



Market Updates

January/February 2022

Editorial

Dear partners,

After 2 years of pandemic, we finally seem to see the light at the end of the tunnel for good. In Europe, the vast majority of countries have already lifted most of the restrictions. Travel is picking up again and travel agencies are reporting a sharp increase in activity, particularly in summer bookings.

For 2022, we see a further improvement in LN to 84% of the 2019 level, with almost all of the volume from 2019 then expected in 2023.

In the home market, strong growth should slow to around 5% this year due to increased opportunities for international travel, and demand from Switzerland should stagnate at around this level in 2023.

In Europe, certain restrictions will remain, which is why we are forecasting another minus of 17% here for 2022. In 2023, too, demand from Europe is still expected to be slightly below the 100% LN of 2019.

We will need more patience for the long-distance markets. Here, the figures remain red this year as well. According to us, more than half of the LN from 2019 will be missing for 2022. In 2023, the signs are good that at least just under 70% of the LN from 2019 can be achieved again from overseas. However, the full recovery of all long-distance markets, especially those in Asia, is not likely to occur until 2025 and the years thereafter.

But the real news of the moment is the conflict in Ukraine. As the situation is changing day by day, it is difficult to make reliable forecasts about the consequences for the Swiss tourism. The Russian clientele has already dropped significantly during the pandemic (-2/3), the question arises as to the impact on the distant clientele (Asia/Americas) which would be chilled by the constant news of a conflict in Europe. ST is following the situation closely and will keep you informed.

Gilles Dind, Head of Markets West



1. Priority Markets

BENELUX

Market Situation

General situation and Outlook:

The booking situation for the upcoming winter months is extremely positive. The relaxation of the COVID measures in February further supports this. In the Netherlands, most COVID measures have been abolished since 25 February, in line with Switzerland. In Belgium and Luxembourg, certain restrictions remain in place (certificate requirement), but should also be further eased in the coming weeks. These relief measures and the abolition of COVID measures also have a positive impact on bookings for the summer months. Tour operators are reporting rising booking figures and good prospects for the summer.

Travel Outlook:

A study conducted in the Netherlands in February on travel plans for the summer also shows very positive signals: 68% of respondents say they plan to take a holiday this summer. This value is at the very positive pre-crisis level from 2018/2019.

July and August remain the main travel months but June (22% of respondents) and September (17%) are also popular. The car remains the most popular means of travel for Switzerland trips with 72%, but the train also has a very positive presence with 24%. In general, 57% of respondents said that sustainability is important or very important when travelling in Switzerland.

Campaigning & Activation

Meetings

Netherlands

Meeting Magazine: article Engelberg - Titlis.

High Profile: article Crans Montana.

High Profile: article international study trip Zurich and Engadin St.Moritz.

Belgium & Luxembourg:

Boardroom Magazine, circ 7'500 ex 2 pages about Blooming Biotech in Switzerland.

eNews : January edition: Culinary experiences in Switzerland sent to 1'569 contacts

eNews: February edition: Standalone about Engadin-St.Moritz: Meet on top of the world sent to 1'551 contacts.



VAB Magazine: circ. 330'000, 600'000 readers 2 pages on 3Gen family trip from Belgium to Flims-Laax.

Winter

Bever: 3 weeks production with film crew in Graubünden, Bernese Oberland (MiB) and Valais. Filming 3 Bever groups (families, group of friends) while in Switzerland

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Netherlands

- Launch of 3 new swisstainable products with STC
- individual meetings with tour operators & travel agencies
- preparation for various networking events
- Interest of CH partners increases
- updating of the tradecorner

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Media Trips

Group Media Trips Benelux:

Lake Lucerne Region (Engelberg & Stoos): 12 participants

Individual Trips:

Belgium & Luxembourg

Pasar: Jungfrau Region & Interlaken

Viva Vakanz RTL - podcasts: Saas-Fee

RTL-TVI La Grande Balade TV: Nendaz

Netherlands

Snowrepublic.nl: Engelberg

Reformatorsch Dagblad: RhB/GR



WeAreTravellers.nl: Nendaz, Veysonnaz and Thyon
Up/Down MTB Magazine: fatbiking and touring in Andermatt
National Geographic Traveler: Engadin St. Moritz
EO television magazine Visie: RhB/GR
Hoogtelijn: snowshoeing in Graubünden

Media Top Coverages

Belgium & Luxembourg

De Zondag: Saas-Fee
Goed Gevoel: GToS (Evolène, Montreux, Bern)
Bahamontes: 1/ Ticino (Via Tremola) 2/Alpes vaudoises (TdF in Vaud)
Podcast RTL Play Viva Vakanz: Saas-Fee
Seniorennet: Flims (Intersoc)
Pasar: Graubünden
RTL-TVI - La Grande Balade: Nendaz

Netherlands

WeAreTravellers.nl: winter in Valais
Lifestyle magazine MEER: winter and cheese in Engelberg
Hoogtelijn: women to the top in Valais (100% women)
Bergen Magazine: Family holidays Leysin
EO television magazine Visie: train experiences in Graubünden
50+ Magazine: summer in Valais - focus on Val d'Anniviers
De Telegraaf: Hotel of the Week - Rigi Kulm Hotel
Snowrepublic.nl: Stoos

Future Activities

Meetings



Netherlands

Study trip Andermatt and Luzern 04/03-06/03.
Cooking workshop 29/03.
SITE study trip international 13/03-16/03 - 2 participants.

Belgium

Study trip To Engelberg: 11-13.3.2022
Association event in Brussels: 21.3.2022

Luxembourg

3Generation media trip with RTL and family to Arosa, 2.4.2022

Summer-Campaign

Benelux

Start Summer Digital Campaign in April
Start Interactive Summer Campaign with Media Partner Columbus Mid March

Belgium

Publication Exclusive Andermatt Cycling Supplement in Belgium

Interesting observations

According to tour operators, interest in bookings is increasing



1. Priority Markets

FRANCE

Market Situation

A quelques semaines de l'élection présidentielle (elle a lieu tous les 5 ans), la crise en Ukraine a complètement chamboulé l'actualité en France. Alors que les Français se passionnent pour le débat politique, l'élection est totalement passée au second plan. Les sondages donnent pour le moment le président Macron assez largement favori.

Cette nouvelle crise remet déjà en question la saison touristique estivale. On peut se demander si les Français se risqueront à réserver des destinations lointaines en ce moment, ne sachant pas ce que les prochains mois nous réservent. De ce point de vue-là, on s'orienterait à nouveau sur une saison privilégiant les destinations européennes. La force du franc suisse sera par contre un frein relatif.

Un peu anecdotique mais révélateur, les dernières données de la plateforme touristique Travellyse développée par le cabinet européen Interface Tourism nous apprenent que la propreté est devenu le critère prioritaire de choix pour les vacances des Français en 2022. Et ceci pour toutes les catégories d'âges. En début d'année 2020, avant l'arrivée du Covid-19, le critère n'apparaissait qu'en 30e position du classement, cité par seulement 9% des voyageurs.

Campaigning & Activation

ETE

- Relecture des différents projets des key partners avant publication

SCIB :

- 12 articles de blog publiés, 22'252 pages vues sur la période sur l'ensemble du blog.
- e-news " Une bonne résolution 2022 : Organiser des événements à proximité." envoyée à 2'476 contacts --> taux d'ouverture : 26.27%, ouvertures uniques : 640, taux de clic : 9.69%

HIVER

- SoMe : déroulement d'un jeu concours "L'hiver de Roger Federer" sur la page Facebook ST France. Période : 17-31 janvier, budget investi 200€, résultats : 6208 vues de la landing page avec le formulaire, 5337 participants, 1533 inscriptions à la NL FR.

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- SCIB : eductour Genève 5 participants pour proposer la (re)découverte de destinations de proximité. Voyage court de 2j/1n à Genève sur une thématique "Pile ou Face" permettant aux participants de choisir la visite de lieux incontournables ou plutôt insolites.



KMM

Envoie d'une newsletter Media auprès de 600 journaliste pour un push hivernal supplémentaire

Tournage d'une 13min de TF1 sur la diversité des Grisons

Organisation de 14 voyages de presse en janvier/février

Quelques top coverages: 4 x TF1 (Grisons, Val de Travers, Les Alpes en Mongoflière), Un sujet sur la raclette suisse par Le Monde, et TF1, Le Figaro Magazine sur le Binntal, Chronique d'en Haut sur France 3 sur le MOB Goldenpass.

Voyage influenceur à Bâle pour un city break

Future Activities

ETE

- Plannification des campagnes digitales ST 2022
- Plannification des key partner packages 2023

KMM

- Organisation de media events en avril, mai et juin
- Diffusion du dossier de presse estival/ville
- Rencontres de la Presse Adonet

HIVER :

Voyage de presse Routard et mise en place du projet pour diffusion en hiver 2022/22

VILLES :

- Tiré à part Mint
- Campagne digitales
- Campagnes partenaires

RECOVERY :

- GtoS - Swisstainable - 100% women - run the swiss cities : mise en place des campagnes



1. Priority Markets

GCC

Market Situation

In general the Situation in the GCC is quite good due to the high oil price which gives all GCC countries room to manoeuvre, invest into new projects and provide salary increases to their local staff. However, early January one could feel a bit of a halt in the travel euphoria we have seen before, this was mainly caused due to Omikron. The enthusiasm was already back in February and we hear about many bookings for end of March.

Best practice competitors

- Ireland is widening their market presence from UAE to the whole of GCC, they just conducted an "Ireland Sales Mission" with ministers attending the one week mission.

Campaigning & Activation

- Organic and paid campaign (USD 100.--) about lifted Covid restrictions in Switzerland on Facebook, Twitter and LinkedIn. Results. 250'000 impressions. 5000likes.
- Various paid campaigns about hotel of family and luxury cooperation. Around 400'000 impressions per hotel.
- Expo event of Interlaken, Jungfrau Region and Jungfrau Railways on 23JAN with 78 participants.
- Expo event of Swiss Travel System on 6 February. Sunday Morning Bruch with around 130 participants.

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- Luxury Winter Promotion with Omeir. Via Radio Emarat FM and Social media. Total contacts: 5.3Mio

KMM

- Media Trip together with Presence Switzerland to Zurich, Bern, Crans-Montana, Lausanne and Geneva. Topics: Swisustainable, Swiss Travel System
- Mid February, GCC Pressrelease about reducing of rules in Switzerland, resulted in about 20 media results
- February: 2 Large Live TV interviews at Dubai TV. One English and one on the Arabic channel. Topic: Swiss Pavilion at Expo and Switzerland as a holiday destination.



Future Activities

- Press release about 2021 results, popularity of Switzerland and Swisstainable.
- Expo events on 1st and 15march with Geneva, Vaud on the 1st and Ticino, Lucano on the 15th.
- Media trip to Lugano and Zurich from 6-10th of March with 5 premium UAE medias
- 2 weeks Sales Calls from 20-31 March with 8 Swiss partners in all GCC states.
- Launch of Swisstainable Guide (print run 20'000) as well as Luxury and Family Brochure (print run each 10'000)

Interesting observations

- Ireland is widening their market presence from UAE to the whole of GCC, they just conducted an "Ireland Sales Mission" with ministers attending the one week mission.



1. Priority Markets

GERMANY

Market Situation

Das erwartete Ende der pandemischen Situation mit ihren vielen Einschränkungen in Deutschland, positive Signale aus Wirtschaft, Gesellschaft und Branche wollten wir massgeblich in dieser Market News zum Thema machen. Doch der für viele überraschende Einmarsch Russlands in die Ukraine mit den verbundenen harten wirtschaftlichen Reaktionen gegenüber Russland vor dem Hintergrund der grossen Abhängigkeit Deutschlands bei der Energieversorgung macht kurzfristige Vorhersagen sehr schwierig. Die weitere Entwicklung in dem Konflikt und damit verbundene wirtschaftliche und gesellschaftliche Konsequenzen für Deutschland sind momentan nicht absehbar.

Zwar macht der Aussenhandelsanteil mit Russland für Deutschland nur etwas über 2 Prozent aus, doch zu erwarten sind durch die o.g. Abhängigkeit im Bereich Energie kurzfristig steigende Energiekosten und damit verbunden eine zumindest kurz- bis mittelfristig verbleibende hohe Inflation (Januar 2022: 4,9%).

Sollte die momentane Krise schnell gemeistert werden, wirken durchaus positive Indikatoren. Die touristische Branche rechnete nach einer DRV Umfrage Anfang Februar mit grosser Mehrheit mit einer Rückkehr zur Stabilität im 2. Halbjahr; ebenso mit einem starken Sommergeschäft und erwartet, dass Reisewillige ihren aufgrund der Pandemie aufgeschobenen oder ausgefallenen Urlaub nachholen werden. Dennoch ist die Unsicherheit noch da und die vollständige Erholung der Reisebranche mit ihren rund 10.000 Reisebüros und 2.500 Reiseveranstaltern wird nach Einschätzung des Branchenverbandes noch etwas dauern. Auch die Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR) geht von einem "Schritt Richtung Normalisierung" aus. Die FUR prognostiziert für 2022 ein Gesamtvolumen von 60 Millionen Urlaubsreisen. Das wären rund 10 Millionen mehr als im vergangenen Jahr, allerdings noch elf Millionen weniger als 2019.

Die Stimmung in der deutschen Wirtschaft hatte sich merklich verbessert. Der ifo Geschäftsklimaindex ist im Februar auf 98,9 Punkte gestiegen, nach 96,0 Punkten im Januar. Die deutsche Wirtschaft setzt auf ein Ende der Coronakrise.

Die Überschriften aus der Pressemitteilung des Bundeswirtschaftsministeriums zur wirtschaftlichen Entwicklung vom 14. Februar lauten: „Industriekonjunktur stabilisiert sich zunehmend, Die Weltwirtschaft gewinnt an Schwung, Deutscher Aussenhandel nimmt weiter zu, Arbeitsmarkt startet trotz Omikron-Welle sehr gut ins Jahr, Insolvenzentwicklung weiter rückläufig.“

Wir werden dann im nächsten Market Update etwas genauer vermelden können, inwieweit diese zuletzt genannten positiven Signale, die vor der Eskalation in der Ukraine gesammelt wurden, sich auswirken konnten.

Best practice competitors

Diverse grössere Tourismusdestinations-Kampagnen sind gestartet, u.a. Irland, Australien, Türkei und Istanbul

Campaigning & Activation

Winter Digital Kampagne Key Partner: Mehr als Winter. Mit Videos von Schweizer Locals wurden



die Wintererlebnisse der Key Partner Arosa Lenzerheide, Davos Klosters, Luzern, Bern und Wallis in einer umfassenden Digitalkampagne promotet. Die Erlebnisse und Videos wurden auf MySwitzerland.com platziert und mit Social, Nativen und YouTube Anzeigen beworben.

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Frosch Sportreisen Facebook Kampagne: Bewerbung der Winterangebote von Frosch Sportreisen in einer gemeinsamen Social Media Kampagne im Januar. Es konnte eine solide Klickrate auf die Angebote erreicht werden.

Webinar mit Arosa Lenzerheide und Snowtrex. 50 Expedienten hatten alles über die Winter Neuigkeiten erfahren mit buchbaren Angeboten von Snowtrex. 1 Woche später erhielten 1200 Expedienten einen Newsletter zu diesem Thema.

FTI Cities Kampagne auf den Digitalen Kanälen von FTI inklusive eMag. Die Schweizer Städte waren im Fokus mit schönen Städte Geschichten inklusive unsere Key Stories unterstützend von FTI Schweizer Städte Angebote. Fokus war auf Basel, Luzern und Zürich.

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Medienreisen: Im Januar und Februar wurden 2 Gruppenmedienreisen nach Davos Klosters und nach Laax mit 12 Teilnehmern durchgeführt. Ausserdem konnten in diesem Zeitraum 20 individuelle Medienreisen in die Schweiz organisiert werden.

Future Activities

Medien: Der Medienreisekatalog Sommer erscheint Anfang März. Ende April finden dann verschiedene exklusive Mediendinner in ganz Deutschland statt.

KAM: FTI Road in 5 Städten vom 25-29. April 2022. Schweiz Tourismus hat Bühnenpräsenz und Workshop Stand. Es werden rund 250 Expedienten erwartet.

KAM: Antenne 1 Radio Kampagne im März mit Switzerland Travel Center um den Winter im Raum Süden nochmals in den Fokus zu stellen.

KAM: Klassik Radio Kampagne mit Switzerland Travel Center und Basel im April. Fokus ist auf Basel und das neue Erasmus Festival.

KAM: SnowTrex VW e-Tappen-Tour vom 06. bis 19. März 2022: Freerider, Filmer/Fotograf und PR Experte Dirk Wagener geht mit einem neuen E-Auto von VW auf Skisafari. Er besucht und stellt sechs Regionen vor: Aletsch Arena, Engelberg, Grindelwald, Zermatt, Arosa Lenzerheide und Davos Klosters. Dabei stehen nachhaltige Spezialthemen im Fokus und die Tour wird auf den Social Media Kanälen von SnowTrex, Schweiz Tourismus und WhiteHearts dokumentiert. Ebenfalls gibt es im Anschluss PR Berichte in der Autopresse und in weiteren Magazinen.

Deutsche Bahn: Integration in der DB Frühjahrskampagne „Sparpreis Europa“

Campaigning & Activation: 100% Women geht in die zweite Runde. Zusammen mit dem Medienpartner EMOTION ("Alles, was starke Frauen bewegt!") spielen wir die 100% Women-Themen crossmedial in einer hochrelevanten Zielgruppe und messen deren Aktivierung.

Interesting observations

Diverse grössere Tourismusdestinations-Kampagnen sind gestartet, u.a. Irland, Australien, Türkei und Istanbul

Switzerland Tourism.





1. Priority Markets

GREATER CHINA

Market Situation

- China remain outbound close
- Hongkong Covid outbreak since mid Feb, facing heavy restrictions & measures. LX cancelled flight till end of March
- Mainland China local Covid cases on watch from time to time
- MICE market is strongly affected by the the travel restriction upgrade since Feb.222

Campaigning & Activation

- Beijing 22 Olympic online/offline community event: 2 in Nanshan ski resort, 1 in Shanghai snow 51 indoor ski
- Swiss winter in Chengdu screening and sharing event, ST support brochures, videos and giveaways
- Health Tourism: digital meetings with Chinese buyers
- Guangzhou CG winter olympic event

KAM

- Wuhan GZL Feitu New Year Reception
- trade webinar Jan: STS/GRF/Davos
- trade webinar Feb: RhB / Vaud
- Digital sales calls Jan: 15 calls for STS, GRF, Davos
- Digital sales calls Feb: 10 calls for RhB/Vaud

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- Zai Art Livestreaming Basel on 14th January
- Media cheese fondue gathering @swiss chalet
- 4 live radio talk about Winter sports in Chengdu and Beijing
- offline public event in Sanlitun with Sina news, Switzerland as one of the 2 winter destination guest



Future Activities

- BJ 22 Olympic online/offline community event in Guangzhou and HongKong in March
- Winter VIP reception dinner in April
- ST new social media platform Xiaohongshu from April

- SCCC winter sports tourism virtual meeting ST speech
- Trade Webinar
- Digital sales calls

Interesting observations

- Taiwan may open boarder since June



1. Priority Markets

ITALY

Market Situation

Pandemic:

From 1 March, the same rules for arrivals to Italy from all non-European countries as those already in force for European countries.

No quarantine from non-EU countries. Entry with a basic Green Pass

The Italian government will end the COVID-19 state of emergency on March 31, promising a gradual return to normal after more than two years of the health crisis.

On March 21st all Eurocity connections between CH and IT will be reactivated.

Economy:

The annual inflation rate in Italy likely accelerated to 5.7 percent in February of 2022 from 4.8 percent in the previous month and above market expectations of 5.3 percent.

Italy's economy expanded at a slightly faster-than-expected rate of 6.6 per cent last year, while its fiscal deficit came in far below official targets, as investment, consumption and exports bounced back from the shock of the Covid pandemic.

Russia's invasion of Ukraine — and the sanctions imposed on Moscow — would put new strains on the Italian economy.

Italy is already starting to feel the effects of higher energy prices, which pushed inflation to 5.7 per cent year on year in February, well above the 4.8 per cent year on year recorded in January, which was already a 26-year-high.

Campaigning & Activation

- Michelle Hunziker winter campaign (Andermatt):

Over 25 mio social media impressions

Average 1,5% engagement rate

Organic posts of the videos: **10 mio impressions**

Vanityfair.it impressions distributed: 500'000

- Chiara Ferragni (Italian fashion/influencer icon) in Crans-Montana, 26,4 Mio Followers:

Impressions: over 100 mio impressions and around 1,5 mio reactions



- Push of winter content in the framework of the Recovery campaigns

Snow fun & luxury in Bern Gstaad with Filippo & Filippo: 115'174 views

Ski, relax & gastronomy in Andermatt for superstar **Michelle Hunziker**: 109'100 views

Winter adventure with Giorgio Rocca in Andermatt: 134'072 view

Total 359'000 video views in 4 weeks!

- Event with Swiss Embassy, San Valentino Day:

80 VIP guests (distribution brochures)

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eNL to all our DB trade 1'766 contacts

Focus: San Valentino Offer, Adrastea Viaggi, Il Girasole Viaggi, exhibitors in Swiss Cities

Open rate:16,62%

Clicked:2,84%

eNL Il Cioccolato

Focus: COVID restriction change from 17.2, Fasnacht, Geco Expo

Contacts: 1'745

Opened:16,5%

Clicked: 1,7%

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Media results

- 28 millions

- 9 journalists invited to Switzerland

- 2 media newsletters about San Valentino proposals and main exhibitions / main carnivals

Top coverage



- Reportage (10 pp) about winter in Sab Bernardino on monthly travel magazine Bell'Europa (readers: 337'000; publication date: 01.01)
- Article (1/2 p.) about Lausanne and Plateforme10 on newspaper Il Sole 24 Ore (readers: 740'000; publication date: 09.01)
- Article and interview to Michelle Hunziker with shooting in Andermatt (3p) on women magazine CHI (readers: 2 millions; publication date: 12.01)
- Article (2 p.) about St. Moritz and RHB on magazine Grazia (readers: 742'000; publication date: 10.02)

Future Activities

- New collaboration with main art fair of Italy "MIART" as official partner: ST Lounge (swisstainable/Vals Hotel 7132/Basel). Segment: Luxury traveller & cultural traveller, April 1-3
- Swiss Cities media meetings in Padova (15.03), Torino (16.03), Milano (16.03) and Roma (17.03) with Basel, Zurich, Bern and Interlaken.



1. Priority Markets

NORTH AMERICA

Market Situation

While the 'optics' of the 'War in Europe' are terrible and knowing the sensitivity Americans showed historically in similar events, one has to fear that this will have a negative impact on bookings to Europe/Switzerland. Having said this, it's too early to call just now. While Eastern Europe has been affected by cancellations, we have not seen a move to cancel holidays in Western Europe just yet. This of course can change any day, as the reports from the war zone get even worse.

Statement from Collette on March 3rd: 'At this time, we are dealing with a conflict that is isolated in nature and distant from the parts of Europe where the majority of our European tours operate. We do not expect any significant impact on tour operations in 2022.'

The lifting of Covid restrictions within Switzerland, has been a big relieve. Please note that guests from the US and Canada still need to be fully vaccinated within 270 days. This is causing some issues as many Americans will have 'run out' of their fully vaccinated status by summer and the appetite on getting yet another booster is small. Also, currently the 4th booster is not available in the US.

Canada is lifting its travel ban on February 28 and also replacing the expensive PCR test with affordable rapid tests for the return flight to Canada. Right after the announcement, Canada's travel surge is starting. Expedia Cruises search data shows a +35% day-over-day increase from Canadian travellers since new travel rules were announced this week. Currently Canadians book for March break in Mexico / Caribbean ("snowbirds"). We expect a substantial increase in Canadian visitors in Switzerland this summer and fall.

Campaigning & Activation

Promotion/E-Marketing

- AAA Campaign: Continuous agent training and start of the B2C campaign, Feb
- Various creatives on Times Square billboard, continuously

KAM

KAM

- Canada: Hermes Platinum Award 2022, January
- Switzerland webinar with Passages of Distinction, January 11



- Trade webinar with Lake Geneva & Matterhorn Region, January 20
- Trade webinar with St, Moritz, February 3
- Trade sales calls in Florida, February 7 - 11
- Trade webinar with Lucerne Tourism, February 17

SCIB

- SwissRead #1, Jan 25

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- Media TV: "Amazing Race" aired on CBS featuring Switzerland, January 19 & 26, 2022
- IMM Media Market Place, New York, January 27
- Wheel of Fortune Switzerland takeover with Collette, January 17 - 21

Future Activities

KAM

- Edelweiss flight launch events, Tampa FL, March 1 - 3
- Trade webinar with Jungfrau Region Tourism, March 3
- Trade webinar with Ticino Tourism, March 17
- BE! Trade & Media events Los Angeles, March 31
- Trade webinar with Graubunden, March 31
- Mountain Travel Symposium, April 3 - 8
- Trade webinar with Goway, April 14

Promotion/E-Marketing

- Trade webinar with Bürgenstock Hotels & Resort, April 21
- Campaigning & Activation: AFAR press trip for winter campaign, March 2022
- Campaigning & Activation: AAA Campaign, until end of July 2022
- Campaigning & Activation: Roger Federer Campaign, May 2022
- Campaigning & Activation: Swisstainable Push, May 2022
- Campaigning & Activation: TSQ Billboard, continuously

SCIB

- Successful Meetings University (SMU), March 14 - 16
- SwissBreak, March 21 - 25
- Site Selection Services Webinar, March 22

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- BE media event in Los Angeles, March 31
- Travel Classics in Lausanne, April 24-27



1. Priority Markets

UK/IRELAND

Market Situation

The UK economy is recovering and is expected to reach pre-crisis levels in mid 2022. Output growth of 4.7% is projected for 2022, slowing to 2.1% in 2023. Consumption is the main pillar of growth. Higher marginal costs following the exit from the EU single market are weighing on imports and exports. Inflation is rising due to higher energy and raw material prices and continuing supply bottlenecks. It is expected to peak at 4.9% in the first half of 2022 and then fall back toward the 2% target by the end of 2023.

The euphoria of the positive outlook following the exit from the EU has faded. Domestic political problems are poison for a positive consumer mood. Nevertheless, the English are known for their pragmatism and are more than willing to travel abroad again after almost two years of various levels of "lockdown." As in other countries, middle- and upper-class consumers have been able to put considerable amounts of money aside for travel during the crisis.

The loyalty of British visitors remains high. The "lakes and mountains", "scenic trains" and "snow sports activities" in Switzerland remain popular. As more discretionary wealth is available, there is a focus on travellers who want to treat themselves to a premium vacation experience. An increasingly important role, both in the travel industry and among consumers, is sustainability. Here, Switzerland is very well positioned. Direct flight connections are constantly reinstated and reach about 80% of pre-crisis level in the summer of 2022. Swiss International Air Lines for example had 176 weekly flight connections between the UK and Switzerland in summer 2019 and is scheduling 140 for summer 2022. The exchange rate GBP-CHF has generally been stable over the last months at between 1.23 to 1.27 CHF per GBP.

The overnight forecast is positive. A cumulative growth of 34% is expected from 2022 to 2024. The total number of overnight stays in hotels in 2024 is expected to be around 1.5 million.

Campaigning & Activation

UK Winter campaign 21/22 Now & Then:

Country & Townhouse online content collaboration - 15,669,982 total impressions

- Red Bull Swiss winter online CEROS hub - 15,138,338 total impressions

- Suitcase: ST Snowsports hotels online promotions - 5'000 unique page views, 4mio impressions, 500k video views

EIP Telegraph:

- x2 online articles with Influencers: Jodie & John Kidd (showcasing winter wonderland Switzerland for multi-generational travel) - 30k page views, 8mio impressions

BMC Summit Magazine:



- Exclusive content collaboration/ Bernese Oberland & Gstaad
- Climbers/ hikers - 81k members.
- Social stats: overall reach 250k+ across FB, Twitter, IG & BMC You Tube
- Digital stats: 115k unique users/ month
- Deliverables:
- 2x DPS Advertorials - (Spring, Summer)
- 2x online destination articles
- SoMe amplification – FB, Twitter, IG
- Partner video - BMC YouTube channel
- Bespoke newsletter to BMC subscriber list (90k database)
- Competition – BMC SoMe channels

RTE (Irish TV Show) - Ed Finn Travel Show

- (Postponed) winter content creation trip
- 20 - 26 February 2022
- Produced by Irish TV Channel - RTE
- Partners: Interlaken & Jungfrau Region
- Presenter (Ed Finn) + Filmer
- Travel to Bernese Oberland to film winter content
- Focus: Interlaken: winter kayaking, Ice Magic, HotTug on Lake Brienz, snowshoe hike. Jungfrau Region: Schilthorn-Piz Gloria, skiing in Mürren, Thrill Walk at Birg
- 7 mins TV segment – broadcast on RTE, part of the Ed Finn Travel Show

KAM

14.-18 February - STS Sales Calls Week

- Sales Calls together with Swiss Travel System, Matterhorn Gotthard Railways and the Rhaetian Railway.
- Introduction of new contacts to the UK Market
- Focus on the biggest Rail contacts in England
- Client dinner in York on the 16 February 2022



21.-24 February - TTR Roadshow Ireland & NI

- 4 days of workshops and dinners in Ireland
- Shared table with Interlaken Tourism as part of the MiB package
- 3 Cities (Belfast, Galway, Cork)
- Direct Meetings with about 100 agents

KMM

10-13 Jan: Group Media Trip to Grindelwald (4 journalists)

11 Jan: Distribution Press Release Chelsea Flower Show and mention of partner involment

24-27 Jan: Group Media Trip to Gstaad (3 journalists)

1-4 Feb: Group Media Trip to Villars (5 journalists)

4-6 Feb: City Ski Championship, networking with ski media in Crans-Montana and presence of Urs Eberhard at Financial Times Alpine Forum

11 Feb: Distribution Media Newsletter about skiing, car free resorts, cheese experiences, presence at IMM, full moon paragliding, Chelsea Flower Show

14 Feb: Meet the Media in Dublin, 30+ 1:1 pitches with print/online/radio/TV and content creators

22 Feb: Content Creator Event with Preferred Hotels & Resorts (35 participants)

Kick off Chelsea Flower show with a 100days countdown on Social Media. Content creation about garden designer Lilly Gomm, 3 partners involved such as general ST content.

Various 1:1 meetings with journalists



2. Active Markets

AUSTRALIA

Market Situation

With the opening of the borders last year and the easing of restrictions in most states, the situation in Australia has pretty much returned to normal. To top it up, international visitors are allowed to enter Australia again quarantine free as of 21 February 2022. This has given the tourism industry an additional boost and the outlook for 2022 couldn't be more positive.

From an economical point of view, Australia's economy has rebound back to pre-Covid levels.

Anyhow, with the current floods across Australia's East coast (mainly NSW and QLD) as well as the erupting war in Ukraine, this recovery is at risk. Nevertheless, the travel industry is not yet impacted yet as flight routes are not affected and customer sentiment for Europe/Switzerland is still strong.

Campaigning & Activation

Start of podcast partnership with Holidays to Switzerland. At least 20 new episodes during 2022. ST and its partners' branding featured at the start of each episode. Promotion on various SoMe channels, Holidays to Switzerland website (50+ monthly page views), monthly newsletter (1.5k subsc) and the private Switzerland Travel Planning fb group (4k+ members). Distribution on various channels such as Spotify, Apple Podcasts, Buzzsprout Embed Player, Google Podcasts and others

Signature Luxury: digital feature in Signature Luxury, Australia's luxury online magazine. Focus on Swisstainable travel, UNESCO World Heritage sites, Roger Federer Tipps, travel sustainably, Swiss Travel System, e-Grand Tour.

KAM

Joint co-op marketing agreements with various trade partners have been renewed for 2022: SkiWinter specialists: Sno'n'Ski, Skimax Travel

TO/Wholesalers: Entire Travel Group (in discussion: Holidays On Location)

Groups Tours & Cruises APT Travel Group (in discussion: Scenic Tours)

ST has entered a partnership with 'Travel Agent Finder'. This new initiative is designed to help travellers find the right travel agent to meet the specific needs for their trip. As their partner, ST has the opportunity to send across our message to the entire network.

KMM



Signature feature in MINDFOOD Magazine, one of Australia's leading lifestyle platforms. 100% Women Switzerland's nature on a women-only hiking trip. Focus on Via Alpina. Partners featured: Mammut, Jungfrau Region, Zermatt.

Cities push in Mindfood Magazine, one of Australia's leading lifestyle platform. Print & digital promotion (1x DPS print advertorial, digital banner campaign). Partners featured: Zurich, Locarno, Lugano, Geneva, Bern, Lucerne, Lausanne, Basel, Chur, Bellinzona, St. Gallen. Campaigns: GTTOS, Six in the city

Future Activities

Media e-newsletter

Trade e-newsletter

Media event 100% Women

Product training Entire Travel Group

Switzerland meets Bondi Festival announcement

APT Tours consumer workshop



2. Active Markets

AUSTRIA/HUNGARY

Market Situation

Reisebüros berichten über die starke Zunahme der Buchungen. Nahe Märkte / Nachbarländer sind aktuell die Destinationen, die am besten gehen. Fernreisen werden wohl auf Grund der extremen Treibstoff-Preiserhöhungen empfindlich teurer werden.

Generell erwartet wird, dass zwar grundsätzlich ein enormer Nachholbedarf für Ferien / Reisen in's Ausland besteht - allerdings auch ein hohes Sicherheitsbedürfnis: für Österreicher ist der Krieg in der Ukraine sehr nahe.

Campaigning & Activation

B2C-eNewsletter:

- 04.01.2022: B2C e-Newsletter-Aussendung mit den marktspezifischen Beiträgen zum Glacier Express „Der langsamste Schnellzug der Welt“ und zur SOB „Aare Linth“.
- 20.01.2022: Stand Alone e-Newsletter-Aussendung mit Beiträgen zum Thema Familie
- 03.02.2022: B2C e-Newsletter-Aussendung mit den marktspezifischen Beiträgen „Basel entdecken“ und „Aletsch Arena“.

KAM

B2B-eNewsletter:

21.02.2022: Versand des B2B e-Newsletters im Februar an Tradekontakte aus AT mit Informationen und Updates zu SOB, RhB, Pilatus, St.Gallen-Bodensee und STS.

28.02.2022: Promotion der Leserreise „Big 5“ von KAM Gruber Reisen in der Tageszeitung Kleine Zeitung. Die neue Reise wird exklusiv über den Kleine Zeitung Vorteilsclub über alle Kanäle der Tageszeitung beworben.

KMM

Presse e-Newsletter:

Im Januar und Februar 2022 wurden 2 Medienbulletins an je 240 österr. JournalistInnen versendet.

Tourismuspresse.at-Aussendungen:



Im Januar und Februar 2022 wurden 3 Tourismuspresse.at-Aussendungen zu an je ca. 33'500 Kontakte versendet.

Gruppenmedienreise:

09.01.-12.01.2022: Gruppenmedienreise „Wintersport-Eldorado Aletsch Arena“ mit 6 österreichischen JournalistInnen.

Future Activities

06.03.- 08.03.2022: Gruppenmedienreise „Frau Fasnacht“ in der Schweizer Kulturhauptstadt Basel.

ab März 2022:

ÖBB-Schweiz-Folder inkl. Anreise, STS-Produkten und Destinationspräsentationen. Distribution erfolgt über alle ÖBB-Kanäle sowie dem Schweiz Tourismus Mailinghouse als automatische Beilage zu allen Broschürenanfragen aus Österreich in 2022.

31.03.2022: Presseevent in Wien für ca. 15 österreichische Journalisten mit je einer ca. 5-10-minütigen persönlichen Präsentation von STS, RhB, Pilatus Bahnen und SOB. Zudem werden Swisstainable sowie News aus den Swiss Cities präsentiert.



2. Active Markets

BRAZIL

Market Situation

COVID

- ICU bed occupancy (Covid) in Brasilia and DF: in the private health system remained stable at 76,22%. In the DF's public health system remains at an
- Currently, the transmission rate (Rt) of the pandemic in the country's capital is at 1.22, which still indicates expansion.
- A study by FIOCRUZ would indicate that Brazil will be able to get control over the pandemic if it intensifies vaccination in the poorest states and regions.
- Empirical studies indicate that immunization of people who caught Omicron lasts in average 70-80 days and protects against reinfection. A large part of the population is mass immunized.
- The risk of dying from covid-19 is 33 times greater among people who are not vaccinated or have not completed the vaccination cycle.
- Public hospitals are still crowded, but private hospitals are still managing well with the pressure on COVID beds.

ECONOMY

The financial market has again reduced its forecast for Brazil's economic growth in 2022. The projections have been published this Monday (Dec. 3) in the first Focus bulletin for 2022, released in Brasilia by Brazil Central Bank. The document brings together the forecast for the main economic indicators in the country and indicates a Gross Domestic Product (GDP) of 0.36% against 0.42% estimated last week.

The market also reduced the GDP forecast - the sum of all goods and services produced in the country - for 2021, to 4.50%. In the previous week, the estimate was that the GDP would be at 4.51%. Four weeks ago, the bulletin estimated a 4.71% growth in 2021.

For 2023 and 2024, the financial market projection remained stable in relation to the previous week, with a GDP expansion of 1.80% and 2%, respectively.



TRAVEL

Travel agencies have seen a surge in flight and hotel bookings abroad with the relaxation of the Covid restrictions around the World. Switzerland is benefiting from a positive situation thanks to a quaise-back-to-normal life, making the tourism experience one of the best one in Europe.

Campaigning & Activation

- LX E-Newsletter B2C. Theme: Valentine's day. ST highlight: Romantic hotels. Circulation: 11'000.

KAM

Swiss Travel System Summer news

- 1.046 travel agents on Facebook
- 1.073 travel agents on Telegram
- Link: <https://www.mysysnet.com/en/news/summer-news-2022/>

INTI Operadora launching event

- INTI Experiences launching of tour operating
- 65 travel agents present during the event
- Switzerland was the only destination represented in the event
- Talk with travel agents about Switzerland diversity of experiences
- Brunch sponsored by Switzerland Tourism

KMM

- **Press release about the new procedure to entry in Switzerland – PCR testing is no longer required. 3.871 press releases delivered. (JAN)**
- **Press release about the new procedure to entry in Switzerland. 3.190 press releases delivered. Open rate: 11.60%. Clicks on links: 10.13%.(FEB)**

WINTER MEDIA COVERAGE/ Press trips:

- **@SVBora: Family with a dog traveling around the world – TV show on paid channel, social**



medias and website.

- **Mauricio Manieri @mauriciomanieri and @izastein: Brazilian singer and digital influencer. Instagram 502K followers.**

Iza Stein: Tv Presenter and digital influencer. Instagram 58.9 followers. Additional delivery on printed media Caras Magazine 370K Copies.

- **Bruno Astuto: Journalist, chief of innovation of Cidade Jardim shopping mall and digital influencer. Instagram 916K Followers. Sandro Barros: Fashion designer and digital Influencer. Instagram 328K followers.**

- **João Freire: Entrepreneur and digital influencer. Instagram 95.7K Followers.**

- **Thássia Naves: Digital influencer and entrepreneur. Instagram 3.7MIO Followers.**

- **Silvia Braz: Digital influencer. Instagram 1.1MIO Followers.**

Maria Vitoria Braz: Digital Influencer. Instagram 306K followers

Future Activities

STE Brazil 2022 - April 26 to 28 2022
Palácio Tangará, São Paulo, SP



2. Active Markets

CZECH REPUBLIC

Market Situation

Covid-19 situation:

- Special covid-19 page in Czech language at MojeSvycarsko.com (<https://mojesvycarsko.com/clanek/1633-cestovani-do-svycarska-aktuality>) with overview of travel restrictions, restrictions at place of stay in CH, another information etc. is constantly updated.
- CZ is currently in phase of ending the covid-19 restrictions on several levels (still required to wear protection mask in public transport and selected indoor premises)

Economics:

- GDP of 4Q/2021 +3,6 %
- Consumer price index in January 2022 +9,9 %
- Inflation rate in January 2022 +4,5 %
- Industrial production in December 2021 -2,1 %
- Construction production in December 2021 +8,1 %
- International trade – import: +19,9 % in January 2022
- International trade – export: +8,2 % in January 2022
- Average gross wages and salaries +5,7% in 3Q/2021
- General unemployment rate in January 2022 was 2,3 %
- Current population of the Czech Republic is slightly decreased to 10.682.029 in September 2021 (10.699.142 in November 2020)
- Czech currency experienced decrease during 2021 (1,- CHF = 25,60 CZK to 1,- CHF)

Politics situation:

- All politic parties are in one voice against war in Ukraine caused by Russian aggression and its violation against international law. Czech Republic and Slovak Republic are supporting all possible sanctions together with our allies in EU and NATO against Russia.
- Czech Republic strongly support Ukraine and its citizens who decided to run from Ukraine to CZ (daily ca +5.000 refugees in CZ).
- Czechs collected over 1 billion of CZK (roughly 40 million of CHF) in one week in several charity collections.



Best practice competitors

- Austria: Photo / short video advertisement via city-lights digital frames at main train station in Prague + small city-lights in selected metro stations.

Campaigning & Activation

- 1/2022 - Switzerland TV spots in OC Atrium Flora - Winter promotion in form of photo slides played in 16 TV screens in shopping center OC Flora in Prague focused on RhB, Engadin, Davos Klosters, Schilthorn, Pilatus with SGV, Aletsch Arena, Zermatt Bergbahnen (1.474.000 Marketing Contacts)
- 11. 1. - Pilatus at iKoktejl.cz 1/2022 - Promotion of winter offers, news and activities of Pilatus and SGV via travel website portal iKoktejl.cz in form of editorial article (17.360 Marketing Contacts)
- 17. 1. - ST Newsletter 1/2022 for January 2022 with promotion of: updated covid-19 travel restrictions (CZ-CH); skiing holidays in Aletsch Arena; White Turf; GTToS; last-minute offers by Davos Klosters (its hotel packages instead of WEF event) incl. TO Experitour promotion; snow25; ski possibilities in Arosa Lenzerheide; new STS tickets and prices for 2022; railway promotion (GoPEX, Cheese train, Chocolate train, BEX); service update by Pilatus and Czech Railways, photo of the month from Rinerhorn. Video promoting winter Aletsch Arena possibilities (<https://vimeo.com/493881987>) integrated to cover photo of the newsletter (27.484 Marketing Contacts)
- 18. 1. - RhB at iKoktejl.cz 1/2022 - Promotion of winter offers, news and activities by RhB to its guests via travel website portal iKoktejl.cz in form of editorial article. Focus on Fullmoon rides, Bernina Winter Panorama, steam train rides and sledging with RhB (19.850 Marketing Contacts)
- 25.1. - OEAV Switzerland newsletter 1/2022 - Exclusive newsletter by Alpenverein OEAV to its members (19.055 e-mail subscribers) with promotion focused only on Switzerland: 1. No more testing for vaccinated guests upon arrival; 2. Tips for winter activities in Switzerland; 3. RhB news and tips in winter; 4. Davos Klosters ski possibilities; 5. Overview of Swiss ski resorts; 6. 1st anniversary of V-BAHN; 7. Promo of Schilthorn and its possibilities for winter guests (19.055 e-mail subscribers)
- 31. 1. - Winter Switzerland at Denik.cz 1/2022 - Editorial article focused on winter promotion and selected destinations offers, news, tips for its winter guests placed at newspaper website portal Denik.cz with wide audience and winter targeting. Promotion of: current travel restrictions; ski in Davos Klosters, Engadin Scuol and Samnaun, Engelberg; RhB sledging opportunities; snowshoe hiking Vial Silenzia; ice skating in Engadin + Bogn Engiadina Scuol (1.444.429 Marketing Contacts)
- 7. 2. - ST Newsletter 2/2022 for February 2022 with promotion of: updated covid-19 travel restrictions (CZ-CH); Switzerland offers by CZ and SK tour operators; GTToS; STS map 2022 for free download; ST promo during fair trade Holiday World (19.3.2022), Switzerland promotion during fair For Bikes (25.-27.3.2022) with Davos Klosters and Engadin Scuol Samnaun Val Mue stair; ski event SNOWtest 2022 in Aletsch Arena; cheese shop in Prague; presentation by Club of friend of Switzerland focused on Swiss literature; Buddha exhibition in Prague (in cooperation with museum Rietberg); promotion of documentary movie Return to hidden Swiss land; magazine Switzerland Cities; new book about Switzerland; photo of the month from Zermatt. Video promoting winter RhB experiences (<https://vimeo.com/672181838>) integrated to cover photo of the newsletter (27.427 Marketing Contacts)

KAM

- 20. 1. - RhB Sales calls 1/2022 - Individual Sales calls organized for RhB representative for CZ market with selected TO's and companies (Czech Railways, TO Akord, TO INEX, TO CEDOK,



UNESCO) with meeting in our office (except TO INEX - meeting in TO office in city of Pilsen).

- 2. 2. - B2B KAM Newsletter 2/2022 - B2B KAM Newsletter to TO's, TA's and MICE representatives in CZ and SK with promotion of updated travel restrictions CZ-CH-CZ, upcoming ST B2B events (workshop in Prague, workshop in Switzerland, B2B presentation during Holiday World, invitation to presentation of Swiss news (in combination with press conference), promotion of the Club of friend of Switzerland) – 796 e-mail subscribers.

KMM

KMM:

- 10. 1. - Winter Switzerland at Frekvence 1 - Winter promotion at one of the most popular radio channel in the market „Frekvence 1“ in form of daily spots promotion during the week (one Market Partner per week), 8 weekend interviews (shorter version live in radio, longer version on-line in form of podcast) with experts on selected destination / topic (DDK, Engadin, RhB, Schilthorn, Pilatus with SGV, Aletsch Arena, Zermatt Bergbahnen, Swiss mix of tips). Promotion of each podcast by editorial article at radio website. Additional contest in selected Czech ski resorts during B2C events by Frekvence 1 with contest partnership (ST logo placement + small giveaway for children contests at place). At MojeSvycarsko.com will be created special page where visitors can listen the podcasts and learn more about promoted regions. Expectations of 3.000.000 Marketing Contacts (campaign ends on 8. 3.)

- 22. 1. - Group Influencer Trip #ChciDoSvycarska – CZ / PL Group influencer media trip to Graubunden in cooperation with Interhome, Davos Klosters, RhB (incl. BEX promotion) and Diavolezza for selected CZ and PL influencers and winner of the IG photo contest #ChciDoSvycarska organized in 2021 in CZ market with selected CZ influencers and youtuber Stejk).

- 10. 2. – HUDYsport media trip to Jungfrau with video production for HUDYsport YouTube channel (focused on skitouring)

- 22. 2. – Indiv. Media trip of magazine SNOW to Lower Engadine and Upper Engadine with focus on snowshoe hiking, cross-country skiing, and ski touring (with support of hotels at Muottas Muragl and Alp Gruem)

Future Activities

- ST Newsletters (B2C & B2B)
- summer edition of printed magazine SWISSmag
- ST monothematic travel magazine Zeme Sveta with focus on RhB
- RhB advertorial in Leo Express SPRING 2022
- ST Workshop in Prague
- Engadin, DDK and Aletsch Arena promotion at For Bikes 2022



2. Active Markets

INDIA

Market Situation

Omicron also arrived in India in December. Fortunately, the peak of positive cases was already reached in January, in line with European countries (it was feared a delay of 2 or 3 months as happened with previous waves). This allowed also in India to arrive at loosening of the restrictions imposed, a bit in all states. The most important is certainly the abolition of quarantine on entry into the country (starting from February 14).

The daily Covid cases are currently between 15'000 and 40'000 per day (during the peaks about 400'000 cases were registered).

In January, SWISS direct flights from Mumbai (from January 10) and Delhi (from February 28) resumed, with the number of weekly flights increasing until June (starting with 3 flights a week to 4 or 5 flights a week expected in May/June, from both cities to Zürich).

India has not yet officially opened its borders to tourism, flights are currently in air bubble agreements (reciprocal agreements between countries).

The only obstacle at present is the validity of the Covid certificate at 270 days. Most Indians received their second dose as early as May or June 2021. The booster is currently only available to those over 60.

In terms of overnight stays in 2021, compared to the 2019 baseline year, there is a 90.4% decline (arrivals 92.4%). Overnight stays obviously concentrated from July (opening by Switzerland to all vaccinees worldwide) to December.

In these months a constant number of overnight stays was recorded, limited obviously by the absence of direct flights, the restrictions in force in the country (quarantine in India compulsory) and also by the low season.

Campaigning & Activation

Promotion

Double Page Print Advertisement:

STS Advertisements were published in travel and lifestyle magazines namely:



- Travel + Leisure
- Conde Nast
- India Today Spice

Total contacts: **2'840'500**

Digital

1. Paid social media

A few selected posts were boosted for better reach and interaction.

Total Impression: 352'057

2. Native Article on Luxury Holidays.

A Native story on Luxury holidays was published on Conde Nast Traveller India website. This website is among the top visited websites by travel enthusiasts.

Total reach: 250'000

KAM

- Feb 2022: The new ST India Sales Manual is ready. It will be ready for distribution to the Indian travel trade via e-copies and hard copies.

SCIB

- EO's group of 160 pax, Badrutt's palace hotel in St. Moritz. 20th to 23rd March 2022.

KMM

Winter Holiday in Switzerland:



- An editorial was published in India Today Spice, one of India's Top circulated magazine to highlight Winter Holiday and things to do.

- **Total Circulation: 1'550'000**

Article in National Geographic Traveller:

- A 24-page editorial feature was published in National Geographic Traveller India Magazine by a journalist who travelled with us on a Media Trip in Sept 2021. The editorial story SWISS SAGA covered 3 partner destinations in detail – Interlaken, Zermatt and Lucerne.

- **Total Circulation: 550'000**

Future Activities

Campaigning & Activation:

- Distribution of ST Magazine "Top Selection" (750'000 Ex) with India Today Spice and HT Brunch (March)
- Influencer Trip with 6 Top Content Creators (March-April)
- Multiplatform campaign "I Need Switzerland" with focus also on SWISS direct flights, Swisstainable, 100% Women (from Mid March onwards)
- Contest (print and digital) to win SWISS direct flights (March-April)
- Multiplatform Roger Federer Campaign (April onwards) incl. OOH in Mumbai and Delhi

KAM:

- Switzerland Travel Experience (STE) in Goa: 13.- 17. March
- Joint Marketing Activities with important TO (part of the Recovery 2021) to continue till May 2022.
- Distribution of the Sales Manual
- APAC Workshop in Zürich (June 2022) with Indian delegation of TO and TA
- Fam trips starting from May onwards
- Webinars and Trainings for trade: September onwards

SCIB:

- Destination pitch for Nerolac paints - 450 /500 pax
- Indian wedding planner will be attending the Bride Lux event in St. Moritz and also be part of the pre tour to Lausanne.
- Joint sales calls with Zurich Tourism from 20th to 25th March. Cities: Bengaluru, Delhi and Mumbai
- Sales call in Pune, Ahmedad & Chennai.



2. Active Markets

JAPAN

Market Situation

On 1 March, Japan has taken the first step to ease its border restrictions, allowing students and long term visa holders to enter the country. The quarantine for Switzerland was adapted to 3 days instead of 10.

Campaigning & Activation

- Kyushu Travellers Festival

2 days consumer travel fair in Fukuoka city in Kyushu region on 12-13 February with 4,090 visitors. JATA presented Switzerland at Europe booth with Swiss posters and distributed 400 ST brochures.

- 26.02.2022: B2C virtual tour to the Jungfrauoch. Participants: 580 pax

Next episode of a series of B2C webinars to keep the Japanese dreaming about Switzerland. Live coverage from Jungfrau Railways with additional information and travel updates.

KAM

- 17.02.2022: Joint webinar with STS and STC to showcase STC's new GTToS product. Participants: 190 travel agents. Introduction of Switzerland, Swisstainable, Train Travel and the Grand Train Tour of Switzerland.

KMM

Media Result

TV:

- Nippon TV 'Oha4 News Live' introduces Bündner Gersten Suppe in Engadin St. Moritz.

- Nippon TV 'Update the World' introduces the sustainable travel in Zermatt.

Magazine:

- Tourism Facilities, tourism magazine introduces the unknown charm of Switzerland written by Masayo Oshio, ST Tokyo.

- CREA Traveller, travel magazine introduces the new surfing spot in Sion.

- Location Japan, film location magazine introduces Eiger Northface.



- Bi-Premium, women's lifestyle magazine features the new extension of Kunsthaus Zurich with coming exhibitions.
- Wawtashi no Mainichi, lifestyle magazine by Mainichi Newspaper introduces Cheese Fondue.
- Senden Kaigi, marketing magazine introduces ST's online winter present campaign.

Online:

- BE-PAL, the outdoor online magazine reports about fun winter activities and new Covid test center in Jungfrau Region.

Newspaper:

- Nikkan Ryoko Tsushin, the travel trade paper introduces ST/STS/STC webinar.

Interesting observations

Key Accounts are starting to focus more on sales and new product creation. Sustainability is an important topic in the market.



2. Active Markets

KOREA

Market Situation

[Covid-19 Update]

The number of daily confirmed cases of COVID-19 surpassed 200,000 as of 2 March for the first time with the Omicron as the main. The government recently announced to suspend the vaccine certificate pass system from 1 March, citing the lack of staff handling the pandemic.

The nationwide vaccination with COVID-19 vaccine booster shots is in smooth progress in Korea. The figure is as of 27 Feb. Korea is the third highest second-dose Covid-19 vaccination rate among members of the OECD. 1st Vaccine: 86.6% / 2nd Vaccine: 85.7% / Booster shots: 60.6%

[Borders/Immigration]

All travellers to Korea must provide proof of negative COVID-19 test results issued within 48 hours of their departure.

Travels to Switzerland.

Depart from Korea to CH:Barrier free (no test or quarantine requirement at present for entering Switzerland)

- Depart from CH to Korea: All are required negative Covid-19 results within 48 hours and a mandatory 7days quarantine, but below are exceptional cases of self-quarantine.

-Travelers under the age of 6, if accompanied by travelers with a valid negative COVID-19 test result / Air travelers in transit. / Travelers granted an exemption and have the required proof.

[Economy and Politics]

South Korea's Presidential Election in March : With Moon Jae-in's single five-year term set to conclude in May 2022, South Korea's Presidential Election is scheduled on 9 March to elect his successor – everything on hold until new settlement of new regime.

Korea and Switzerland to increase air connections: The Republic of Korea and Switzerland agreed to increase flight frequencies at Aviation Talks between the aeronautical authorities, the Federal Office of Civil Aviation of Switzerland and the Ministry of Land, Infrastructure and Transport of the Republic of Korea, were held on 17-18 January 2022.

The flight frequency will be increased from 6 to 12 flights weekly and the new agreement will become active from 2024 but is expected to be official ceremony to be taken place during the diplomatic



relationship celebration in 2023.

Economy : The Korean economy is in recovery status expecting a growth rate of 3.1% and consumer inflation 2.2% in 2022. Sofar the Russian invasion of Ukraine has currently low immediate impact on consumer sentiments it only has immediate impact on aluminum and coal import and crude oil prices it could further exacerbate inflation and negatively impact Korea's economy and financial market.

Best practice competitors

France Tourism:

Rendezvous: International Travel Fair in Paris, 12 Korean KAs are participating for 12 days.

Campaigning & Activation

STSEL SoMe posting of Lee Siyoung's trip

instagram + Facebook

- Total post : 17
- Total engagement : 3,640
- Total like : 8,459
- Total comment : 190
- Total video views : 264,085
- Total reach : 3,003,213

Lee Siyoung's Trip posting

@leesiyong

Channel: IG, Tiktok, youtube

Region: Zürich, Zermatt, St. Moritz, Titlis, Engelberg, Luzern

Instagram



Total likes : 4,957,176

Tiktok

Total Views: 28,500,000

Youtube

Total Views: 100,342

SoMe Event for Lunar New Year Wish 2022

Date: 26 Jan – 2 Feb

Content: Make a comment with your favorite destination in Switzerland you wish to go when Covid-19 disappears

Engagement 12,101, Total Reach 70,498, Total Impression 107,259

Eng.Rate 11.28%

KAM

KAKAO Business Channel Communication for KAs

- Date: Feb 17th
- Main notice: Swiss boater opening
- MembersL 320 KAs.

KMM

Media newsletters to 650 journalists in January and February respectively

2022-2023 new Swiss Friends 'Siyong Lee's trip to Switzerland

- 23 Jan – 4 Feb
- Result: 142 coverages
- Bench talk with Martin Nydeger & Explore winter activities in Switzerland

Media Coverages in Jan & Feb 2022



240 Coverages in Online & Offline media

- Region: Zürich, Zermatt, St.moritz, Titlis, Engelberg, Luzern

- Theme & Result:

Swiss Travel Pass promotion (3 Jan)

Lee Siyoung as New Swiss Friends 2022-23 in Korea (24 Jan)

Winter sports in Switzerland (3 Feb)

Lee Siyoung's trip story in Switzerland (Jan-Feb)

Future Activities

Sales Calls Korea 2022

- Period: Mar. 2-4

- Place: Seoul, Busan

- Pax: 9 physical partners, 2 virtual partners, approx. 20 KAs

Interesting observations

France Tourism:

Rendezvous: International Travel Fair in Paris, 12 Korean KAs are participating for 12 days.



2. Active Markets

NORDICS

Market Situation

Sweden: The Swedish economy has returned to its pre-pandemic level and GDP growth is expected to reach 3.4% in 2022, boosted by the lifting of COVID-19-related restrictions and a sustained up-turn in consumption and investment, before declining to 1.6% in 2023. Demand will be supported by falling unemployment and rising wages. Inflation is projected to peak in 2022 before falling back toward the 2% target.

Finland: Economic growth is expected to slow from 2.9% in 2022 to 1.5% in 2023. Private consumer spending will slow down. Government spending will decline as COVID-19-related support is phased out.

Denmark: is a pioneer in sustainability, is switching to renewable energy very rapidly, and has made a legal commitment to reduce emissions by 70% by 2030 and become CO2 neutral by 2050. The transition has major macroeconomic implications and is associated with financial risks.

Norway: Real GDP growth of 4.2% is projected for 2022. In 2023, output growth will be 1.7%. Consumption growth will remain strong. Employment already exceeds pre-pandemic levels and unemployment continues to decline. However, current price pressures could trigger an acceleration in overall wage and price growth.

Nordic customers have accumulated cash in their savings accounts.

Most Nordic currencies have gained momentum against the Swiss franc during the pandemic.

Campaigning & Activation

Digital

January - February

A landing page for Schilthorn was built to market the destination with banners on various platforms, a.o. Sweden's largest business newspaper Dagens Industri

SCIB

E-newsletter sent to database



Partner Activity:

DK - Digital Native Politiken, Davos

Topic: Winter sports

Readings: 10'673

Hotel cooperation:

SE-Native Long read on Freeride.se.

Topic: Freeriding, Radisson Blu

Readings: 1'932

SE-FB ad campaign

Topic: Snow sport hotels

Result: awaiting result

Recovery:

NO-Digital Native Aftenposten/E24

Destination featured: Saas-Fee

Topic: Ski-touring in spring

Readings 16'575

SE-Digital Native in DN x 2.

Destinations featured: Andermatt and Engelberg

Topic: Responsible ski travel

Readings: 20'234

Reading average time 04.09 Andermatt and 5.10 (Bench mark reading time on DN is 3.21)

KAM



Trade

Individual Fam Trips

20-23/01 - 2 pax to Andermatt / The Chedi

AMEX Centurion & Platinum Services

20-23/01 - 1 pax Engadin / La Diagonela

03-06/02 - 1 pax Grindelwald

Lime Travel

22-24/02 - 6 pax Engelberg

Alpine Legends

SCIB

8-11 jan international famtrip to Zurich and Engadin, 3 pax fm nordics

KMM

Media Trips:

SE-Adam Falk / Influencer

Engelberg 26 Dec - 5 Jan

SE-Jesper Hayland / Freeride.se

Zermatt 17-20 Jan

SE-Linn Eklund & Fanny Ekstrand / Influencers

Engelberg 24-20 Jan

DK-Alexander Vissing, Langrendmagasinet / Politiken

27-30 Jan Engadin

DK-Rasmus Pålsgård / Feincheckeren

1-4 Feb Bad Ragaz



SE-Magnus och Alex “The Bunch” / Influencers

8-10 Feb Adelboden

SE- Magnus, Alex, Evelina, Emil, “The Bunch” / season edit

10-20 Feb Andermatt

NO-Robert och Heidi Palling / season edit

10-20 Feb Andermatt

SE-Linus Meyer / Photographer

19-25 Feb Andermatt

SE-Jens Assur / Photo mission in Switzerland

13 Feb- Verbier, CM, Zermatt, Engadin, Davos, Jungfrau

SE-Top media result

2 pages article about winter and skiing in the Engadin was published in 18 regional morning newspapers in February. Contacts: approx: 700'000



2. Active Markets

POLAND

Market Situation

- Politics

The ongoing war after the Russian attack on Ukraine puts Poland in the central position of the refugee crisis. By far the most people fleeing Ukraine in a western direction are crossing the border into Poland – over 1 million people (mostly women and children) as of March 7th. While many of them stay in Poland, lots of people are being transported from Poland to Germany and other EU countries. The hospitality and care among tens of thousands of Poles helping at the border, taking in refugees into their homes or volunteering at refugee reception centres (halls, schools, etc.) is outstanding. Also, many of the hundreds of thousands of Ukrainians already living and working in Poland, are a great support.

- Economy

The Polish Zloty (PLN) has lost massively against Euro, US-Dollar and especially against the Swiss Frank (CHF) since the Ukraine war started, while investors look for “safe harbours” for their money. The CHF, that stood at around 4,30 PLN just weeks before, reached almost 5,00 PLN on March 7. The Swiss National Bank announced an intervention, but experts expect a further weakening of the PLN.

- In February, Polish statistics office GUS announced, that the Polish GDP in the fourth quarter of 2021 grew by 7.3% year on year, more than expected by economists. For the whole year, GDP jumped by 5.7%. But because of inflation worries and the not yet foreseeable consequences of the war in Ukraine, the number for the current year could end up at around 4% or even lower. Inflation in Poland stood at 9.2% year on year in January 2022. But with oil prices soaring, it has probably already crossed the 10% mark in February and March.

Campaigning & Activation

Swiss supplement in *Newsweek*. 16 pages with focus on Swiss winter,

Pilatus, Schilthorn, Zermatt and other winter destinations, Winter cities

SnowApp info page. Events and traditions, cuisine and RhB, Swiss scenic trains, 120'000 copies

Online with *newsweek.pl*, texts prepared for printed version present also online. Additional topics for travellers. Dedicated section about Swiss winter starting from January till March



Winter exhibition on Embassy's fence. Pictures taken during div. winter trips to Switzerland by our influencers. Info poster about skiing resorts and note about photographers. Nendaz & Zermatt as well as other interesting spots. Dedicated QR codes linking to videos from Switzerland

Online with gazeta.pl. 5 native articles with focus on different winter topics (food, holiday ideas, Swisstainable), 15'000 UU each article, Weekend partner – branding. Mood video about Swiss winter. Branding reach over 8'000'000

onet.pl Section branding with focus on winter skiing and snowboarding in Switzerland. Swiss Quiz – how well you know? Article – native supported by branding

onet.pl Wiem. Daily program online with meetings with interesting guests. 13 min. interview with our influencer Marcin, who knows winter in Switzerland very well. Ideas for winter, easy travel, recommended spots, flying SWISS with skies.

eSky.pl Activities promoting Swiss winter for skiing and non skiing guests. 7 days presence on eSky.pl channels, Video from skiing trip

Interview on eSky.pl blog. Post on influencer's blog. Social media contacts over 435'000 – including own activities of the influencer

SoMe by ST. SoMe posts with focus winter content, skiing. Winter inspiration, Swiss Snow app. Reach: around 200'000 in January. SEM activities, Commercial break creations. Rich media. Video campaign. SMS and MMS activities in February

eSky.pl Dedicated landing page: discover new places on main page.

Subpage with Swiss offers. Banners on offers, travel guide pages, reach over 70'000 impressions. Blog posts promoting ski areas

Posts on FB and Instagram, reach over 60'000. App push, reach 149'000. Newsletter, 120'000 recipients, OR 9,3%

SoMe paid post. Swiss Snow app promoted. Reach: around 100'000

SoMe activities on FB stories. Weekly topics (e.g. outdoor pools, Swiss offers, winter resorts). Links to MySwitzerland. Monthly reach around 65'000

KAM



Business plans

- Zero Gravity. 3 months campaign promoting new destinations in Switzerland: Engelberg, Andermatt, Saas-Fee. Newsletter campaign – Swiss destinations, reach 15'000. FB/Google adwords campaign, views: 1'300'000. SoMe materials from camps, each month reach around 150'000

- Taksidi. 4 months campaign promoting swiss offers in Taksidi portfolio. Blog entries. Social Media FB/Instagram. Remarketing campaign. Reach 750'000

- Wild Holiday, Snow Show, Interhome.

KMM

Media trips

- onet.pl, individual media trip, focus on skiing, Aletsch Arena and Engelberg

Footage from spot used for stories after return on onet.pl travel section

- eSky.pl, bloggers Mamasaidbecool.pl, 2 pax, individual trip to Switzerland, Engadin, Glacier Express, Zermatt, Central Switzerland with Lucerne, Regular posts on spot via own channels, content prepared for partner – eSky.pl, Instastories with focus on information regarding actual travel rules

- by Marcin, PL influencer joined CZ group of influencers for one week in Interhome apartment close to Davos, Skiing and non skiing activities: igloo, sledging, airboarding, train rides. Partners: Davos Klosters, STS, RhB. Posts and stories from spot on Instagram, video planned

- Influencer trip by Wild Holidays to Davos Klosters, 6.-10.2, with 8 influencers, in cooperation with VöLKL skies. Various activities: skiing, sledging, cross country skiing, running. SoMe activities on spot via Instagram and Facebook reach around 900'000. Dedicated commercial offer in March by Wild Holidays

Media meeting. Online media&influencer meeting on Feb 17th,

Summary of 2021 and plans for 2022, with 37 participants online

Presentation of the market partners. Meeting recorded via Teams and distributed via NL and in closed SoMe group



Future Activities

Grand Train Tour campaign with NGT (incl. eGuide)
Swisstainable map
Swisstainable special
100% women activities
Fam trip to Davos Klosters
Summer campaign



2. Active Markets

RUSSIA

Market Situation

Economics Highlights

At the end of January 2022, the International Monetary Fund cut its forecast for Russian economic growth this year by 0.1% to 2.8% but said it now expected the country's gross domestic product (GDP) to expand by 2.1% in 2023, up 0.1% from its previous forecast. The Russian economy was projected to have grown by 4.5% last year versus a 2.7% contraction in 2020, when it was hit by low oil prices and the global coronavirus pandemic. Pandemic increasing geo-political tensions and inflation risks may hinder Russia's economic recovery.

As of February 24th, it is with great dismay and concern that we are following the dramatic events in Russia and Ukraine. We ardently hope that a diplomatic solution can be found soon and that the violence against human lives and infrastructure will come to an end. The economic impact is not yet measurable.

Travel outlook

In the beginning of 2022, it looked like the year when Russians start to travel freely again, there were no restrictions from the Russian government concerning international travel. Back then, 80 countries have already recognised the Sputnik V vaccine and it was expected that WHO would recognise it in February-March 2022 and open the gateway for recognition by the European Medical Agency. Flights were in place to most European travel destinations and many more airlines had programmed flights from May onwards in anticipation of the borders being fully open to the EU by April-May. At the same time by the end of January Russia faced the surge of Omicron and some restrictions. Extensive travel volumes were in place to the UAE, Turkey, Egypt, the Maldives and the Seychelles. Extensive charter flight operations have also been planned and Russia has already relaxed all the previous limitations on international travel.

In Switzerland most of the Covid-related restrictions seen to be lifted, media and trade partners in Russia started actively to develop promotion and sales activities. As of February 24th, all Switzerland Tourism activities in Russia are ceased. All the information regarding traveling from/to Switzerland and from/to Russia can be checked at the website of the Embassy of Switzerland in Russia here <https://www.eda.admin.ch/countries/russia/en/home/representations/embassy-in-moscow.html>

Best practice competitors

N/A

Campaigning & Activation

- LIVE sessions "Video Site Inspection":

11.02 with Engadin St.Moritz - 236 viewers (28 on the platform and 208 via FB @MICEBackstage)



18.02 with Basel - 115 viewers (35 on the platform and 80 via FB @MICEBackstage)

- Swiss Quest: co-operation with Victorinox extended till May 31st. Promotion of the product will be continued end of March.

- planning of the Cities campaign. 2 partners offering concepts: KB-12 and Aviasales. Follow-up on offers.

- media partnership with BBT.news. Package offered to Geneva and Davos. Geneva has confirmed. 1 news already published.

KAM

- Exclusive B2B E-Newsletter sent out on Jan 27 to 2684 addresses, open rate 14.6%, click rate 0.7%

- Health B2B E-Newsletter sent out on February 17 to 3389 addresses, open rate: 16.5%, click rate: 0.9%

- 1 MICE buyer (Oriflame) invited to Study trip Zurich-St.Moritz, 07-12 Jan 2022

- SCIB eNL sent out to 1'168 subscribers on Feb 8th, 22.7% open rate, 2.3% click rate

- 15 Victorinox bags sent to winners of Quiz "MICE&More"

- Weekly posting on Telegram @SCIBnews

- Supporting agents with visa invitation for the trips SITE, inVoyage, Brideluxe

- Health Travel Business plan with Recomed agency: promotion of SwissMedExpert.ru platform. January-February

KMM

- Individual media trip for the editor-in-chief of snob.ru to Crans-Montana, January 7 - 14

- Interview of Natalia Vart for travel trade online media tourbus.ru, January

- TV program "Life of others" showing Xmas in Bern on TV Channel 1, Jan 6

- preparing winter advertorials for meduza.io & Esquire (print & online), publication postponed due to political crisis (Russia - Ukraine)

- exclusive E-Newsletter for Zermatt sent out on Jan 27 to 1025 media addresses, open rate 22.1%, click rate 1.2%

- Winter news pitch to Aeroflot Inflight magazines, January. Publications planned in March issues

Future Activities

In plan until 24.02.2022 and ceased after the date:



- Winter advertorials on meduza.io & Esquire (possible postponement till autumn 2022)
- Exclusive advertorial for Radisson Blu and Apartments, Andermatt in Tatler, April print issue
- Summer campaign with National Geographic Traveller (GToS)
- Summer Cities campaign
- Health Travel: SMN Individual webinar, March
- Health Travel: Business plan with Recomed, March-April
- Health Travel event in Moscow, June
- Health B2B, KMM & KAM E-Newsletters

Interesting observations

N/A



2. Active Markets

SOUTH EAST ASIA

Market Situation

Despite the Omicron wave, travel conditions have positively evolved in the Southeast Asia region.

Return restriction in Thailand and Indonesia have eased with shortened quarantines. By the beginning of April 22, we expect the following conditions:

- Singapore scaling up of VTL scheme (quarantining free travel for fully vaccinated travellers)
- Thailand & Indonesia: 1 day isolation at hotel upon return
- Malaysia: Full border reopening.

Overall, tour operators and agents resume operation and plan departures. Thailand's Songkran holiday mid-April will be a test for the industry, followed by Lebaran in Indonesia (end May).

Some agents expect a set back of recovery in case the Ukraine situation expands beyond its borders.

Campaigning & Activation

- Wedding: Online media work and newsletter "Valentine's"
- Key visual at SilverKris website relaunch
- Prog advertisement with SIA Navigator

KAM

- MY: Winter products promotion with Sedunia Travel
- TH: First business trip of ST SEA Market Manager, sales calls and reception at the Ambassador's residence, gathering with Swiss representatives
- TH: Visa process streamlining
- TH: Winter product promotion with Holiday Tour Center
- SCIB: NTUC (365 ON), IV Group (273 ON)

KMM

- SEA: Launch of 100% Women SEA with two reps (press release)
- SG: Story on Wellness travel in Straits Times and Vogue SG



- SG: Olivia Chin “Winter with family” in Valais
- MY: Royal Selangor Golf Club magazine
- TH: HiSo Party Magazine, article from Kanjana Hongthong

Future Activities

- STE Southeast Asia in Singapore 7-9 March with 30 Swiss partners and 230 tour operators
- Media and trade projects around OCOS
- Progressive roll-out 100% women campaign
- Roll-out spring campaign

Interesting observations

1. Incentive business comes back faster than expected
2. Clients do not wait for all the restrictions to be waived, faci



2. Active Markets

SPAIN

Market Situation

Spain closes the year 2021 with an excellent month of december because of the special long weekend we had proving the willingnes of Spaniards to travel again. Our partners in CH confirmed having heard Spanish prominently in xmas markets, restaurants and ski resorts.

During our workshops in Madrid, Valencia and Barcelona, we had the chance to feel the temperature of the trade industry and they all confirmed positive perspectives for this 2022. Only two weeks later after these conversations, the war in Ucrania makes us shatter again.

KAM

Trade Roadshow in Madrid, Valencia and Barcelona / 16.-18.02.

Over 20 Swiss partners joined us in these workshops reaching out to over 100 TO's and TA's // Swiss International Airlines participated too

KMM

Mediatrips:

Daily Newspaper El País to Zurich, 16.-19.2.

TV Team TV3 to Jungfrau Skiregion, 28.2-4.3

Top Coverage:

El País Semanal: "Suiza lucha por la creación", 1 page, 221'042 copies, 579'232 contacts

Tendencias.com: "Los mejores restaurants a pie de pista de Suiza", 75'000 online contacts

Elpais.com: "En marcha por Rigi, la reina de las montañas", 1'419'250 online contacts

Descubrir el Arte: "Amor por el arte a orillas del Rín", 3 pages, 48'800 copies, 122'000 contacts

20minutos.es: "La Perla de los Alpes", 586'000 online contacts

El Pais & Elpais.com: "Por la Ginebra de Joël Dicker", 1'784'027 contacts

Tendencias.com: "Ginebra, la ciudad que brilla entre esculturas de luces", 75'000 contacts

Lavanguardia.com : "El viaje en tren por el corazón de los Alpes suizos que te dejará sin palabras", 594'000 contacts



QTravel : “Ginebra, la capital de la relojería suiza”, 25’000 contacts

Lavanguardia.com : “Maravillas de los Alpes suizos”, 594’000 contacts

Media Contacts: 5’853’509

Future Activities

- Swisstainable on Tour with the ExpoBike
- trade campaigning with the main TO’s in the market
- STS campaigning to push the Swiss Travel Pass
- various media events
- various distributions of ST magazines
- Online advertorials with VNG