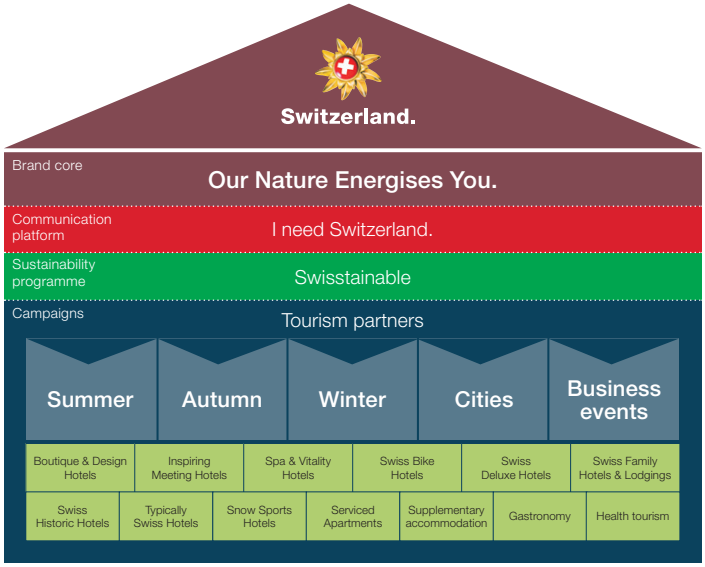
Switzerland Tourism.

Annual Reporting 2021
Accommodation & Gastronomy Marketing.

Benefit from integration in over 22 markets worldwide

Switzerland Tourism operates in 22 different markets with the main campaigns Summer, Autumn, Winter, Cities and Business events. As an accommodation partner, you are integrated into these campaigns wherever appropriate and benefit from a positive association with the Switzerland brand within your chosen cooperation.



Digital campaign

MySwitzerland

Visits throughout MySwitzerland.com:
33.2 million

Page views for all accommodation pages:
6.2 million

Page views for all cooperation-related pages:
3.8 million

Newsletter

Subscribers: **1,076,840**

Newsletters in 2021: **22**

Click rate: **3.7%**

Social media

Impressions always-on-campaign Facebook
32 million

Impressions on Pinterest
5.8 million

Video plays in our accommodation campaigns
1.3 million

Additional promotion

- USA/Canada Sales Manual “Switzerland Yodel”
- UK/Ireland Trade Guide “The Alphorn”
- GCC Family Booklet
- GCC Luxury Booklet
- GCC Winter Booklet
- China Culture & Arts Booklet

Events & conferences

Participation physical
STM Interlaken*, ILTM Cannes

Participation online
ITB Online, AAA USA, STMS*

* Partners have profited from special conditions.

Special projects

Bed ’n’ Bureau
6,676,209 impressions
39,949 link clicks

City push
21,169,257 Impressions
169,078 link clicks

Rendez-vous
21,897,377 impressions
143,398 link clicks

Partner support

Hotel Marketing Day
4 days, 180 attendees and 18 speakers

Webinars
152 participants in 2 webinars

Information dashboard
COVID-19, market prognosis
↪ stnet.ch/MIS

Detailed Information about the Reporting 2021 for the Accommodation & Gastronomy Marketing can be found at **stnet.ch/reporting**

Boutique & Design Hotels.

General information

Partners: **51**

Priority markets:
Switzerland, Germany, UK, USA, France, Italy, Russia

Circulation brochures 2021: **40,000**

All accommodation partners benefit from positive branding with the usage of our cooperation logos.

Recommended by Switzerland Tourism.
Boutique & Design Hotel

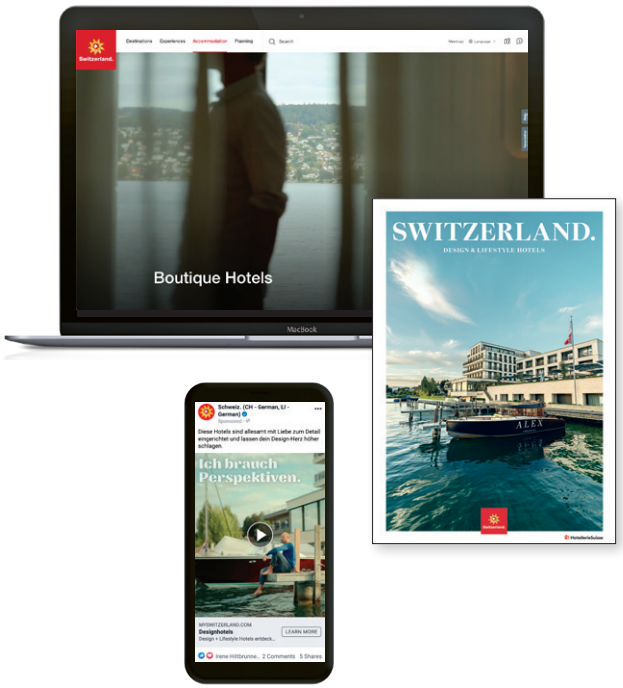
Digital campaign

Impressions: **5,630,485**

Link clicks: **26,004**

Video plays: **1,571,873**

Landingpage views: **37,937**



Top market activities

Market	Activity	Description	Time frame	Circulation	Contacts
Spain	Online article: Viajes National Geographic	Swiss monastery transformed into a hotel, restaurant and self-sufficient farm.	27 April 2021	417,601	417,601
USA	Callum Snape – Trust the Influencer Campaign	Influencer trip to Switzerland with over 140 stories.	8–21 August 2021	-	3.2 million impressions & contacts
USA	ePromotion Expedia Fall Campaign	Digital push for audience searching for flights and hotels in Switzerland through Expedia network.	1–31 October 2021	-	1 million impressions & contacts

The Hide, Flims, Graubünden

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