



Szwajcaria.



Szwajcaria.

KPM Arosa.
Market Poland 2023..

6 x reasons why Poland?

1. Large market: 38 mln inhabitants
2. Young (53% are under 35 years old), love mountains and touring
3. Switzerland is a top choice destination: in the last decade no other European source market grew as strongly as Poland
4. All year round (Su 50% vs. Wi 50%) and all over Switzerland
5. Length of stay: 2.6 hotel ON
6. CHF 160 of expenses per person and day

Market figures.

| | | value | rank |
|-------------------------|---|----------|------|
| 1. market size & growth | 2019 | 0.187 M. | 21 |
| | 2021 | 0.196 M. | 12 |
| | 2015-19 | 16.9% | 11 |
| | 2019-21 | 4.7% | 2 |
| 2. economic value | daily expenditures 2017 (TMS) | 160 | 23 |
| | share ****-nights 2019 | 27.7% | 30 |
| 3. first time visitors | share 2017 (TMS) | 30.4% | 20 |
| 4. length of stay | 2019 | 2.59 | 3 |
| 5. balance | share off-season "March-May" of total year 2019 | 28.3% | 3 |
| | share off-season "Sept-Nov" of total year 2019 | 21.6% | 15 |
| | share small destinations (51 st -200 th largest) 2019 | 17.0% | 18 |
| | share very small destinations (201 ^{st+}) 2019 | 20.7% | 1 |

Source: FSO/hotel statistics, unless otherwise stated



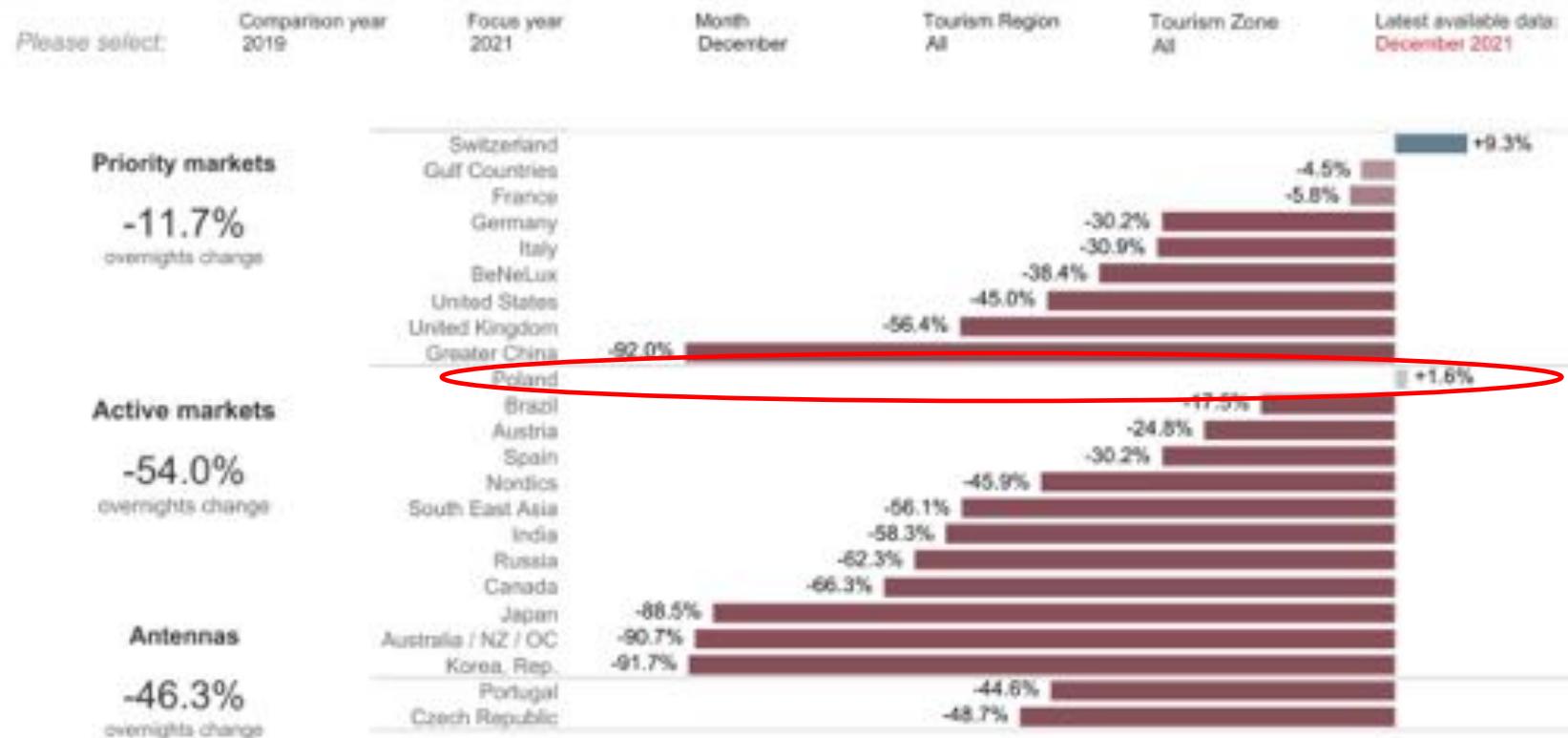
Szwajcaria.

Overnights 2021.

How does the Swiss hotel industry develop? - Year to date

2019-2021, Selected months: December, ST market: Switzerland

Switzerland Tourism.



How does the Swiss hotel industry develop? - Year to date

2019-2021, Selected months: All, ST market: Switzerland

Switzerland Tourism.



| Please select: | Comparison year 2019 | Focus year 2021 | Month All | ST markets All | Single markets Poland | Markets 3 groups All | Tourism region All | Tourism zone All | Lastest available data: December 2021 |
|----------------|----------------------|-----------------|-----------|----------------|-----------------------|----------------------|--------------------|------------------|---------------------------------------|
|----------------|----------------------|-----------------|-----------|----------------|-----------------------|----------------------|--------------------|------------------|---------------------------------------|

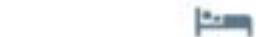


Arrivals

↓ -30.7%

2021: 19,666,673

2019: 19,764,557



Overnights

↓ -25.3%

2021: 29,569,649

2019: 38,562,039

↓ -24.5%

2021: 54,512

2019: 72,267

Overall
Filtered markets

↑ +8.4%

2021: 10,066,647

2019: 9,279,363

Switzerland
countries

↓ -65.4%

2021: 3,032,026

2019: 10,465,107

Eurozone

↓ -39.9%

2021: 2,489,903

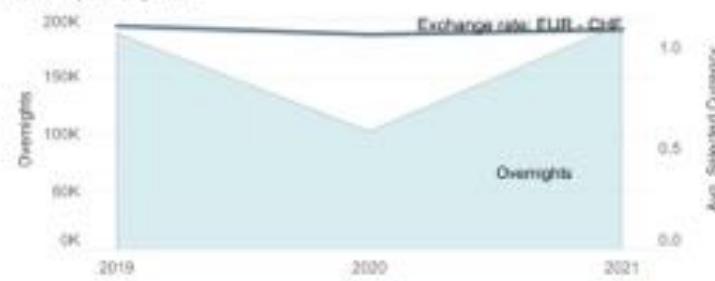
2019: 4,140,438

↓ -36.2%

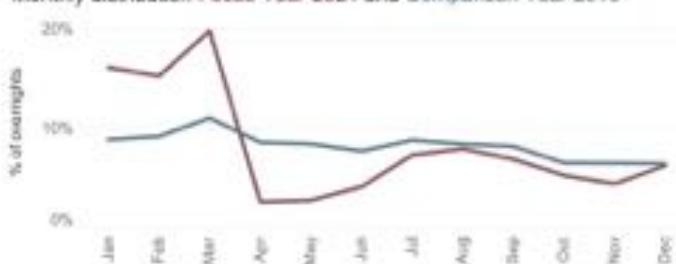
2021: 5,624,824

2019: 8,612,318

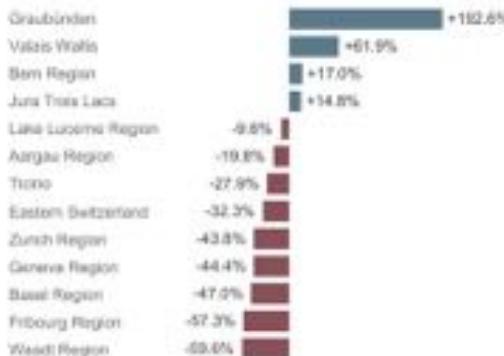
Development years



Monthly distribution Focus Year 2021 and Comparison Year 2019



Tourism regions



Tourism zones



Top 15 municipalities

| Focus Year | Change |
|---------------|---------|
| Leiss | +88.7% |
| Davos | +671.1% |
| Zürich | -53.0% |
| St. Moritz | +123.9% |
| Lauterbrunnen | +90.8% |
| Zermatt | +76.0% |
| Genève | -40.8% |
| Basel | -65.2% |
| Samnaun | +424.2% |
| Filis | +348.2% |
| Dällikon | +23.8% |
| Arres | +565.7% |
| Bern | -17.9% |
| Grindelwald | +113.0% |
| Bettlach | +56.7% |

Who are the Polish guests in Switzerland?



How are our guests characterized?

ST market: Poland, single market: Poland, Segment: All

For more info on our
guests click here.

Switzerland Tourism.



First-time visitors

1
30.4% share

Frequent visitors (5+ visits)

5
30.7% share

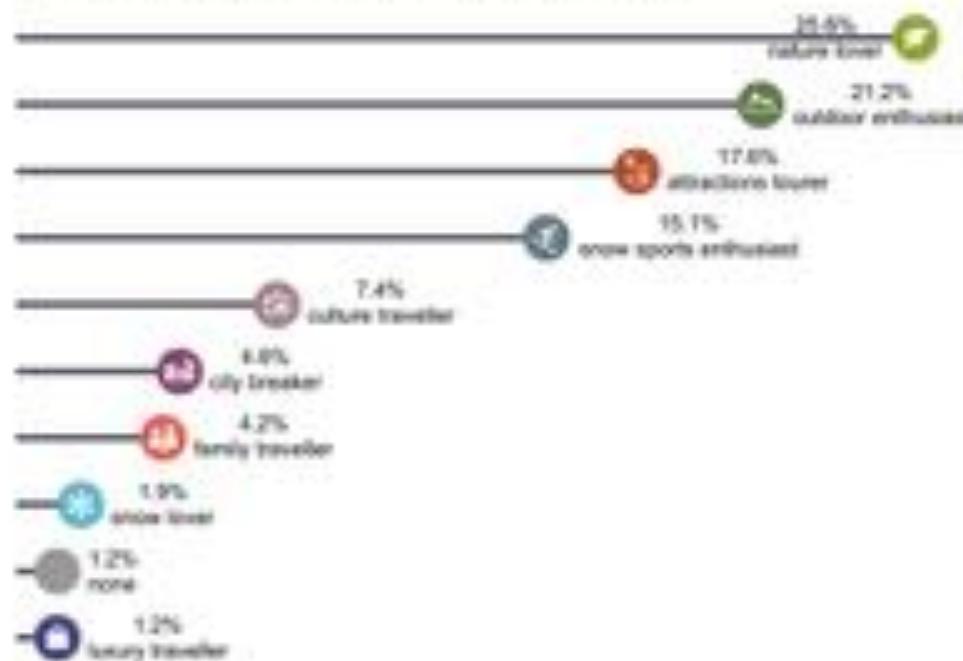
16-35 years

53.2% share

Family travel with children

56+ years
8.9% share

ST segments (please select by clicking on the icon)



Travel behaviour

Accommodation type

21.9% type 78.1% supplementary accommodation

Means of transportation

32.1% shared transport 69.7% private transport

Touring

26.3% touring in CH 73.6% non-touring

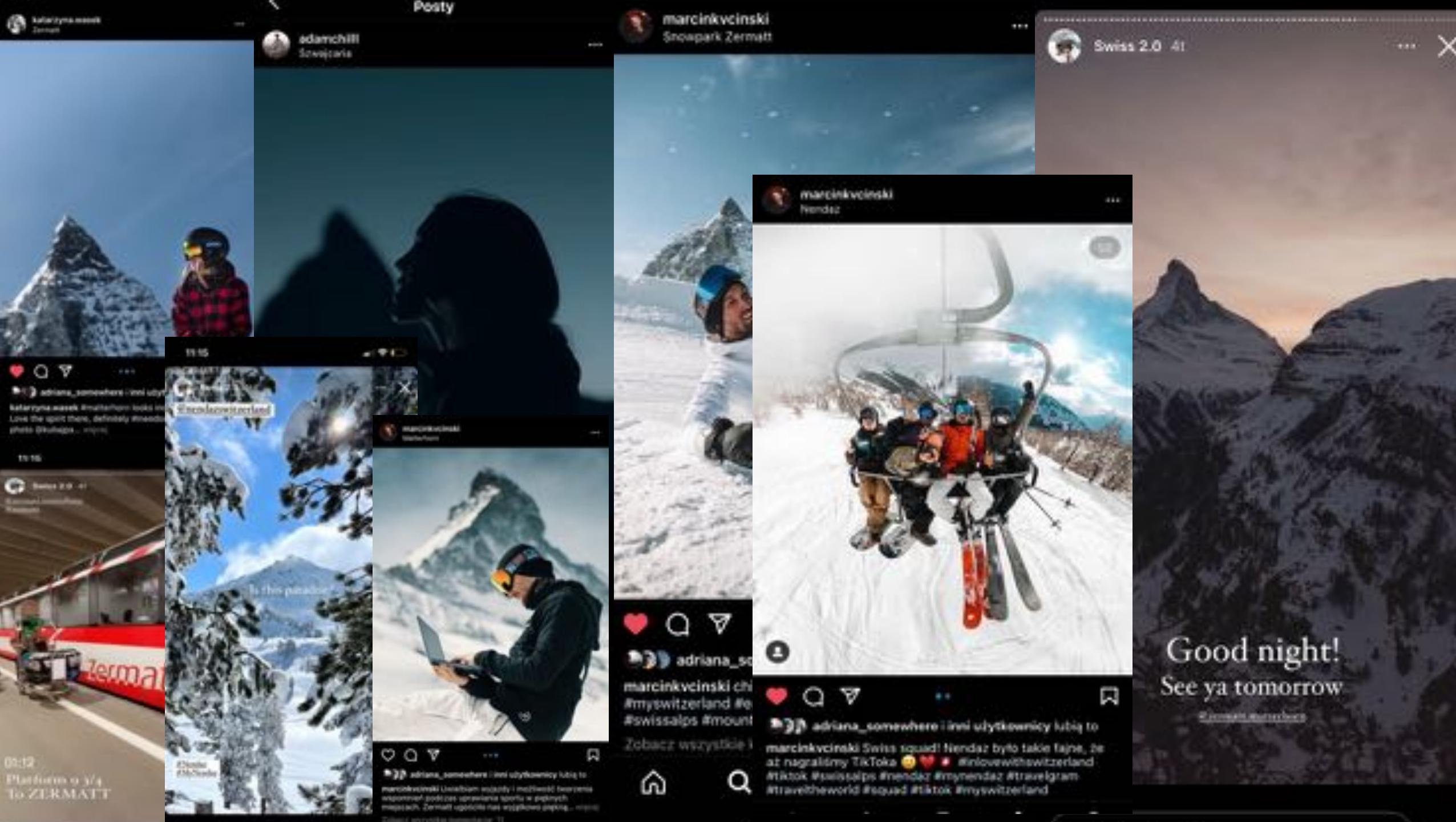
Top 20 main travel reasons



Select ST market

| | |
|-----------------------|-------|
| Switzerland | 56.8% |
| Germany | 12.5% |
| Sweden | 4.0% |
| Other non-ST markets | 3.7% |
| North America | 3.0% |
| United Kingdom | 3.0% |
| France | 2.6% |
| Greater China | 2.4% |
| Italy | 1.9% |
| South East Asia | 1.2% |
| India | 1.1% |
| Northern Europe | 0.8% |
| Spain | 0.8% |
| Republic of Korea | 0.7% |
| Austria | 0.6% |
| Australia/New Zealand | 0.6% |
| Brazil | 0.5% |
| Gulf Countries | 0.5% |
| Russia | 0.5% |
| Czech Republic | 0.5% |
| Japan | 0.4% |
| Poland | 0.4% |

Or select a single market:
Poland



2020/21 was a very successful winter season.

1. Given the Covid-19 restrictions, many new Polish Tour Operators (re)discovered Switzerland during the 2020/21 winter season.
2. The excellent numbers of January 2021 remained high throughout the first quarter 2021, with a relatively even distribution across regions and destinations.
3. Most Tour Operators keep Swiss destinations in their offers going forward: this is a unique opportunity to strengthen existing partnerships and develop new ones.
4. And this is a very good base for the future.

Takie

22 godz. 0

Takie poręczańko to kultury! 🇨🇭
Dobiegły się z Wami najnowszym fotom z Verbier! 🇨🇭 Wszędzie jest wiejski SWAJCZNY! 🍀 +
To co, widzimy się na stoku?

Aut. Mateusz Menczel Photography
Zobacz więcej

Feel The Flaw
20 grudnia 2020 r. 11:00

Wykłamy na Ciebie w szwajcarskich Alpach! [Kliknij tutaj do SnowShow](#)

Te oferują wygoda szwajcarskiej Verbier, do którego wyjeżdżamy już w najbliższy weekend 01.01.21 - 08.01.21 na FERIE ZIMOWE. Bez testów i bez kwarantanny na miejscu i po powrocie do PL. Dotarć do nas, zamieszkać w komfortowych apartamentach przy samym stoku, korzystać z 400m ścisłego przygotowanego trasy i zaakredytowanego skoczka. Nie straszego. Sprawdź ferie zimowe TAK JAK NACZYJU!

30.12.2020 | 10:46
Aut. Aut. do chory...
Zobacz więcej

SwissPodhale Nekara
11 February 0

Miejscowość: Täsch leży na wysokości 1449 m n.p.m. 🌟, w odległości 6 km od szczytowego ośrodka turystycznego Zermatt z największym symbolem regionu i Szwajcarii - Matterhornem. Täsch jest bramą do tego szczytowego regionu! 🎉 Zermatt oferuje ponad 200 km tras narciarskich, 50+ tras narciarskich tradycyjnych, 27% na trasy śnieżne, 40% na trasy średniozaawansowane i 17% na trasy dla najbardziej zaawansowanych narciarzy i snowboardzistów. Najdłuższa trasa 🚶 ciągnie się przez 26 km. Znajdujące się... 544 more

Feel The Flaw
16 kwietnia 2020 r. 10:16

Reklama: Zobacz Feel The Flaw oferującą pełną ofertę w Szwajcarii 🇨🇭
Prezentujemy Wam kolejny Szwajcarski Sunset - Morsowy wyjazd do Zinat. Przepiękna, nowa rezydencja położona 150 metrów od wyjścia. Bambus przestrzenne, stylowe i przytulne apartamenty. Do tego wrocze mieszkańców, pełne małych uliczek, urokliwych starych góralskich chateczek. A do tego 200 km tras do odkrycia! <https://www.feeltheflaw.pl/morsowy-zinat-morsz>

SZWAJCARIA - TÄSCH/ZERMATT
Aut. Mateusz

Feel The Flaw
16 kwietnia 2020 r. 10:16

Ostatnie wyjazdy w Alpy w tym sezonie! 🇨🇭
20.03

Aut. Aut. Wyjazdy w tym sezonie w Alpy - 100% potwierdzony
30.03 Narty w Alpy Dzielno! POTWIERDZONY
3... Zobacz więcej

POTWIERDZONE WYJAZDY

DO SZWAJCARII!

SnowShow

POTWIERDZONE WYJAZDY

JUŻ OD 1740 PLN

SnowShow

SPRAWDZ TERMINY

APARTAMENTY LUX

SPRAWDZ →

POTWIERDZONE WYJAZDY

DO SZWAJCARII!

SnowShow

POTWIERDZONE WYJAZDY

APARTAMENTY LUX

SPRAWDZ →



Szwajcaria.

Segments Poland.

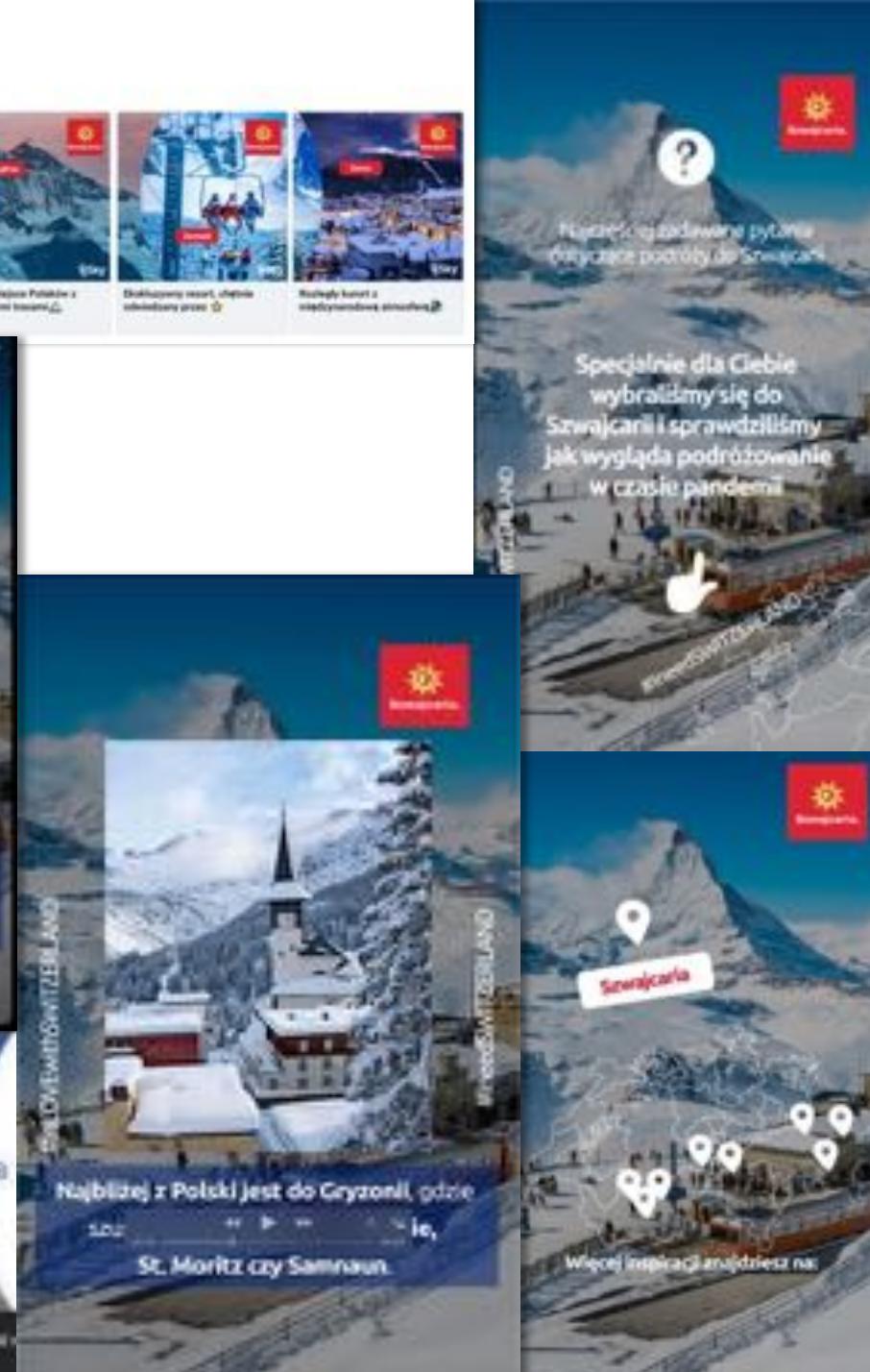
| | | | | | | |
|----------|---|--|---|--|--|--|
| Summer | Nature Lover <ul style="list-style-type: none">- Ecotourist- Typically Swiss Romantic | Outdoor Enthusiast <ul style="list-style-type: none">- Hiker- Biker & Cyclist | Attractions Tourer <ul style="list-style-type: none">- Attractions, History & Heritage Explorer | | | |
| Winter | | Snow Sports Enthusiast <ul style="list-style-type: none">- Skier- Free Rider- Cross-country Skier | | | | |
| Cities | City Breaker <ul style="list-style-type: none">- Urban Lifestyle Seeker- Sightseer | | | | | |
| Meetings | | | Incentive Planner <ul style="list-style-type: none">- Marketing Executive- Agency Account Manager | | | |

Market trends.

1. Travel agencies are back (cancellation policy, flexibility, support, package prices)
2. Travel by car and campervan are booming
3. Paper is back (long life, exclusive, always in combination with digital/SoMe)
4. Nature is back (sustainable, reduce carbon foot print, slow food, slow travel)
5. Podcasts (more and more popular)
6. Microinfluencers are required
7. The youngest are in focus

Our strategy 2023.

1. To bring Switzerland to the most relevant segments to the right tools and channels at the right time. Focus on Swisstainable, InS, 100% women.
2. Focus on nature, touring and outdoor activities but also on responsible travel, eco-friendly transport, smart cities, local traditions and slow food.
3. To inspire an eco-aware and sensitive audience while presenting them travel, adventure and photography experiences by the best influencers.
4. Integration of the partner with all relevant activities incl. KMM/KAM trips.
5. Budget: Summer - 50%, Winter – 40%, Cities – 10%

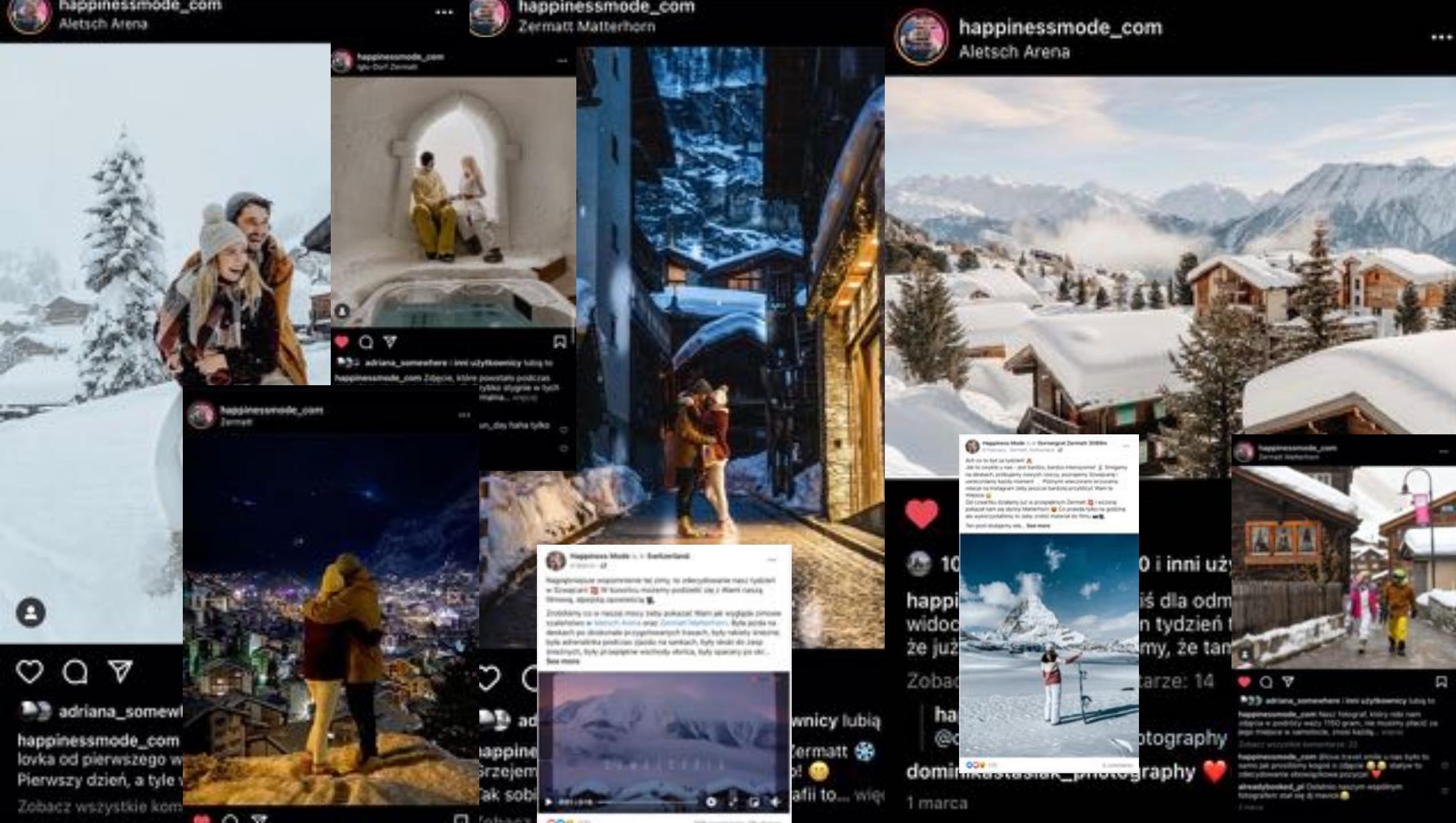


KAM - strategy.

1. Bringing guests to Switzerland for diverse experience - GToS, scenic train rides, mountains trips, winter ski fun
2. Joint marketing campaigns with carefully chosen TOs (e.g. Itaka, Logostour, Snow Show, Wild Holiday, Taksidi, Funclub, Zero Gravity, Interhome)
3. Mix of marketing activities: digital, influencers etc.
4. Obligatory integration of ST messages - InS, #, films, key visuals

KAM – activities.

1. Integration in our NL to our KAM, about 1'300 addresses
2. Posts in our private FB group for the tourist professionals (KAM, KMM),
about 500 followers
3. Sales calls, webinars, also exclusive
4. Events in Poland, also exlusive (lunch, dinner)
5. Integration in the business plans with selected KAM
6. Fam trips for KAM and/or agents – hosting in your destination
7. Workshop in Poland and in Switzerland



KMM - strategy.

1. Less journalists, more influencers
2. More microinfluencers starting from 7-8k followers
3. FB/YT/IG/TikTok
4. More individuals trips than groups
5. Flexible, busy, open minded, always on the road
6. Exclusive projects with influencers for your destination
7. Cross projects – eguides with the input of influencers
8. Not only travel – photo, cuisine, lifestyle, fitness, biking, trail running etc.
9. But print is still important

KMM – activities.

1. Integration in NL to media/influencers
2. Media/influencer trips to your destination
3. Media events in Poland, also exclusive (dinner, lunch)
4. Launches, integration in the documentation for Summer / Winter launch
5. Influencers projects incl. the paid SoMe campaigns of their posts
6. Working with a celebrity, with around 500'000 und up followers
7. Focus on relevant targets (lifestyle, winter, touring, cuisine, trail running, nature photography, hiking, biking etc.)



filip_chajzer



adriana

filip_chajzer Dzień dobry! Czyżby opisać piękno Szwajcarii z Waszych zdjęć. Może sami szwajcarzy potrafią to jakoś ująć 🇨🇭🇨🇭🇨🇭

Zobacz wszystkie

11 marca



filip_chajzer Też macie tak po powrocie z extra Wakacji, że wracając do domu planujecie kiedy tam wróciście? Tak właśnie miałem i mam ze Szwajcarią Jedno z... (więcej)



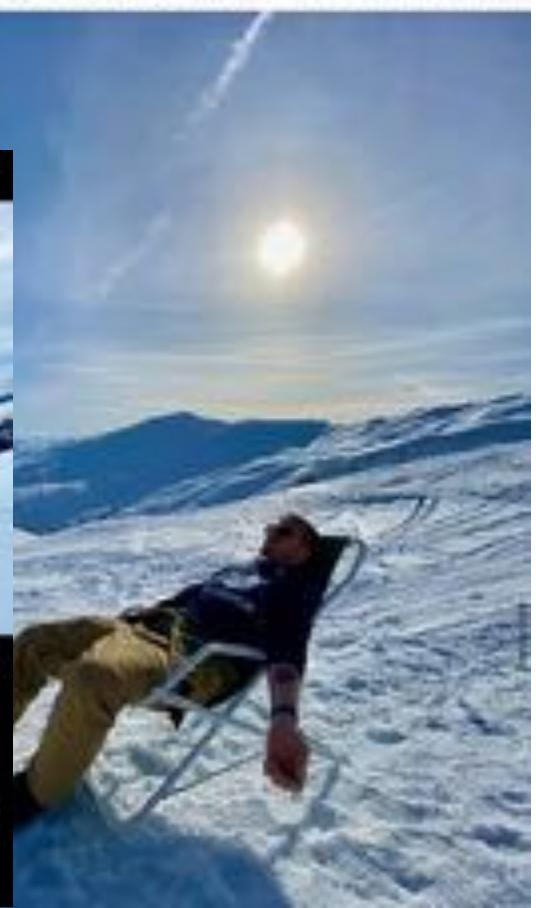
Filip Chajzer

11.03 · G

Drodzy - nie znam słów w języku polskim żeby opisać piękno Szwajcarii z Waszych zdjęć. Może sami szwajcarzy potrafią to jakoś ująć 🇨🇭🇨🇭🇨🇭 Szwajcarię, jak myślicie? 😊 Widoki zatykają dech w piersiach. Na zdjęciach, a co dopiero na żywo! Dlatego najbardziej sprawiedliwie będzie jak demokratycznie, niczym w szwajcarskim referendum głos oddam o... Zobacz więcej



zengravitycamps i inni użytkownicy lubią to
filip_chajzer Lubię to! (1) Pierwszy raz snowboard
został kupiony w makes cars & carry wiosną w latach 1995,
miesiąc 1996. Rodzice wynieśli mnie na narty zimowe... (więcej)



Posty

Informacje

Zdjęcia

Wzmianki



Filip Chajzer

8.03 · G

Też macie tak po powrocie z extra Wakacji, że już wracając do domu planujecie kiedy tam wróciście? Tak właśnie miałem i mam ze Szwajcarią Jedno z najpiękniejszych miejsc w jakich byłem ever 🇨🇭 Zawsze myślałem, że to drogi i nudny kraj 😊 Covid sprawił, że nie było innego wyjścia na snowboard i tak oto przekonałem się jak bardzo się myliłem... Zobacz więcej

Activation and digitalisation – projects mix (I).

1. Swisstainable map for customers, tips, experiences and stories, incl. distribution and promotion, online version with QR code, 50'000 copies
2. Special with 16 pages in *Neewsweek*, focus on Swisstainable, 120'000 copies, half a page for the partner
3. Summer with gazeta.pl – online partnership exclusive in articles, banners and SoMe, 50'000 contacts
4. Your week – take over of our ST FB (15'000 followers) with daily partners messages incl. our FB stories, additional FB posts during the whole year

Activation and digitalisation – projects mix (II).

1. Special magazines for outdoor (*Gory*), monothematic (at least 70% of Switzerland), with articles, photogalleries, presentation of your destination, incl. promotion online and in SoMe
2. Behavioral display digital campaign across all relevant online sites, cookieless creations, with links directly to partner's microsite
3. Winter events in your destination with a KAM/ski distributor – Polish days with ski testing, family activities, competitions etc.

Wakacje zimowe w Szwajcarii

Dostępny od 18.12.2022 do 01.03.2023

Znajdź skrzynię świąteczną w naszej ofercie

ZIMA 2020/2021

STARY NIEBIESKI

352 zł

960 zł

821 zł

FREE SKI

Travelplanet.pl

Opublikowane przez Patrycja Altenkopf - 2 marca o 11:23

Drodzy przyjaciele i kochani! Dajcie mi znać, co robicie?

Dołączaj i przekonajcie się do magicznej Szwajcarii!

Happiness Mode zabierze Was do Aletsch Arena i Zermatt na zimowe święta śniegu z widokiem na cudowny Matterhorn. A wieczorem rozbijecie się po gospodachki i sklepach z świątecznym serwetkowym fondue.

Czujecie ten wspaniały zimowy klimat? Oferty karcie tutaj! <https://tinyurl.com/yapysw33>

Travelplanet.pl

Opublikowane przez Patrycja Altenkopf - 3 marca o 10:00

Zabawcie się na te świąteczne alpejskie krajobrazy, w których trudno się nie zakochać!

Opiekunem Happiness Mode za świąteczne ferie!

Dla osób, którym nie obiektywne galerki zamierzają się mówić o Szwajcarii, pokazuję oferty <https://tinyurl.com/y7byu7tu>

501 / 518

5963

Ukroć edycja

PRZEJDŹKA KOLEJĄ W ALPACH

Promowanie niedobiegne

QUIZ

DE NIEZ DŁUGIEST

11

10 komentów | 1 komunikat

0 karcie | 0 głosów | 0 komentarzy

Travelplanet.pl

Wyjątkowa zimowa atmosfera w Szwajcarii

18.12.2022 - 01.03.2023

Zimowe wakacje w Szwajcarii

Skiweekend | Góra narciarska w Szwajcarii | Góra narciarska w Francji | Góra narciarska w Niemczech | TDI Hotels



Residence Les Tufs Et Chênes

4.5

1000



Residence Les Dentelles (Pop Jean Vincent)

4.5

1000



Residence Les Mauds de l'Alpe d'Huez

4.5

1000



Resort Val Thorens - La Plagne

4.5

1000

Travelplanet.pl

Przejdźka koleją w Alpach

12.10.2022

79

Ukroć edycja

Travelplanet.pl

Wyjątkowa zimowa atmosfera w Szwajcarii

18.12.2022 - 01.03.2023

Zimowe wakacje w Szwajcarii

Our proposal 2023 for you!

Aktivk Arena
ZAREZERWUJ
W SZWAJCARII



Potrzebuję nart.
Potrzebuję Szwajcarii.
MAGAZYN WYBORCZEJ
Tomasz Gajda: Czyli jakim głosem głosować nadal podaje się
Potrzebuję czegoś nowego.
Potrzebuję Szwajcarii.

aktivarena.ch

Potrzebuję
czegoś
nowego.



Potrzebuję
Szwajcarii.



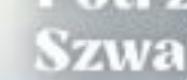
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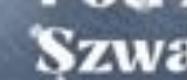
Potrzebuję
Szwajcarii.



Potrzebuję
Szwajcarii.



Potrzebuję
Szwajcarii.



Potrzebuję
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Potrzebuję
Szwajcarii.



Potrzebuję
Szwajcarii.

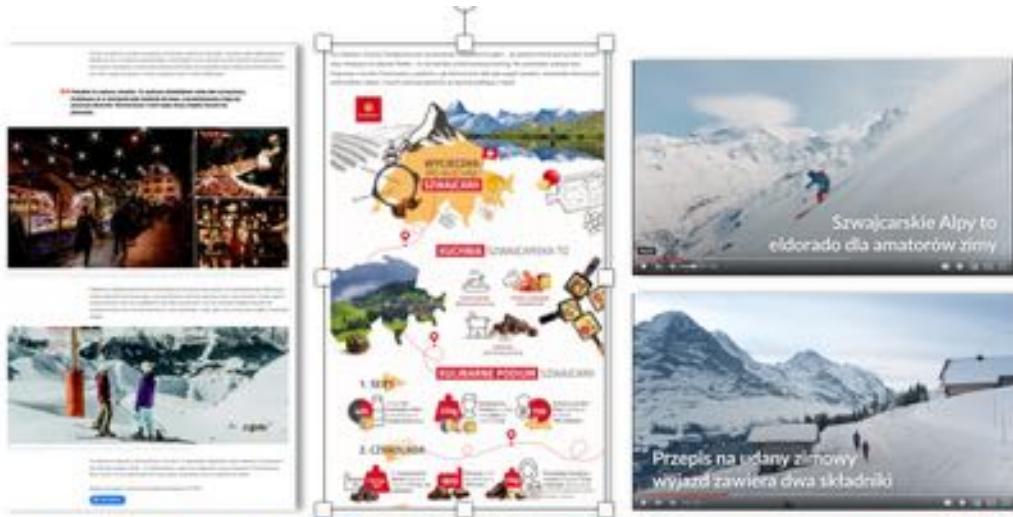
Digital package at CHF 5'000.

1. Online and SoMe activities, under the roof of main ST campaigns and exclusive for the partner:
 - posts on ST FB, additional promotion of selected posts
 - take over ST local account for one week
 - b2c NL
2. Integration in our online campaign So or Wi (photo galleries, articles, partner's weekends, content placement, branded partnerships - tbd.)
3. Digital campaign on targeted portals



Szwajcaria.

Display campaign.



KAM package at CHF 7'000.

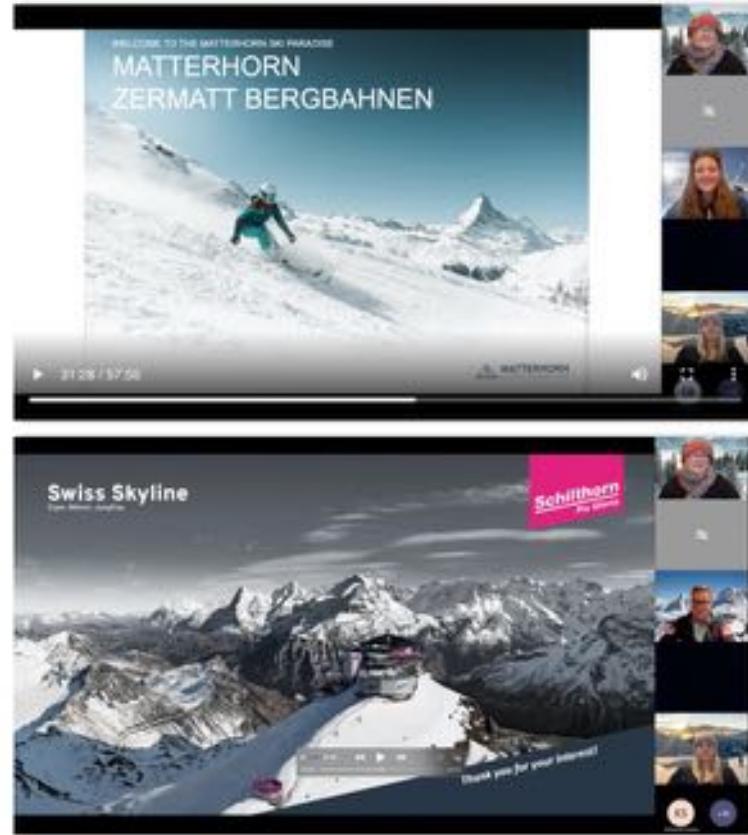
1. Focus on sustainable/swisstainable travel experiences.
2. Mix of push sales activities, including:
 - sales calls or thematic breakfast/lunch
 - B2B NL, ca. 1'400 addresses
 - thematic webinars
 - fam trips at your destination
 - promotional activities of selected offers together with TOs



Szwajcaria.

SoMe KAM.

The image shows four separate screenshots of a Facebook news feed. Each screenshot displays a post from a page named 'Szczyt szwajcarskiej jakości'. The posts feature various images related to freeride snowboarding, such as snowy mountain peaks and people performing tricks. The interface includes standard Facebook elements like a like button, a share button, and a comment section.



A promotional page for a freeride camp. The main banner features a skier in action with the text 'Jak zacząć przeprowadź się z nami' and 'STARK SnowSchool'. Below the banner, the event details are listed: '07-16.01.2022' and 'ZIMNO SWISS FREERIDE CAMP SZWAJCARIA VERBIER (4 DOLINY)'. The page also includes sections for 'ZIMNO Freeride Camps' and 'ZIMNO Freeride Camps', along with social media links and a 'ZAPISZ SIĘ' button.

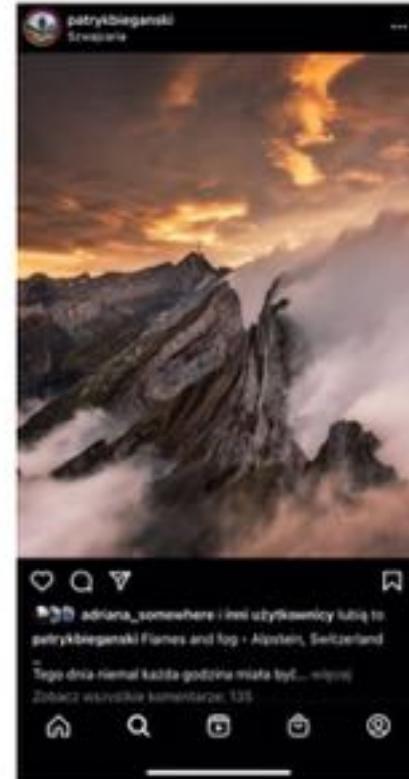
Influencer project at CHF 5'000.

1. Min. 3-day (3 nights) exclusive influencer trip to your destination for 1-2 participants. Segment and topic tbd. Communication during and after the trip on the influencers' channels plus additional SoMe paid campaign.
2. The cost for package incl. SoMe paid campaign, stay and the influencer's fee.
3. Transport costs to be covered by ST.

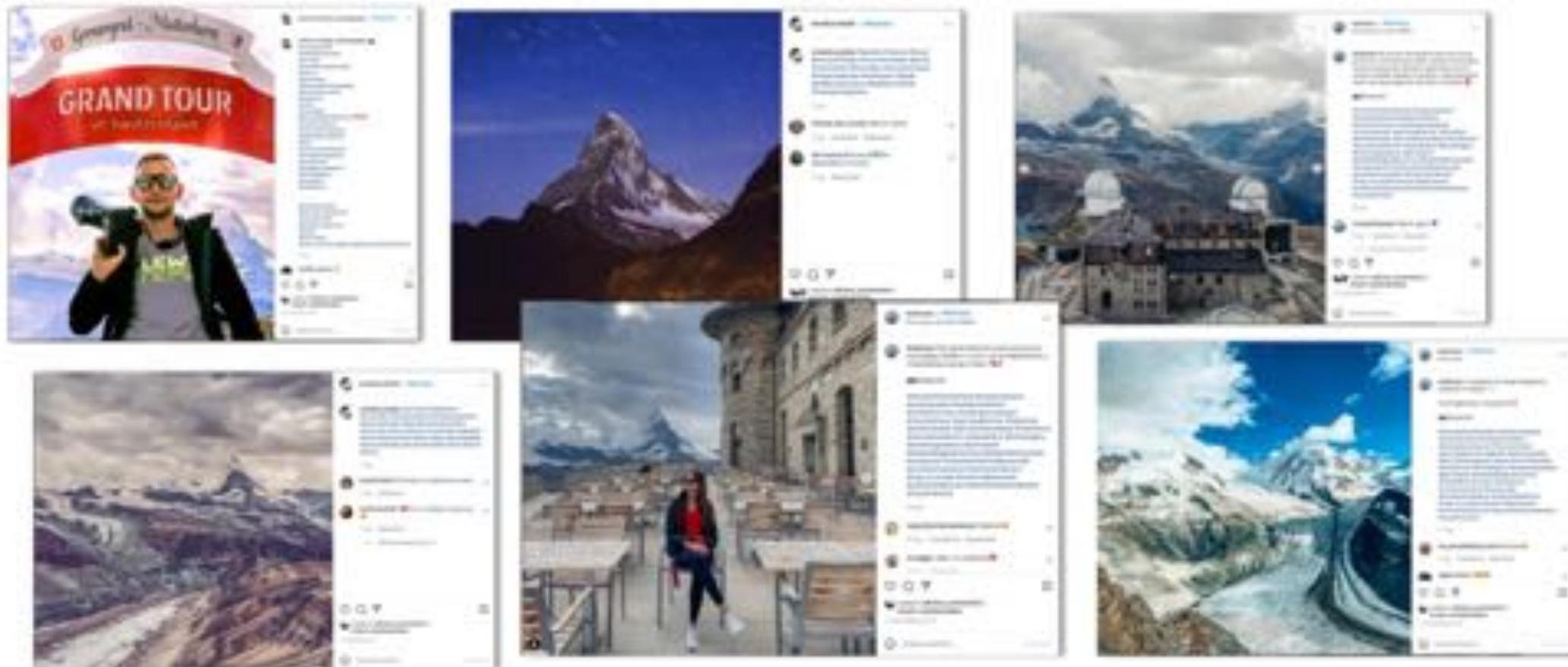


Szwajcaria.

Influencers (I).



Influencers (II).



NGT – 100% Swisstainable, at CHF 1'500.

1. 100% Switzerland.
2. Monothematic special print edition of NGTraveler with around 60 pages
3. Focus on Swisstainable Switzerland - offers, tipps
4. 3 months on sale. Incl. transfer of selected content online and intensive SoMe campaign of NG profiles.
5. 2 pages for partner - free to use (picture, advertorial, add, offers etc.)

NG Traveler.



Szwajcaria.

The cover of National Geographic Traveler magazine features a scenic mountain landscape. In the foreground, a wooden cabin with a red roof sits on a rocky cliff. Two people are walking along a path leading up towards the cabin. The background shows a vast, green mountain range under a clear blue sky. The title 'NATIONAL GEOGRAPHIC TRAVELER' is prominently displayed in large white letters across the top. Below the title, there is a red banner with white text that reads 'W TRASIE TREKKINGOWYCH SZLAKÓW'. The word 'KULTOWE' is written in large white letters over the image, partially covering the cabin. At the bottom left, there is small text that says 'SZKODZONA' and 'NA DOPŁATĘ'. At the top right, there is a red box containing the word 'ALBANIA'. A barcode is located at the bottom right corner.

Package Silver at CHF 15'000.

1. One season (Su or Wi) OR one segment campaign as a mix of participation in the ST main campaign (Swisstainable) and exclusive activities for the partner (tbd). Focus on segments after consultation with a partner.
2. A mix of activities B2C and B2B e.g.: B2C and B2B NL, ST FB
3. Paid post campaigns and FB take over, digital campaigns
4. KAM sales calls, fam trips, webinars, business plans and offers promotions
5. KMM meetings exclusive/non-exclusive, media breakfast/lunch, trips
6. Printed ST map (50'000 circ.), specials (Newsweek and others)
7. Other projects incl. supplements in media, exclusive fence of the embassy
8. ST plus 20%

Package Gold at CHF 25'000.

1. One year (Su or Wi) OR multi segment campaign as a mix of participation in the ST main campaign (Swisstainable) and exclusive activities for the partner (tbd). Focus on segments after consultation with a partner.
2. A mix of activities B2C and B2B e.g.: B2C and B2B NL, ST FB
3. Paid post campaigns and FB take over, digital campaigns
4. KAM sales calls, fam trips, webinars, business plans and offers promotions
5. KMM meetings exclusive/non-exclusive, media breakfast/lunch, trips
6. Printed ST map (50'000 circ.), specials (Newsweek and others)
7. Other projects incl. supplements in media, exclusive fence of the embassy
8. ST plus 20%

Your participation.

Starts from CHF 1'500.

Mix of diverse activities, print, online, events, trade, influencers

Focus on your segments

Main campaign & exclusive activities for you



Who are we? Where are we?

Adriana, MM
22 years with ST

Marta
9 years with ST



Swiss Embassy
Warsaw

Danke! Merci! Grazie! Grazia!
Dziękujemy!

