Switzerland.

Marketing Offer 2023.
Market Brazil.

Fabien Clerc, Director, ST Brazil.

Switzerland.

Rio de Janeiro

Facts & Data.

Brazil.

Switzerland.

Overnights (hotels)

0.25 M

million

Length of stay

2.3

nights

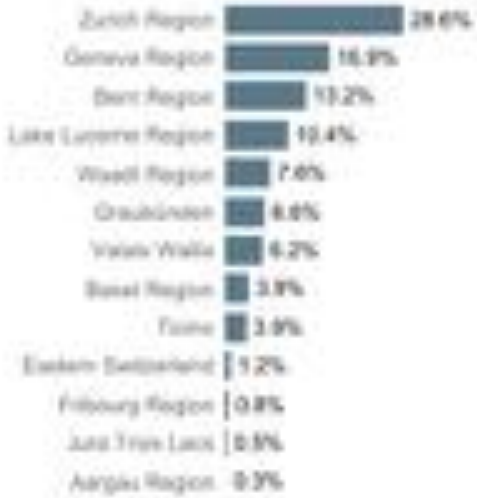
Market share

0.6%

market share

Region of origin*

Tourism regions *(please select for filtering)*



Tourism zones *(please select for filtering)*

55.5% Big city

18.6% Small city

2.6% Countryside

23.2% Mountain

Top 10 destinations

Lausanne
Zermatt
Interlaken
Zürich
St. Moritz
Luzern
Genève
Bern
Opfikon
Basel

Select year

2019

Market share

(select ST market)

1	Switzerland	[illegible]
2	Germany	[illegible]
3	North America	[illegible]
4	Greater China	[illegible]
5	United Kingdom	[illegible]
6	Benelux	[illegible]
7	France	[illegible]
8	Italy	[illegible]
9	Gulf Countries	[illegible]
10	India	[illegible]
11	South East Asia	[illegible]
12	Nordics	[illegible]
13	Spain	[illegible]
14	Republic of Korea	[illegible]
15	Australia New Ze...	[illegible]
16	Japan	[illegible]
17	Austria	[illegible]
18	Russia	[illegible]
19	Brazil	0.6%
20	Poland	[illegible]
21	Czech Republic	[illegible]
22	Other (non-ST m...	[illegible]

Or select a single market

All

Data sources: Market overnights, statistics from Swiss Federal Statistical Office, 2020.

Brazil on the rise.

Overnight development between 1992 and 2019.

Guest profile.

Switzerland.

How are our guests characterized?

Market: Brazil, Segment: All

First-time visitors
70.5%
share

Frequent visitors (5+ visits)
10.2%
share

16-35 years
47.0%
share

Family
11.1%
travel with children

56+ years
11.2%
share

ST segments *(please select by clicking on the icon)*

Travel behaviour

Accommodation type

Means of transportation

Touring

Outlook 2022 – 2023.

COVID: current situation in Brazil.

Switzerland.

- ICU bed occupancy (Covid) in the private health system remains stable at around 75% on average.
- Public hospitals are still crowded, but private hospitals are still managing well with the pressure on COVID beds.
- Currently, the transmission rate (Rt) of the pandemic in the country is at around 0.9, which indicates decrease and that the peak is passed.
- A study by FIOCRUZ would indicate that Brazil will be able to get control over the pandemic if it intensifies vaccination in the poorest regions.
- A large part of the population is mass immunized (80% with 2 doses, 30% with booster shot).

Market challenges 2022 – 2023.

Switzerland.

- Exchange rate 3,8 BRL/CHF (2019) → 6.1 (2021).
- Turbulent times: Political and economical crisis (GDP ↘).
- Slow GDP growth forecast for 2022 at 0.28%, 1.7% for 2023. (according to Central Bank)

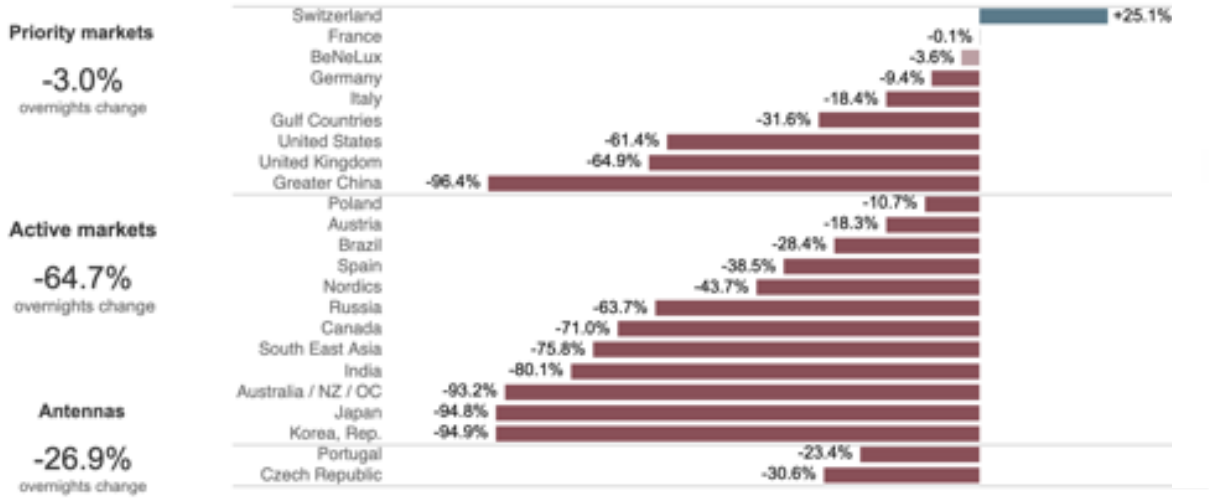
Opportunities with ST Brazil in 2023.

Switzerland.

- Switzerland has been making a **big buzz in 2021** thanks to a strong social media positioning (the HNWIs want to do what others are doing).
- Brazilians very **pragmatic** and used to get out of crisis, especially the **luxury travelers.**
- Little impact from Russia / Ukraine crisis (not afraid to travel).
- **Recovery** was the quickest among ST long-haul markets (2nd half of 2023) and in January 2022 (see next slide).
- **Presidential election** year in 2022, can only get better…
- Positive **economic growth** forecast by all major financial institutions.
- **Experienced ST team** with Fernanda (B2B) and Natalia (B2C).

Brazil recovered quickly post-pandemic.

Switzerland.

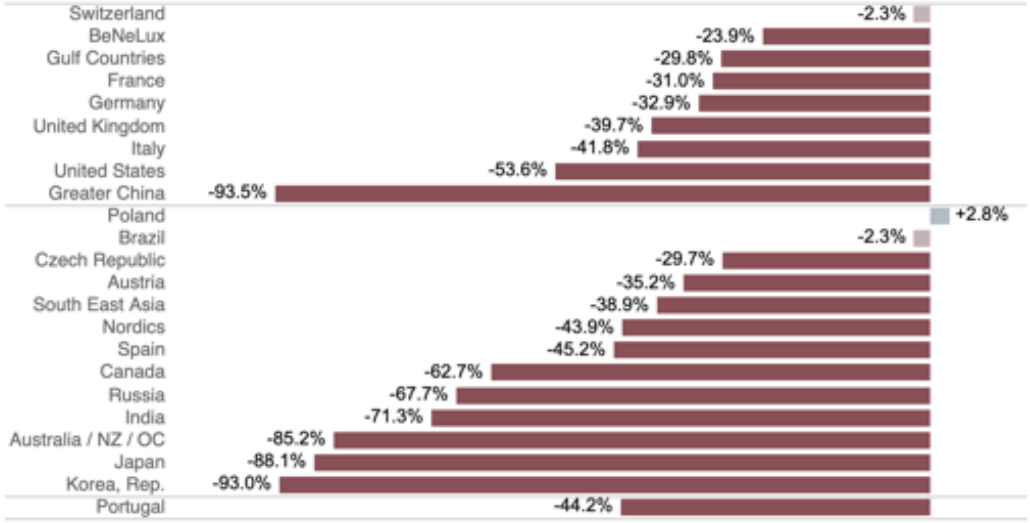


-28.4%

2021: 85,291

2019: 119,173

July-Dec 2021 vs 2019



-2.3%

2022: 30,832

2019: 31,552

Jan 2022 vs 2019

Segmentation Brazil.

Luxury and Unique Experiences.

Switzerland.

- The luxury market keeps growing every year.
- Segment with most potential for destination Switzerland (exchange rate).
- Brazilian travelers look for experiences that “money can’t buy”, Brazilians wants to live the luxury and not only buy luxury.

Gastronomy / wine tourism.

Switzerland.

- Food is an important decision factor when it comes to choosing a travel destination in Brazil.
- Our luxury segment guests love gastronomy and good wine, Switzerland has a lot to offer.
- Food is very instagramable, and therefore sought-after for Brazilians when travelling.

Family Destination.

Switzerland.

- Children's first in Brazil.
- Safe and easy travelling for families.
- Summer camps.
- ST Brazil focuses more on Influencers with families.
- Switzerland will be a top choice for a safe travel destination post-pandemic.
- Expansion of overnights with more rooms booked (kids, helper, etc..).

Wedding Destination.

Switzerland.

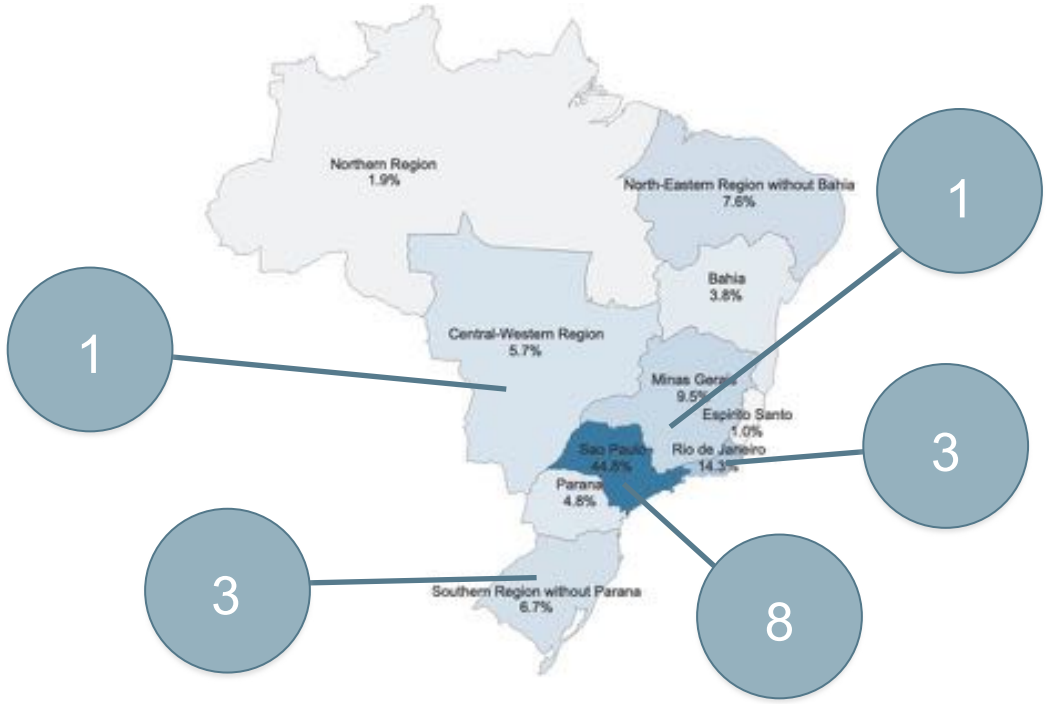
- More than 1 million weddings are celebrated by Brazilians abroad every year.
- The mini wedding market is growing in Brazil, especially between rich people. They choose to travel with a few select guests for an unusual destination abroad.
- Switzerland always comes in the top 10 destinations of dreamed destination for a wedding.

Marketing Activities 2023.

TRAVEL TRADE.

Key accounts A 2022: Tour operators.

Switzerland.



Luxury

ttw group

TERESA PEREZ TOURS

fvo TRAVEL

PRIMETOUR

PLANTEL

just tur TOUR OPERATOR

Kangaroo Tours

MERCATUR PREMIUM

ct OPERADORA todos os destinos, seu ponto de partida

interep VIAJAR ESTÁ NOS DETALHES

Generalist

CVC corp

BWT OPERADORA

BLANCTOUR operadora

TT Operadora

desde 1840 abreu

ORION operações de excelência

Consortias/Associations

VIRTUOSO

Traveller Made®

SIGNATURE TRAVEL NETWORK

Prospect/watch list

Blue PAPAYA

VITATRAVEL

iNTi EXPERIENCE

1) STE 2023 on the road (B2B & B2C).

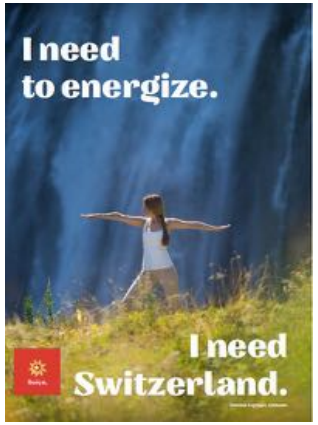
Switzerland.

- Getting closer to the travel agents by visiting their region of origin. **3 selected regions** in Brazil.
- Selecting the **best buyers from different cities** and offer them a Switzerland Travel Experience.
- Mix of workshops and networking lunch/dinner.
- Extra quality time for the suppliers to build closer relationship with the buyers.
- The number expected of buyers will be around **50 per city.**
- In each city, **optional exclusive dinner** organized for a group of top influencers & opinion leaders from the region.
- Date: March (exact dates TBC).
- **Cost: 5'000 CHF (just B2C or just B2B) - 8'000 for both).**

2) Brazil Sales Manual 2023 – 2024.

Experience Switzerland.

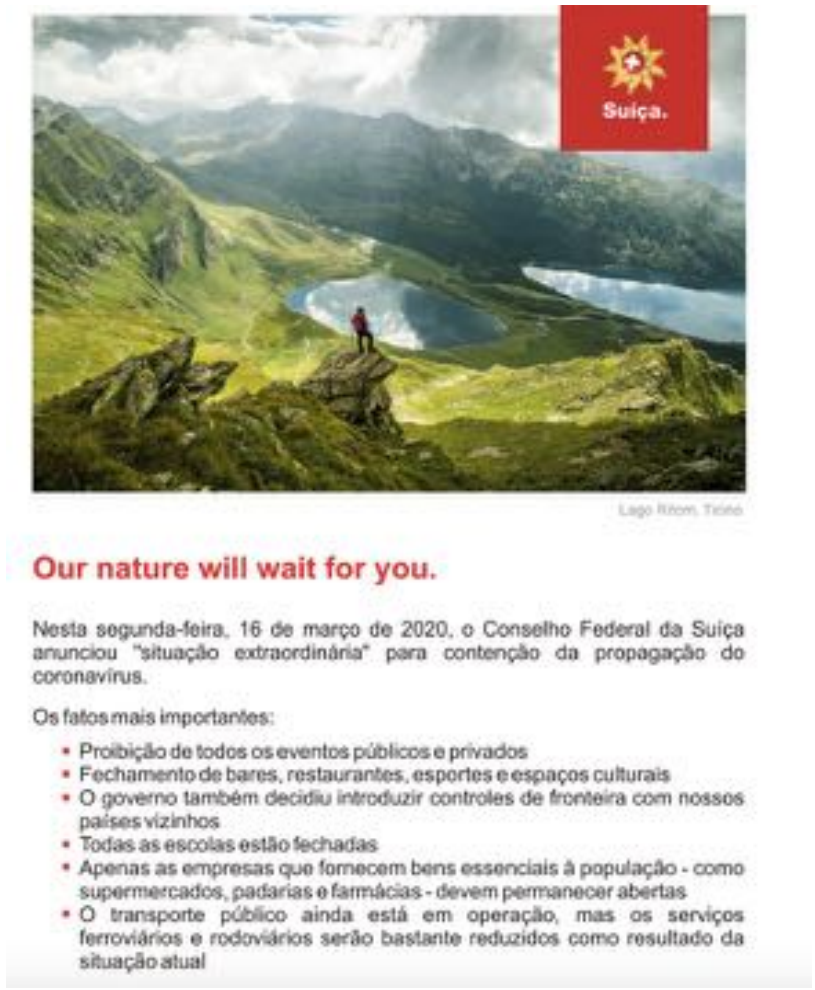
- The **new edition 2023 / 2024** focused on the segmentation "winter/summer/cities".
- The sales manual will base on the consecrated format with the **segments** and integrate an update of **new experiences**.
- Following the sustainability and digitalization trend, the manual will be printed at **500 copies**.
- **28'000 electronic versions** distributed via e-mailing.
- Permanently available on ST's website at brochures.myswitzerland.com.
- The manual is used during all trainings, events and fairs throughout the year.
- **Net cost: CHF 5'000** **(half pages also available for 2'500 CHF).**



3) Trade e-Newsletter 2023.

Switzerland.

- Highly appreciated by the Brazilian trade (high demand).
- **12 editions** planned in 2023.
- Exclusive for investing partner, with up to 3 top news.
- Sent twice during the same month, to almost **28’000 selected trade contacts** in the country.
- Outstanding opening rate of more than **30%** in average.
- Also sent via **WhatsApp** to 1’200 travel agents and 160 corporate travel clients.
- **Net cost: CHF 850.**



Marketing Activities 2023.

MEDIA – DIGITAL.

4) Influencer / Celebrity Summer Offensive.

Switzerland.

- Leverage **celebrities based in Rio**.
- **6 influencer couples** traveling around Switzerland, each of them under one of the following four themes: **Gastronomy / Outdoor / Wellness / Family.**
- Active social media reporting of partner's region during the trip, esp. Instagram.
- Includes pre or post event in Brazil to talk about the destinations.
- HERE a recent survey about the efficiency of digital influencers in the Brazilian tourism industry – 92% of tourism brands adopt this kind of media.
- Timing: **summer 2023**.
- Net cost: **9'000 CHF.**

5) Online Media Campaign.

Switzerland.

- According to Forbes, stronger **online presence** (social medias and online environment) has impacted the traveller's choice of destination and the their travel behaviour.
- ST Brazil will therefore build a **strong media plan** in 2023 focused on consumer behaviour on sales channels such as Facebook, Instagram, YouTube and Google Display.
- The campaign will focus on **inspiring movies** with the objective to create a memorable travel experience.
- Estimated impact: social media (1 month): Reach: 30’000 people / 500 clicks on link / Google Display (1 month): 600’000 impressions.
- Timing: to be agreed with destination partner.
- Net cost: **3’000 CHF** per month of campaign dedicated to the destination.

The most used social medias in Brazil

As 10 redes sociais mais usadas no Brasil em 2021 são:

1. Facebook (130 mi)
2. YouTube (127 mi)
3. WhatsApp (120 mi)
4. Instagram (110 mi)
5. Facebook Messenger (77 mi)
6. LinkedIn (51 mi)
7. Pinterest (46 mi)
8. Twitter (17 mi)
9. TikTok (16 mi)
10. Snapchat (8,8 mi)

6) Luxury Brand Activation 2023.

Switzerland.

- In partnership with the main **luxury shopping malls** in São Paulo City (Iguatemi and Cidade Jardim mainly) and Rio de Janeiro.
- Dedicated **brand activation** in backlights, digital / social media and B2C events,
- Targeting **AAA travellers**.
- General coordination with malls and partners, invitation of VIPs.
- ST's role: selection of media, coordination of content and communication with partners.
- **Net cost: CHF 4'500.**

6) Luxury Brand Activation 2023.
2021 activities – Iguatemi example.

Switzerland.

Iguatemi Easter - Seeding activity

50 Easter kits for a VIP mailing

Valentine's Day – Zoom meeting

15 couples: Romantic Hotels

Switzerland.