – accommodation integration.

Switzerland.

- Distribution in all ST markets
- Accommodation stories and overview of cooperations
- Circulation: 361’000
- Publication in 6 languages

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 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 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

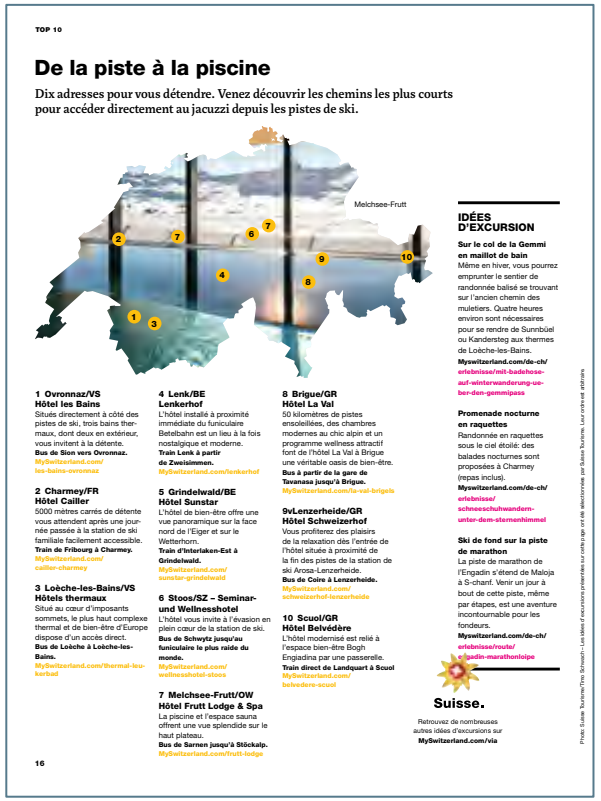
BERN UND UMGEBUNG

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.

Promotion: Via Magazine.

- 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'imposants 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 moderniséest 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/engadin-marathonloipe

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

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Photo: Suisse Tourisme/Thin Schnoch – Les idées d'excursions présentées sur cette page ont été sélectionnées par Suisse Tourisme. Leur ordre est aléatoire.

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 winkt 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

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Foto: Schnee/Tourismusverband Hasliital – Die Tipps auf dieser Doppelseite wurden von Schweiz Tourismus ausgewählt. Die Reihenfolge ist keine Bewertung.

Promotion: Brunchmagazin Bauernverband.

Switzerland.

- 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.

Abstieg nach Motbleux vom Rochers de Naye, Waadtland

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 unzähliger Erlebnisse: der Via Alpina Wanderpass! Auf den 20 Etappen können Wanderer sich 38 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.

Egnach, Ostschweiz / Liechtenstein

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: Brochure distribution.

- Distribution of Typically Swiss Hotels brochures in Wandermagazin Schweiz (G) and Promo Post (F and I)
- August and September 2020
- Circulation: 14’541
- Contacts: 36’000

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.

Switzerland.

- 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.

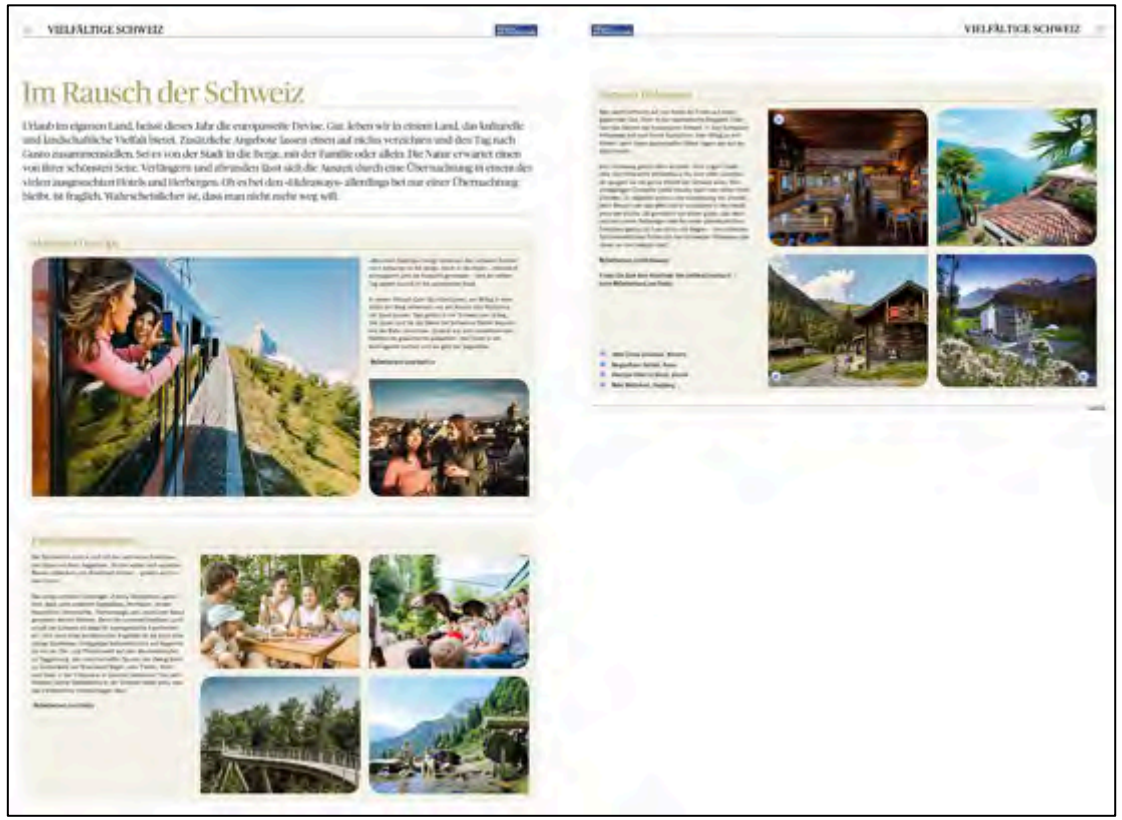
Switzerland.

- 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.

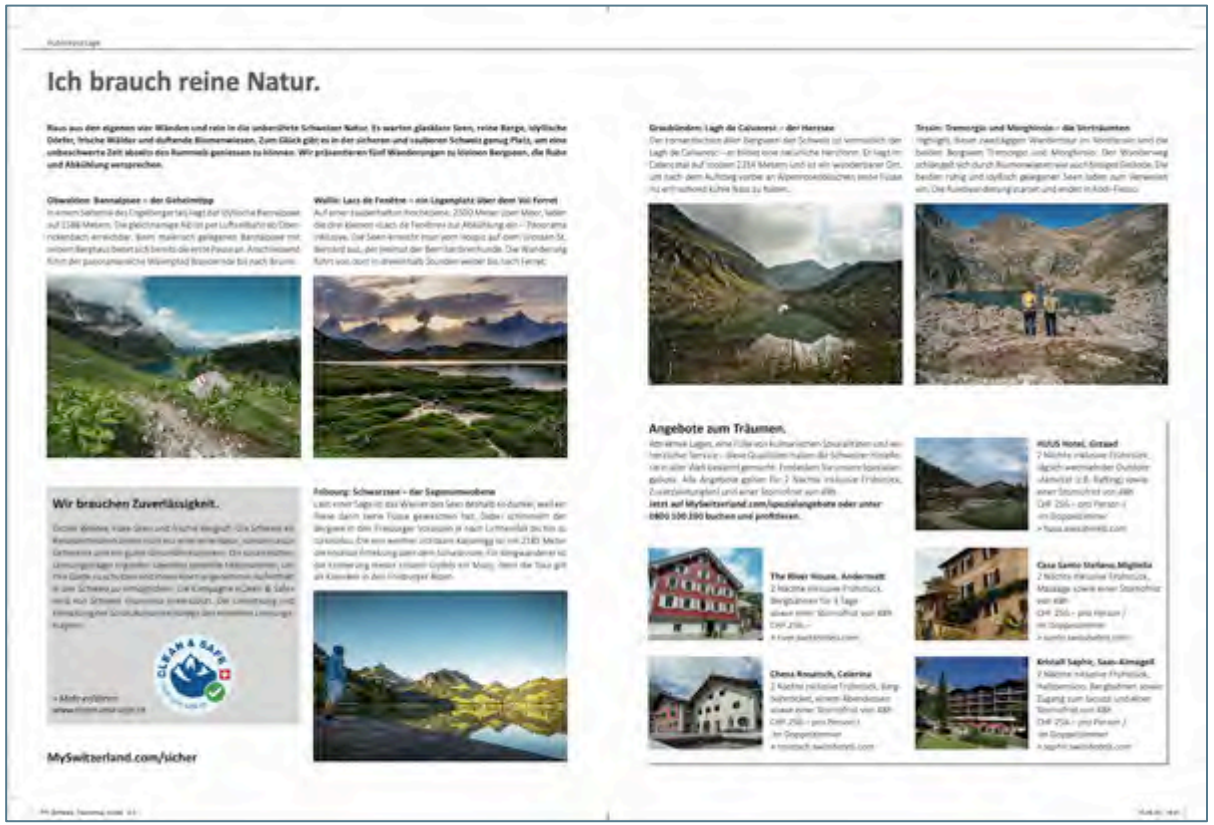
Switzerland.

- 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

Promotion: wandern.ch.



Ich brauch reine Natur.

Wir brauchen Zuverlässigkeit.

MySwitzerland.com/sicher

Angebote zum Träumen.

- 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.

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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 *** Lauenen

Hotel Silberhorn **** Wengen

Hotel Alpina *** Vals

Badehotel Salina Maris Wellness & Vinatge **** Rheinfelden

Hotel Kristall-Saphir ***sup Saas-Almagell

Albergo Casa Santo Stefano **Garni Mogliella

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

Bien-Être: La Suisse, haut lieu du Wellness

Coin des initiés: Les plus beaux hôtels avec plage

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

- 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

Media.

Naturpark Diemtigtal © .

Media: Tele Magazin.

Switzerland.

GAAANZ
HEISS

Die Faszination des Saunierens kann man in speziellen Locations erleben – etwa in einem Bohrturm, auf einem Saunaboot oder in einer Jugendherberge.

Weitere Tipps

- Weekly TV magazine with tv program and articles. Article about Saunas.
- March 2020.
- Circulation: 280’000
- Contacts: 280’000

Media: Femina.ch.

Switzerland.

- Femina is the women's magazine of French-speaking Switzerland and reports weekly on the latest trends in fashion, accessories, beauty, health and travel. Online article about new hotels in the alps or city.
- January 2020
- Circulation: 220’000

Media: Tele Magazin.

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

Media: Tele Magazin.

Switzerland.

O du fröhliche
ADVENTSZEIT

Dass dieses Jahr alles ein bisschen anders ist, ist kein Grund zum Trübsalblasen. Mit unseren Tipps kommt im Nu besinnliche Stimmung auf.

- Weekly TV magazine with tv program and articles. Article about christmas decorations.
- Circulation: 280’000
- Contacts: 280’000

Digital Marketing.

Switzerland.

Région Dents du Midi © Litescapemedia.

Webvisits 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 as a whole.

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.

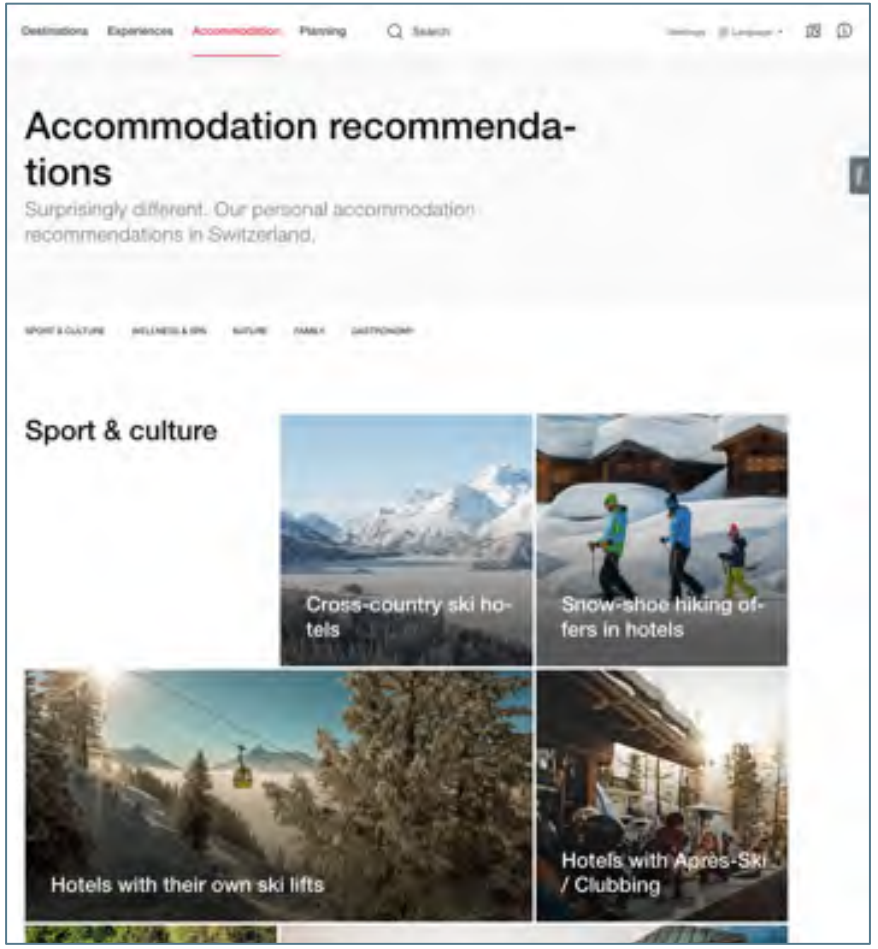
Switzerland.

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.

Accommodation Listicles.

Switzerland.

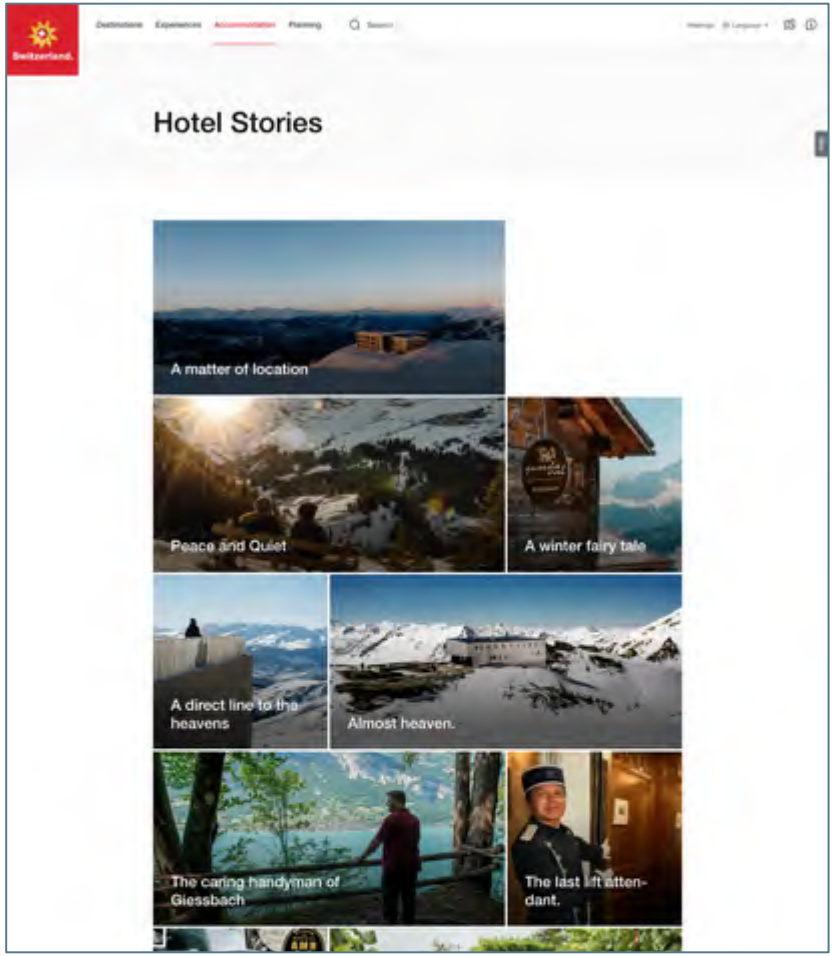
Duration	01.01. - 31.12.20
Page Views	4’496
Average Time on Page	00:29
Integration	https://www.myswitzerland.com/en/best-of-swiss-hotels.html



Multimedia Stories – Landing Pages.

Switzerland.

Duration	01.01. - 31.12.20
Page Views	709
Average Time on Page	02:04
Integration	https://www.myswitzerland.com/en-ch/accommodations/stories/



Switzerland.

Search Engine Marketing and Programmatic Advertising.

eMarketing: Search Engine Marketing.

Switzerland.

Google AdWord campaigns for all accommodation cooperations

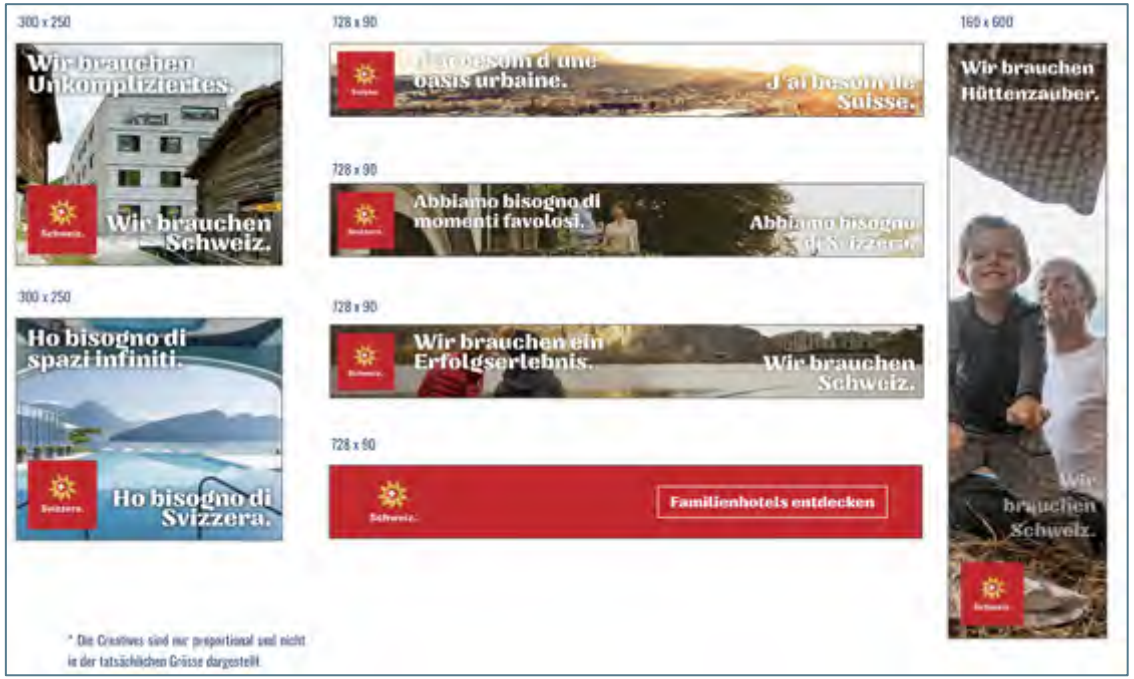
Campaign:	SEA Google Campaign – All Cooperations
Duration:	01.01. - 31.12.2020
Publication:	Switzerland, Germany, FR, UK and USA
Target:	Drive high-quality traffic on accommodation pages

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. Handlungsorte)

CPV - Cost per Visit = Spend/Visits

Switzerland.

Generic & Stand Alone Newsletter.

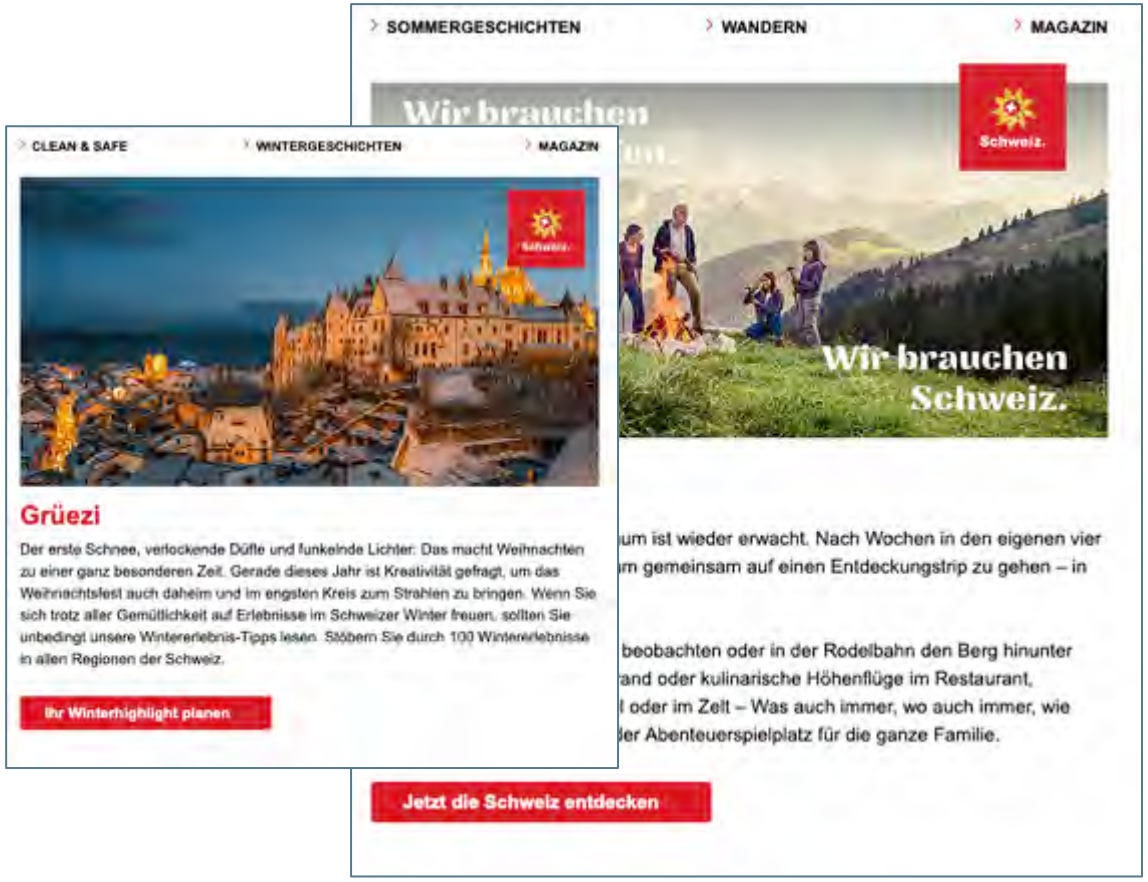
Generic Newsletter.

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%.



eNewsletter January.

Switzerland.

The 01/2020 NL was sent to the usual markets. Main topics were Swiss winter activities. The average open rate performed average (16.44%), the Swiss edition achieved with (26.87%) a very high score. The CTR (3.03%) as well as the CTOR (18.41%) performed average.

Looking at the detailed reports the family related topic "12 family friendly winter destinations" (CTR 0.77%) was the best clicked article over all markets followed by "Ski-in ski-out hotels" and "From city to snow in 90 min" each with CTR of 0.32%.

eNewsletter February.

Switzerland.

Main topic of the 02/2020 Newsletter was the upcoming spring time with its variety of activities to offer. It was send to the usual markets. The open rates performed pretty well (16.89% in average). The CTR (2.26%) as well as the CTOR (13.33%) performed below average.

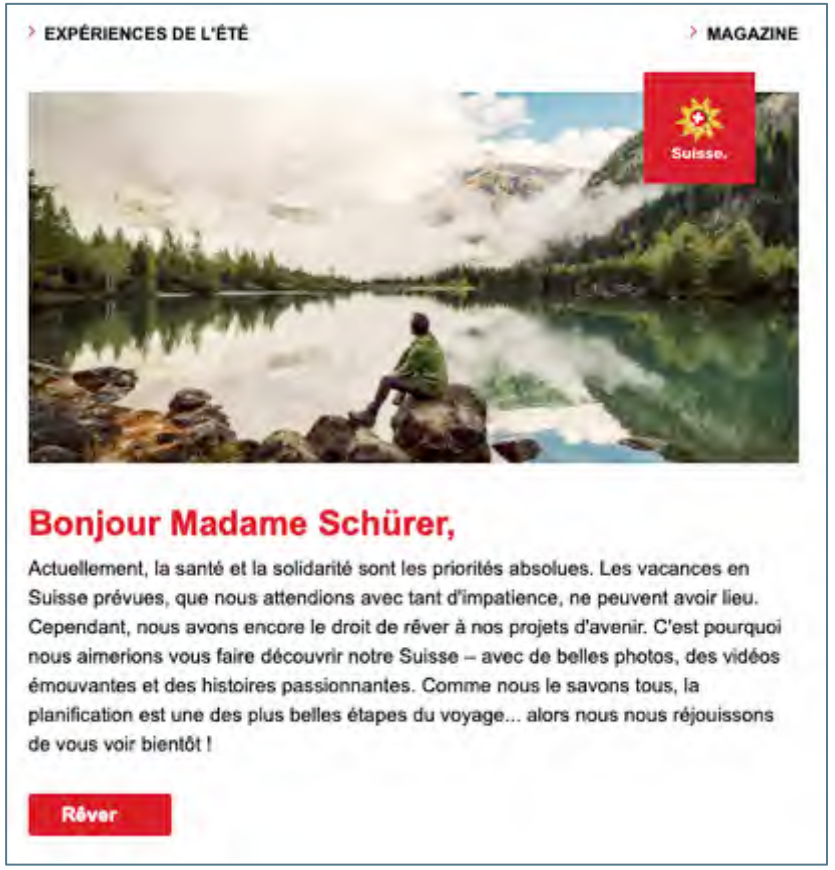
The detailed reporting shows that the topic "Swiss Gourmet restaurants 2020" (CTR 0.40%) was the best clicked article over all markets followed by "Snowshoe hikes" and "Basecamp for touring fans" (CTR each 0.28%). The topic "Grand train tour app" performed very well in the Netherlands, Benelux and in the International version.

eNewsletter March.

Switzerland.

Key message of the March Newsletter was "dream now – travel later". It was send to the usual markets, except ES and UK and it achieved a high open rate (21.68% in average). The CTR (3.06%) as well as the CTOR (14.11%) performed well, too.

The most clicked article was the Culinary tip (0.91%). Less clicked articles were the summer stories (0.26% resp. 0.24%). CH, DE, NL, Belux and IT achieved good scores in all articles.

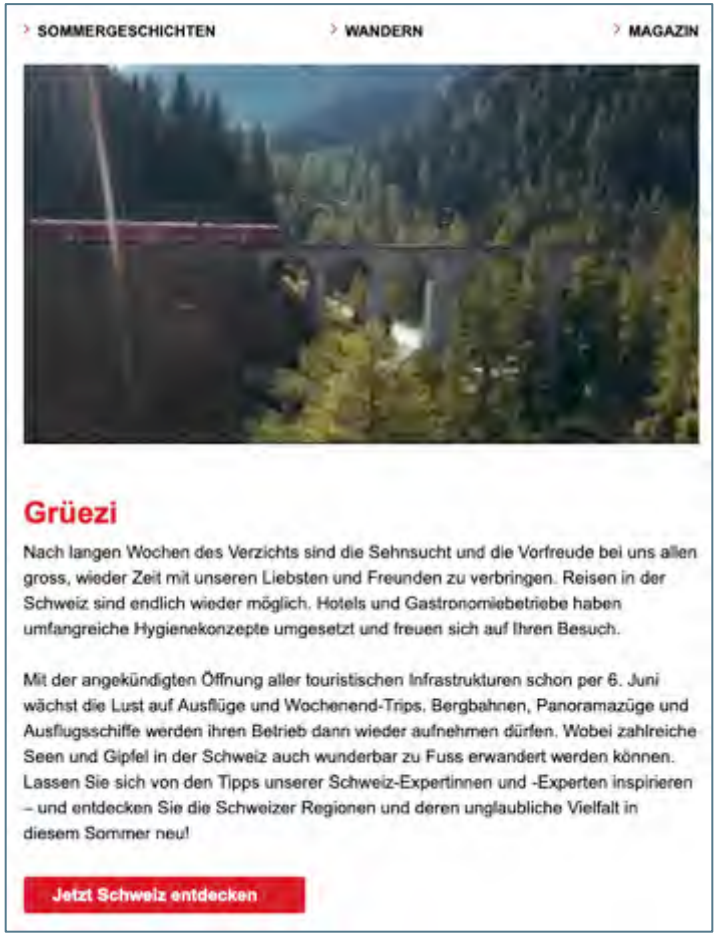


eNewsletter May.

Switzerland.

After skipping the April Newsletter edition during the lockdown we have started up our newsletter production again with several market specific editions (pls see Reporting Stand Alone Newsletters). On 8th of June we did communicate the campaign start including seven Persona related Introductions. Distribution to all markets (except ES and IT).

Opening rates and CTOR (20.44%) was higher than average. From the different Introductions the segments Outdoor Enthusiast, Wellness and Nature Lover (5.35%) performed best, the Family segment and the Generic Intro (0.43%) comparatively poorer. Also the topic "authentic places" and news content like "openings" performed well in contrary to content like key stories and partner content.

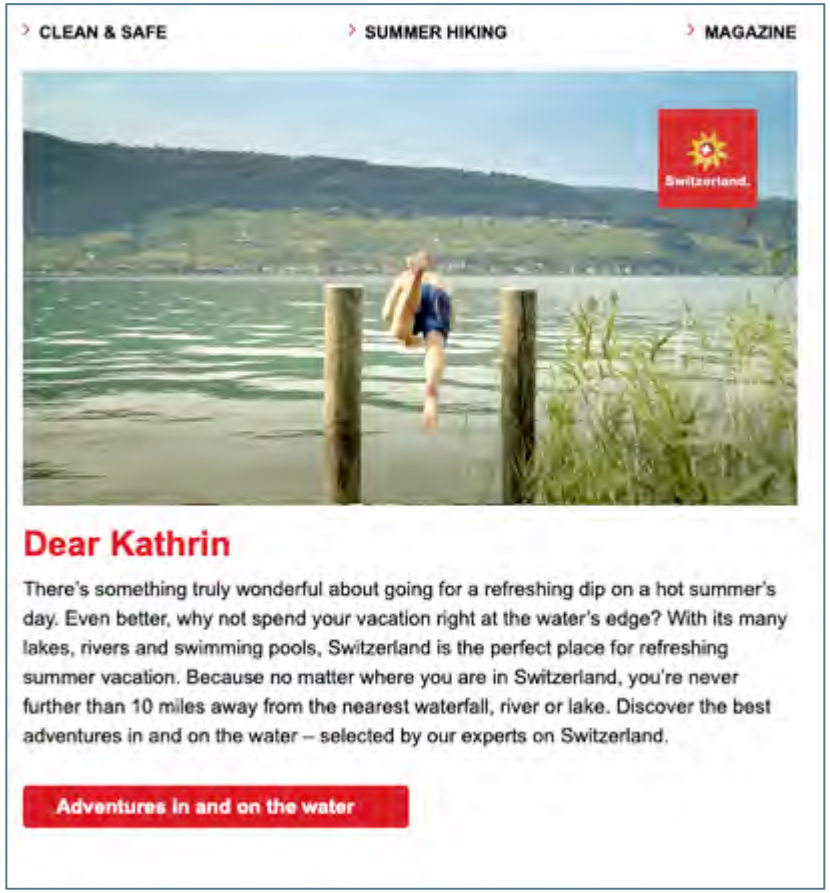


eNewsletter June.

Switzerland.

Main topic of the June edition was Water and summer activities. For the first time we did include a video in all markets instead of Keyvisual. The edition was sent to all markets except UK.
The perception rate was still high in CH and Germany. Most other markets had a lower Opening rate and CTOR in comparison to the May NL.

The water related content was popular, all topics achieved click rates rates between 0.33% and 0.55%. Striking is the high click rate when it comes to the Key story Cadagnosee with 0.54%, which is usually significantly lower for Key stories. Also the market specific content from Benelux achieved good rates.

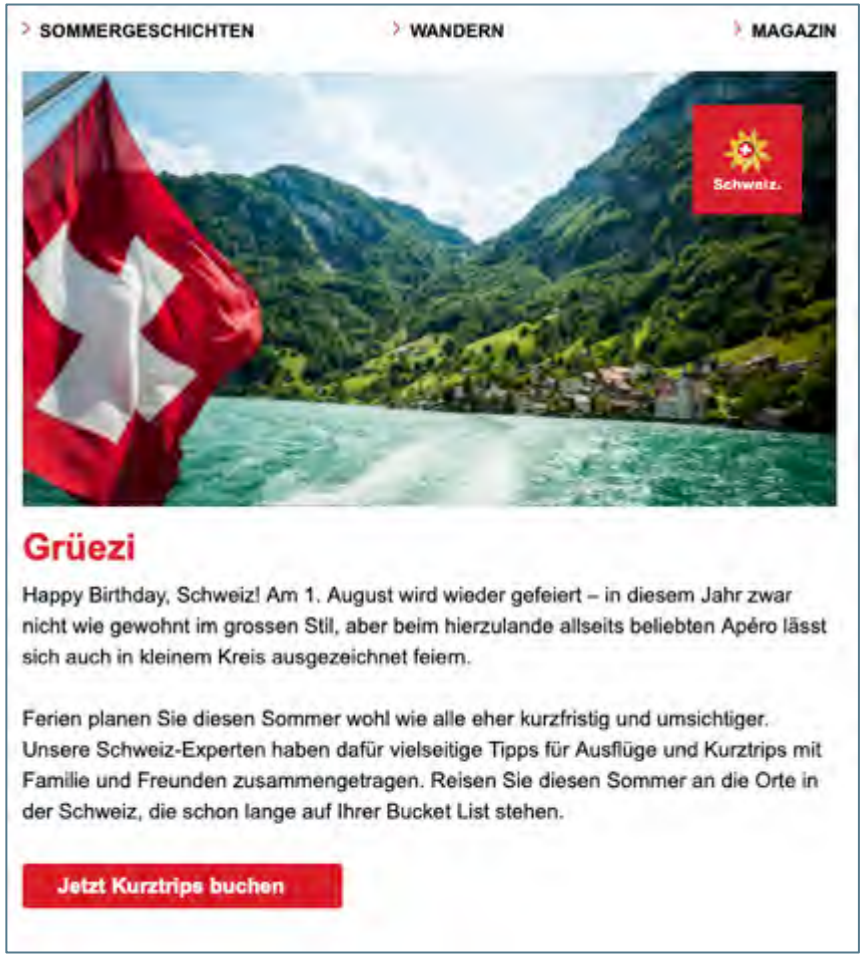


eNewsletter July.

Switzerland.

Main topic of the July edition were the birthday of Switzerland and tips for seasonal short trips. The edition was sent to all markets. The average opening rate of 20.08% was pretty high. The reason could be the attractive subject line: "Happy Birthday Switzerland". The INT version reached with 49.92% opening rate a specifically high score.

The most popular content was the Quöllfrisch contest in the CH version with a click rate of 4.1%. The best clicked article over all markets was the article from the hotel section: "living tradition". Also very popular was the recipe "Zürcher Geschnetzeltes" in the US and INT markets.



eNewsletter August.

Switzerland.

Main topic of the August edition was Autumn. The edition was sent to all markets expect to Spain and INT. The average opening rate is 18.44%. Switzerland reached the highest Opening Rate with 28.17%.

The different intros performed quite well. The most popular was the "field of gold" with an average of 2.39%, followed by the intro "above clouds" with 2.06 %.

One of the most popular contents was "Wanderungen zu den buntesten Bäumen" in the CH version with a click rate of 2.09% in German and 3.18% in French.
The contest "50 road trips zu gewinnen" reached 2.50% in German and 2.03% in French.
The contest "Kurzferien gewinnen" reached 2.20% in German and 1.81% in French.

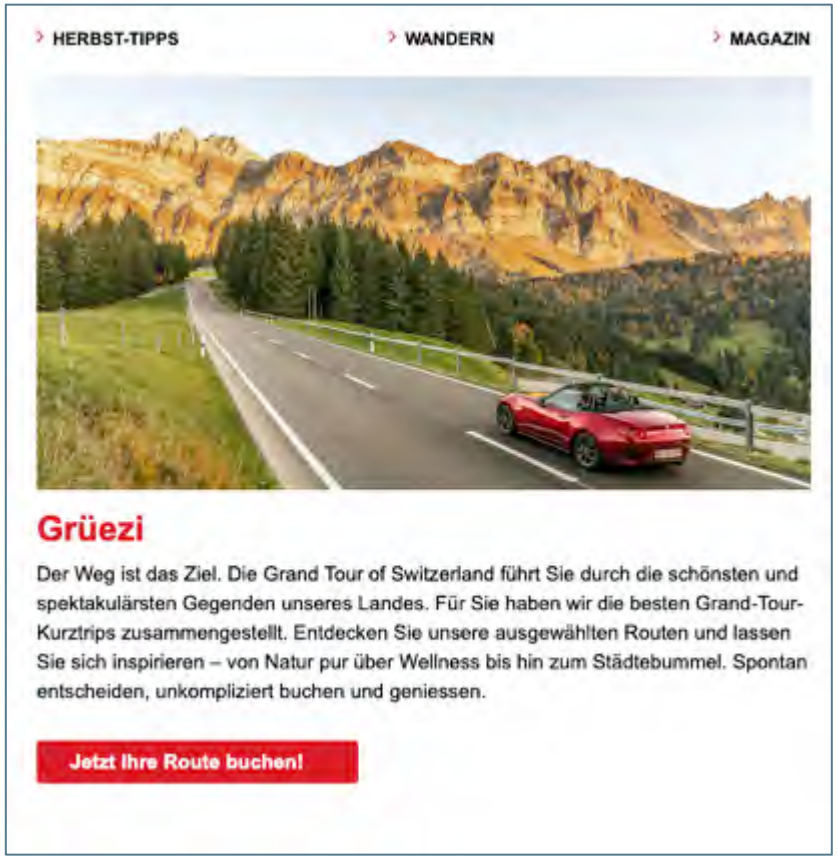
eNewsletter September.

Switzerland.

Main topic of the September edition was touring and the Grand Tour of Switzerland. The edition was sent to CH, DE, AT, FR, IT and ES. The average opening rate is 17.65%.

The topic "Mit dem Zug durch bunte Herbstlandschaften" performed well in the CH market with an average of 1.17% in German and 1.11% in French.

"Mitmachen und gewinnen" performed well in DE with a click rate of 1.61% and in AT with a click rate of 0.65%.
The the culinary topics performed quite well and reached a click rate between 0.24% and 0.32% in the markets and a click rate between 0.75% and 1.02% in CH.

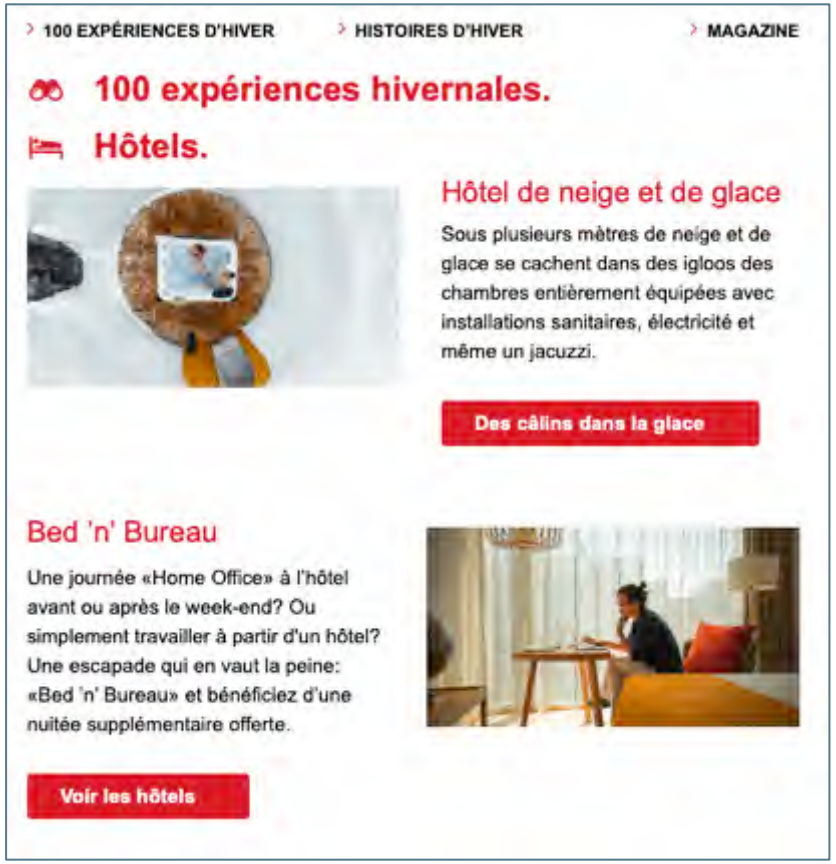


eNewsletter November I.

Switzerland.

The Winterstart Newsletter was sent on 23rd of November. The edition was sent to all markets except UK. The average opening rate is 18.97%.

Analogous to the winter start in 2019, three different Intro versions were distributed: Family, Outdoor Enthusiast and Snow Lover. All remaining segments were assigned to Snow Lover. The high click rates of recipients in the Outdoor Enthusiast segment show that they consider the content to be very relevant (average of 11.46% in Benelux and 6.76% in USA). Also the winter news for Outdoor Enthusiast was one of the most clicked article with an over all average of 3.48%.



eNewsletter November II.

Switzerland.

The Advent Calendar was the star not only of the NOV NL versions but also of the whole year 2020. The Calendar was integrated in the markets CH, DE, AT, UK and FR. The highest Opening rate achieved CH with 51.45%.

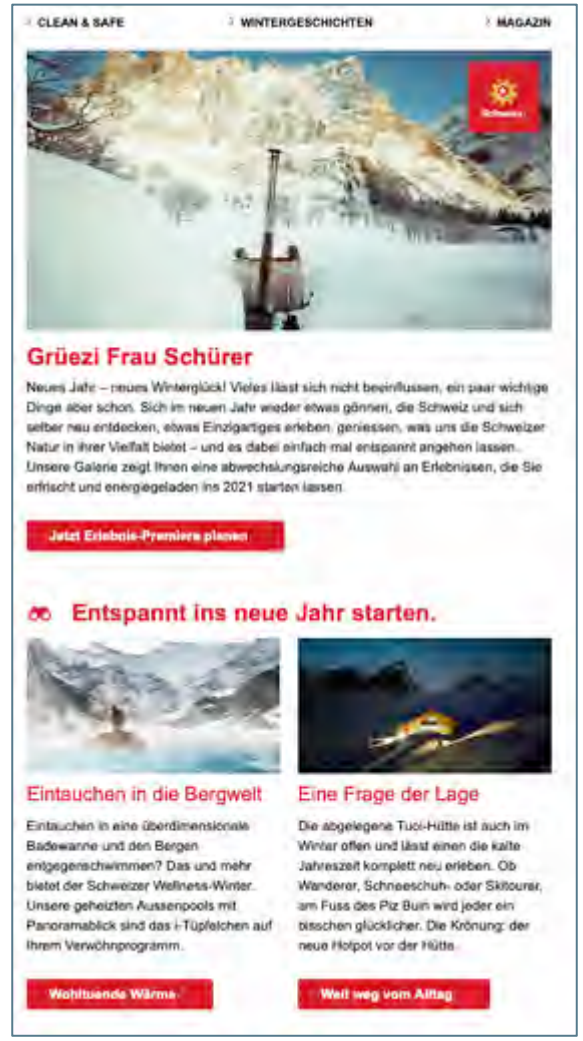
Because of the high scores of the Advent Calendar versions the NL achieved a good Opening rate of 20.73% and a fantastic CTOR of 40.18% in average. Besides the news topic "Opening of Eiger Express" with a click rate of 0.42% and the topics "Winter brochure download" and "Winter Video link" in the EN-speaking versions performed well. Also worth mentioning is the topic Warren Miller's sweepstakes in the US version with a click-through rate of 2.52.

eNewsletter December / January.

Switzerland.

The last edition of 2020 was send out on 7th of January, included a happy new year wish and inspirational content for winter activities and also wellness. Due to the corona situation the edition was only sent to markets CH, DE, AT, IT, ES and US/CA. The Opening rate is with 21.11% above average. But opening rates and engagement rates are much higher in the CH and DE editions in comparison to the editions IT, ES, AT and US. Probably due to the Corona situation.

The culinary tipp was the most clicked article with 0.73% (CTR). In the market specific inputs the article "treno gottardo" was most clicked.

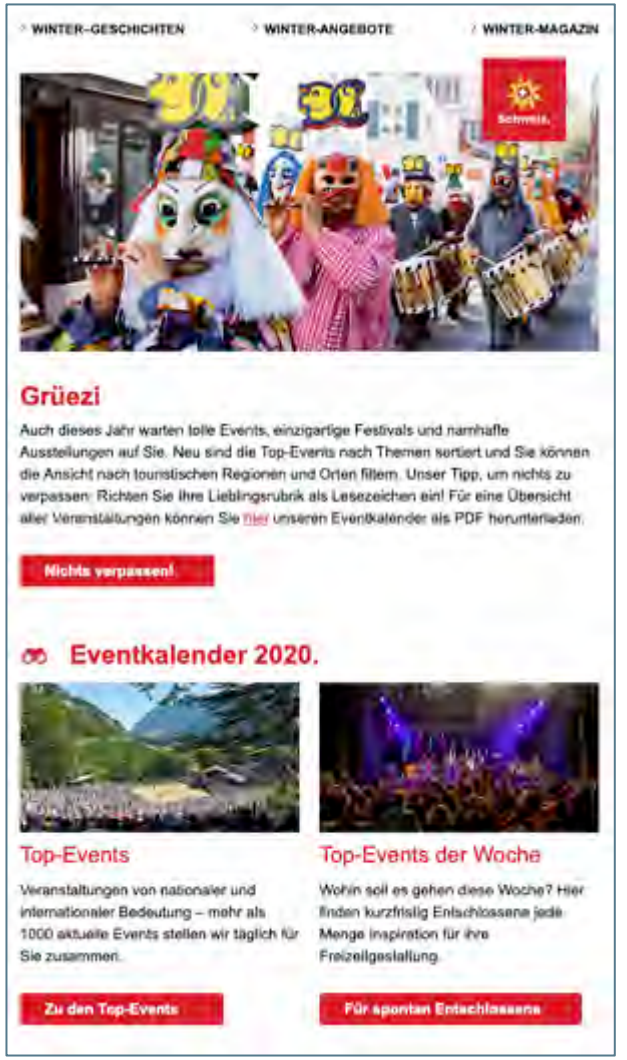


Stand Alone Newsletter *Events*.

Switzerland.

The Events SA was sent out to the usual markets. The Opening rate in average was pretty low (17.65%), but the CH Version had very high score with (29.47%). The CTR (2.82%) and the CTOR (15.96%) performed below average. Also here the CH Version has higher scores (CTR 4.41%) which assumes that the the highest interest in general fro Events we find in Switzerland. On the other hand subscribers from others markets were very active readers if they opened (INT CTOR 28.19%).

Top clicked articles were "Top-Events" (0.92%) and "Exhibitions" (0.48%). Also "Festivals", "Top events of the week", "Customsand Traditions", "Sports" and "Cities" achieved a good score around 0.30% CTR.

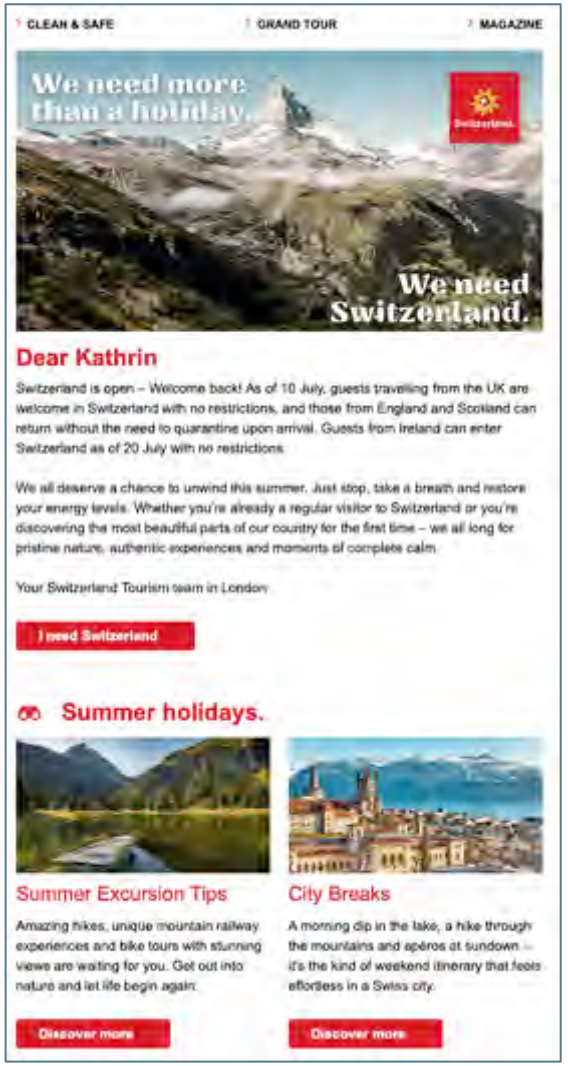


Stand Alone Newsletter *Open Borders*.

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.

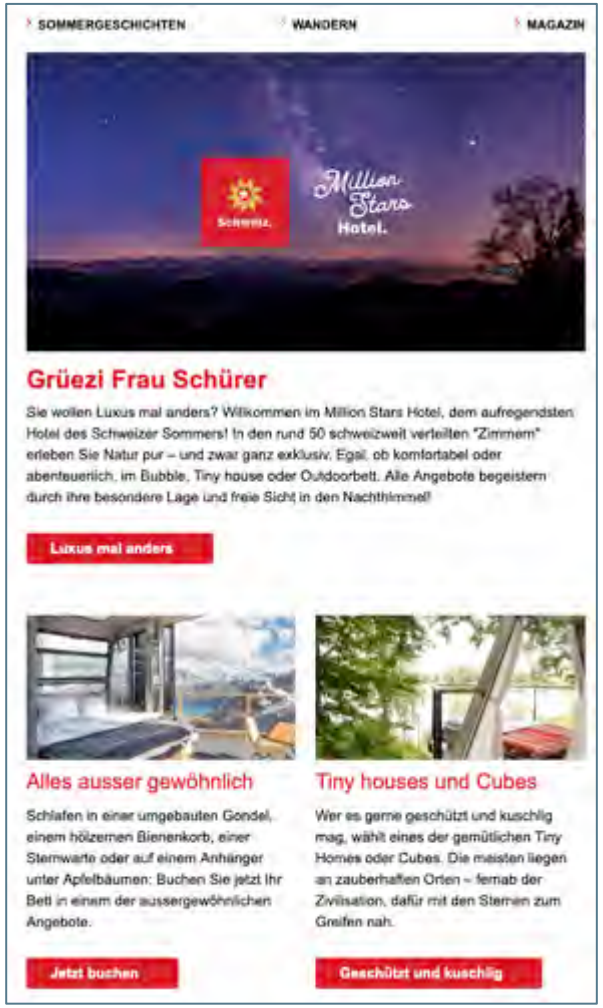
The Opening rate (32.53%) and the CTOR rate (21%) are significantly above average. All articles achieved good click rates. Winner was the article "Short vacation" with a Click rate of 2.23%.

Stand Alone Newsletter *Million Stars Hotel*.

Switzerland.

The Million stars Hotel SA was sent to CH and DE markets only.

The Opening rate with 23.08% is pretty high. Also the CTOR performed above average with 17.96%. The market CH version achieved significantly higher results than the Germany one.



Stand Alone Newsletter *Family*.

Switzerland.

The SA Family was sent to all markets except UK and US. Only to the Family segment (including kids4free)to 28.845 Subscribers. The NL was sent with Videomaterial instead of Intro-picture.

The average Opening rate was high (31.92%). And the CTOR with 19.62% good.The highest rates had the Netherlands (Opening rate: 46.81%; CTOR: 27.97%), the lowest Italy with Opening rate: 18.85%. and CTOR 15.68%. The best clicked articles were "Educational short-trips" and "day-trips".

Stand Alone Newsletter *Grand Tour of Switzerland*.

Switzerland.

The SA GToS was sent to all markets except US and INT.
The average Opening rate was 18.73%.
Switzerland had a 30.16% Opening Rate.

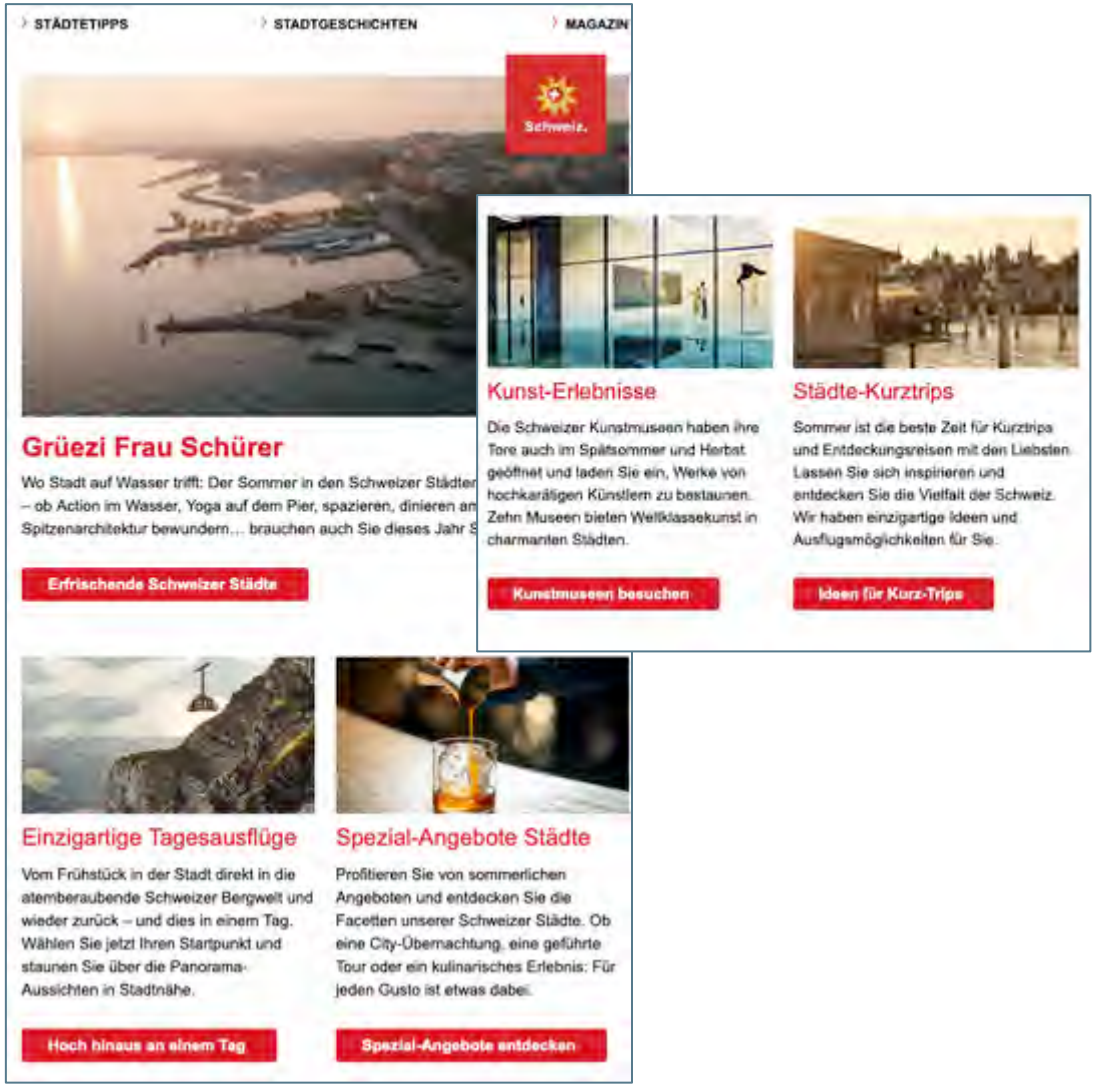
The average CTOR was 15.35%. The Netherlands had 20.05% and UK had 25.54%.
The most clicked articles were GToS Packages and The magic of beautiful places.

Stand Alone Newsletter *Cities*.

Switzerland.

Due to the Corona situation the Cities SA was not send to Belux, USA and also not to our international Subscriber list (except Europeans). As we do not send NL to Spain during August there was also no ES version. The NL was sent with Videomaterial instead of Intro-picture.

The average Opening rate was 18.46%. Again CH had the best Opening rate by far with 28.60%. The average CTOR was 14.23%. The most clicked article was "Unique day trips" with 1.13% in average.



Switzerland.

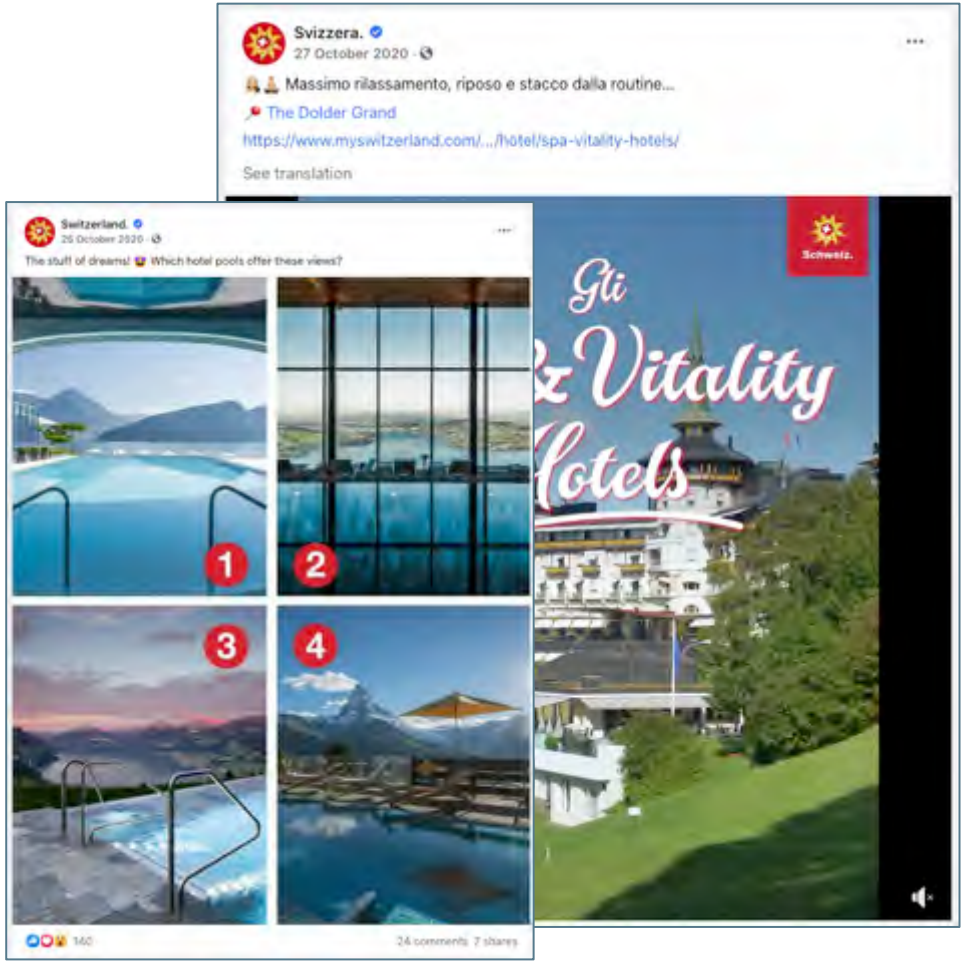
Social Media.

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%

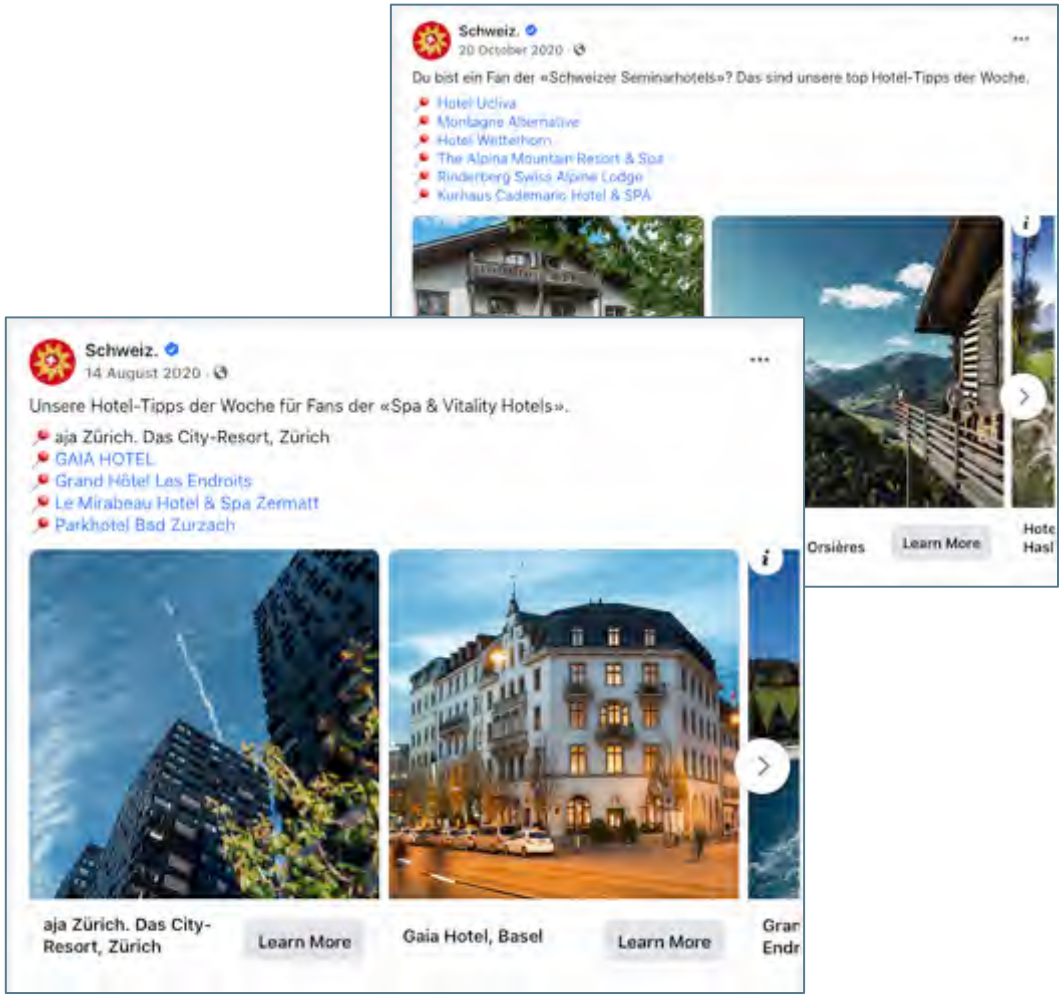


Social Media: Paid Integration *“Grundrauschen”*.

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

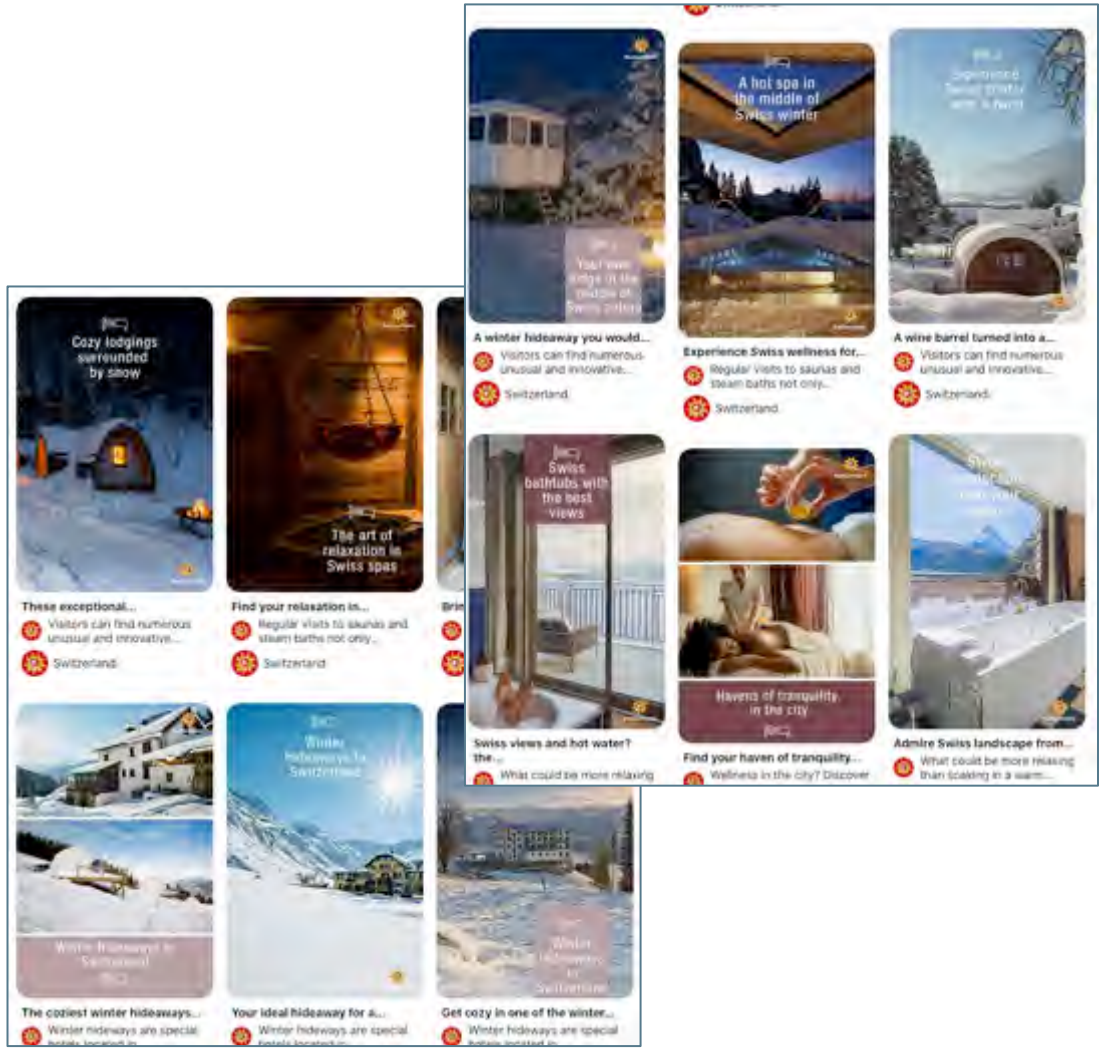


Pinterest.

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.

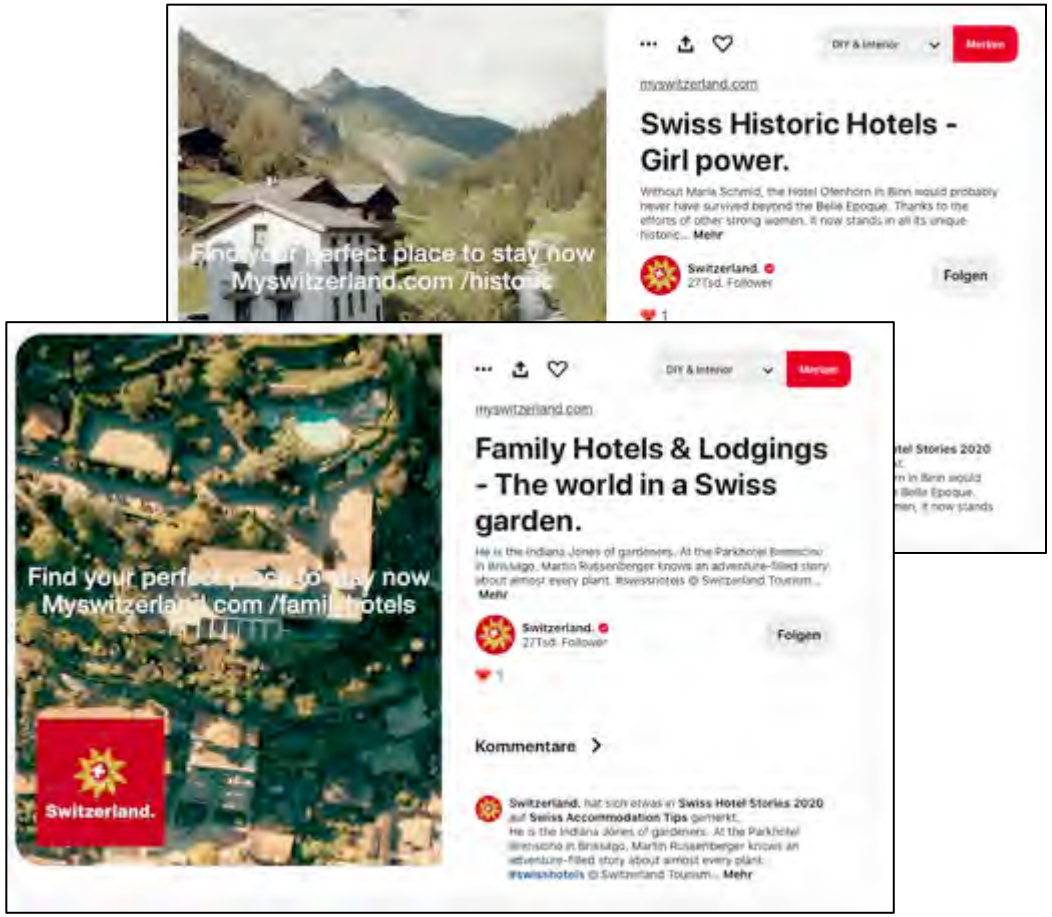


Social Media: paid campaign Pinterest.

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%

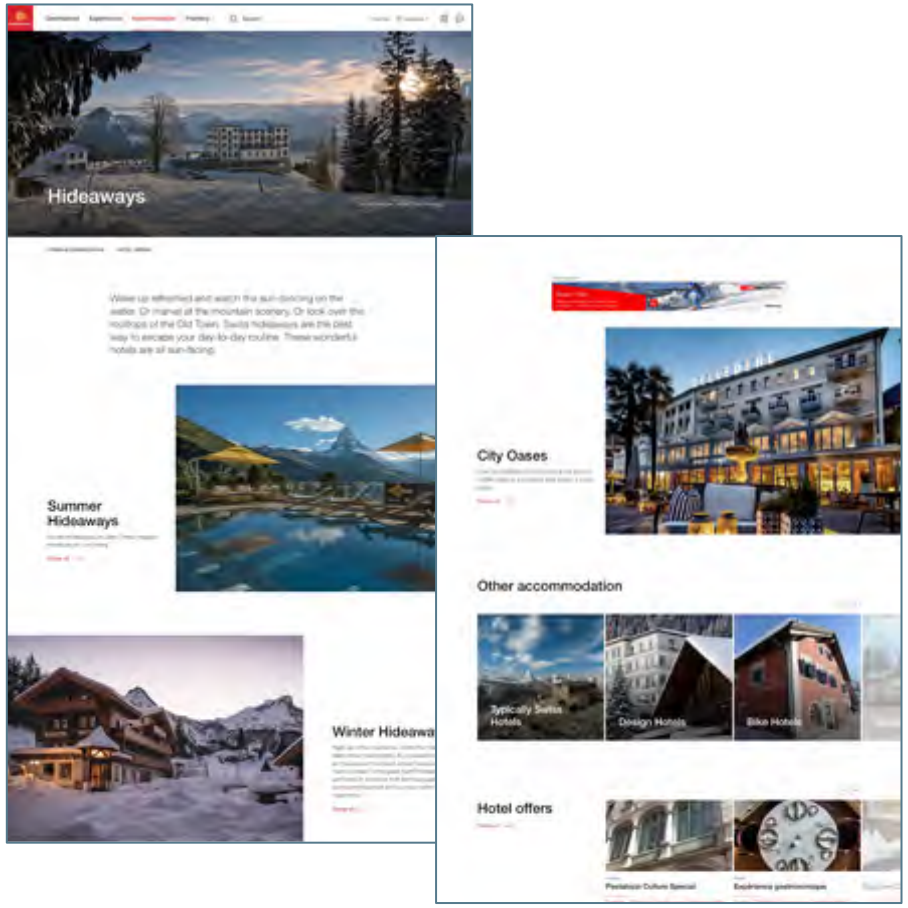


Switzerland.

Winter Hideaways.

Hideaways
MySwitzerland.com/hideaways.

Duration	01.01. - 31.12.20
Page Views	12'022
Average Time on Page	01:14
Integration	mySwitzerland.com/ hideaways



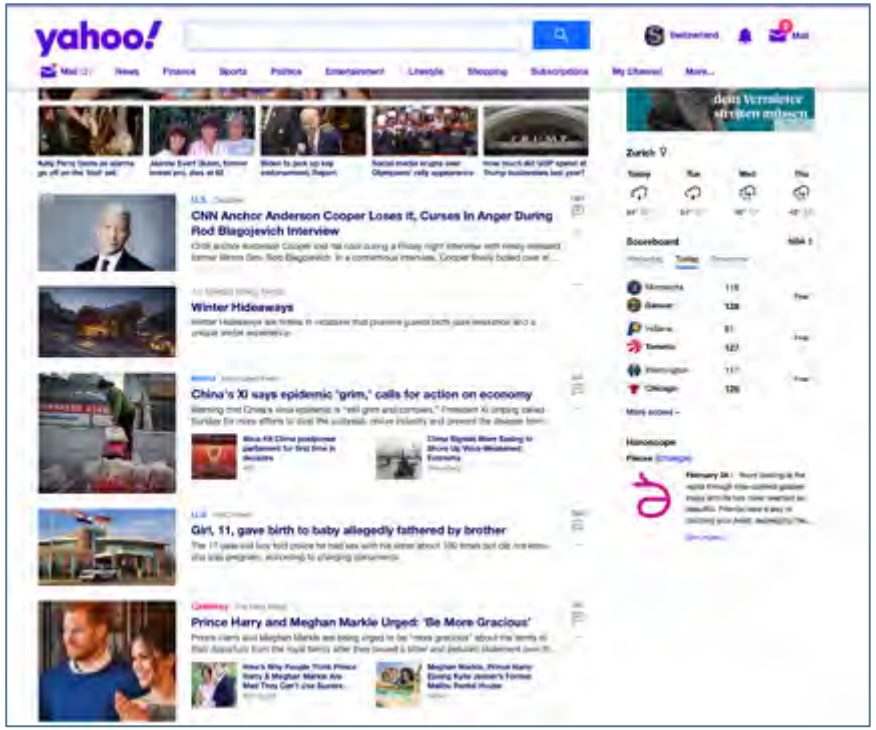
Digital Adds: Yahoo.

Switzerland.

Campaign: Native Ads.
Duration: 15.01 to 31.03.2019
Publication: CH, DE, FR, UK, NL
Target: Traffic

Key performance:

Impressions: 2’682’305
Link clicks: 10'842



Social Media – Social Ads.

Switzerland.

Campaign:	Canvas Ad.
Duration:	January & February 2020
Publication:	CH (de, fr, it, en), DE
Target:	Brand Awareness

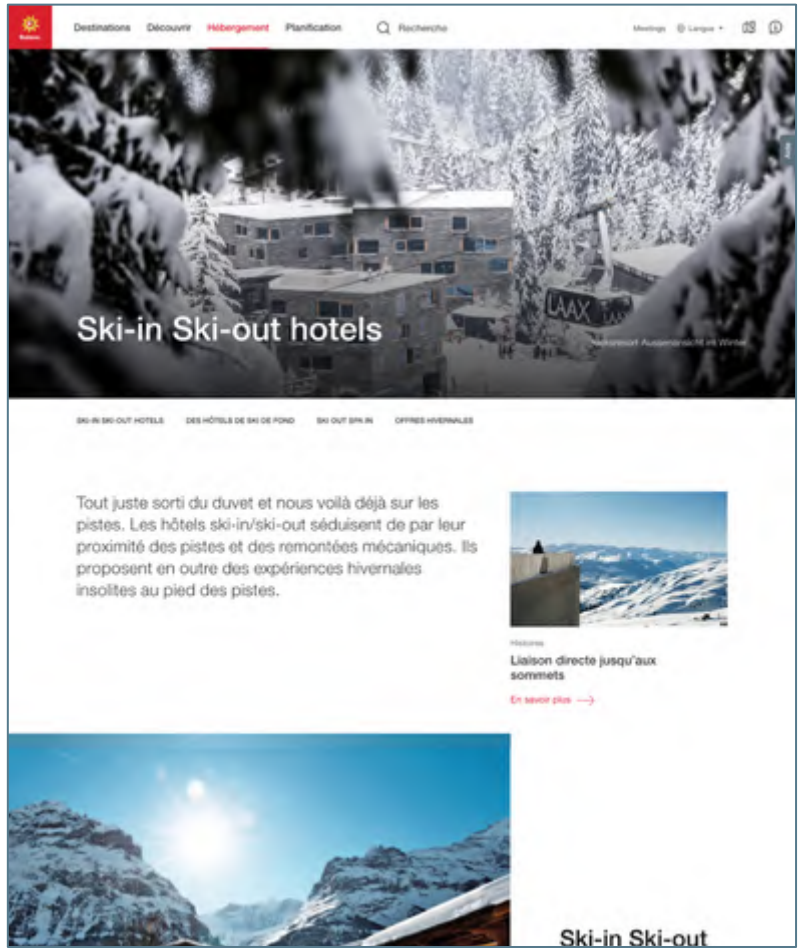
Impressions: 1’755’994
Landing-Page Views: 30’370
Engagements: 164’924

Switzerland.

Ski-in Ski-out.

Ski-In & Ski-Out
MySwitzerland.com/skiinskiout.

Duration	01.01. - 31.12.20
Page Views	2'931
Average Time on Page	01:17
Integration	mySwitzerland.com/ skiinskiout



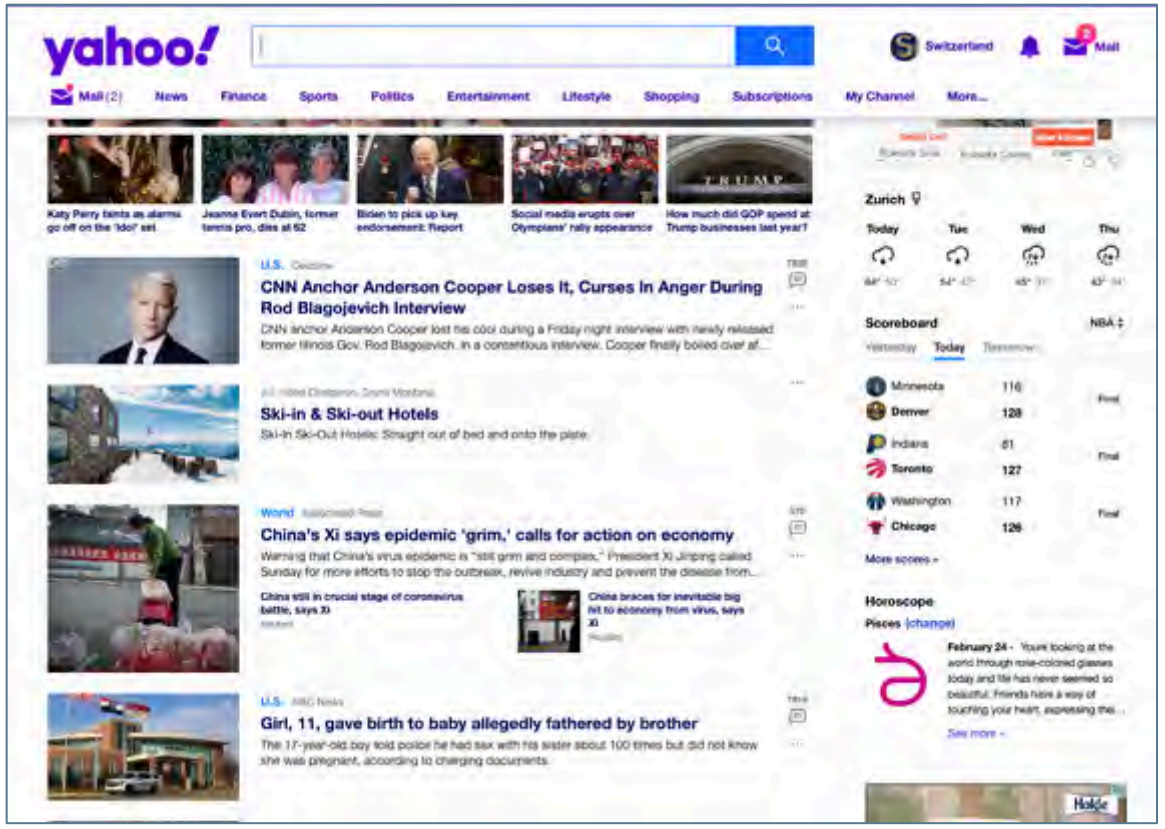
Digialmarketing: Display Ads.

Switzerland.

Campaign: Native Ads.
Duration: 30.01 to 31.03.2020
Publication: CH, DE, FR
Target: Traffic

Key performance.

Impressions: 2’876’656
Link clicks: 12’294



Social Media – Social Ads (1/2).

Switzerland.

Campaign:	Canvas Ad.
Duration:	February
Publication:	CH (de, fr, it, en), FR
Target:	Brand Awareness

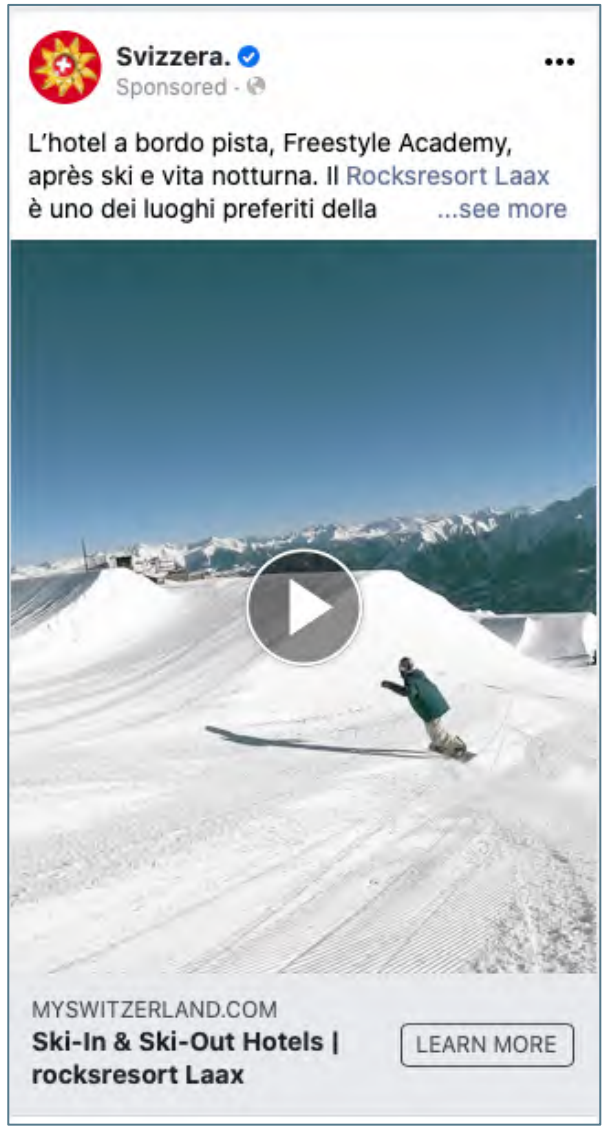
Impressions: 2’009’306
Landing-Page Views: 54’868
Engagements: 325’742

Social Media – Social Ads (2/2).

Switzerland.

Campaign: Canvas Ad.
Duration: March
Publication: CH (de, fr, it, en), DE
Target: Brand Awareness

Impressions: 1’319’343
Landing-Page: 16’134
Engagements: 203’053

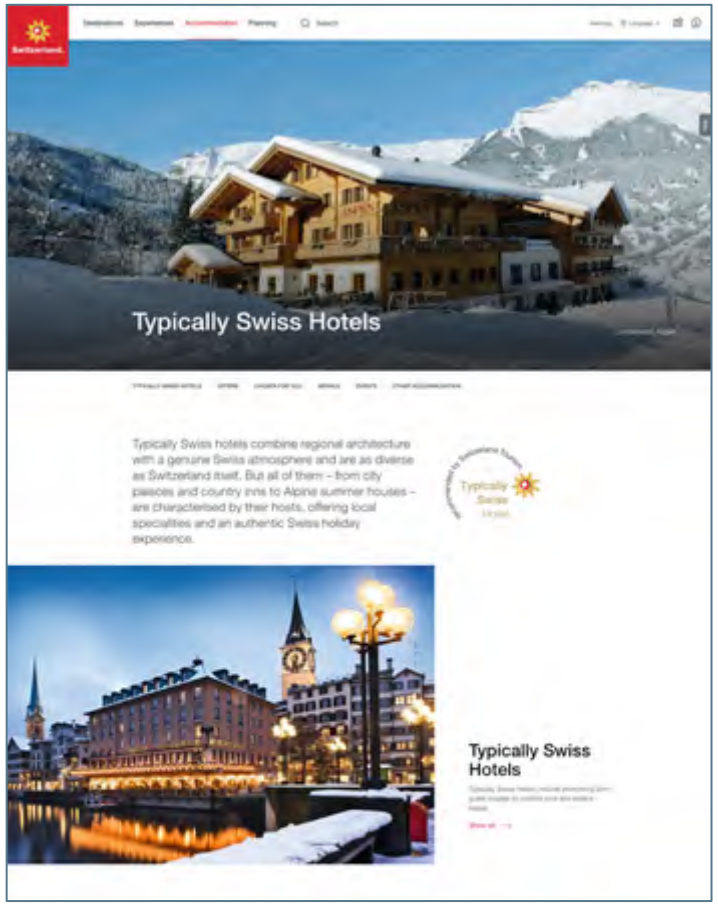


Switzerland.

Typically Swiss Hotels.

MySwitzerland.com/typically.

Switzerland.



Duration	01.01. – 31.12.20
Page Views	54'809
Average Time on Page	00:49
Page Views in relation to Typically Swiss Hotels on MySwitzerland.com	**1'265'466**

Social Media – Keystory Ads.

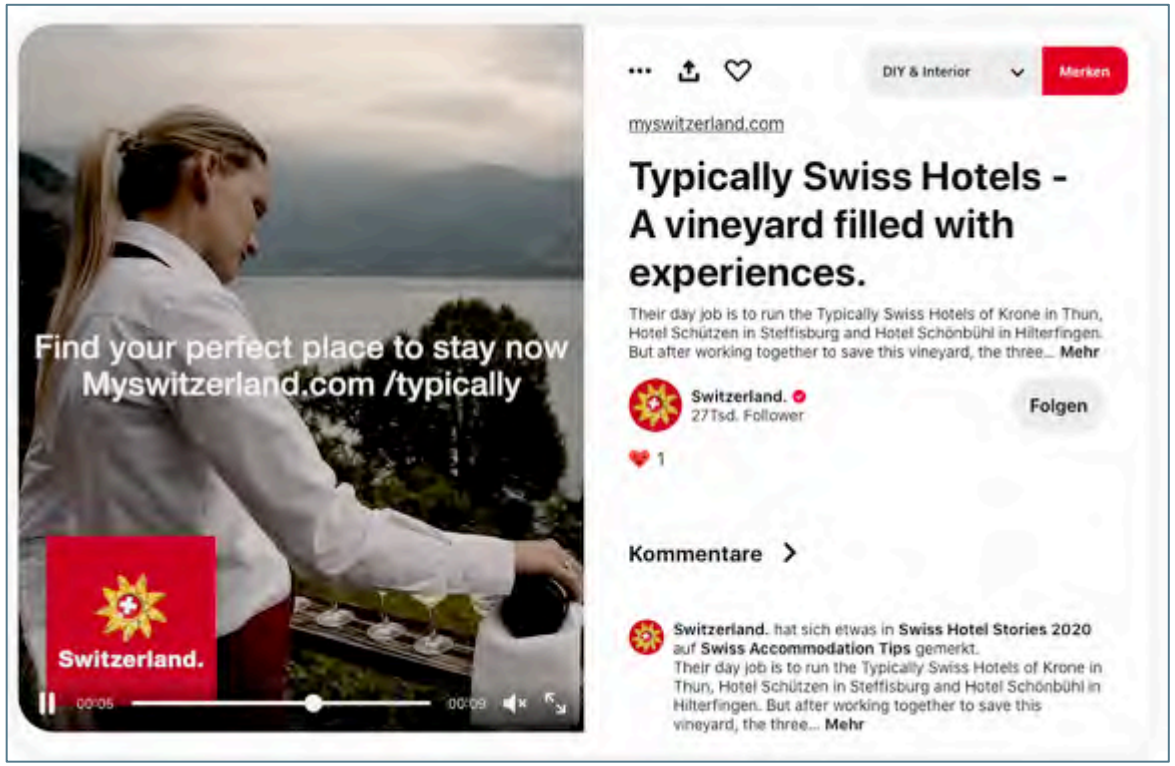
Campaign:	Typically Swiss Keystory
Duration:	1. – 30. September 2020
Publication:	CH (de, fr, it, en), DE
Target:	Landing Page Views
Impressions:	947’025
Landing-Page:	17’352
Engagements:	174’147

Switzerland.

Social Media – Pinterest Ads.

Switzerland.

Campaign:	Typically Swiss Hotels Keystory Pinterest
Target:	Awareness
Video Views:	108’932
Impressions:	195’796



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: 1’544’355
Link clicks: 2’238

eMarketing: Youtube True View Ads.

Switzerland.

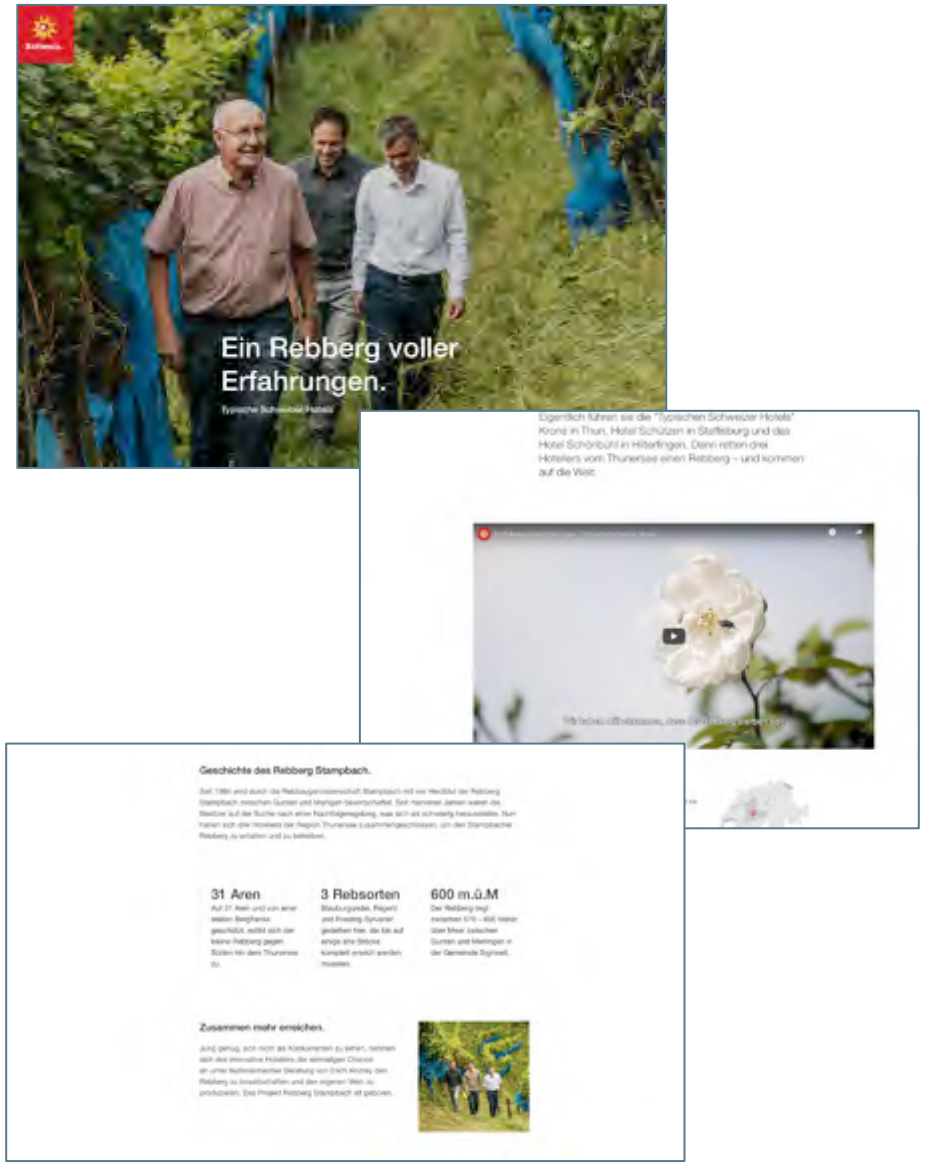
Campaign: Youtube True View Ads
Duration: 15.10. to 25.10.2020
Publication: CH, DE, FR
Target: Video Views

Key performance:

Impressions: 307’862
Views: 121’605

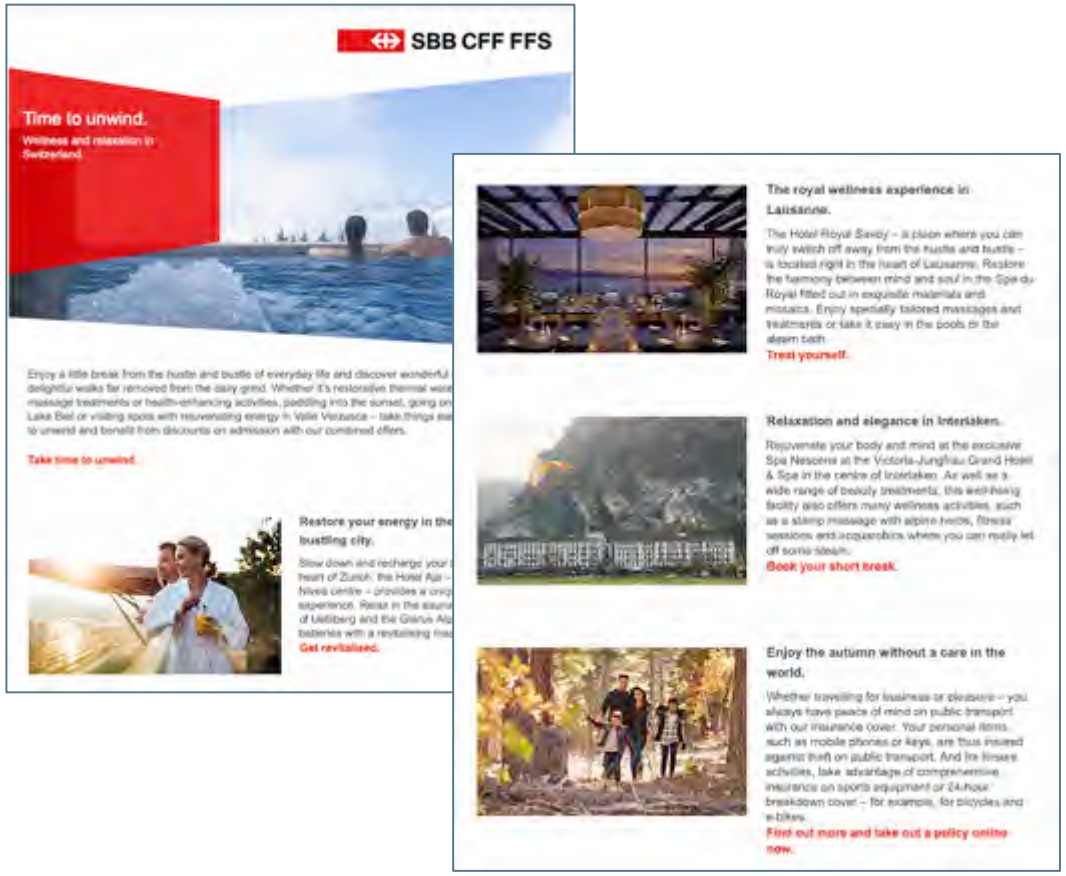
Multimedia Story – Typically Swiss Hotels.

Switzerland.



Duration	01.01. – 31.12.20
Page Views	17’609
Average Time on Page	00:55
Page:	https://www.myswitzerland.com/de-ch/unterkuenfte/hotelgeschichten/ein-rebberg-voller-erfahrungen/

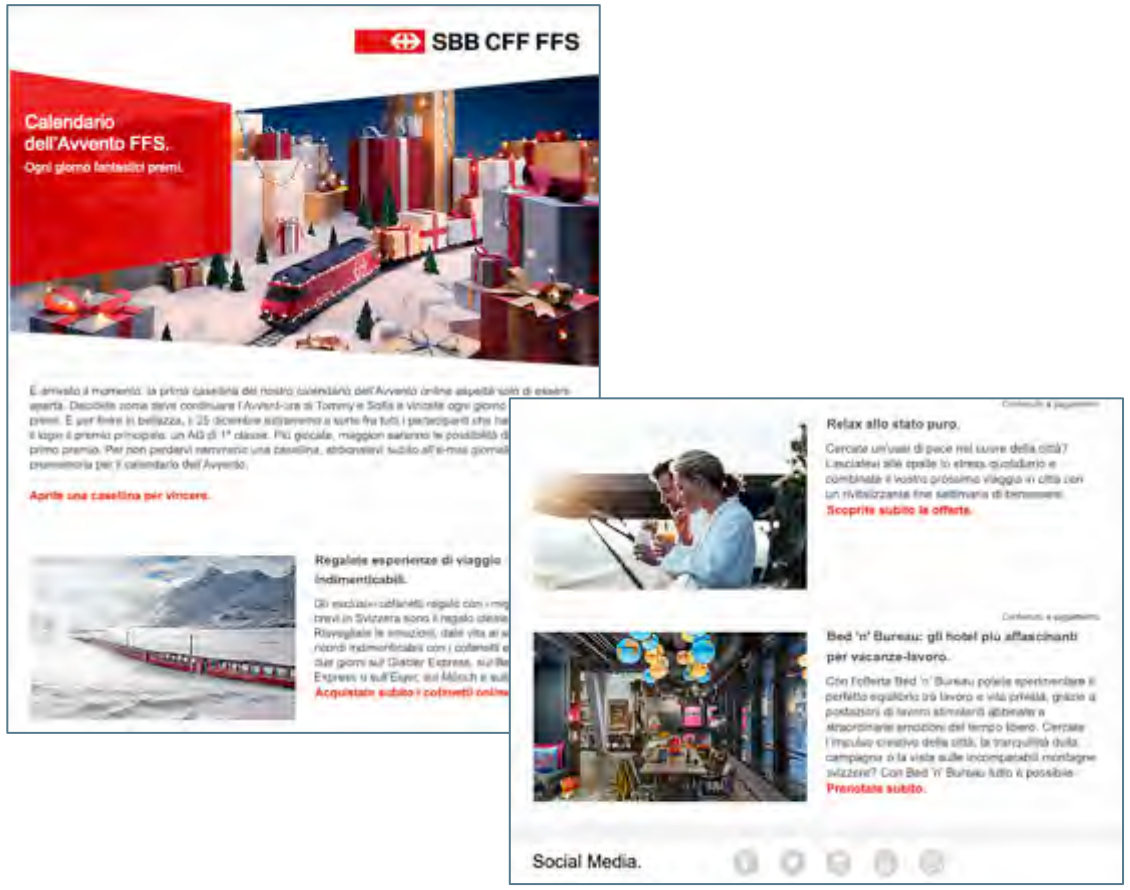
eMarketing: SBB Freizeitkampagne Wellness & Cities.



- Newsletter for leisure advices in Switzerland from SBB. All about experiences in Switzerland.
- G, F, I and EN version.
- October 2020
- Contacts: 2.4 Mio

eMarketing: SBB Freizeitkampagne Christmas.

Switzerland.

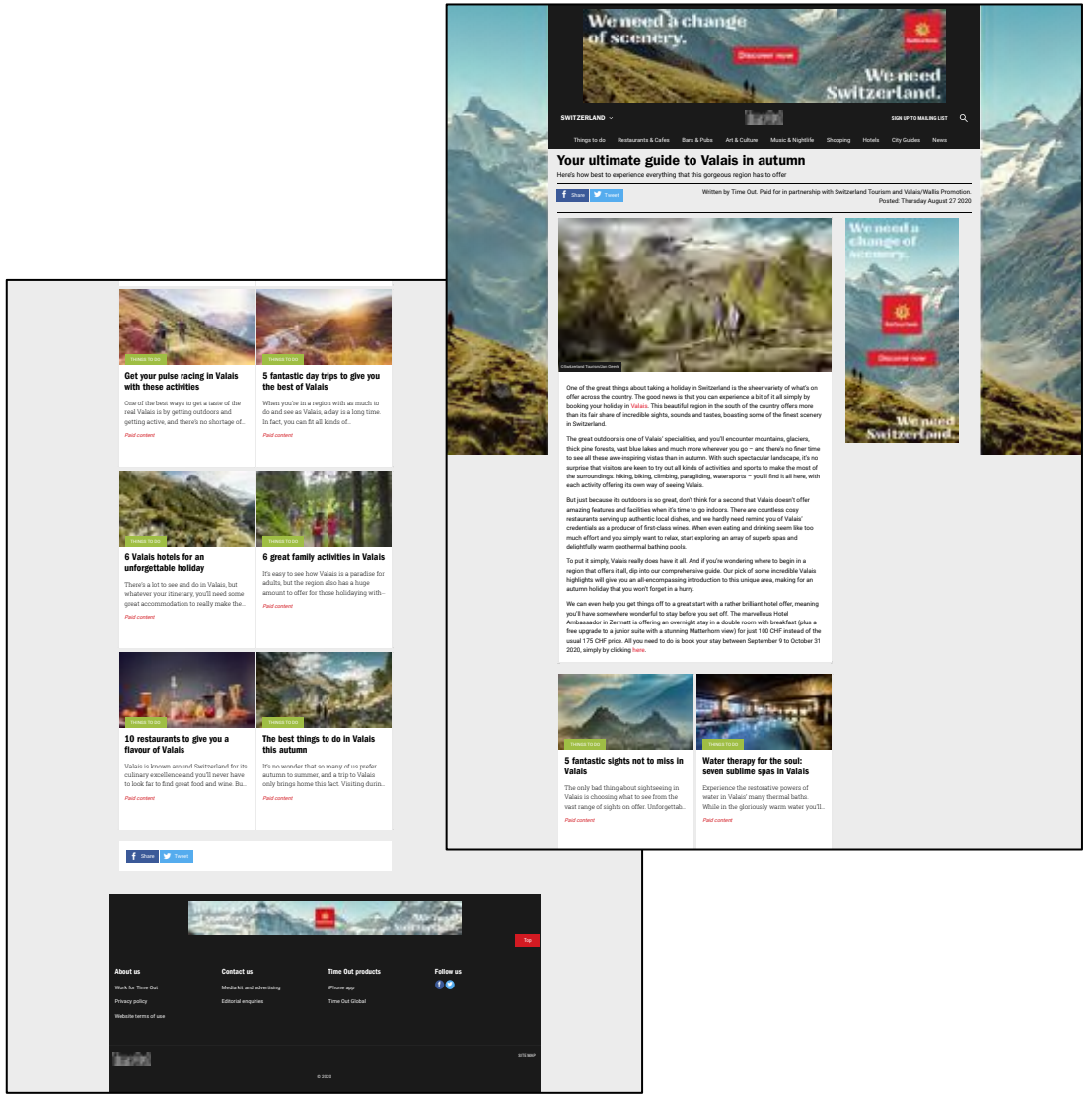


- Newsletter for leisure advices in Switzerland from SBB. All about experiences in Switzerland.
- G, F, I and EN version.
- December 2020
- Contacts: 2.4 Mio

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

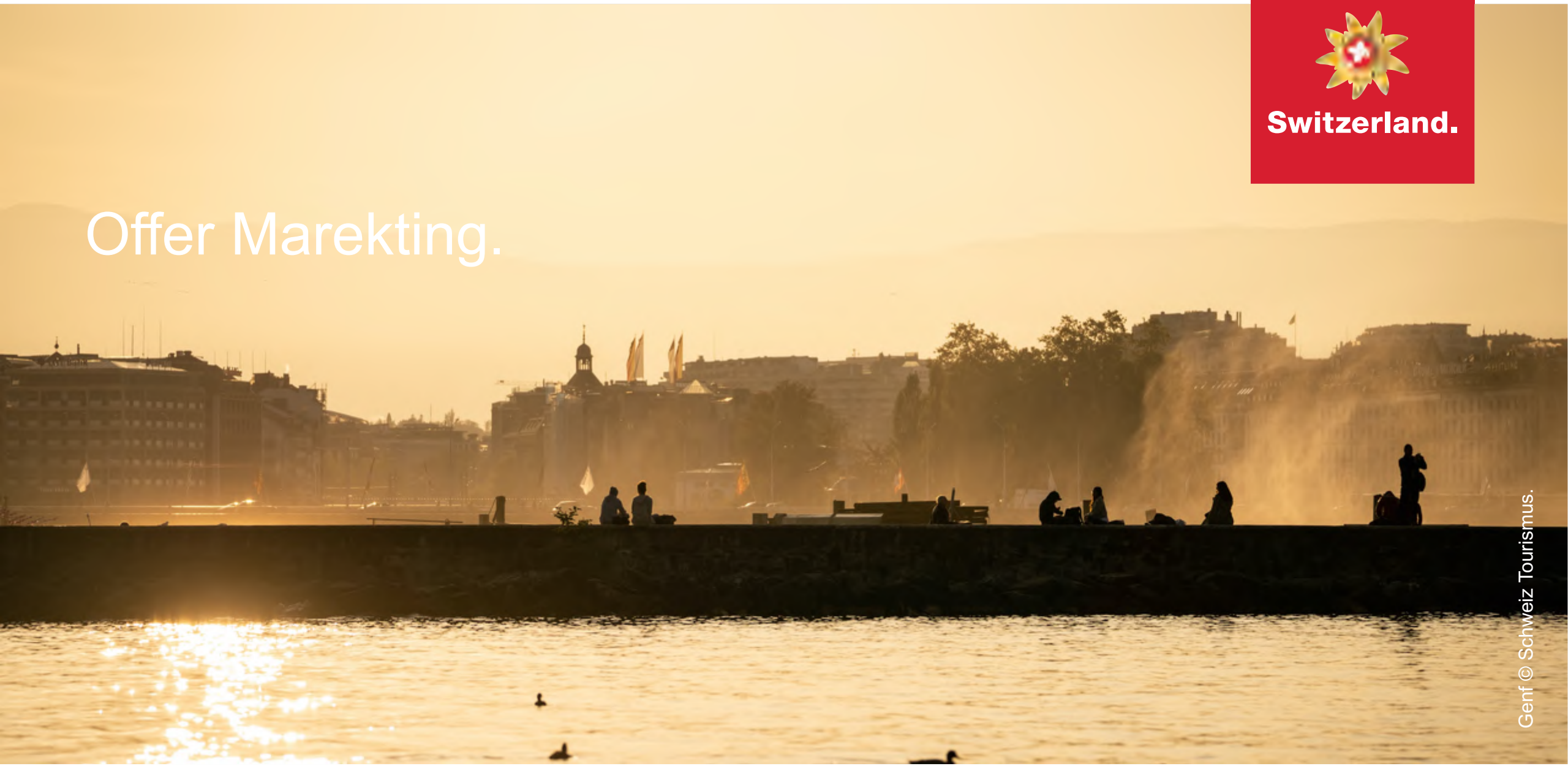


eMarketing: Travelnews.

- Weekly Newsletter Travelnews
- All year round
- Newsletter recipients: 4’200
- Page views resulting from the newsletter on myswitzerland.com: 15’243

Switzerland.

Offer Marekting.



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.

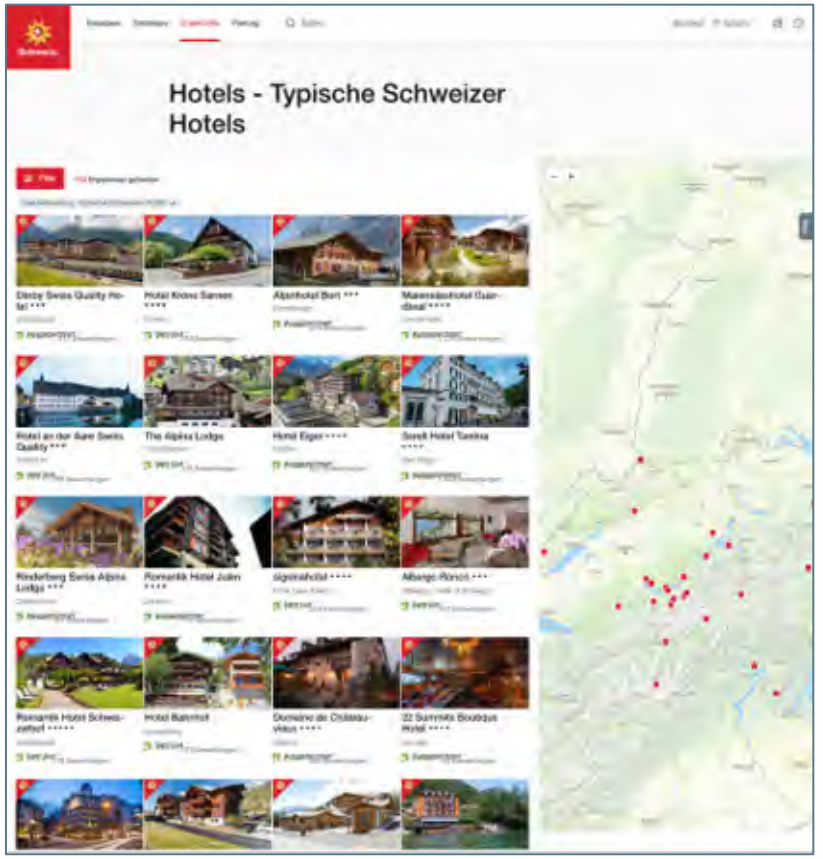
Switzerland.

- 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.

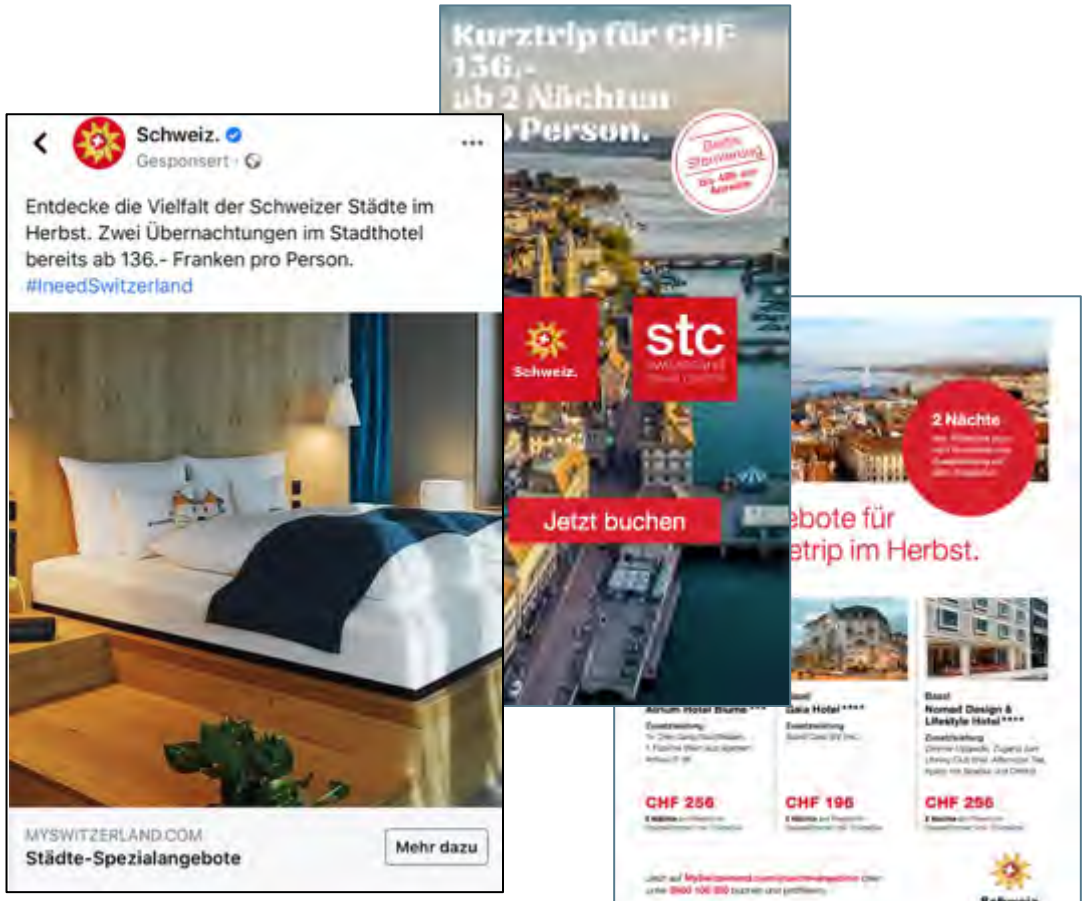


Fixed Price Campaigns.

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

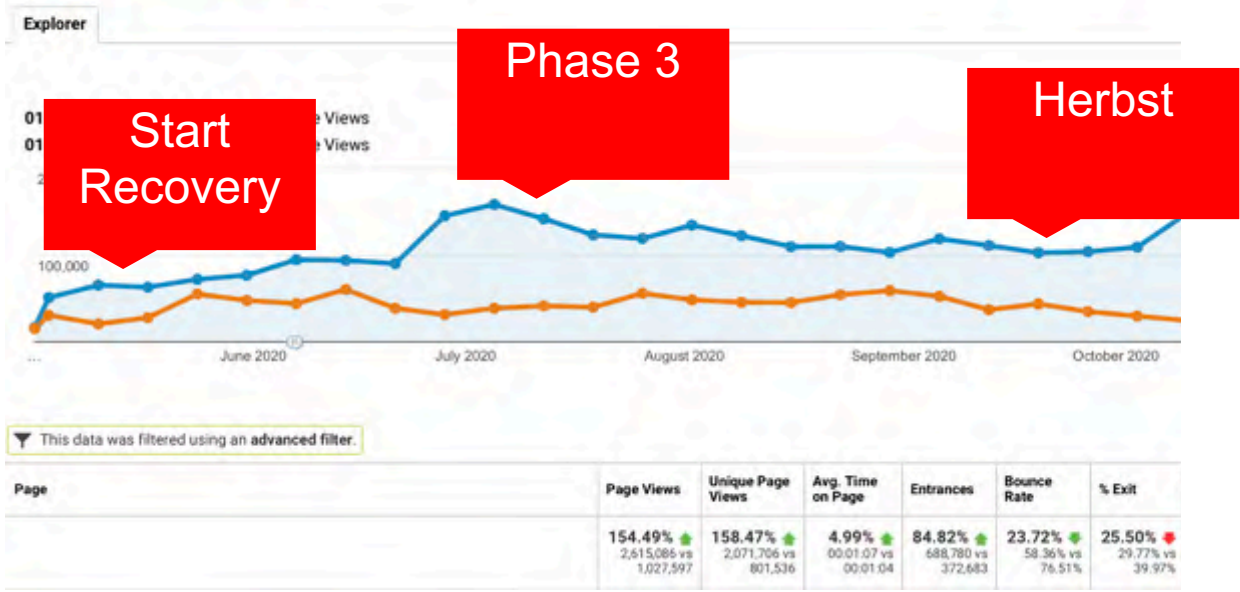


In addition to various offer ads, more than 300k flyers with bookable city trip offers were distributed.

Recovery Campaign: MySwitzerland.com.

Switzerland.

- Overall performance increas by measurements from 01.06 – 31.10.20 with on- and offline campaign on **hotel related content** on **MySwitzerland.com**
- **2,6 Mio. page views** with an **increase of 154%** in comparison to 2019



Fixed Price Campaigns.

Switzerland.

- Fixed price offers distributed Coop printed and online coopzeitung.ch:
  - 2 overnights stay & additional service to a fixed price
- Print Distribution
  - Schneewoche, January 2020
  - Summer May 2020
  - Autumn, September 2020
  - Circulation: 8,1 Mio
  - Contacts: 16,2 Mio

Recovery Campaign: Summer.

Switzerland.

- **8 Personas** have been created with different needs to include hotels offers
- The costumer journey with different touch points has been created for each persona from 25.05. – 31.08.2020 with a specific retargeting add by persona from 24.06. – 31.08.2020 resulting in **390’000** quality website visitors, with a **2.8%** lead for a reservation/hotel request.

Persona specific offers

48 hours free cancellation

Recovery Campaign: Summer.

Switzerland.

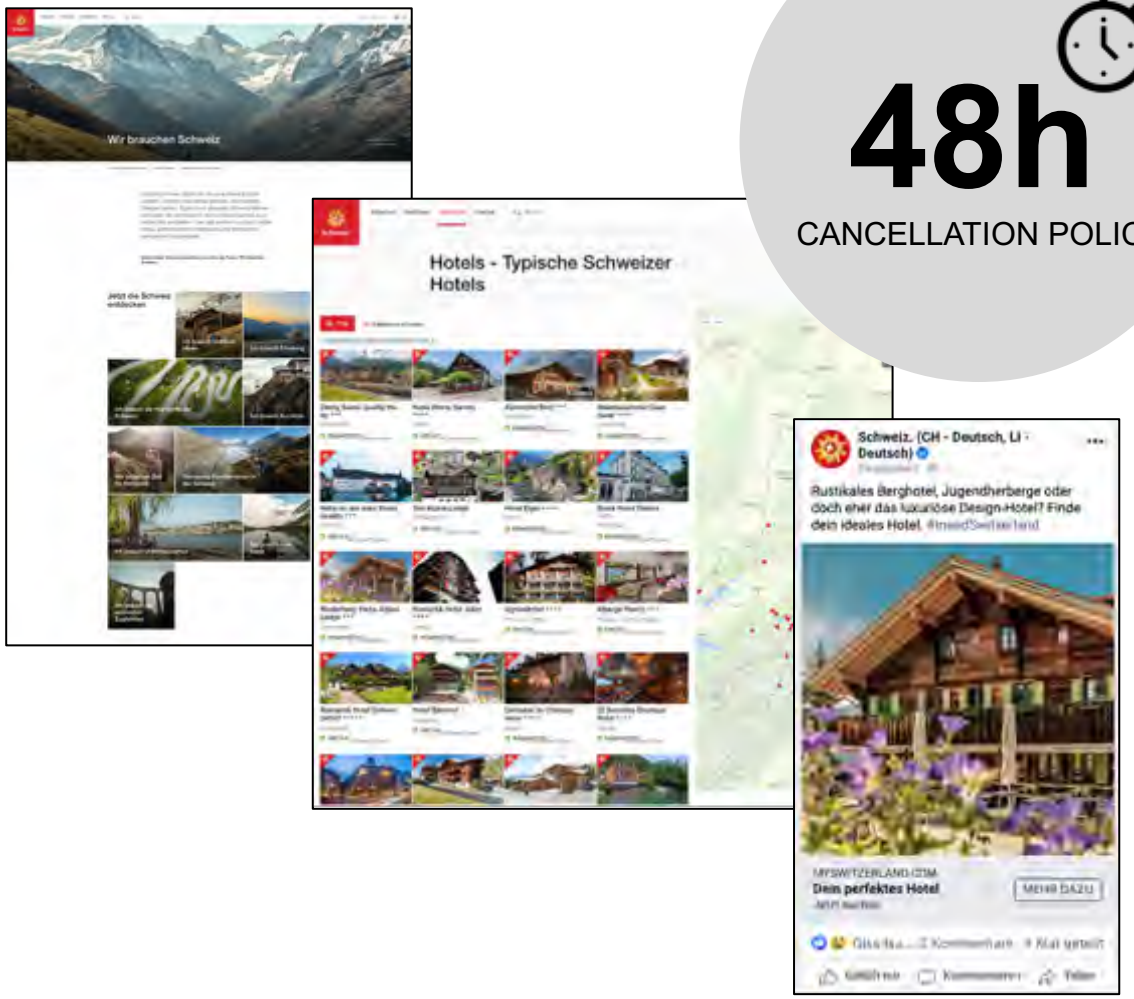
- Summer Campaign
  24.06. – 31.08.2021
- Impressions: 66’850’467
- CTR: 1.01%
- Sessions: 390’824
- Reservation/Hotel Request:10’916
- Average Session Length: 01:00

Massnahmen	Sessions	Cost per Session	Avg. Session Duration
Generische Angebote	67‘073	CHF 0.91	00:54
Hotelfinder	69‘871	CHF 0.66	01:26
Persona-angebote	139‘050	CHF 0.44	01:07
STC Performance	114‘819	CHF 0.38	00:55

Recovery Campaign: Summer.

Switzerland.

- Summer Campaign
  24.06. – 31.08.2020
- 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

Recovery Campaign: Summer.

Switzerland.

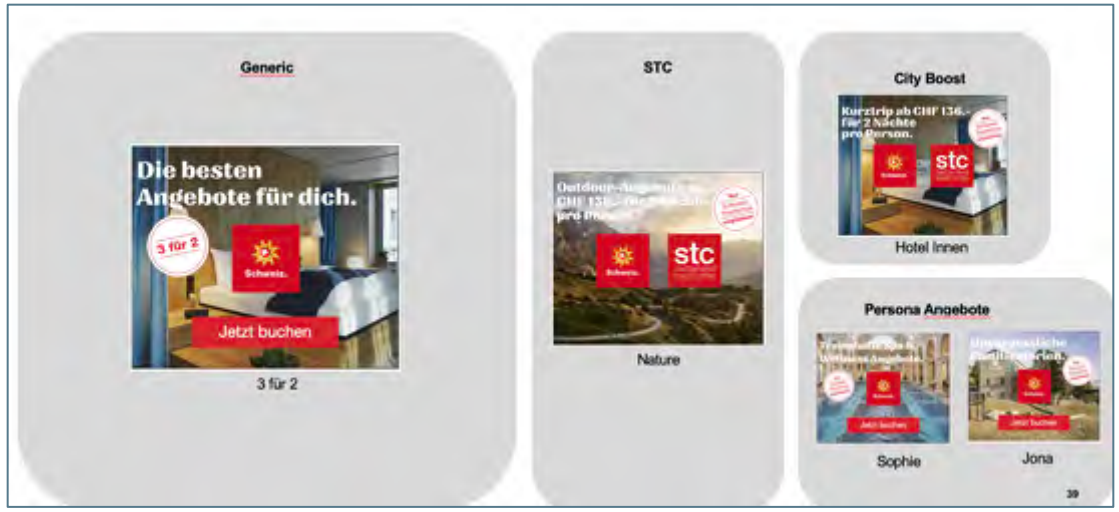
- Coop Summer Special: 8’500 bookings(+270% vs 2019)
- In addition to various offer ads, more than 300k flyers with bookable city trip offers were distributed
- More than 6 mio. people reached, around 24’000 website sessions on bookable offers for city trips.

Recovery Campaign: Autumn.

Switzerland.

- **5 Personas** have been adapted for the Autumn campaign to trigger demand for different areas within Switzerland

Measure	Sessions	Session Duration in Min	Conversion Rate*
Generic 3f2	24‘494	01:32	6.81%
City Boost	23‘745	01:00	1.02%
Autumn STC	17‘516	01:42	0.51%



Bucket	CTR	CVR
Generische Angebote	1.66%	6.65%
STC	0.61%	*0.15%*
City Boost	*0.69%*	0.59%
Personas	1.94%	1.95%

Recovery Campaign: Autumn.

Switzerland.

- Measure:
  Integration of „3 for 2 offers“ within editorial contribution in 20 Minutes (de, it, fr)
- 01.09. – 30.10.2020

- CTR 1.66%
- CVR 6.65%

Recovery Campaign: Autumn.

Switzerland.

- Measure:
  Integration of city and autumn offers within the Coop brochures and Extra booklets for NZZ, Le Temps & Via

- **33 Mio. reach** on offline campaign

Direct Booking Campaigns: Bed ’n’ Bureau.

Switzerland.

- Development of new hotel product:
  - 3 for 2 nights stays, working space, snacks

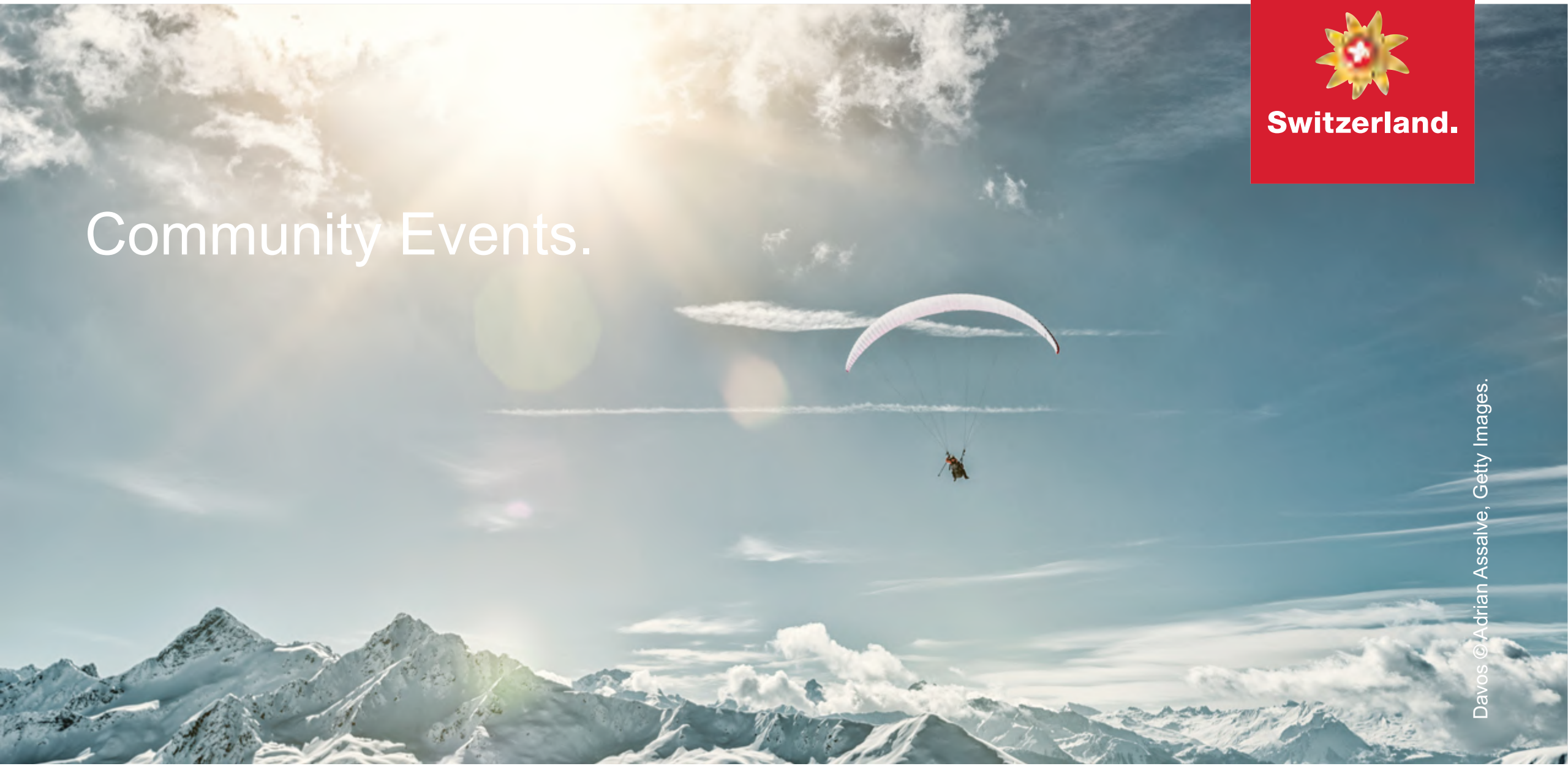
  - 27 hotels generated 5.2 mio. impressions and **59’000 website clicks**
  - Resulting from 01.09. – 31.12.2020 into **101 bookings** of the package within the different hotels

Direct Booking Campaigns: Winter.

Switzerland.

- Christmas Push
- 51 special «Festive Season Offers» for direct bookings with hotels
- Campaign: 15.11. – 15.12.2020
- Clicks: 27’641
- CTR: 2.38%
- Session on MyS: 15’759
- Average Session Length: 01:35
- Click-Out Partners: 1’772
- Conversion Rate: 11.26%

Community Events.

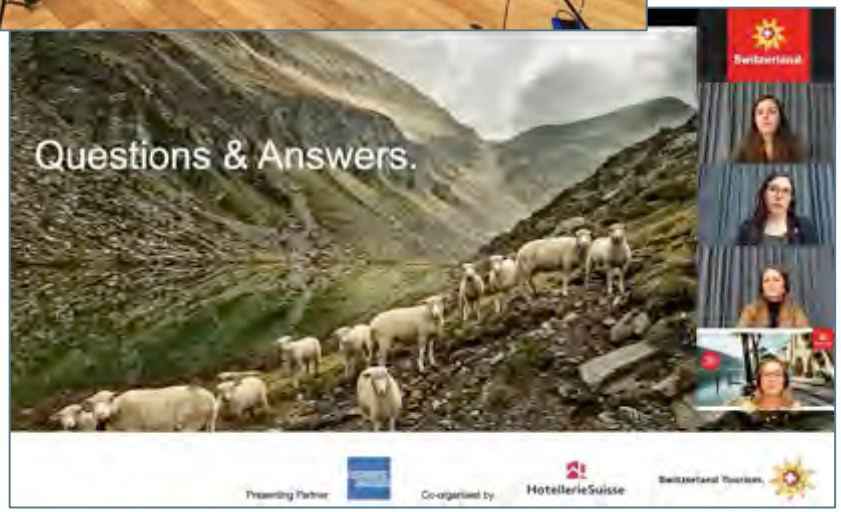


Switzerland.

Davos © Adrian Assalve, Getty Images.

Digital Hotel Marketing Day Sessions.

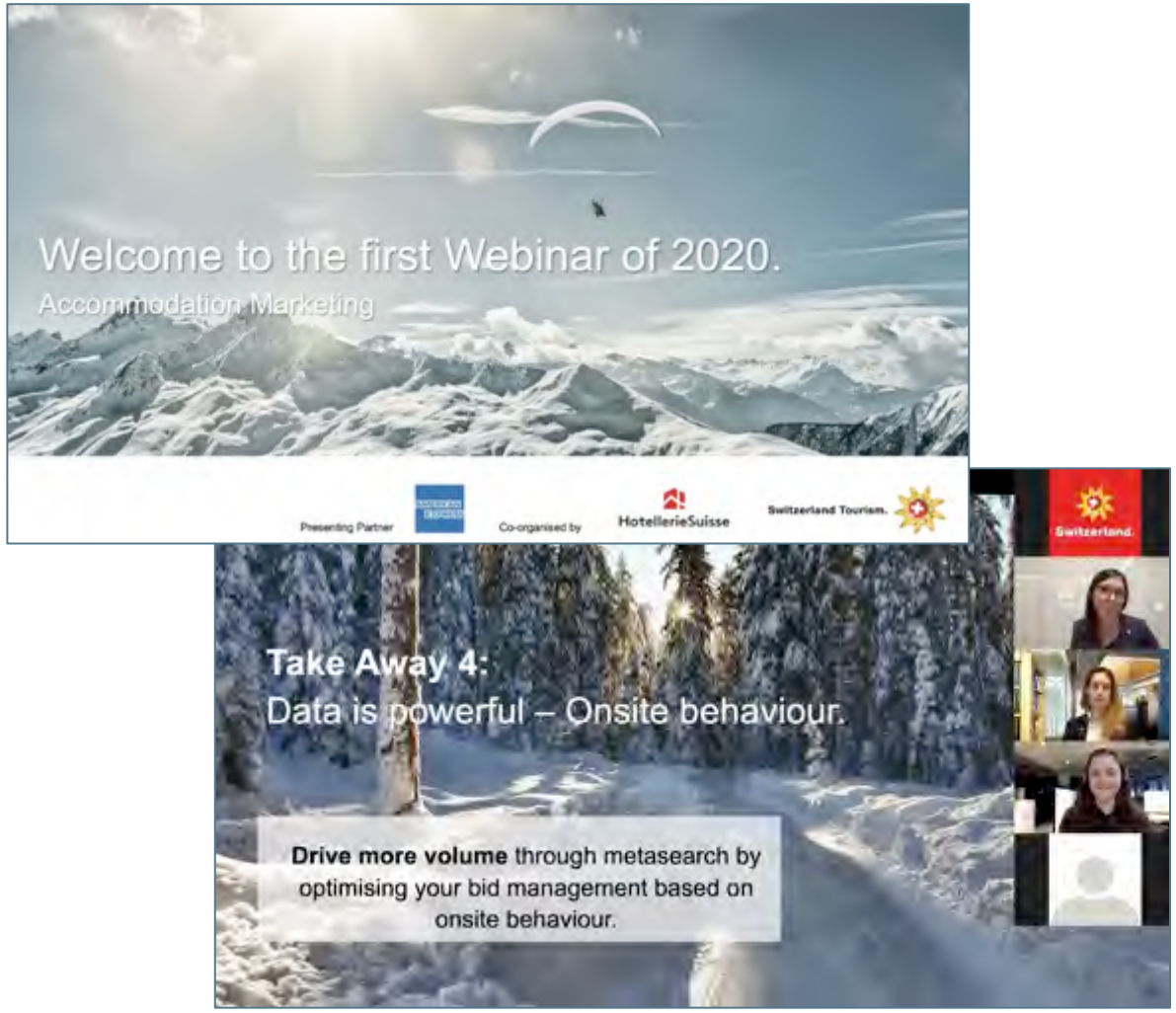
Switzerland.



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

Webinar.

- 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.

- 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.

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

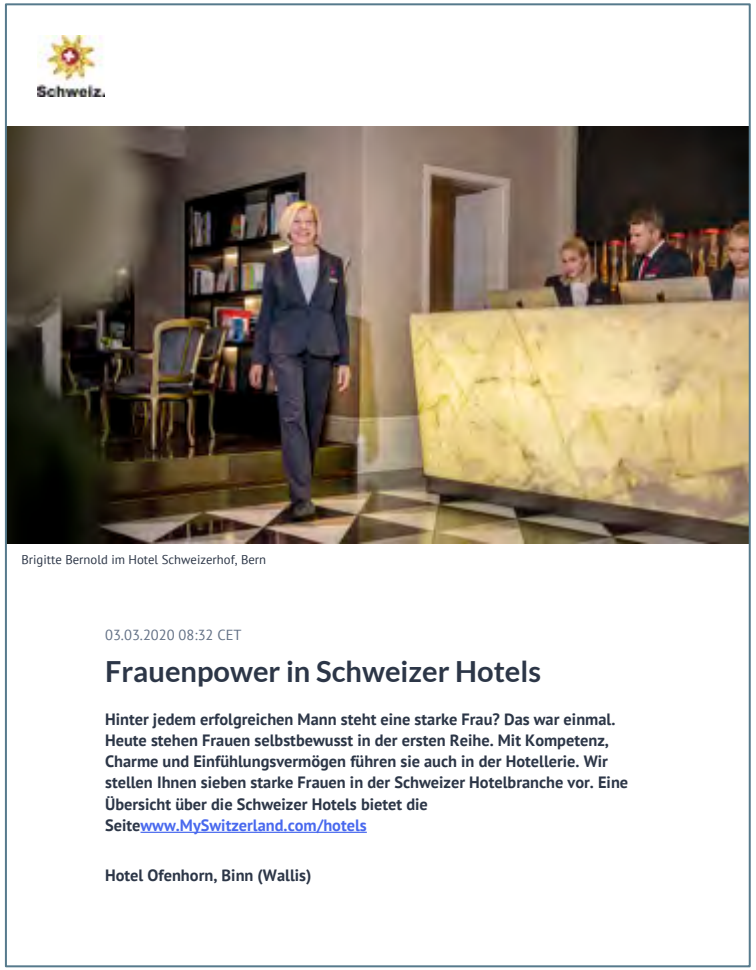
Media: Digital Media Events.

Switzerland.

- Digital media events shortly before the opening of the boarders CH – DE
- Informational and inspirational presentation
- Positive feedback for the digital format
- Many follow-up calls and requests for media trips
- High demand for the topics Million Stars Hotel & Grand Tour of Switzerland
- 2020 June, 8th–15th
- 8 Slots –total 80 Journalists from allover Germany

Media: Media bulletin.

- Integration of the hotel cooperation in our media bulletins
- Date: March 03rd, 2020
- Focus Swiss Historic Hotels
- Topic: Frauenpower in Schweizer Hotels
- Sent to about 1800 journalists in Germany



Schweiz.

Brigitte Bernold im Hotel Schweizerhof, Bern

03.03.2020 08:32 CET

Frauenpower in Schweizer Hotels

Hinter jedem erfolgreichen Mann steht eine starke Frau? Das war einmal. Heute stehen Frauen selbstbewusst in der ersten Reihe. Mit Kompetenz, Charme und Einfühlungsvermögen führen sie auch in der Hotellerie. Wir stellen Ihnen sieben starke Frauen in der Schweizer Hotelbranche vor. Eine Übersicht über die Schweizer Hotels bietet die Seitewww.MySwitzerland.com/hotels

Hotel Ofenhorn, Binn (Wallis)

Media: Media bulletin.

Switzerland.

- Integration of the hotel cooperation in our media bulletins
- Date: April 15th, 2020
- Focus: Typically Swiss Hotels
- Topic: In Gedanken reisen: Typische Schweizer Hotels
- Sent to about 1800 journalists in Germany

Schweiz.

Hotel Bellevue in San Bernardino

15.04.2020 10:00 CEST

In Gedanken reisen: Typische Schweizer Hotels

Dream now – travel later: Während viele Reisefans derzeit nur die eigenen vier Wände sehen, möchte Schweiz Tourismus Urlaubsinspirationen geben und zum Träumen anregen. „A home away from home" sind die typischen Schweizer Hotels: besonders heimelige, gastfreundliche Hotels, gebaut im regionalen Stil und mit echter Schweizer Atmosphäre. Einige ausgewählte typische Schweizer Hotels stellen wir nachfolgend vor. Alle typischen Schweizer Hotels sind unter www.myswitzerland.com/de-de/unterkuenfte/hotels/typische-schweizer-hotels zu finden.

Media: Media bulletin.

Switzerland.

- Integration of the hotel cooperation in our media bulletins
- Date: July 2nd, 2020
- Focus: Million Stars Hotels
- Topic: Million Stars Hotel – Schlafen mit Blick in den Sternenhimmel
- Sent to about 1800 journalists in Germany

Schweiz.

Tiny House Gondel am Piz Nair, Graubünden (c) Nico Schärer Photography

02.07.2020 10:55 CEST

Million Stars Hotel – Schlafen mit Blick in den Sternenhimmel

Schweiz Tourismus lancierte am 2. Juli gemeinsam mit mehreren Projektpartnern das Hotelprojekt „Million Stars Hotel". Die 55 schweizweit verteilten Zimmer und ihre Lage sind so vielfältig wie das Land: vom komfortablen Tiny Home bis zum abenteuerlichen Baumzelt – auf imposanten Berggipfeln, auf blühenden Wiesen oder über den Dächern der Stadt. Eines haben sie alle gemeinsam: den freien Blick in den Sternenhimmel. www.MySwitzerland.com/millionstarshotel

Media: Media bulletin.

Switzerland.

- Integration of the hotel cooperation in our media bulletins
- Date: October 6th, 2020
- Focus: New hotels
- Topic: Vier neue Häuser für die Schweizer Hotellerie
- Sent to about 1800 journalists in Germany

Schweiz.

Palace Engelberg Titlis, Region Luzern-Vierwaldstättersee ©Engelberg-Titlis Tourismus

06.10.2020 10:04 CEST

Vier neue Häuser für die Schweizer Hotellerie

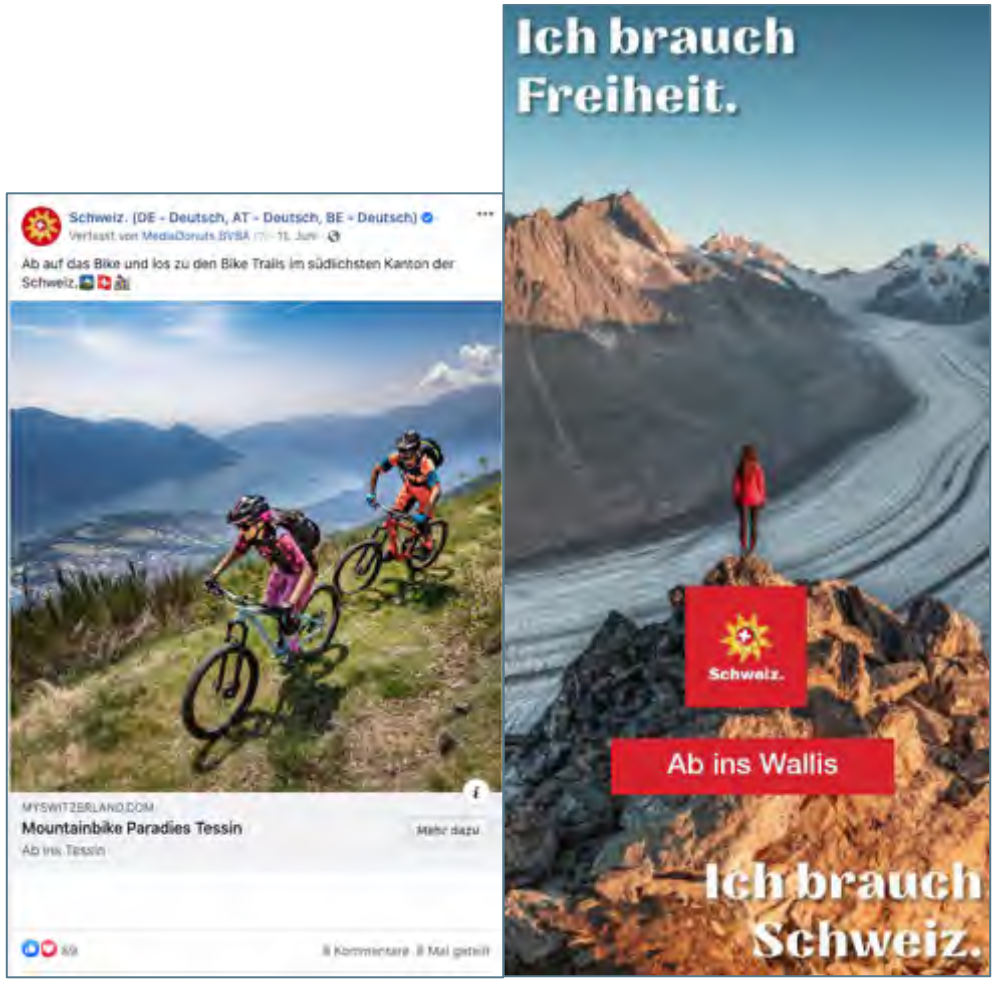
Trotz Corona wird weiterhin kräftig in die Schweizer Hotellerie investiert. In naher Zukunft bereichern vier neue Unterkünfte die Schweizer Hotellandschaft: ein Wellness Hostel im alpinen Laax, ein entschleunigender Neubau im weltbekannten Zermatt, ein Boutique-Hotel im mediterranen Mendrisiotto und ein 5-Sterne-Haus im traditionsreichen Engelberg.

wellnessHostel3000 & Aua Grava, Laax (Graubünden)

eMarketing: Summer campaign 2020. (1/2)

Switzerland.

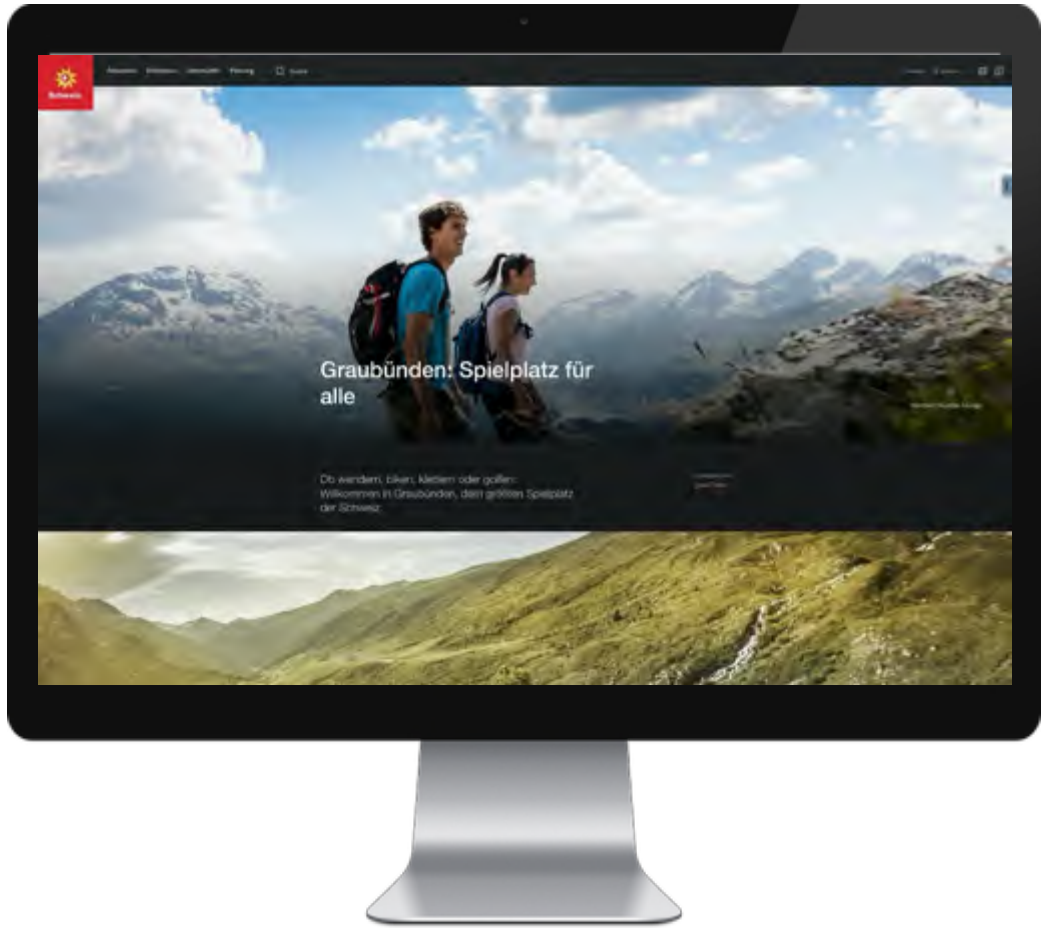
- Timing: End of May Mai until End of July 2020
- Segment: Outdoor Enthusiast
- Key Partner: Grisons, Ticino , Valais
- Content: Summer- and Outdoor content of the partner
- 1 campaign microsite per partner inlcuding a digital- and Social Media campaign
- Hotelcooperations were integrated under the Topic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

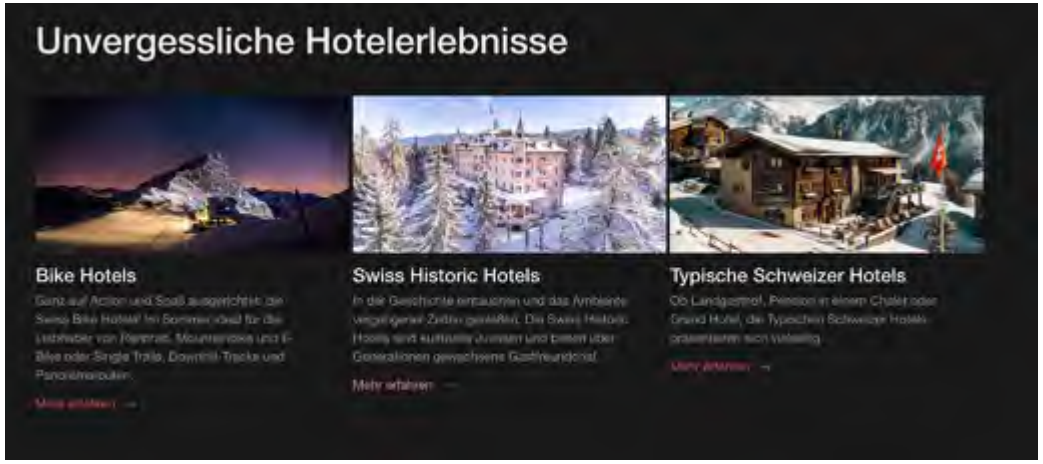


eMarketing: Summer campaign 2020. (2/2)

Switzerland.

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

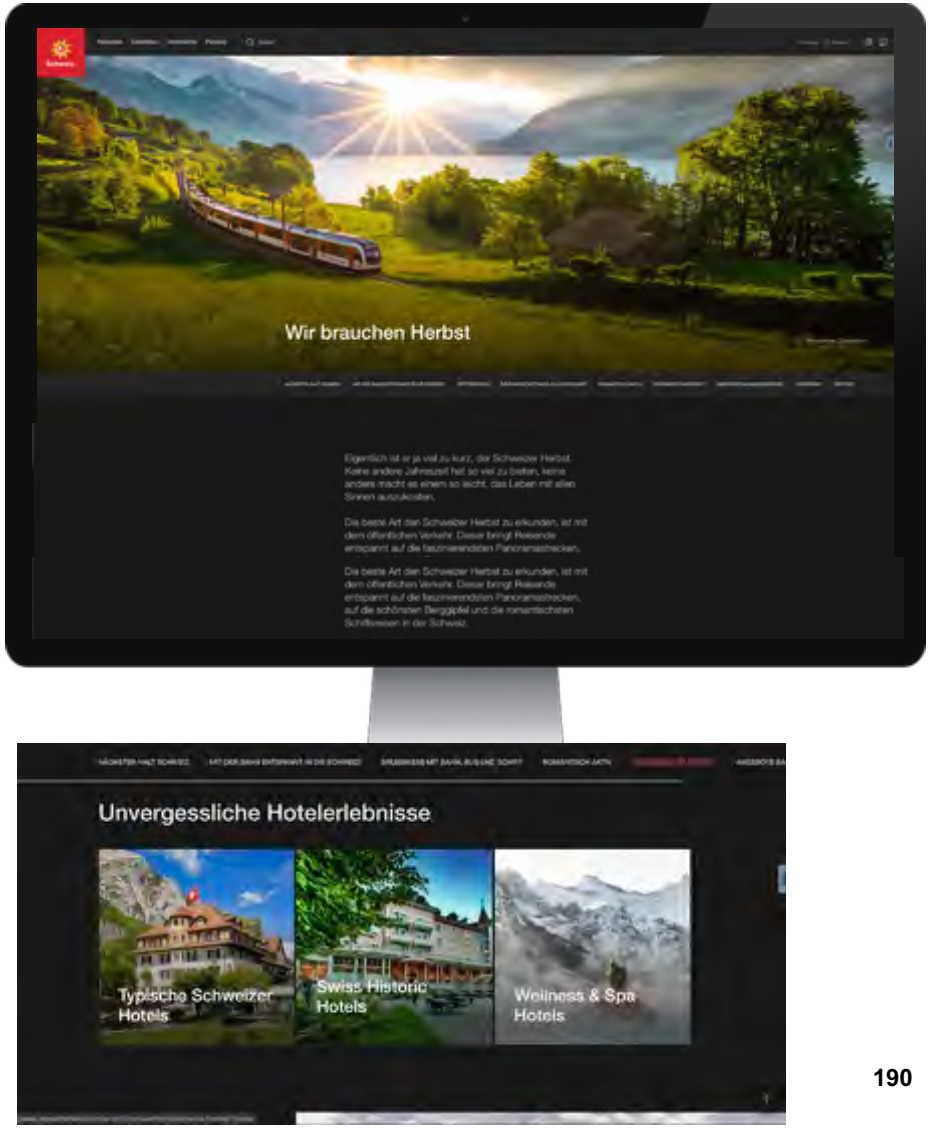




eMarketing: Autumn campaign 2020. (1/2)

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“.

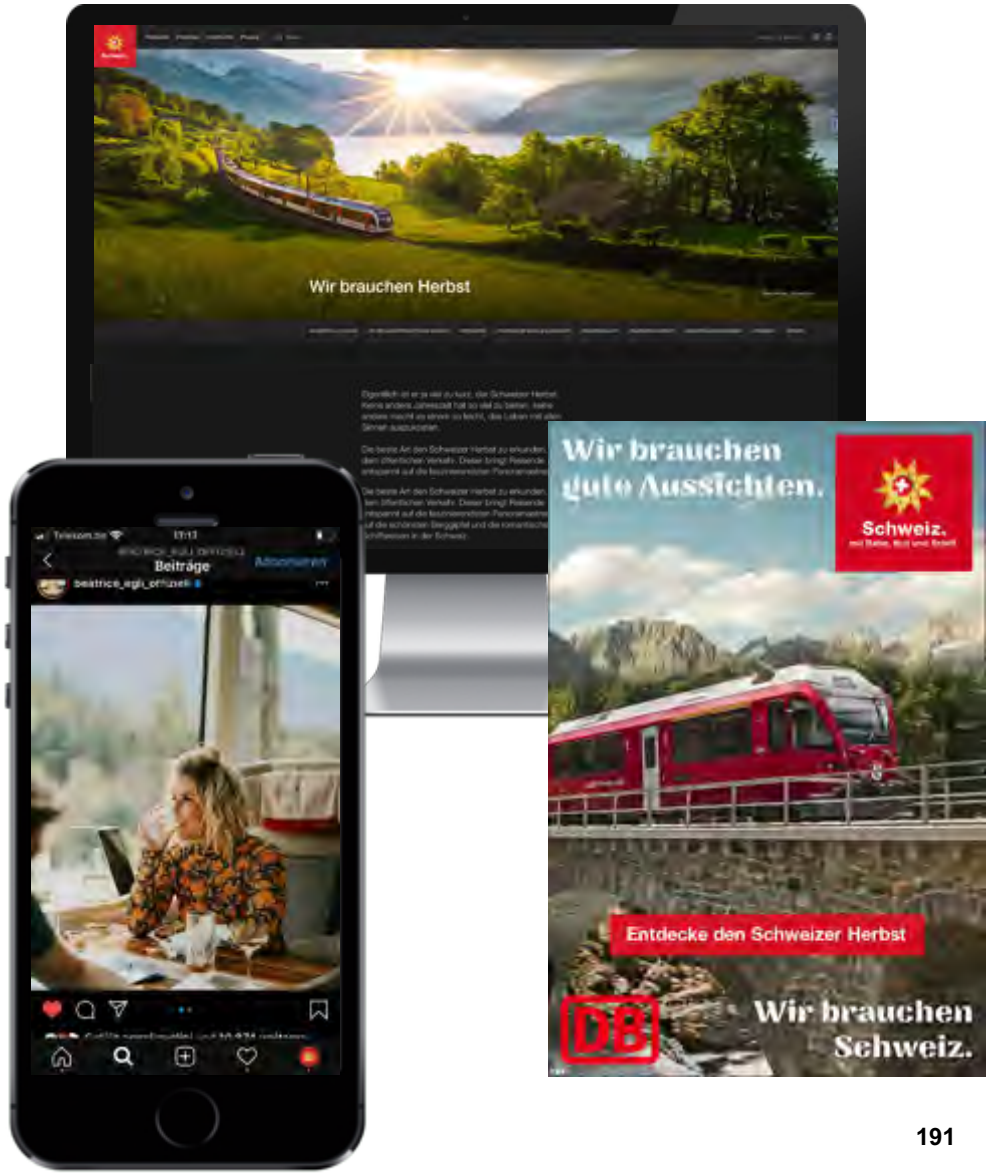


eMarketing: Autumn campaign 2020. (2/2)

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

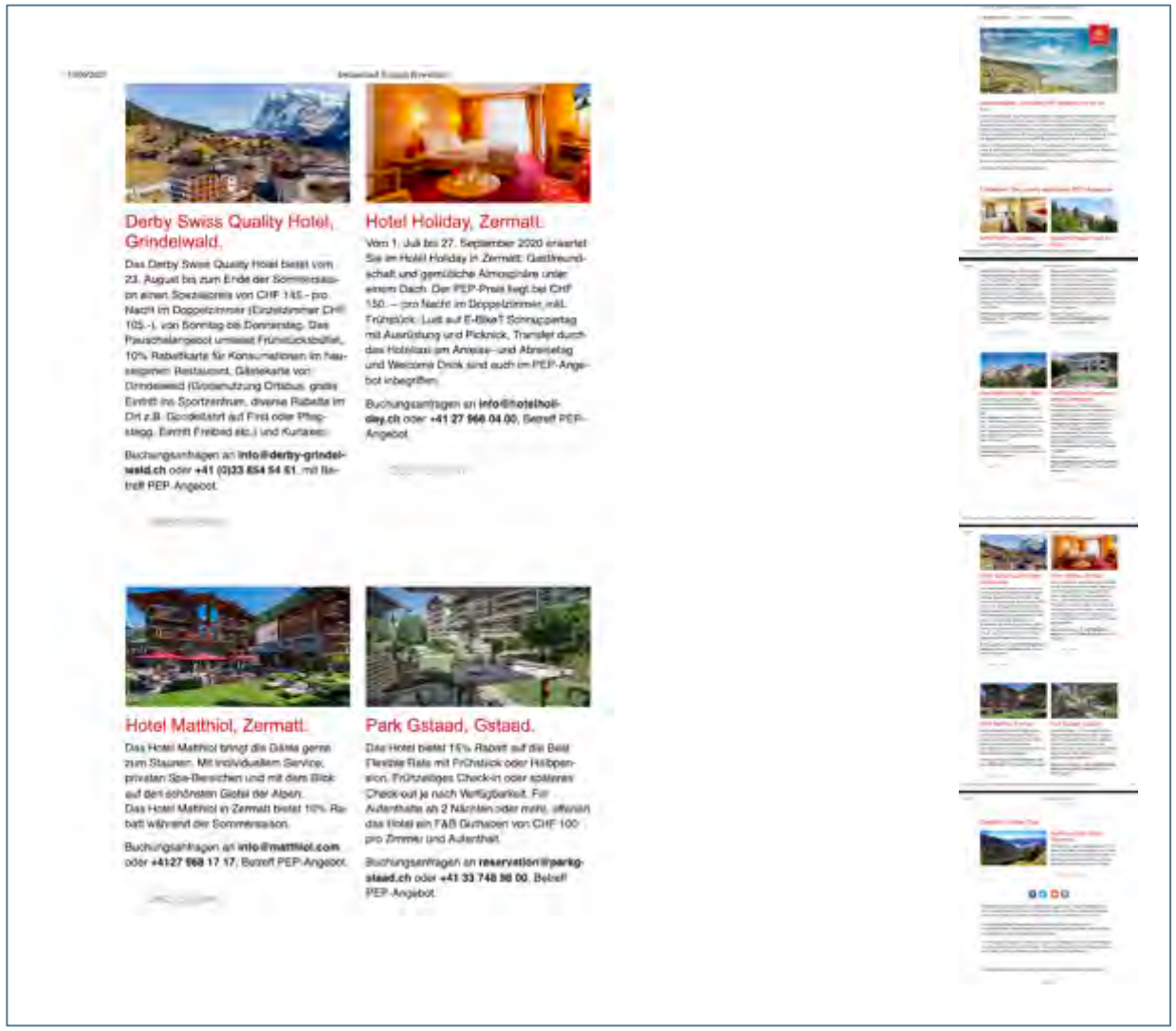
- **Total Reach:** 1’330‘816‘646 = 1,33 Billion



eMarketing: Trade Newsletter Special June.

Switzerland.

- Recipients: 3.384
- Date: 30.06.20



Derby Swiss Quality Hotel, Grindelwald.

Das Derby Swiss Quality Hotel bietet vom 23. August bis zum Ende der Sommersaison einen Sozialpreis von CHF 145.– pro Nacht im Doppelzimmer (Einzelzimmer CHF 105.–), von Sonntag bis Donnerstag. Das Pauschalangebot umfasst Frühstücksbüffet, 10% Rabattkarte für Konsumationen im hauseigenen Restaurant, Gästekarte von Grindelwald (Gratisnutzung Ortsbus, gratis Eintritt ins Sportzentrum, diverse Rabatte im Ort z.B. Gondelfahrt auf First oder Pfingstegg, Eintritt Freibad etc.) und Kurtaxen.

Buchungsanfragen an **info@derby-grindelwald.ch** oder **+41 (0)33 854 54 51**, mit Betreff PEP-Angebot.

Hotel Holiday, Zermatt.

Vom 1. Juli bis 27. September 2020 erwartet Sie im Hotel Holiday in Zermatt Gastfreundschaft und gemütliche Atmosphäre unter einem Dach. Der PEP-Preis liegt bei CHF 150.– pro Nacht im Doppelzimmer inkl. Frühstück. Lust auf E-Bike? Schnuppertag mit Ausrüstung und Picknick, Transfer durch das Hotelteam am Anreise- und Abreisetag und Welcome Drink sind auch im PEP-Angebot inbegriffen.

Buchungsanfragen an **info@hotelholiday.ch** oder **+41 27 968 04 00**, Betreff PEP-Angebot.

Hotel Matthiol, Zermatt.

Das Hotel Matthiol bringt die Gäste gerne zum Staunen. Mit individuellem Service, privaten Spa-Bereichen und mit dem Blick auf den schönsten Gipfel der Alpen.
Das Hotel Matthiol in Zermatt bietet 10% Rabatt während der Sommersaison.

Buchungsanfragen an **info@matthiol.com** oder **+4127 968 17 17**, Betreff PEP-Angebot.

Park Gstaad, Gstaad.

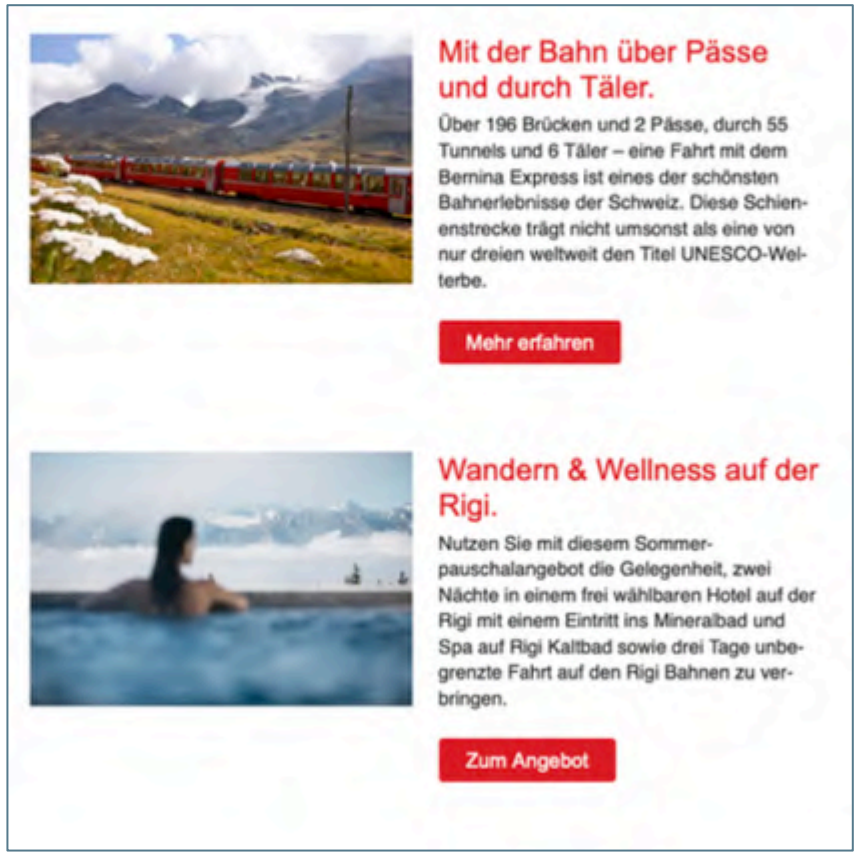
Das Hotel bietet 15% Rabatt auf die Best Flexible Rate mit Frühstück oder Halbpension. Frühzeitiges Check-in oder späteres Check-out je nach Verfügbarkeit. Für Aufenthalte ab 2 Nächten oder mehr, offeriert das Hotel ein F&B Guthaben von CHF 100 pro Zimmer und Aufenthalt.

Buchungsanfragen an **reservation@parkgstaad.ch** oder **+41 33 748 98 00**, Betreff PEP-Angebot.

eMarketing: Trade Newsletter August.

Switzerland.

- Recipients: 3.292
- Date: 14.08.20



Mit der Bahn über Pässe und durch Täler.

Über 196 Brücken und 2 Pässe, durch 55 Tunnels und 6 Täler – eine Fahrt mit dem Bernina Express ist eines der schönsten Bahnerlebnisse der Schweiz. Diese Schienenstrecke trägt nicht umsonst als eine von nur dreien weltweit den Titel UNESCO-Welterbe.

Mehr erfahren

Wandern & Wellness auf der Rigi.

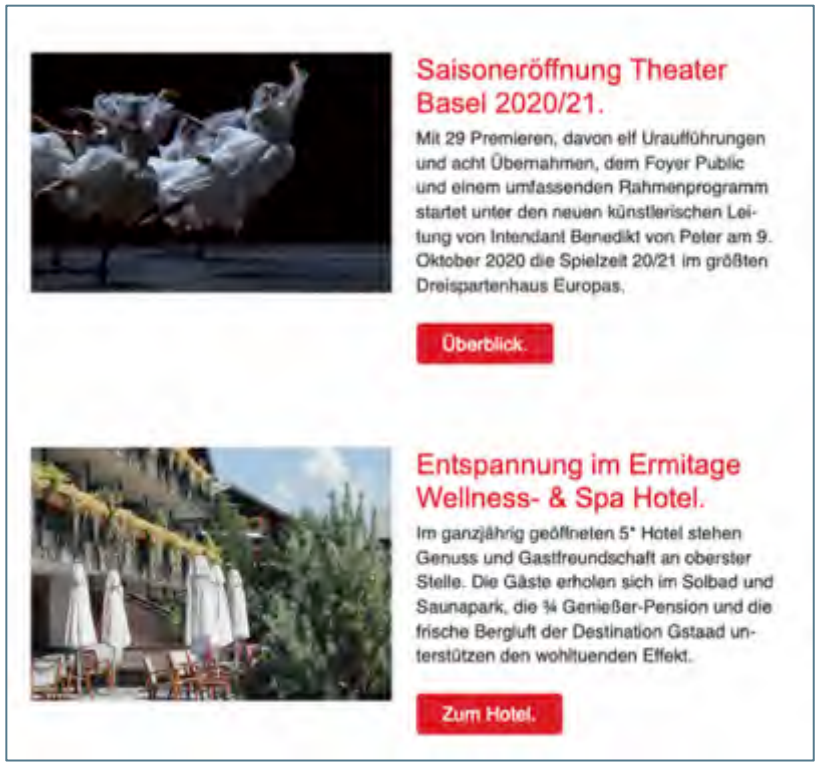
Nutzen Sie mit diesem Sommerpauschalangebot die Gelegenheit, zwei Nächte in einem frei wählbaren Hotel auf der Rigi mit einem Eintritt ins Mineralbad und Spa auf Rigi Kaltbad sowie drei Tage unbegrenzte Fahrt auf den Rigi Bahnen zu verbringen.

Zum Angebot

eMarketing: Trade Newsletter October.

Switzerland.

- Recipients: 3.191
- Date: 09.10.20



Trade: Postponed Projects to 2021.

Switzerland.

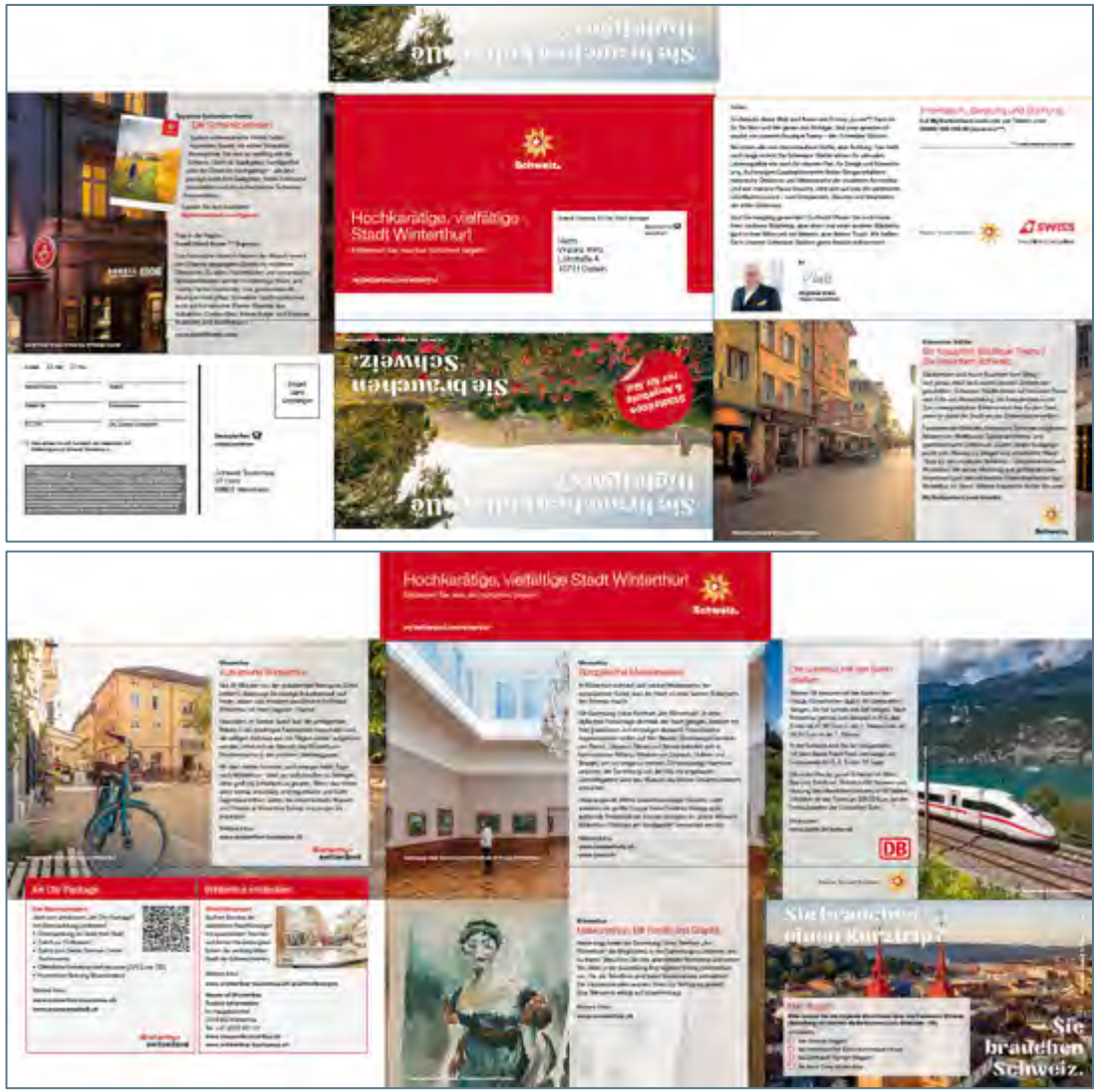
- Participation „Grüezi Deutschland Tour“
- Participation „Jazz Rally“
- Participation “blickfang fair“

Promotion: Direct Mailing 2020 for Winterthur.

Switzerland.

- Distribution of a direct mailing to regular customers
- Mailing format: Consisting of 12 pages, foldable and unfoldable with front as well as back side
- Presentation of the Winterthur region with its museums, the Typically Swiss Hotels as well as a hotel offer „Art City Package“

- Postal dispatch: 01.09.2020
  - Total orders/brochures: 1,650
  - Order in % of circulation: 6.6%
  - Mailing circulation: 25‘000



Switzerland.

France.

Media: Swiss Cities 2020 – FigaroScope.

Switzerland.

- Weekly booklet of cultural excursions in the daily newspaper Le Figaro
- Production of a 4-page booklet dedicated to Swiss cities.
- Integration Hotel Cooperations
- Release date: October 14, 2020
- Circulation: 134’179
- Contacts: 1’307’000

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

Un journée d'excursion en montagne

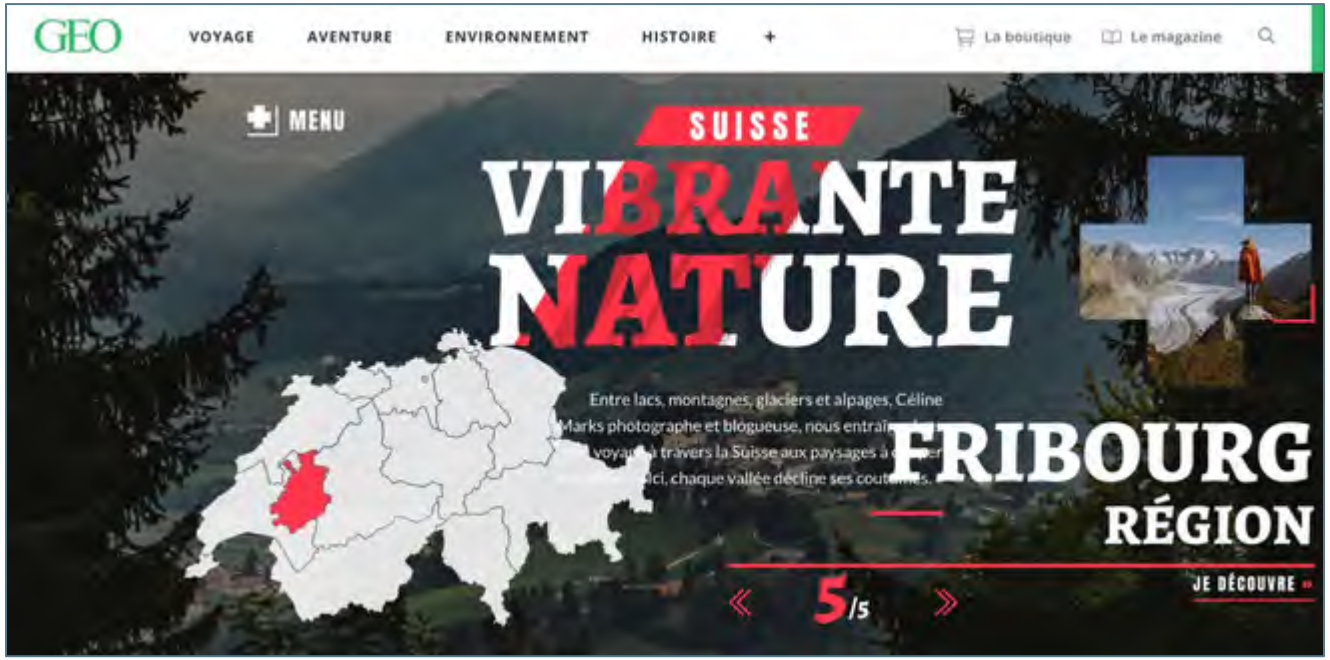
Hôtels

Où loger lors de votre city break en Suisse ?

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

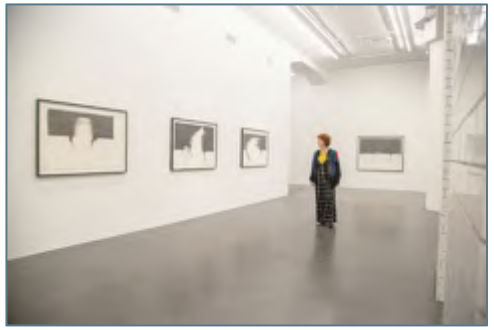
Switzerland.

Italy.

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

Switzerland.

- 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» 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 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

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

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

Promotion: Distribution of Hotel brochures.

Switzerland.

- Date: 30.09.2020
- What: Distribution of 25.000 copies of the hotel brochure “Design & Lifestyle” and 5.000 copies of the brochure “Typically Swiss Hotels” with the magazine The Lifestyle magazine
- Focus: Luxury Traveller & Attraction Tourer

Switzerland.

Spain.

Media: 7132 Hotel.

Switzerland.

- Throughout 2020 the 7132 Hotel has been the hotel in Switzerland that has appeared the most in the Spanish press
- In such important media as the supplements Icon and Smoda of the newspaper El País, the travel magazines CondeNast Traveler and Viajar, the supplement Mujer de Hoy of the newspaper ABC and in the digital versions of the magazines Esquire, ELLE, Men's Health, Diez Minutos and newspaper Lavanguardia.es
- Circulation: 3’696’840
- Contacts: 5’647’827

Media: ELLE.

- An entire page dedicated to the city of Zurich in the April issue of the women's magazine Elle
- Report about the cities of the future that are pioneers in following a green and sustainable philosophy
- The hotels of La Réserve Eden au Lac and 25hours Langstrasse are integrated (text & photo) as very green options
- Circulation: 128’242
- Contacts: 287’619

ZÜRICH

EL 'E-GRAND TOUR' (MYSWITZERLAND.COM) ES UNA NUEVA RUTA POR SUIZA EN COCHE ELÉCTRICO

Switzerland.

Media: Revista Viajar.

Switzerland.

- 8 pages dedicated to the most beautiful hotels with a view to the lakes of Switzerland in the September issue of the travel magazine Viajar
- The extensive report includes the hotels of Park Hotel Vitznau, Eden Roc, Le Mirador Resort&Spa, Beau Rivage Geneva, Four Seasons Hotel des Bergues and Hotel Beau-Rivage Palace Lausanne
- Circulation: 74’000
- Contacts: 261’686

Media: Telva.

Switzerland.

- 8-page report dedicated to Verbier in the March issue of the women's magazine Telva
- Extensive report about the ski resort including the best options of gastronomy, shopping, wellness and accommodation
- The hotels of Le Chalet d'Adrien and W Verbier are integrated (text & photo) as well as the restaurants of Le Table d'Adrien and Eathola Tapas Bar
- Circulation: 118'129
- Contacts: 243'000

Media: Basque Luxury.

Switzerland.

- Basque Luxury is is an annual magazine distributed in bookstores, premium transportation companies, art galleries and luxury hotels in northern Spain and southern France
- 14-page report on a tour through the cities of Zurich, Lake Lucerne, St.Moritz and the Excellence Class of the Glacier Express
- The hotels of Park Hotel Vitznau, Badrutt's Palace Hotel and Four Seasons Hotel des Bergues are integrated (text & photo)
- Circulation: 30'000
- Contacts: 836'000

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

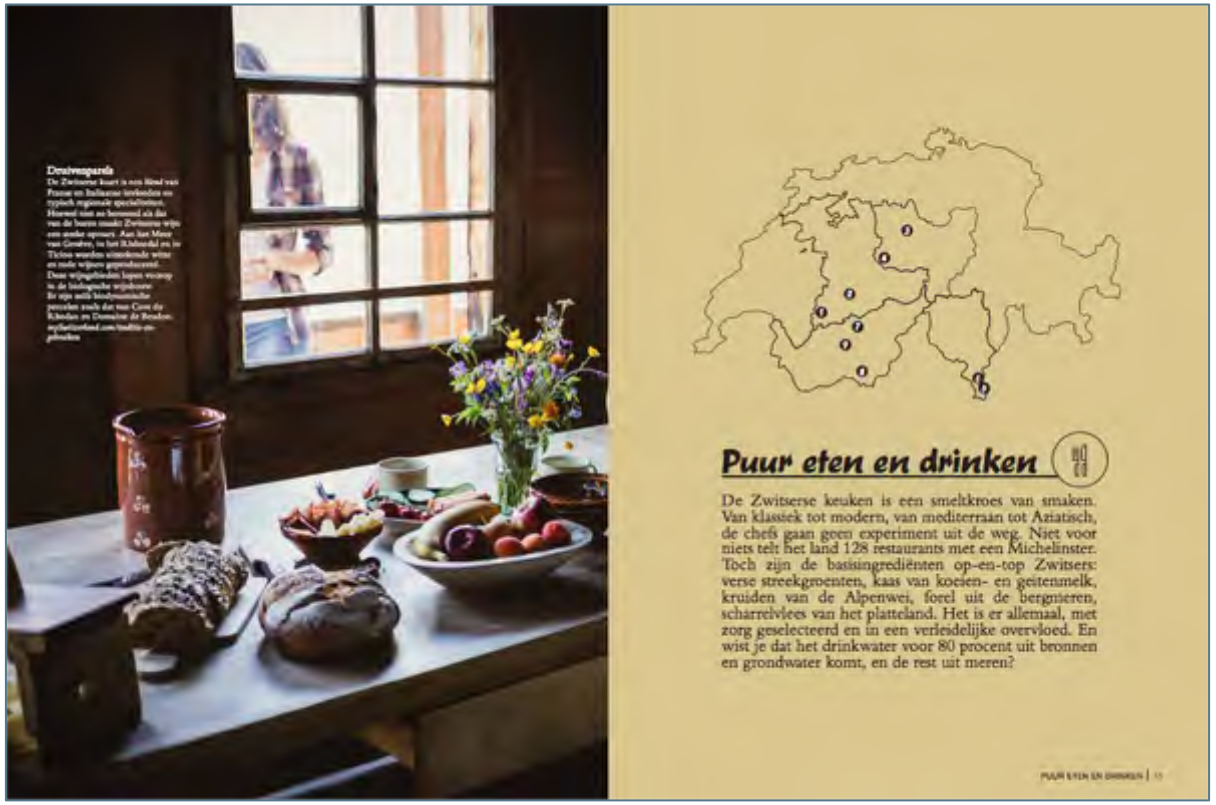
- Episode 2: Berghotel Trübsee
- Episode 3: Valsana Hotel & Appartements

HoKo Contribution: No cash involved

Netherlands: «Authentic Story of Switzerland».

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».

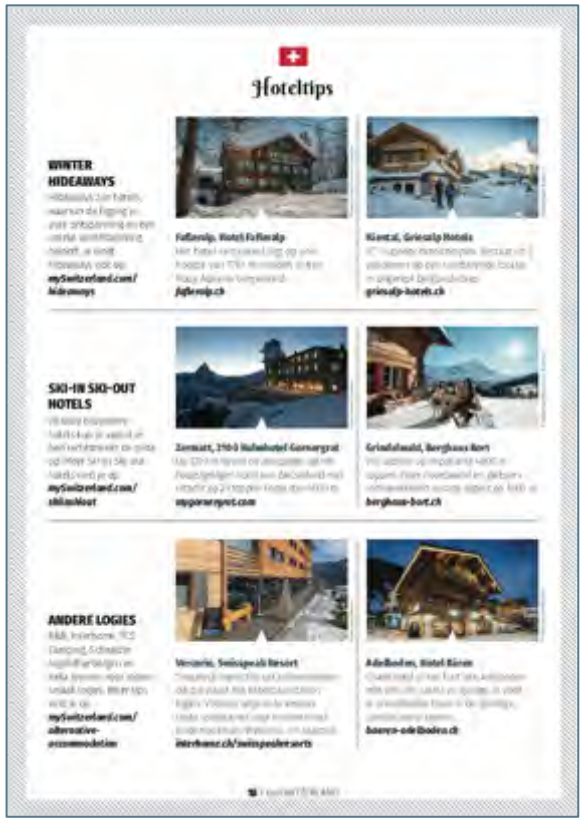
Switzerland.

BeNe: AS Adventure / Bever insert.

Switzerland.

Switzerland Winter Insert

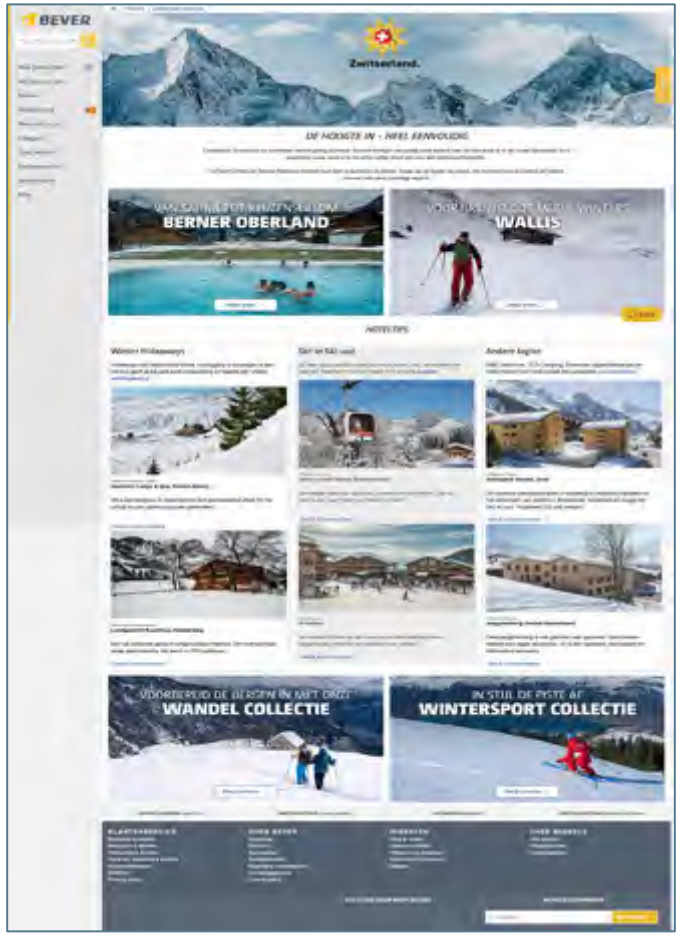
- 20-pages
- French & Dutch versions
- Partner content based on media trip during winter season 2018/19
- Partners: Valais & Berner Oberland
- One Hotel page.
- Distribution via AS Adventure & Bever online orders as of 18.11.2019
  - 30.000 ex. via Bever & AS Adventure each
  - 150.000 readers in total



Netherlands: Bever Switzerland landing page.

Switzerland.

- Landing page Switzerland on bever.nl
- Valais content based on print insert
- 6.772 unique visitors
- 18.11.2019 - 15.01.2020



Belgium: Skihall Aspen Antwerp.

Switzerland.

Special Valais brochure

- Excl. distribution at Aspen Skihall
- 2/1 page dedicated to Interhome proposing a discount of 10% on Interhome Valais offers to Aspen visitors
- 3.000 ex. / ca. 7.500 readers
- As of 04.02.2020

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. No cash involved

Netherlands: Outdoor Fair Utrecht.

Switzerland.

3 fairs under one roof from 28.02- 01.03.2020

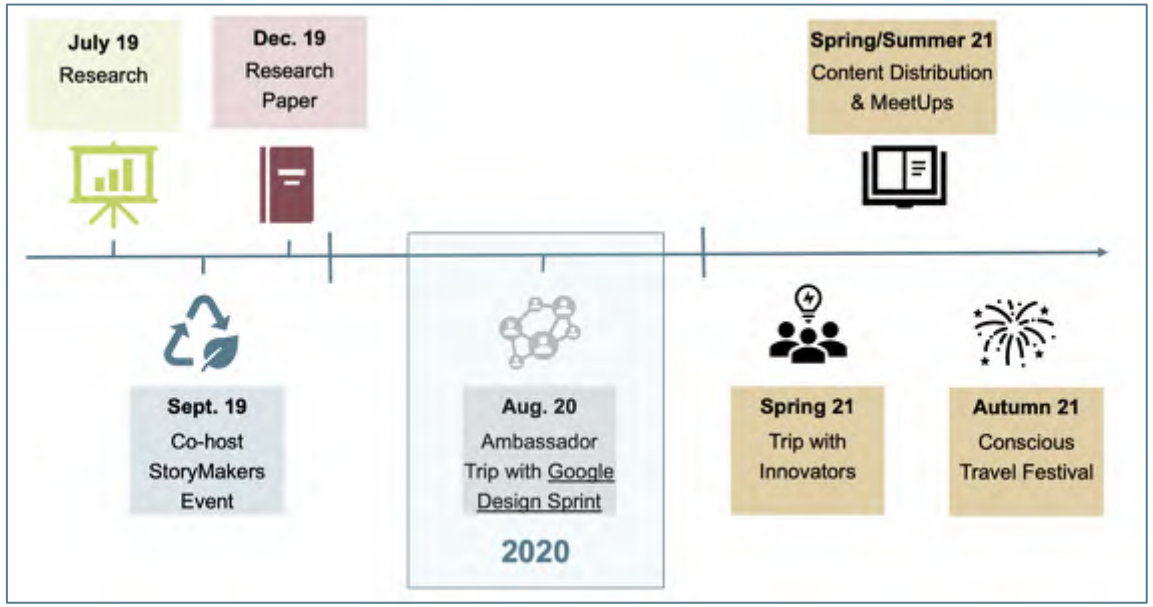
- Bike MOTION: Race biker & mountain biker
- E-Bike challenge: Recreational cyclists
- Fiets- en Wandelbeurs: Trekking biker and hiker

- Total visitors: 41’000 visitors
- Partners: Ticino, Nendaz, Berner Oberland, Arosa & Davos, Switzerland Cheese Marketing
- Bike hotel. No cash involved

The Conscious Travel Project 1.0. (BeNe)

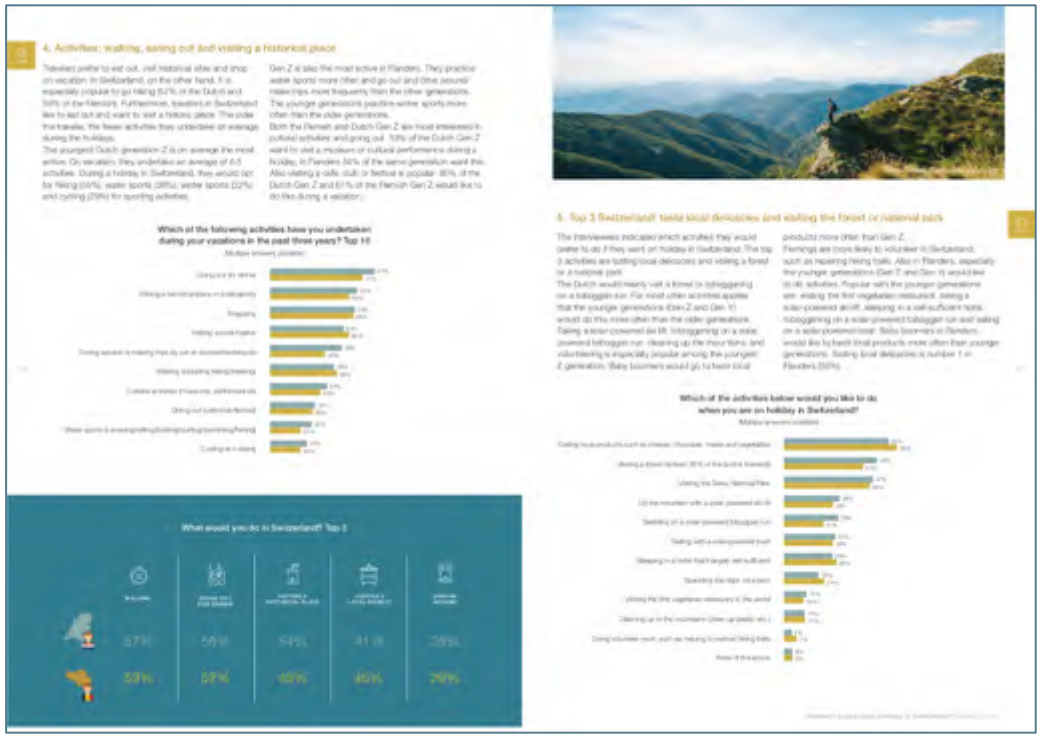
Switzerland.

- Co-creational project between Key Partners, Experts from the market, Media and Research
- Trip to Switzerland with sustainability experts from the market (BeNe) in the form of a google design sprint (20 people)
- Output:
  - Analysis of the product
  - Out of the Box Idea per partner
  - Project Report incl. Research
  - Project Videos + Photos
  - Media Publications
- Key Partners
  Bern, Valais, Ticino, Lake Geneva Region, STS

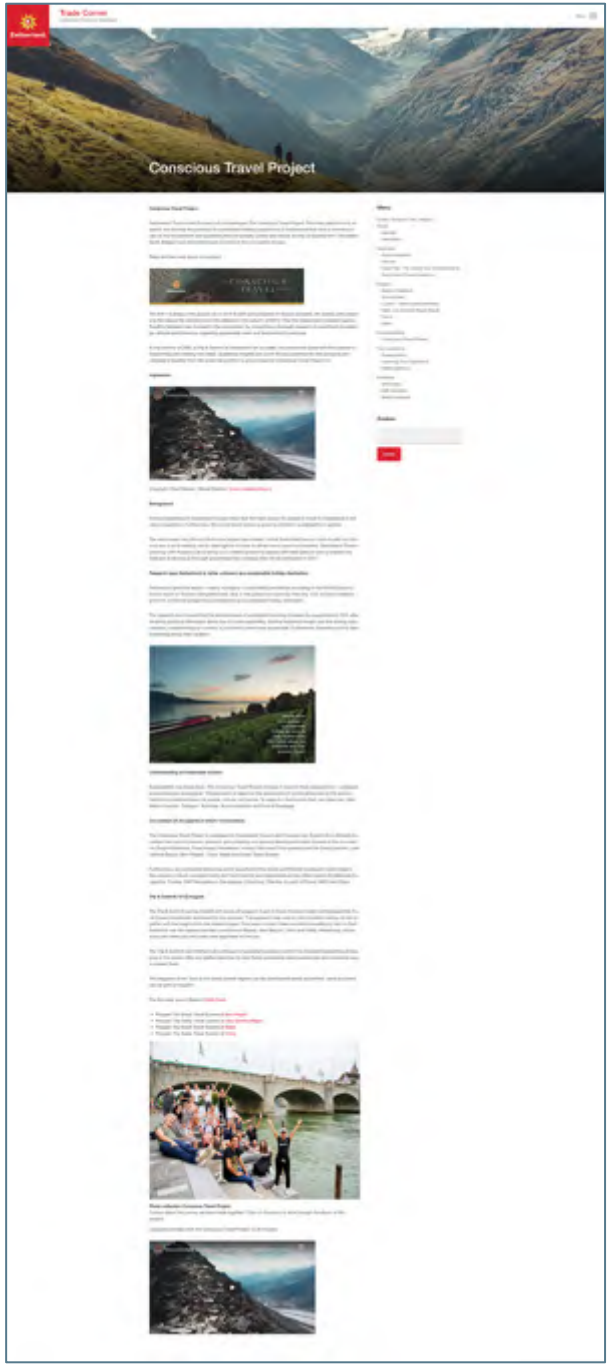


The Conscious Travel Project.

Switzerland.



Switzerland.



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.

- Budget CHF 6’000,-

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

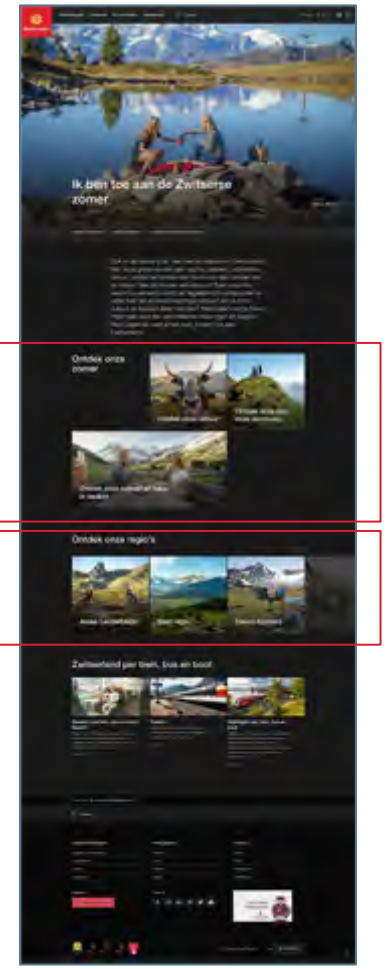
- No cash involved

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.

- 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

- No cash involved

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.

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.

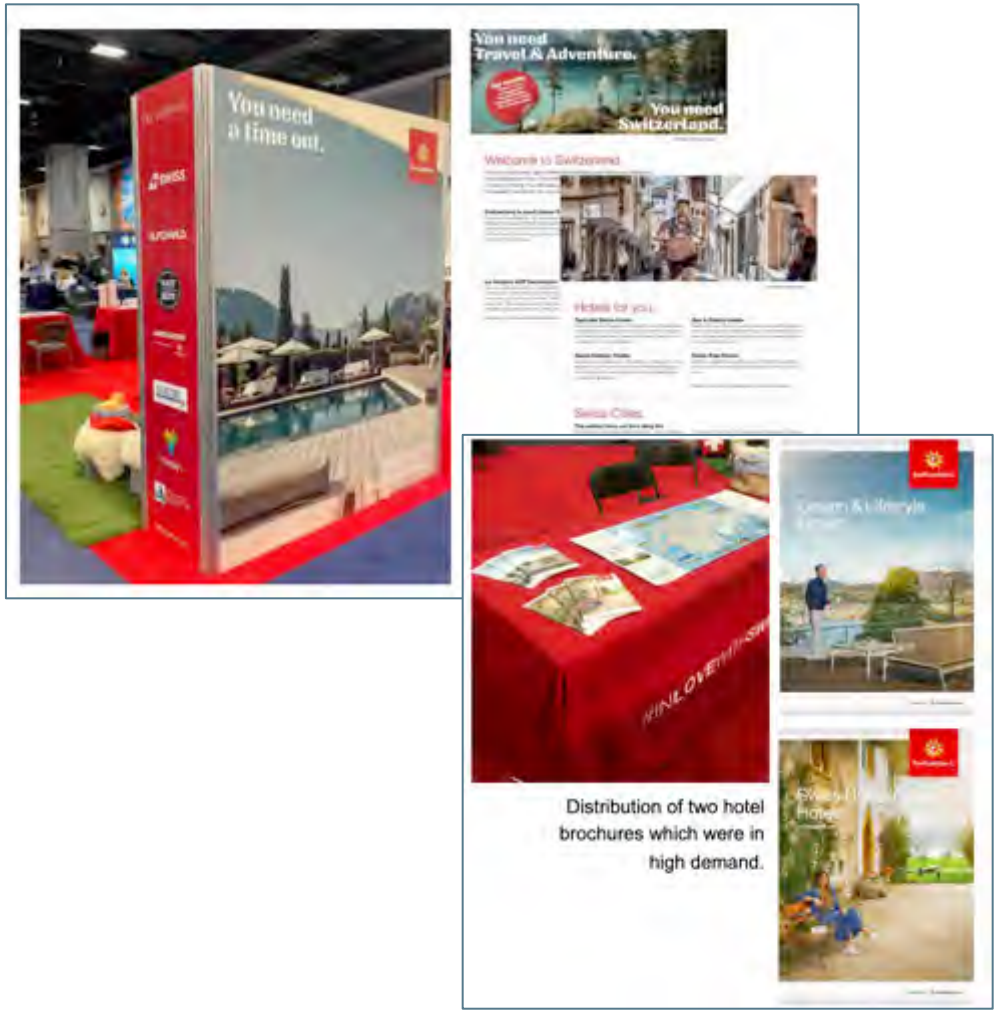
Switzerland.

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: Yodel USA.

Switzerland.

- B2B sales manual
- Print: 50’000 copies distributed via Luxury Travel Advisor, Canadian Travel Press and Travel Agent Magazine in US and Canada in February (peak booking season)

- Circulation: 50’000
- Period: 03.01. – 28.02.2020
- Contacts: 200’000

Trade: Yodel Canada.

Switzerland.

- B2B sales manual
- Print: 15’000 copies distributed via Canadian Travel week, two versions in English and French (peak booking season) together with interview Friday 5 on Switzerland

- Circulation: 15’000
- Period: 06.05. – 30.05.2020
- Contacts: 37’500

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
Films (7)	Waldhaus Films – waldhaus-films.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 – melodge.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 – buchertravel.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

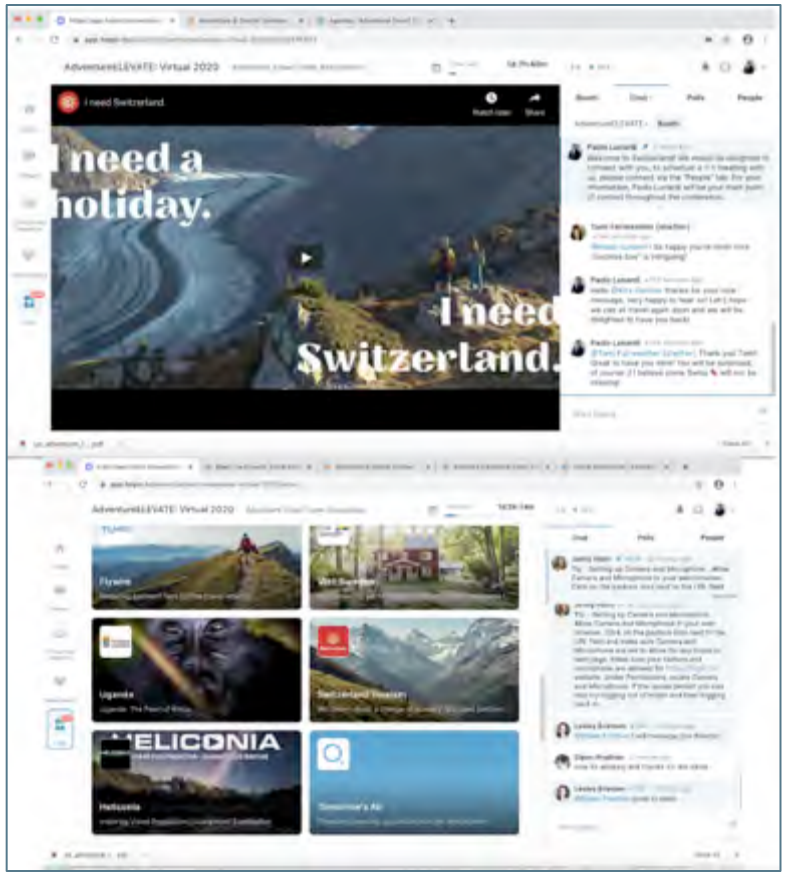
Travel advisors asked us for more training. Switzerland Tourism listened and launched the Switzerland Academy. Become a Switzerland Travel Expert with our e-learning program. Specialize and find the top 10 experiences in areas such as lifestyle, scenic trains, nature, and the Grand Tour of Switzerland. 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.

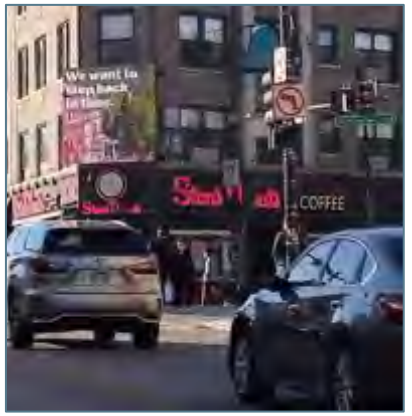
- 2-day virtual conference
- Sept. 15-16, 2020
- Switzerland Sponsorship package with virtual booth and emails prior to event
- Plenary sessions, 1:1 meeting sessions & networking opportunities
- 462 participants
- Emails prior to event opened by 56,000 people

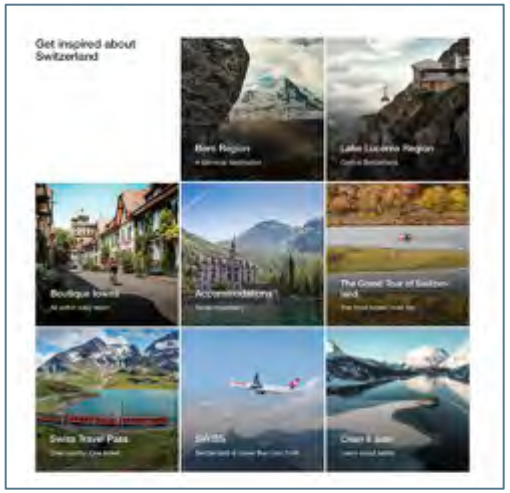


Promotion: Summer campaign 2020.

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%

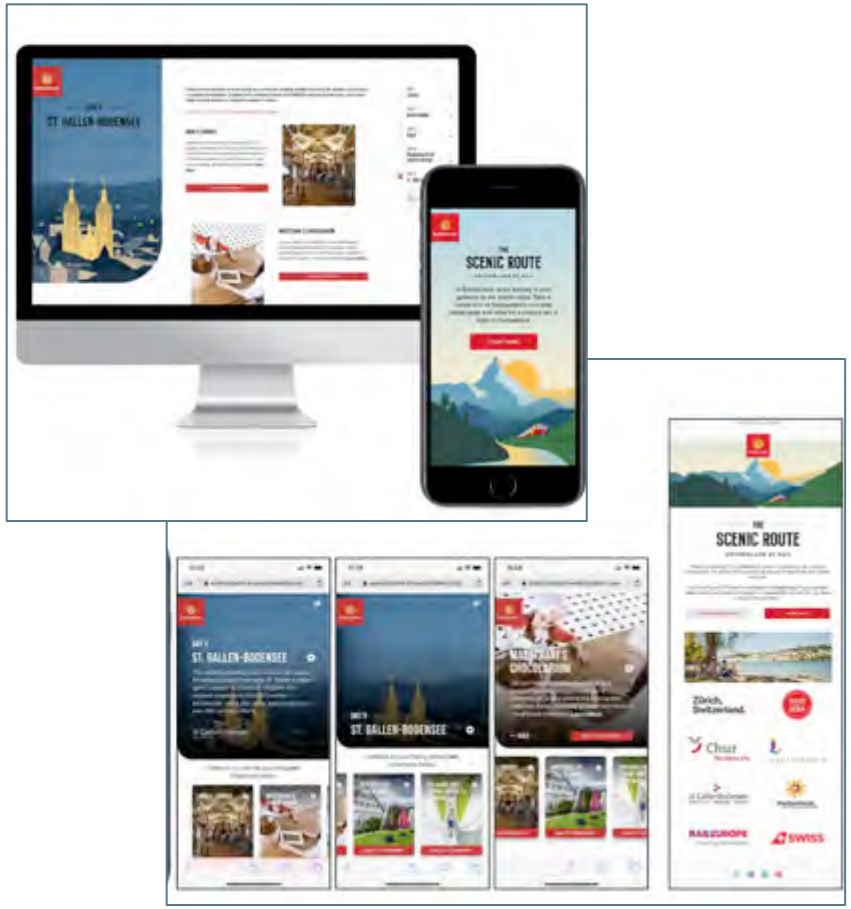
Promotion – The Scenic Route.

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



Switzerland.

Brazil.

Trade: Sales manual Suíça 2020/21.

Switzerland.

- Sales manual “Experiência: Suíça” edition 2020/21
- 54 pages: 7 partners, 9 StraPa, 5 ST campaigns covered
- 1.000 printed copies
- 25.000 eletronic copies distributed
- **Special hotels selection with 1/3 page advertisement**
- Online version available at https://brochures.myswitzerland.com

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

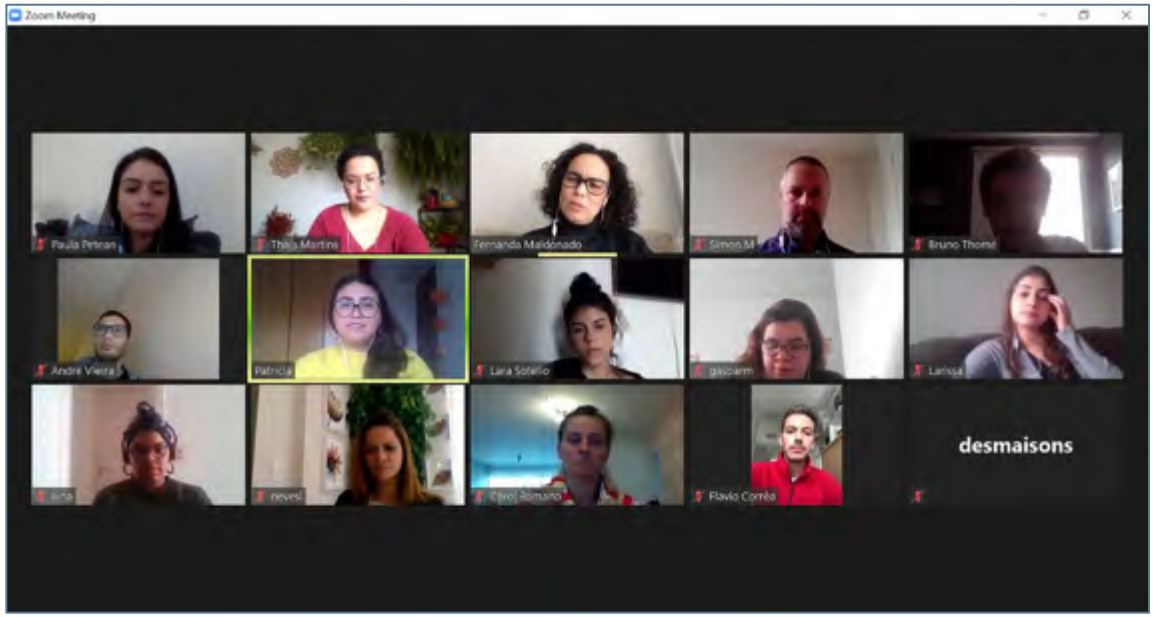
More photos available on Flickr
https://www.flickr.com/photos/switzerland_tourism/albums

Trade: Live talk with ILTM Latin America team.

Switzerland.

2020 May 14th

- Special talk with ILTM Latin America staff at Reed Exhibitions Brazil
- General talk about Switzerland highlights and positioning on luxury market
- Discussion about ideas for recovery planning (inspirational)
- 15 participants



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)

Media: Clipping Event.

Switzerland.

- 2020 March 11th

- Panrotas – Online
- Theme: STE 2020 (increasing number of Brazilians)
- Page Views: 31’421
- https://www.panrotas.com.br/destinos/eventos/2020/03/suica-revela-aumento-de-brasileiros-e-inicia-capacitacao-em-sp_171728.html

- Fontoura Notícias – Online
- Theme: STE 2020 (increasing number of Brazilians)
- Page Views: 2’926
- https://www.fontoura.com/noticias/suica-revela-aumento-de-brasileiros-e-inicia-capacitacao-em-sp/

Suíça revela aumento de brasileiros e inicia capacitação em SP

Matérias & Notícias, PANROTAS, Turismo | 11 de março de 2020

Filip Calixto

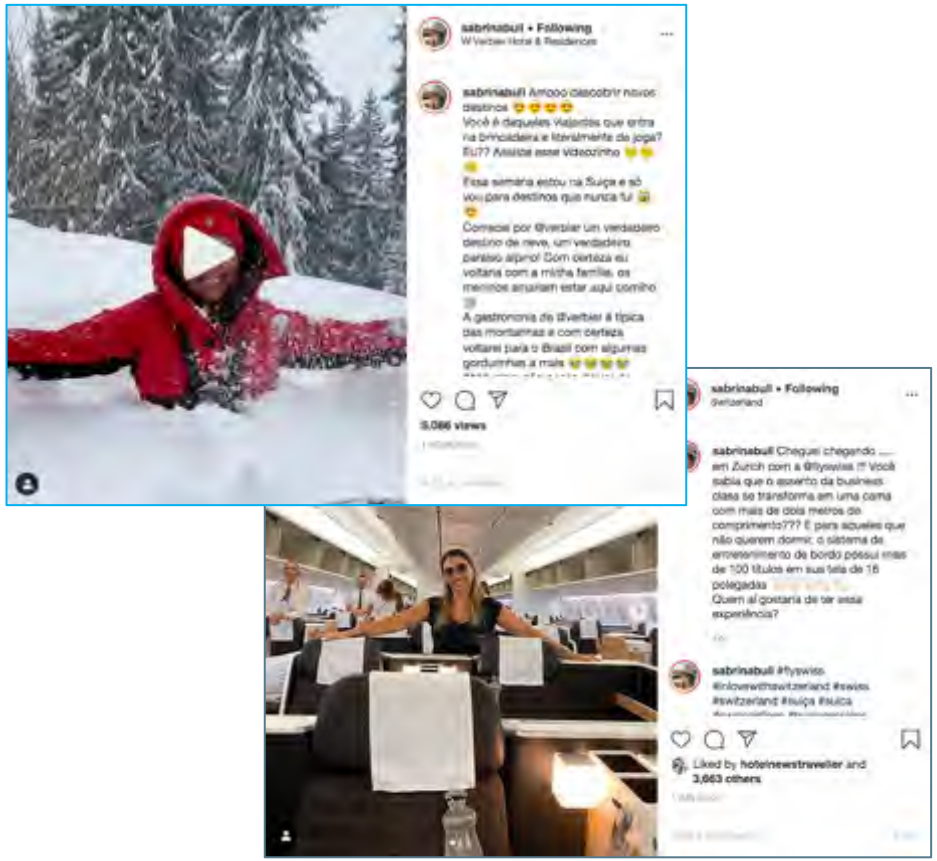
Claudio Zemp, Christina Gläser e Fabien Clerc, da Switzerland Tourism

Nesta semana, o escritório de Turismo da Suíça (Switzerland Tourism, ou ST) está realizando, no Palácio Tangará, o Switzerland Travel Experience. O evento é realizado pelo quarto ano consecutivo e o conceito criado no Brasil permite uma imersão de 24 horas em que os convidados podem ter tempo com os parceiros do destino, interagir e fortalecer relacionamentos, assim gerando novos negócios.

Media: Press trip, Influencer Summit.

Switzerland.

- 2020 January 28th and 31st
- IG @sabrinabull - Followers: 440K - Engagement rate: 0.94%
- YouTube Sabrina Bull – Subscribers: 109K
- ST Support: SWISS Flight in business class, 2 overnights at **W Verbier**, 2 overnights at **Romantik Schweizerhof** in Grindelwald and 1 overnight at **25hours** in Zurich. Program and Swiss Travel Pass.



Media: Media Activity.

Switzerland.

2020 April 23rd

- Vogue
- Online version
- Theme: St Moritz highlighting Badrutt's Palace Hotel.
- Page Views: 1'429'805
- https://vogue.globo.com/lifestyle/viagem/noticia/2020/04/conheca-o-diario-de-viagem-de-silvia-braz-st-moritz-na-suica.html

Com um clima ao mesmo tempo festivo e família, St. Moritz, a mais conhecida estação de esqui da Suíça, é um dos destinos de viagem predileto e mais frequentes da influencer **Silvia Braz**. Em fevereiro, durante o feriado de Carnaval, ela desembarcou mais uma vez por para uma temporada repleta de experiências em companhia de su três filhas, Maria Vitória, Maria Antônia e Maria Isabela, e do marid Glauco Braz.

Os dias da família no destino, que combina atrações culturais a pistas de ski com ótima infraestrutura e variedade para receber todos os níveis de esquiadores, começavam sempre com o paladar aguçado. "Achei que os melhores croissants eram os franceses até provar os do Badrutt's, sempre quentinhos e crocantes. O sabor, o som da harpa que todos os dias estava presente no café da manhã do hotel e a vista dos Alpes através das grandes janelas são um convite para começar o dia inspirada e feliz. Ao lado das minhas filhas e do meu marido, então, tudo fica ainda mais especial", diz.

Media: Clipping.

Switzerland.

- 2020 May 25th
- Online Media: Jornal Turismo e Eventos
- *http://www.jornalturismoeeventos.com.br*
- *Page Views: 5’083*
- Theme: “Clean and Safe” label

Media – Clippings.

Switzerland.

- 2020 Jun 5th
- O Globo Online
- Page View:14’667’919
- Theme: Clean and Safe label

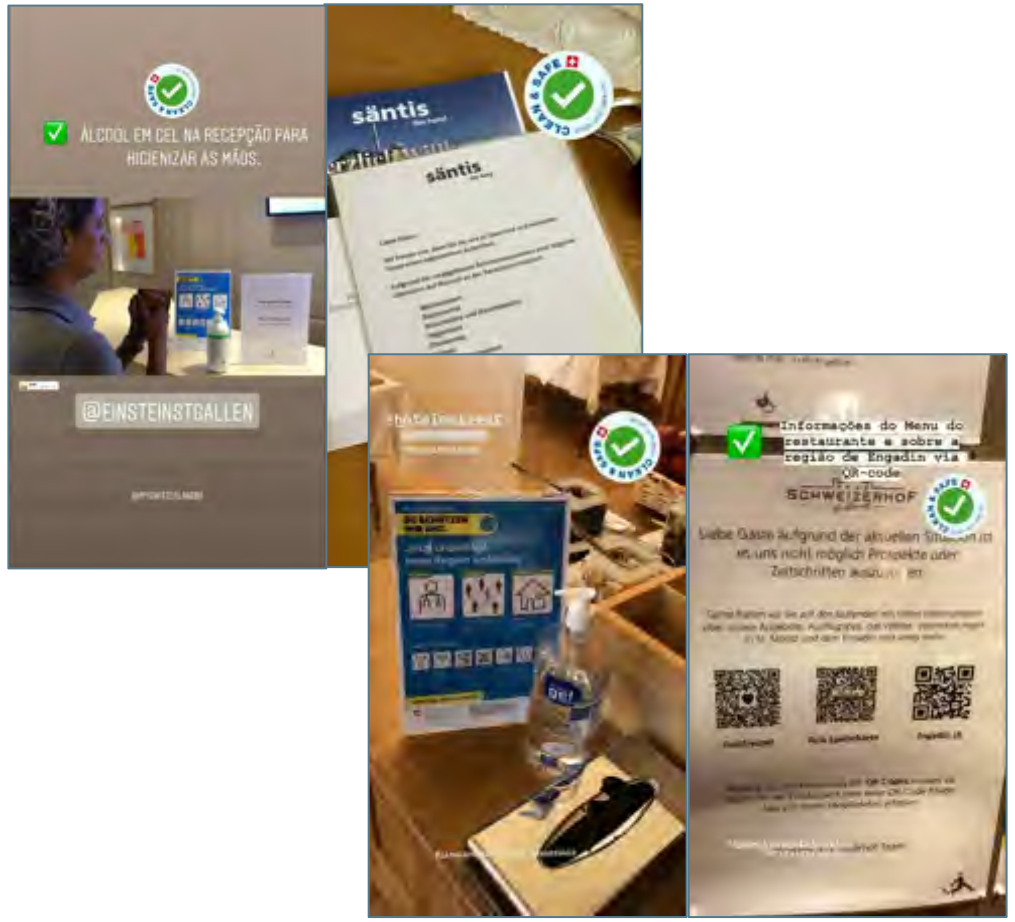
Ainda na Europa, a Suíça deu o mesmo nome do selo português a seu próprio certificado de qualidade contra a Covid-19. O Clean & Safe helvético é voltado para hotéis, restaurantes e meios de transporte, como os bondinhos alpinos e os barcos que cortam os lagos do país. O objetivo é mostrar aos turistas que esses estabelecimentos seguem à risca as normas exigidas pelo governo suíço para que possam voltar a funcionar.

Media: Social Media. Clean and Safe & E-GToS.

Switzerland.

2020 July 8th to 12th

- Project in partnership with @guiasuica
- Project phase 1: Publishing on stories clean and safe procedures to rent a car and in the hotels.
- Project phase 2: E-Grand tour of Switzerland to be published on social medias (IGTV and YT) in 2020 March, 2021 to promote summer season.
- Itinerary: Zurich/ St Gallen/ Appenzell/Guarda/ St Moritz/ Zurich.
- St Support: rental car and 4 overnights (1 in each hotel) - **Einstein Hotel, Säntis-Schwebebahn, Meisser Resort, Schweizerhof St Moritz**.



Media: Press Trip @vamospraonde.

Switzerland.

2020 Dec 7th and 9th

- @vamospraonde
- 403K followers
- Proposal: Visit the new lift in 2020 Jungfrau
- 2 overnights at **Romantik Schweizerhof** hotel
- ST support: Swiss Travel Pass, 02 ON and mountain tour experience

Promotion: ST SAO Webinars.

Switzerland.

2020 April 7th to 30th

- Webinars organized by ST SAO featuring our key partners
- 2020 Jungfrau Railways/Region and **Romantik Schweizerhof** Grindelwald
- Mix of live talks and presentations
- 62 participants
- Partner presentation by Fernando Aquino and John Alonso

Switzerland.

Russia.

Media: Tele Magazin.

Switzerland.

GAAANZ
HEISS

Die Faszination des Saunierens kann man in speziellen Locations erleben – etwa in einem Bohrturm, auf einem Saunaboot oder in einer Jugendherberge.

Weitere Tipps

- Weekly TV magazine with tv program and articles. Article about Saunas.
- March 2020.
- Circulation: 280’000
- Contacts: 280’000

Media: Femina.ch.

Switzerland.

- Femina is the women's magazine of French-speaking Switzerland and reports weekly on the latest trends in fashion, accessories, beauty, health and travel. Online article about new hotels in the alps or city.
- January 2020
- Circulation: 220’000

Media: Tele Magazin.

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

Media: Tele Magazin.

- Weekly TV magazine with tv program and articles. Article about christmas decorations.
- 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

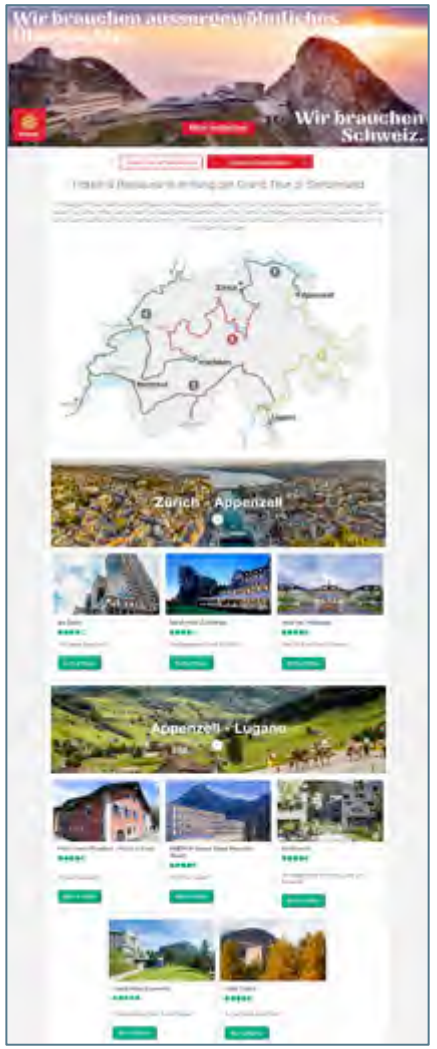
Switzerland.

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.

- 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.

Switzerland.

- 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.