

North America — Partner offering (STzM) 2023

April 2022

An update on the market and reasons to invest in North America

- Historically, the USA are Switzerland's strongest long-haul market and is expected to perform strongly again in 2022.
- Americans have a high affinity to the offerings of Switzerland and generally stay in four or five-star hotels, making them one of the big spending nations (CHF 240 per day).
- Pandemic had little financial impact on the affluent population, on the contrary many of our guests have increased travel budgets.
- Vaccination rates are relatively high and worries about COVID relatively low.
- Europe is top on the list of desired destinations with many Americans not having visited for 2 years now.
- The 'War in Europe' had so far little impact on bookings. While we have seen and slowing down in new bookings at the outbreak of the war, there have been no waves of cancellations. Supplier partners are quite confident all around.

- There's huge pent-up demand in Canada. Canadians did not travel during most of the pandemic. They saved a lot of money and are eager to travel
- Canadians have a high affinity for Europe and are generous, savvy travelers (spend CHF 290 per day)
- Canadians like nature, art, history and scenic trains (making them attractive guests for both, Swiss cities and mountain destinations)

No more predefined packages, more transparency

Especially in those times we want to continue to give you the flexibility to choose freely in which activities you want to invest in.

Become a key partner and benefit from special conditions and activities

Our Gold, Silver and Bronze partners benefit from more value for money and privileges such as availability, first refusal on additional activities throughout the year and guaranteed inclusion in oversubscribed campaigns.

- Become a Bronze partner with net investment of CHF 50'000 – CHF 89'999
- Become a Silver partner with net investment of CHF 90'000 – CHF 129'000
- Become a Gold partner with net investment of CHF 130'000+

Good to know

- Partners who invest in our consumer-faced campaigns, get priority access to exclusive activities such as the 24-hrs City Take-Over or Media Extravaganza
- By investing in our promotional, trade and media activities as part of our mix'n'match-partner packages, you benefit from a financial contribution by STNA of at least 20-30% (based on your key partner status)
- All 'Additional Activities' count towards your total investment and with that, influence your key partner status but will not necessarily be financially supported by STNA

Get an impression of the NA-market, with no minimum investment

Of course, the North American market is not only accessible to financially strong partners, but also to all those who want to get a taste of air with some first, single activities. Be it for instance with the 4WD Starter Package.

Activity overview and price list

All figures in CHF, no VAT applies

Integrated 4WD-Activities with a strong focus on (e-)Marketing and Promotions (B2C)					
<u>Activity</u>	<u>Value</u>	<u>Gold Price</u>	<u>Silver Price</u>	<u>Bronze Price</u>	<u>Standard Price</u>
Experience Switzerland – Main partner	CHF 150'000	CHF 70'000	CHF 75'000	CHF 80'000	-
Experience Switzerland – Key partner	CHF 90'000	CHF 42'000	CHF 45'000	CHF 48'000	CHF 55'000
End of Year Digital Campaign w/ an OTA	CHF 33'000	CHF 23'000	CHF 24'750	CHF 26'500	CHF 33'000
Luxury / Winter eOOH & Digital Campaign	CHF 33'000	CHF 23'000	CHF 24'750	CHF 26'500	CHF 33'000
Canada: Well-being / Swiss Hygge Campaign	CHF 33'000	CHF 22'000	CHF 24'000	CHF 26'000	CHF 33'000

Trade (KAM) Activities (B2B)					
Luxury Consortia Marketing	CHF 30'000	CHF 21'000	CHF 22'500	CHF 24'000	CHF 30'000
Meet the Travel Trade	CHF 13'000	CHF 9'100	CHF 9'750	CHF 10'400	CHF 13'000
Switzerland Travel Experience	CHF 15'000	CHF 9'000	CHF 9'000	CHF 9'000	CHF 9'000

Media (KMM) Activities (B2B)					
Meet the Press – Media Tour	CHF 9'500	CHF 6'650	CHF 7'125	CHF 7'600	CHF 9'500
Holiday Extravaganza in NY	CHF 45'000	CHF 25'000	CHF 25'000	CHF 25'000	CHF 45'000
Influencer or KOL Marketing	CHF 28'000	CHF 19'600	CHF 21'000	CHF 22'400	CHF 28'000
TV and Streaming	CHF 30'000	CHF 18'500	CHF 19'750	CHF 21'000	CHF 30'000

Additional Activities — please note only open to Key Partners (gold/silver/bronze), apart from the Starter Package					
4WD: Starter Package	CHF 10'000	CHF 10'000	CHF 10'000	CHF 10'000	CHF 10'000
KAM/KMM: 24-hrs City Take-Over	CHF 40'000	CHF 40'000	CHF 40'000	CHF 40'000	-
KAM: Switzerland Campus L	CHF 8'500	CHF 8'500	CHF 8'500	CHF 8'500	-
KAM: Switzerland Campus M	CHF 7'500	CHF 7'500	CHF 7'500	CHF 7'500	-
KAM: Trade Sales Calls	CHF 5'000	CHF 5'000	CHF 5'000	CHF 5'000	-
KAM: Business Plans with Tour Operators	CHF 20'000	CHF 20'000	CHF 20'000	CHF 20'000	-
KMM: Exclusive Media Event	CHF 20'000	CHF 20'000	CHF 20'000	CHF 20'000	-

Detailed information about each activity

Details can be subject to change

B2C-faced Marketing Activities (Campaigning and Activation)

Experience Switzerland — Pavilion, Live Events and Digital Amplification: Main Partner

4WD	Campaigning and Activation (+Trade and Media)				
Description	<p>With a physical presence, we make Switzerland experienceable — in a new, surprising, and innovative way. While we mainly address New Yorkers, domestic and international tourists, we ensure to promote you also to a media, trade and business audience with dedicated events hosted by STNA, Presence Suisse/the Consulate as well as partnering TOs. As always, we ensure to make specifically your region/destination visible – this time, memorably experienceable on spot as well as within the paid marketing campaign to ensure visitors and reach alike.</p> <ul style="list-style-type: none"> • Exclusively — A dedicated space / corner with a specific activation activity (e.g. Insta booth, VR experience) that is solely dedicated to your region/destination • Exclusively — Your to-be-chosen opening/closing event (e.g. the Virtuoso or Themed B2B Night) with a strong focus on you and your exclusive presence • Shared with the other partners — but while your region/destination gets a stronger share of voice due to the higher investment level. <p>Exposure and promotion of your region/destination thanks to:</p> <ul style="list-style-type: none"> • Digital and social campaign as well as with native/editorial content (media collaboration) • On-site exposure (exterior/interior) of bypassers and visitors • Genius bar (e.g. operated by AAA) to advise and sell Switzerland • Sweepstake, magazines, and give-aways • B2C events, executed/addressed via TOs • B2B events (e.g. Virtuoso Travel Agents Night) • Themed B2B Media / Influencer events (e.g. Culinary Night) • Additional events organized by partner such as Presence Suisse or the Swiss Business Hub to address a broadened target audience • Media work (in the US and Switzerland) as well as the use of owned channels (consumer-/trade-/media-faced) <p>While we aim to position Switzerland as a year-round vacation destination, any typical summer or winter destination/region is welcome to invest in this main activity of 2023.</p>				
Why invest?	<ul style="list-style-type: none"> • As the main partner of this activity, you get special exposure on site, within the Pavilion, as well as additional visibility for the digital amplification • Thanks to a unique, immersive Pavilion, we make you and Switzerland tangible – and increase our impact thanks to this memorable experience • With interest of partners (PRS, Recovery Budget Responsible) we aim to further increase the value and impact of this activity 				
Market(s)	US				
Target Audience	B2C (Attractions Tourer, Luxury Traveler, Culture Traveler, Nature Lover) and B2B (trade, media)				
Estimated KPIs	45mio. B2C contacts, 5'000 B2B contacts (depending on amount of partners/overall budget)				
Expected Timeline	Spring/Summer 2023				
Limitations	Only 1 partner (with max. 4 sub-partners)				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 150'000	CHF 70'000	CHF 75'000	CHF 80'000	-
Further contribution	Content, support in sponsoring parts of a sweepstake, participation on site for your opening or closing event				

Experience Switzerland — Pavilion, Live Events and Digital Amplification: Key Partner					
4WD	Campaigning and Activation (+Trade and Media)				
Description	<p>With a physical presence, we make Switzerland experienceable — in a new, surprising, and innovative way. While we mainly address New Yorkers, domestic and international tourists, we ensure to promote you also to a media, trade and business audience with dedicated events hosted by STNA, Presence Suisse/the Consulate as well as partnering TOs. As always, we ensure to make specifically your region/destination visible – this time, memorably experienceable on spot as well as within the paid marketing campaign to ensure visitors and reach alike.</p> <ul style="list-style-type: none"> • Digital and social campaign as well as with native/editorial content (media collaboration) • On-site exposure (exterior/interior) of bypassers and visitors • Genius bar (e.g. operated by AAA) to advise and sell Switzerland • Sweepstake, magazines, and give-aways • B2C events, executed/addressed via TOs • B2B events (e.g. Virtuoso Travel Agents Night) • Themed B2B Media / Influencer events (e.g. Culinary Night) • Additional events organized by partner such as Presence Suisse or the Swiss Business Hub to address a broadened target audience • Media work (in the US and Switzerland) as well as the use of owned channels (consumer-/trade-/media-faced) <p>While we aim to position Switzerland as a year-round vacation destination, any typical summer or winter destination/region is welcome to invest in this main activity of 2023.</p>				
Why invest?	<ul style="list-style-type: none"> • Thanks to a unique, immersive Pavilion, we make you and Switzerland tangible – and increase our impact thanks to this memorable experience • With interest of partners (PRS, Recovery Budget Responsible) we aim to further increase the value and impact of this activity • Invest in the future by addressing an on average younger target audience than our average guest while ensuring that Switzerland is perceived as a vacation destination that has more to offer than cows, watched and chocolate 				
Market(s)	US				
Target Audience	B2C (Attractions Tourer, Luxury Traveler, Culture Traveler, Nature Lover) and B2B (trade, media)				
Estimated KPIs	45mio. B2C contacts, 5'000 B2B contacts (depending on amount of partners/overall budget)				
Expected Timeline	Spring/Summer 2023				
Limitations	Max. 5 partners (each with max. 4 sub-partners)				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 90'000	CHF 42'000	CHF 45'000	CHF 48'000	CHF 55'000
Further contribution	Content, support in sponsoring parts of a sweepstake				

End of Year Digital Campaign w/ OTA					
4WD	Campaigning and Activation				
Description	Collaboration with an OTA (e.g. Travelzoo, Expedia, TripAdvisor). Dedicated content (aim is to feature concrete products of yours, in collaboration with a TO/the OTA itself), robust display/mobile/social campaign with a strong call-to-action in order to drive sales. Additionally, all owned channels such as MyS, eNL and social are used as well. The campaign intends to optimize on performance.				
Why invest?	<ul style="list-style-type: none"> Multi-channel (e)marketing campaign Addressing our relevant, targeted audience during the Christmas / New Year's Season while many are making plans for the vacations in the next year Campaign aims to optimize on performance (return on investment) 				
Market(s)	US, CAN				
Target Audience	B2C: Attractions Tourer, Luxury Traveler, Culture Traveler, Nature Lover				
Estimated KPIs	7.5 mio. B2C contacts (depending on amount of partners/overall budget)				
Expected Timeline	approx. Dec 2022 – Feb 2023				
Limitations	Max. 1 partner per investment (no sub-partners); minimum of 3 partners in total needed				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 33'000	CHF 23'000	CHF 24'750	CHF 26'500	CHF 33'000
Further contribution	Content, potential participation in B2B trainings				

Luxury/Winter Marketing — eOOH and Digital Campaign					
4WD	Campaigning and Activation + Trade				
Description	<p>Two good ingredients, ensuring an impactful, targeted campaign in collaboration with T-Mobile Marketing Solutions:</p> <ul style="list-style-type: none"> Rideshare Advertising (eOOH) — Full attention on your individual 30sec creative displayed on tablets in Ubers and Lyfts, geo-targeted on our most important source markets (selected urban areas) as well as ski destinations (e.g. Aspen, Vail) in the US. CtA with QR code to bridge to digital possible. (Re)Targeting Digital Display Campaign — To expand the reach and increase awareness as performance, we make use of the enhanced precision targeting that T-Mobile data allows. Accordingly, a highly targeted display campaign to address relevant, custom audiences <p>In the activity included, is your presence as our exclusive destination partner at the MTS 2023.</p>				
Why invest?	<ul style="list-style-type: none"> eOOH Rideshare Ads ensure 100% viewability and 100% video completion rate since the passengers are solely exposed to your creative Ensure reach and relevance with the precision digital (re)targeting campaign element Nurture your trade relationships and mark a presence at MTS 				
Market(s)	US, CAN				
Target Audience	B2C (Luxury Traveler, Winter Lover) and B2B (trade)				
Estimated KPIs	7.5 mio. B2C contacts (depending on amount of partners/overall budget) + 250 B2B contacts				
Expected Timeline	approx. Aug – Nov 2023				
Limitations	Max. 1 partner per investment (no sub-partners); minimum of 3 partners in total needed				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 33'000	CHF 23'000	CHF 24'750	CHF 26'500	CHF 33'000
Further contribution	Content/assets, participation in B2B trainings incl. travel expenses, potential support in sponsoring parts of a sweepstake				

Canada: Showcase Swiss “Well-being / Hygge” in Canada					
4WD	Campaigning and Activation, trade and media				
Description	<p>Canadians have a high affinity for well-being and sustainability. We target the Canadian traveler with a fully integrated B2B and B2C year-round campaign and will partner with Canada’s leading travel media expert Jennifer Weatherhead. Highlight your destination based on topics such as happiness and conscious living e.g., the healing benefits of nature, art and local food.</p> <ul style="list-style-type: none"> • 1 highlight video per region (IG & TikTok) • 2 Instagram Reels (highlights wellness/hotels/activities) • 1 IG post (carousels with 3 images highlights the best of your region) • 3 IG stories daily, 2 TikTok videos • pre-trip, packing tips, well-being tips <p>Media, campaigning and activation: We focus on Toronto, Montreal and Vancouver to showcase the best experiences in your region to the trade media (advertorials, ads or agent training) and to affluent consumers on TV (morning shows Toronto, Calgary and Vancouver), in print (Toronto Star or Globe&Mail) and a digital campaign targeting frequent flyers for spring, summer and fall (<u>green</u> season) with an affinity for travel, art, nature, well-being and Europe.</p> <p>Trade / Trade Media: We will organize an exclusive 1-week «Switzerland Travel Experience Canada Roadshow» in June 2023 to meet with top trade and trade media. Swiss partners can combine their stay with activities in the U.S. beforehand or afterwards to make the most of their presence in North America. Based on business plans, we closely work with tour operators for a strong call to action to generate bookings.</p> <ul style="list-style-type: none"> • 1 seat at Canada-wide roadshow / 1 week in June 2023 • Meet with top tour operators and trade media • Campaign launch events (Montreal, Toronto and Vancouver) 				
Why invest?	<ul style="list-style-type: none"> • There’s huge pent-up demand. Canadians did not travel during most of the pandemic. They have saved a lot of money and are eager to travel. • You target the affluent traveler with a high affinity for quality and well-being who promises high spending on site • Key accounts such as Goway, Kensington, Travelbrands/Exotic, and Butterfield & Robinson sell travel in Canada and U.S. • Generous and savvy travellers (spend 290 CHF per day): Canadians love Europe, and also travel in shoulder-season • Canadians like nature, art, history and culture (excellent for both, Swiss cities and mountains). • Make a splash: For 1 week, become part of this Canada-wide take-over to meet the top media, trade and reach consumers on numerous channels and combine it with your stay in the US beforehand or afterwards 				
Market(s)	Canada				
Target Audience	B2C (Luxury Traveler, Nature Lover, Attractions Tourer) and B2B (trade, media)				
Estimated KPIs	10 Mio. media impressions, STE Canada qualified contacts (50 trade and 50 media)				
Expected Timeline	<ul style="list-style-type: none"> • All-year round with a focus on Q2/Q3, media: JW will visit Switzerland in July 2022 (for fall push) and promotion for 2023 • To do: We need your <u>reply by June 1, 2022 please</u> if you want to participate • Broadcast live from Switzerland this summer (2022) • Digital marketing campaign in Q1-2, 2023 				
Limitations	<ul style="list-style-type: none"> • Max. 7 partners in total; max. three sub-partners/creatives per partner • an additional seat costs 7'000 CHF, limited to key partners in Canada 				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 33'000	CHF 22'000	CHF 24'000	CHF 26'000	CHF 33'000
Further contribution	<ul style="list-style-type: none"> • Content and host Jeannifer Weatherhead in your destination • STE Canada: pay for flights and hotels, travel expenses not included • support in sponsoring parts of a potential sweepstake prize 				

Trade (KAM) activities

Luxury Consortia Marketing					
4WD	Trade, (e)Marketing, Promotion				
Description	Targeting the B2C-affluent traveler through their luxury travel advisor. Through specific consortia (ex. Virtuoso and Signature), we target their agency members and advisors. With these luxury consortia marketing activities, (Switzerland-exclusive advertorial, webinar or agent training, factsheets for events) we reach the trade as well as their direct clients through branded Switzerland content. Especially in the upper segment, travelers book through a travel agent. We have been able to position Switzerland very prominently over the last years, and we plan to continue to target them via consortia marketing, both via training and marketing to the travel advisors of affluent consumers, and directly by means of the consortia' B2C outlets and platforms.				
Why invest?	<ul style="list-style-type: none"> Showcase your destination to some of the best performing luxury agents in North America The luxury segment has proven to be the strongest to come back post Covid The target group reached with this activity has a strong affinity for Switzerland and still books through a travel agent 				
Market(s)	North America				
Target Audience	Travel trade, affluent travelers (consortia agencies' clients) – Luxury Traveler				
Estimated KPIs	At least 1 mio impressions and 5,000 qualified contacts				
Expected Timeline	January – December 2023				
Limitations	Maximum of 8 partners. Only one unit per partner. RDK groups to coordinate content and group and deliver as one				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 30'000	CHF 21'000	CHF 22'500	CHF 24'000	CHF 30'000
Further contribution	Content (text and pictures) including proof-read, land arrangements for possible fam trips				

Meet the Travel Trade					
4WD	Trade				
Description	As the exclusive partner of ST for a sponsoring engagement at a travel trade event in North America, you get exposure to promote your destination and meet great new contacts. Events to be considered in 2023: USTOA, National Touring Association (NTA), ULTRA Travel Agent Event, Global Travel Marketplace, Mountain Travel Symposium, Adventure Elevate, etc. Industry events as such are the ideal occasion to meet new contacts and strengthen existing ones. The quality of the attendees is the most important aspect for the organizers. Sponsorship opportunities within the conferences are a great way to enhance your messages.				
Why invest?	<ul style="list-style-type: none"> Ideal opportunity to strengthen existing contacts and create new ones Participation to an event together with ST would mean reducing the costs for the destination Ability to choose an event that reaches the right target group for you 				
Market(s)	North America				
Target Audience	Travel trade				
Estimated KPIs	Varies depending on the event. At least 100 qualified contacts.				
Expected Timeline	TBD depending on the event				
Limitations	Subject to availability. 1 partner (per event). Participation depends on the type of event and will be looked at "case by case"				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 13'000	CHF 9'100	CHF 9'750	CHF 10'400	CHF 13'000
Further contribution	Content, travel expenses and potential prizes or added value items as part of the sponsorship agreement				

KAM: Switzerland Travel Experience					
4WD	Trade				
Description	The Switzerland roadshow makes its return to the US market, with a renewed concept and name, the "Switzerland Travel Experience". Rather than traveling to several places, we decided to concentrate our efforts and get people into one location, for a longer time. The roadshow will kick off with a 24h event in the New York area where all the suppliers will meet with top buyers from the East Coast, the group will then be split in two and travel to different cities for an agents/operators event. All Swiss partners will come together again in the LA area, where we end our tour with another 24h event which will gather top trade accounts from the West Coast.				
Why invest?	<ul style="list-style-type: none"> • Opportunity to showcase your product to top travel trade professionals in the United States • Different way to connect with the clients, spend more time with them and create a more meaningful bond through the different events that will be organized, within the 24h events and not only • The concept of the event will allow you to get to know the accounts in a more fun way (less "traditional") 				
Market(s)	US				
Target Audience	Travel professionals: agents and tour operators				
Estimated KPIs	120 qualified trade contacts				
Expected Timeline	Spring or Fall 2023 (depending on STM dates as well)				
Limitations	Maximum a total of 25 partners. Gold partners have up to 3 seats, Silver partners 2 and bronze partners 1. Additional seats cannot be purchased.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 15'000	CHF 9'000	CHF 9'000	CHF 9'000	CHF 9'000
Further contribution	Presence at the roadshow and travel expenses (hotels, flights)				

Media (KMM) activities

Meet the Press – Media Tour

4WD	KMM				
Description	Multi-city media tour, which includes attending one third-party event, such as IMM, Travel Classics, Art Basel, or similar, where journalists from all over North America come together. This will be followed by visiting two more cities within the markets where we connect with journalists through ST organized events, editorial visits, lunch/dinner invites etc.				
Why invest?	<ul style="list-style-type: none"> • Pitch your stories directly to journalist with a proven track record for producing Swiss stories • Build or expand your North American network. • Feel the pulse of the market. 				
Market(s)	North America				
Target Audience	Media / all segments				
Estimated KPIs	100 media / 200,000 media contacts in trade media and social media				
Expected Timeline	One working week				
Limitations	Only available for gold, silver or bronze key partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 9'500	CHF 6'650	CHF 7'125	CHF 7'600	CHF 9'500
Further contribution	Cover your own travel costs: flights/trains and hotels.				

Holiday Extravaganza New York

4WD	KMM				
Description	Premier travel media event in New York. Joint platform with ST. Flexible concept to showcase your key messages. This VIP Gala Dinner is the highlight of the ST's social calendar and gives you the opportunity to end the year together with some of our top media contacts.				
Why invest?	<ul style="list-style-type: none"> • Well established event with our top producers and A-list editors and writers. • Exclusive platform for one partner. • Experienced ST team provides fulfilment of every aspect. 				
Market(s)	US				
Target Audience	Media / all segments				
Estimated KPIs	100 attendees				
Expected Timeline	November/December 2023				
Limitations	1 event, only available for gold, silver or bronze key partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 45'000	CHF 25'000	CHF 25'000	CHF 25'000	CHF 45'000
Further contribution	Cover your own travel costs: flights/trains and hotels.				

Influencer Marketing					
4WD	KMM/(e)Marketing				
Description	Full-service tailor-made Influencer Marketing. Perfect opportunity to reach clearly defined communities with your key messages. Influencers usually travel to more than one Swiss destination.				
Why invest?	<ul style="list-style-type: none"> • Full use of ST's market knowledge to reach your client. • Sub partner integration possible • Combinable with other activities in the market: use of assets, appearance at events, etc. 				
Market(s)	North America				
Target Audience	B2C (choose your segment)				
Estimated KPIs	1-2 Mio. contacts				
Expected Timeline	Flexible				
Limitations	Available to 2 partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
(Scalable)	CHF 28'000	CHF 19'600	CHF 21'000	CHF 22'400	CHF 28'000
Further contribution	Land arrangements incl. hotels, half board, local guides, local activities.				

TV and Streaming Services Production					
4WD	KMM/(e)Marketing				
Description	Demand for quality content is big and we will partner with the most promising production companies with the strongest distribution channels to show case your destination. Often combined with landing page or social media campaign. We will approach you with project opportunities as they develop. Length of feature for individual partners depends on cost paid to producer.				
Why invest?	<ul style="list-style-type: none"> • Longevity of content, often multiyear or multinational audience. • Often combined with spin-off activities: editorial coverage, social media, tour operator integration • Use of B-Roll, behind-the-scene photography, inc. worldwide copyright 				
Market(s)	North America and other markets				
Target Audience	Consumer (B2C)				
Estimated KPIs	6-12 Mio. contacts per year				
Expected Timeline	Flexible				
Limitations	Available to multiple partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 30'000	CHF 18'500	CHF 19'750	CHF 21'000	CHF 30'000
Further contribution	Land arrangements for crew incl. hotels, half board, local guides, local activities.				

Additional Activities

4WD: Starter Package					
4WD	Media, Trade, (e)Marketing				
Description	New to the US and Canada? Get a good first impression and make one with key players! The package includes the following activities: <ul style="list-style-type: none"> • 1/2 page in the 'Yodel', our Switzerland Sales Guide, produced and distributed with major North American travel trade publications • Inclusion in 1 trade webinar addressing US and Canadian travel agents (recording archived on trade corner) • Partner contact and short content on trade corner (myS/trade) + inclusion in our STNA trade e-newsletter (one item per year) • 1 media webinar addressing US and Canadian journalists (recording archived on media corner) + media newsletter • 1 promoted post on the STNA Facebook page + inclusion in our STNA B2C e-newsletter with over 95'000 subscribers (one item per year) 				
Why invest?	<ul style="list-style-type: none"> • Perfect program for partners who would like to get a first, but throughout impression of the market as well as to reach some key players • Integrated, effective 4-wheel drive approach • Exceptionally good value for money 				
Market(s)	NA				
Target Audience	Media, Trade and Consumer				
Estimated KPIs	7'500 media contacts and 2-3 media results, 90'000 trade contacts, 160'000 B2C contacts				
Expected Timeline	Spread throughout 2023				
Limitations	Only partners <i>who are new</i> to the North American market are eligible				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 10'000	CHF 10'000	CHF 10'000	CHF 10'000	CHF 10'000
Further contribution	Content, participation in webinars				

KAM/KMM: 24hrs City Take-Over					
4WD	Trade, Media				
Description	Unique platform to showcase your region in a key North American city. A lunch media event and an evening trade/VIP reception. Bring up to seven partners from the region/destination. A format that has proven to be very successful in the past. Unique and exclusive opportunity to showcase the entire destination/region in front of top media and trade accounts from a specific city.				
Why invest?	<ul style="list-style-type: none"> • Ideal opportunity to strengthen existing contacts and create new ones (media and trade) in a specific region • Chance to explore new source markets with big potential • Exclusive approach for your region and great added value for your sub-partners 				
Market(s)	North America				
Target Audience	Travel trade				
Estimated KPIs	At least 25 key media accounts & 50 qualified trade contacts				
Expected Timeline	TBD depending on the event				
Limitations	Only restricted cities available; first pick by the strongest investor. Max 4 take-overs. Max delegation of 8 people per partner.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 40'000	CHF 40'000	CHF 40'000	CHF 40'000	-
Further contribution	Content, potential prizes or added value items for the events				

KAM: Switzerland Campus (Large)					
4WD	Trade				
Description	Feature (full page) in the Switzerland Sales Guide ("Switzerland Yodel"), one exclusive webinar, two inclusions of news and information in trade newsletter (bi-monthly), trade corner and agent networking platforms. Be part of the Switzerland Tourism Trade portfolio in North America.				
Why invest?	<ul style="list-style-type: none"> • Feature in THE Switzerland Tourism sales tool (used at any trade event during the year) • Operators and agents still like print material when it comes to sales tools, the Switzerland Yodel is an essential guide for them • Exclusive opportunity to directly present your destination to top qualified trade accounts across North America 				
Market(s)	North America				
Target Audience	Travel trade				
Estimated KPIs	90'000 qualified contacts (print & digital, webinars), 1mio impressions				
Expected Timeline	January – December 2023				
Limitations	Activity can only be bought up to two times per partner				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 8'500	CHF 8'500	CHF 8'500	CHF 8'500	-
Further contribution	Content (text and pictures) for the various activities involved (Yodel, webinar, NL)				

KAM: Switzerland Campus (Medium)					
4WD	Trade				
Description	Feature (half page) in the Switzerland Sales Guide ("Switzerland Yodel"), one exclusive webinar, inclusion of news and information in trade newsletter (bi-monthly), trade corner and agent networking platforms. Be part of the Switzerland Tourism Trade portfolio in North America.				
Why invest?	<ul style="list-style-type: none"> • Feature in THE Switzerland Tourism sales tool (used at any trade event during the year) • Operators and agents still like print material when it comes to sales tools, the Switzerland Yodel is an essential guide for them • Exclusive opportunity to directly present your destination to top qualified trade accounts across North America 				
Market(s)	North America				
Target Audience	Travel trade				
Estimated KPIs	90'000 qualified contacts (print & digital, webinars), 1mio impressions				
Expected Timeline	January – December 2023				
Limitations	Activity can only be bought up to two times per partner				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 7'500	CHF 7'500	CHF 7'500	CHF 7'500	-
Further contribution	Content (text and pictures) for the various activities involved (Yodel, webinar, NL)				

KAM: Trade Sales Calls					
4WD	Trade				
Description	A 5-day sales calls tour in a North American region (East Coast, West Coast and Canada/Midwest). Approximately 15 appointments with key accounts per tour. Opportunity to meet top accounts in North America on a more private setting. Meetings with product people (development) and agents (training).				
Why invest?	<ul style="list-style-type: none"> • Great way to increase portfolio of your destination with specific Key Accounts • Opportunity to create new products with selected Tour Operators and start a long-term return of investment • Meeting face-to-face will be key next year and the sales calls allow you to strengthen your relationships with established accounts on a more personal level 				
Market(s)	North America				
Target Audience	Travel trade				
Estimated KPIs	At least 15 qualified trade contacts				
Expected Timeline	January – December 2023				
Limitations	3 partners per tour, first pick by gold partners.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 5'000	CHF 5'000	CHF 5'000	CHF 5'000	-
Further contribution	Travel expenses				

KAM: Business Plans with Tour Operators					
4WD	Trade, (e)Marketing, Promotion, Media				
Description	Joint marketing agreements with one or multiple North American tour operators, to support sales of new or existing tour programs. The campaign includes digital, print and media components as well, targeting b2c and/or b2b audiences. Effective activity to boost sales in a specific destination. Opportunity to strengthen relationships with tour operators, create new programs and support them in selling the region.				
Why invest?	<ul style="list-style-type: none"> • Opportunity to effectively generate more sales/bookings towards your region • Chance to create new programs with specific Tour Operators or expand existing portfolio of your destination • Long-term investment 				
Market(s)	North America				
Target Audience	Travel trade, end-consumers				
Estimated KPIs	At least 1 mio impressions and 5,000 qualified contacts				
Expected Timeline	January – December 2023				
Limitations	Only for destination partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 20'000	CHF 20'000	CHF 20'000	CHF 20'000	-
Further contribution	Content (text and pictures) for the various activities, land arrangements for possible fam trips, online trainings if necessary and part of the plan				

KMM: Exclusive Media Event					
4WD	KMM				
Description	Exclusive platform for our key partners to showcase your region in a key North American city.				
Why invest?	<ul style="list-style-type: none"> • Tailor-made media platform for your destination. • Concepts develop around your key messages • Good opportunity for sub-partner integration. 				
Market(s)	Main cities in North America				
Target Audience	Travel media, segments geared to your key messages				
Estimated KPIs	25 media				
Expected Timeline	Flexible				
Limitations	Available to KAM partners only – max 3 events per year, maximum of 4 sub partners.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 20'000	CHF 20'000	CHF 20'000	CHF 20'000	-
Further contribution	Cover your own travel costs: flights/trains and hotels.				