



# Market Updates

## March/April 2022

### Editorial

Dear partners,

At the beginning of Q2, it has become evident, that 2022 is the year, in which post-pandemic recovery finally goes global. After a cold start with a fierce Omicron wave spreading quickly from country to country since late 2021, more and more countries have now reached the momentum to relax CoVid related entry restrictions, and relatively free travelling has become reality.

Even though the Ukraine crisis seems to be far from being resolved, the short term impact on travelling in 2022 seems to be limited, and the desire to travel again seems to be stronger. However, the indirect impact on flight routes, fuel pricing as well as on inflation and general costs of living will surely show its impact on travelers' behaviour, and choice of destination.

In the home market, we see another strong year, with a surplus of 5% towards 2019. Despite the fact, that many international destinations are open again for Swiss travelers, many will still opt for staying back home for another year.

For Europe, we are predicting a recovery to 85% compared to 2019. Recent reports show a very strong demand for intra-european travelling, a chance for Switzerland to be taken in the summer months, and as well during our golden autumn season.

In the overseas markets, we now finally see nearly all markets as well on the recovery path. But there are substantial differences in the degree expected for the upcoming months:

Middle East might come close to a full recovery, In the Americas (namely US, Canada, and Brazil), we currently predict to reach somewhere between 70 - 80% of 2019.

In Asia Pacific, we currently experience the spirit of optimism, that we've seen in Western overseas in 2021: India, South East Asia, as well as Australia have widely lifted all CoVid-related entry barriers, however, lacking air seat capacity and hence high flight costs might limit a speedy recovery. In East Asia, following Korea, as well Japan, Taiwan and Hong Kong seem to open up step by step, but here, the "Ukraine-factor" has an even stronger impact on the availability of air seats. For Mainland China, no essential recovery movement is expected earlier than Q4 2022.

With post-CoVid recovery being underway, our global teams are again active all along our marketing mix. And we are very proud and utmost relieved, to report to you a healthily diverse mix of activities and projects for the months of March and April.

Simon Bosshart, Head of Markets East



## 1. Priority Markets

### BENELUX

## Market Situation

### General situation and Outlook:

The COVID pandemic seems to have been temporarily forgotten. All restrictions have been lifted and the desire to travel is very high among BeNeLux guests. Tour operators are reporting very good booking levels and the summer business is in full swing. The crisis in Ukraine does not seem to have had any negative impact on the travel motivation of BeNeLux guests until now. The popular May holidays in the Netherlands recorded record numbers and tourist flows are pushing airlines and airports in Amsterdam to their limits.

The uncertainty because of the war in Ukraine seems for now not to dampen the travel desire. Expectation and forecast for the dutch economy to grow is by 3.5% this year; and by 1.5% next year. The growth in 2022 is due to the very strong economic recovery at the end of 2021 after the corona crisis. Inflation is expected to reach 6.7% this year; and 2.8% in 2023. The outlook for Belgium is somewhat worse and Belgium seems to be the EU country with the slowest COVID recovery. If the economic effects of the war in Ukraine are deeper and longer-lasting, this will lead to higher energy prices and turmoil in financial markets and might affect upcoming winter travel season.

## Campaigning & Activation

### Meetings

#### Netherlands

- eNews: IMEX 2022, Trade Workshop UP Events, STS, GDS and video Anne & Roger.
- [www.meetingmagazine.nl](http://www.meetingmagazine.nl) article about Anne & Roger.
- [www.events.nl](http://www.events.nl) (High Profile) article about cooking workshop (link Swiss partners).

#### Belgium

- eNews: March edition: Swiss charming cities sent to 1530 contacts
  - E-news sent by Corporateplanner.be to 2'000 contacts. Small introduction and link to online article about Basel: Combineer drie nieuwigheden in Basel; Combinez trois nouveautés à Bâle
  - E-news sent by Associationplanner.eu to 1'900 contacts. Small introduction and link to online article about Zurich: Zürich, an ideal host city for hybrid events
  - E-news sent by Corporateplanner.be to 2'000 contacts. Small introduction and link to online article about Zürich: Neem je corporate social responsibility op in Zürich; Affichez la responsabilité sociétale de votre entreprise à Zurich
- E-news sent by Associationplanner.eu to 1'900 contacts. Small introduction and link to online article about Interlaken: Interlaken – a perfect place to mix business and leisure



- Film shoot in Graubünden, MiB and Valais for upcoming winter promotion with Bever
- Raclette evening with Valais for Snowplaza / Spalder Switzerland fans (B2C), 60 participants
- Wrapping up online winter promotion with Spalder after 4 months with Valais, MiB, VD, Laax

## Summer

### BeNeLux

- Swisstainable Bucketlist 2022 (Interactive Ads about Swisstainable Experiences, Retargeting Campaign to dedicated listilces with offers on MyS.com)
- Exclusive campaign for Valais with Knack (NL) and Le Vif (FR): ZOOM IN on Valais
- Oppad.nl outdoor inspiration blog from SNP, in cooperation with RhB, Hike along Bernina Express traffic generated trough newsletter and Social media.
- NKBV. Royal Dutch Mountaineering association. Online & offline partner campaign. Advertisement placed from NKBV partners Wallis, Ticino and Made in Bern. Blogs and newsletter items.

### Luxembourg:

- Exclusive campaign for Bern with Luxemburger Wort (DE, FR): Willkommen im Berner Oberland

## Winter

### Netherlands

- Raclette evening with Valais: collaboration with outdoor online portal, 65 key guests invited with high affinity to Switzerland, Online promotion to 75'000 contacts

## KAM

### Meetings

#### Netherlands

- Study trip to Andermatt and Lucerne 04/03-06/03 with 10 participants.
- Cooking Workshop 29/03 with 45 participants. Partners: Engelberg - Ttilis Tourismus, Pilatus-Bahnen, Lindt-Home-of-Chocolate and SWISS.
- Grand Train Tour of Switzerland, joint promotion with TO DestinTravel Incento, offline advertisement in NRC Dutch National Newspaper, readers offer in Telegraaf Dutch National newspaper and online.
- Grand Tour of Switzerland, joint promotion with Style in Travel. Newsletter Switzerland standalone, socialmedia, blog and adverticemnets in dutch national newspaper.



## Belgium

- Study trip to Engelberg with 5 Belgian Agencies (number of available rooms limited)
- Association Event with 31 guests and 3 Swiss Partners: Geneva, LMC and Zurich

## **Leisure**

- Travel Club, 380 independent Travel agent association. Newsletter and socialmedia post for STS and RhB.
- New Swiss products online by Belgium outdoor Touropertor Zuiderhuis, Dutch Sustainable directseller Betterplaces.nl, NKBV bergsportreizen and Incento.
- Promotion on Dutch TravMedia to promote Trade Workshop 13th May. Banners, advertorial and newsletter.

## **KMM**

### **Media Trips**

#### *Media Releases:*

- Roger Federer & Anne Hathaway

#### *Individual Trips:*

- Weekend Knack: GTToS
- CamperReisMagazine: wintercamping Fiesch, Kandersteg
- Grandeur Nature (RTBF Radio): Lausanne
- La Grande Balade (RTL TV): 1/Nendaz 2/Villars
- Hoogtelijn: Jungfrau Region
- De Telegraaf: GTToS
- De Zondag: Crans-Montana
- Wintersport Magazine: Chur, Klosters, Arosa
- Mezza: Brig Simplon
- Un Monde à part (RTBF- radio): Aletsch Arena
- Boardshortz.nl: Nendaz

### **Media Top Coverages**



- Grandeur Nature (RTBF Radio): Lausanne
- Visie: Graubünden
- Reismeisje.nl: Luzern, Moutathal
- UpDown/Mountainbike Magazine: Andermatt
- Lonely Planet. 100% Women Breithorn
- Qualis: Basel
- Fiets Actief: Luzern (Eurotrek)
- Revue Sentiers GR: Tell Trail (Eurotrek)
- AutoTouring: e-GTToS
- Walking Magazine: Engelberg
- Journaux de Sudpresse: Engelberg
- Gazet van Antwerpen, Het Belang van Limburg, Het Nieuwsblad: Engelberg

## Future Activities

### Meetings

- SCIB Benelux IMEX 2022 31/05-02/06.
- SCIB Benelux Meeting trophy 2022 16/06-19/06.
- SCIB Business Dinner in Luxembourg
- SCIB NL Database Mailing.
- NKBV Mountaineering weekend 21./22.05 Hike&Trail
- KAM B2B Trade workshop 13.05 May
- Leisure B2C Conscious Travel Festival 14th May
- KAM 20.05 Travel Club Workshop STS and RhB
- RTL Camping TV shoot

## Interesting observations

- Tour operators report solid overnights for the past winter



## 1. Priority Markets

### FRANCE

#### Market Situation

- Presidential election took place at the end of April in France. Reelection of Emmanuel Macron for the upcoming 5 years. Quite low participate rate of the French population at the last stage of election.
- The influence of the war in Ukraine was not felt at the beginning of the year, but it could become more apparent as the summer vacations approach
- In addition, the rise in oil prices will have an effect on the price of land (and air) transport.
- The accelerating inflation will also have an impact on the purchasing power of households as well as on the operating accounts of companies
- The good news is that the desire to travel remains at a high level according to the barometers on travel intentions

(Source: TourMag.com)

#### Campaigning & Activation

##### SWISSTAINABLE :

- Partenariat avec le festival "Montagnes en Scène" - festival itinérant en France sur 31 agglomérations dont Paris. Diffusion du spot Swisstainable 2.0 avant chaque représentation. Présence de ST - logo - sur le site, dossier de presse, flyers, .... du 6 avril au 14 mai. 32'000 contacts estimés (sur le spot)

##### ETE :

- Figaro : partenariat avec la marque média figaro en presse et en digital avec nos Key Partner région (VD, VS, J3L, FR, BE, STS). Un cahier partenaire 16 pages en presse. Parution le 29 avril. 1.3M de lecteurs. Sur le digital mise en place d'un dossier voyage. reprise du contenu presse avec 7 articles au total mettant en avant nos KP. période avril - mai. 45'000 visites garanties - 1.4M d'impressions.
- Konbini : partenariat avec la marque pure player Konbini et nos KP region (FR, Vaud, J3L). Mise en ligne de 3 vidéos qui invitent à découvrir la Suisse avec Anis (présentateur Konbini). Diffusion sur les réseaux sociaux. 1.75M de vidéos vues estimées - 6M d'impressions.
- GEO : partenariat avec la marque GEO en presse et en digital avec la région de Fribourg. En presse une double page sur le daté arvil et en digital un espace dédié à Fribourg Région mettant en avant 3 destinations. 10'000 visites estimées. 5.2M d'impressions. en presse 2.7M de lecteurs.

##### VILLES :

- ArtParis/ArtFair : présence sur le salon d'art contemporain ArtParis/ArtFair au Grand Palais Ephémère à Paris du 6 au 10 avril. Stand de 12m2 principalement dédié à notre KP Bâle. Distribution



des brochures villes et hotels design et typiquement suisses. 68'000 visiteurs - 750 brochures distribuées.

SCIB :

- 12 articles de blog publiés, 21'790 pages vues sur la période sur l'ensemble du blog.
  - e-news dédiée Villars-Les Diablerets " Une station Mice qui bouge! " envoyée à 2'430 contacts --> taux d'ouverture : 28.47%, ouvertures uniques : 683, taux de clic : 10.59%
  - Webinaire "Genève : Pile ou Face ?"
- 20 participants en live et 58 qui n'étaient pas disponibles mais souhaitaient les informations.

## KAM

SCIB :

- eductour Engelberg avec SCIB Belgique, 4 participants français, à l'occasion de l'ouverture du nouveau Kempinski en juin 2021.
  - Pure Meetings & Events : Premier rendez-vous majeur Mice à Paris après la reprise de septembre et 5è vague CoVid. Environ 500 visiteurs attendus. Participation de la Suisse avec 4 tables : SCIB, Genève avec 1 hôtel, Lausanne avec 1 hôtel et le Gstaad Palace
- > Visiorat était assez nombreux, plus qualitatif qu'à l'automne 2021 et avec des projets concrets. Notre emplacement à l'entrée nous a sûrement aidé. 10 nouveaux contacts et 6 demandes d'offre
- Workshop Réunir & Activ'Assistante : Plateforme BtoB organisée par Réunir et Activ Assistantes pour des assistantes de direction organisant des événements en France et/ou à l'étranger.
- Nous avons été invitées par Réunir gratuitement
- > 31 exposants, très peu d'acheteurs avant midi, beaucoup ne sont même pas venus près du stand (stand à l'écart sur l'estrade). Très peu d'international, beaucoup n'avaient pas le droit de faire l'étranger, 7 personnes sont passées au stand dont 3 que nous connaissions déjà. 3 contacts intéressants avec du potentiel.
- SCIB : déjeuner Partance : Rencontre de 9 clients, 4 nouveaux contacts seulement sans projets concrets.

## KMM

Event/Networking:

- March 30th ADONET - Yearly speedating day with journalists organized by the Association of the foreign NTOs in France. around 30 media contacts met to plan summer media trips/content.
- Summer Launch April 20th - Exclusive networking event for Valais. Taking place on a barge on the Seine. Presentation of ST news/Campaigns, partner news, Valais and short wine testing with Les Celliers de Sion. networking lunch. 14 top media contacts



Coverages:

- SUD Radio : Exclusive presence of Switzerland in the weekly radio tourism show “La France à Découvrir”. Featuring STS, Lausanne Tourisme and Schweiz Mobil.

Other top coverages such as l’Obs, Le Figaro.

## Future Activities

KMM

Media Networking in Lyon with Fribourg Region on May 5th

Media event for Swiss Cities with the presence of Geneva, Lausanne and Zurich on June 9th in Paris





## 1. Priority Markets

### GCC

#### Market Situation

The Situation in the GCC is quite good and dynamic 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. An influx of 100'000 of Russians into the UAE gives the country and especially Dubai another boost, property prices have increased by 20-30% in just a few weeks. Travel agencies report great booking numbers to Switzerland but everyone complains about the long waiting times at VFS and the little capacity of the visa departements.

#### Best practice competitors

-

#### Campaigning & Activation

- Expo Event with Geneva and Vaud on 01 March with 103 guests attending
- Expo Event with Ticino and Lugano Tourism on 15 March with 101 guests attending
- Influencer Trip to Zurich, Lugano, and Interlaken with 3 influencers from GCC between 25-31 March. A total of 19.7 Mio contacts have been created.
- Flower Power Challenge: first round between 25 March and 01 April. CHF 1000 was invested on Facebook and Instagram and resulted in 2 Mio impressions. second round between 25 March and 01 April with 7 Mio impressions.
- Digital: Family Hotel Facebook boosted post with Titlis Hotel, Carlton Hotel, and Park Hyatt Zurich between 24 February and 21 March. CHF 500 invested each and resulted in 1.5 Mio impressions.
- Digital: Covid ban lift Facebook campaign between 21-30 March which resulted in a total of 98'000 impressions.
- Campaigning: Expo: SWISS Digital campaign, first part between 21 March and 10 April resulted in 1 Mio impressions. Expo: Lucerne between 24 March and 16 April with 3.7 Mio. impressions. Expo: Titlis between 24 March and 16 April with 1.7 Mio. impressions.
- Campaigning: Luxury Hotel Facebook boosted posts with The Dolder Grand, Tschuggen, and Aspen Hotel between 24 February and 14 March. CHF 500 invested each and a total of 2 Mio impressions.
- Campaigning: Boosted posts about Roger x Anne between 18-24 April resulted in 1.5 Mio impressions.

#### KAM

- GCC Sales Calls in 6 countries, 13 cities between 21-31 March with a total of 117 sales calls and



11 Swiss partners present

## KMM

- Press Release on Performance and Swisstainable: 47 articles and 3.4 Mio contacts
- Press Release on Lucerne Presence at Expo: 12 articles and 1.6 Mio contacts
- Press Release on Health and Swiss Medical Network: 14 articles and 1 Mio. contacts
- Family Press Release with 11 partners: 21 articles and 1.5 Mio contacts

## Future Activities

- Discover Europe Event on 07 and 08 May in cooperation with the German, Austrian, and Irish Tourism Boards
- Ladies Events Abu Dhabi on 09 and 10 May in cooperation with the Swiss Embassy and ADIB
- Influencer Trip to Graubünden with Nael and Wael from the UAE
- Influencer Trip to Lake Geneva Region and Graubünden with the Moshaya Family from Saudi Arabia

## Interesting observations

- Due to the removal of Russia as a source market, many countries including all our competitors increase their presence and visibility in the GCC market. Turkey is re-bonding with Saudi Arabia which could put them on to the GCC travel market again.



## 1. Priority Markets

### GERMANY

## Market Situation

### Vertrieb

Laut Travel Data Analytics (TDA) zeigen sich die Bundesbürger in puncto Urlaub bislang trotz Ukraine-Krieg und steigender Kosten wegen zunehmender Inflation buchungsfreudig: Bis Anfang April (KW 14) hält sich das Neubuchungsaufkommen im Reisevertrieb nun schon seit zwei Monaten konstant über dem Buchungsniveau der Vergleichswochen 2019. Die Nachholeffekte nach rund zwei Jahren Corona-Krise sind deutlich sichtbar: Insgesamt lagen die Buchungsumsätze für Urlaubsreisen in der noch laufenden Wintersaison und anstehenden Sommersaison 2022 im März 2022 15 Prozent über dem Niveau vom März 2019. Mit der unverändert starken Nachfrage können sich die aktuellen Saisonbilanzen weiter verbessern – die der Sommersaison 2022 schmilzt um sechs Prozentpunkte auf einen Rückstand von noch 32 Prozent, die Wintersaison 2021/22 klettert um vier Prozentpunkte auf ein Minus von aktuell 35 Prozent.

### Wirtschaft

Der anhaltende Ukraine-Krieg, eine weitere Verschärfung der Sanktionen gegenüber Russland sowie unterbrochene Lieferketten bremsen die Konjunktur und verhindern, dass die Lockerungen der pandemiebedingten Beschränkungen ihre positiven Impulse entfalten können. Das deutsche Bruttoinlandsprodukt (BIP) dürfte in diesem Jahr nur um 2,7 Prozent zulegen – zu dieser Einschätzung kommen die führenden Wirtschaftsforschungsinstitute in ihrem Frühjahrgutachten für die Bundesregierung. In ihrem Herbstgutachten waren die Forscher noch von einem Plus von 4,8 Prozent ausgegangen.

Massgeblich für die deutliche Korrektur nach unten ist neben dem Ukraine-Krieg der ungünstige Verlauf der Corona-Pandemie im zurückliegenden Winterhalbjahr. Für das Wirtschaftswachstum im Jahr 2023 hoben die Forschungsinstitute ihre Vorhersage dagegen von 1,9 auf 3,1 Prozent an. Allerdings handelt es sich bei diesen Wachstumsprognosen nur um das sogenannte "Basisszenario" der Forscher. Darin gehen sie von fortgesetzten Gaslieferungen und keinen weiteren ökonomischen Eskalationen aus. Für die Entwicklung der Verbraucherpreise rechnen sie in diesem Basisszenario mit einer Inflationsrate von 6,1 Prozent, dem höchsten Wert seit 40 Jahren. Allerdings sind sie – zumindest in ihrem Basisszenario – für dieses Jahr optimistischer gestimmt als etwa die sogenannten "Wirtschaftsweisen": Der Sachverständigenrat zur Begutachtung der gesamtwirtschaftlichen Entwicklung geht in seinem Jahresgutachten nur von einem Wachstum des deutschen BIP von 1,8 Prozent aus. Dem Kieler Institut für Weltwirtschaft (IfW) zufolge dürfte die deutsche Wirtschaft in diesem Jahr um 2,1 Prozent zulegen.

### Konsumklima

Die Verbraucherstimmung der Deutschen hat sich im April zum zweiten Mal in Folge deutlich verschlechtert. Sowohl die Konjunktur- und Einkommenserwartungen als auch die Anschaffungsneigung müssen spürbare Einbussen hinnehmen, so die Gesellschaft für Konsumforschung (GfK) in ihrer aktuellen Studie. „Der Ukraine-Krieg sowie die hohe Inflation haben der Verbraucherstimmung einen schweren Schlag versetzt,“ erklärt Rolf Bürkl, GfK-Konsumexperte. Das explosionsartige Ansteigen der Energiepreise als Folge der grossen Verunsicherung durch den Krieg sowie der umfangreichen Sanktionen gegenüber Russland haben auch die Einkommensaussichten der Verbraucher abrutschen lassen. Insbesondere die hohen Inflationsraten haben deutlich negative Auswirkungen auf die Kaufkraft der Konsumenten.



## Campaigning & Activation

**Sommer Digitalkampagne mit Ad Alliance:** 14.-31.04.2022. Recovery Kampagne mit der Ad Alliance Gruppe, um Sommerurlaub in der Schweiz zu bewerben, inkl. Tipps von Roger Federer. Die Kampagne besteht aus einem grossflächigen Sonderwerbemittel, einer Displaykampagne und dem der Distribution des Roger Federer Films.

**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. Ein Höhepunkt der Kampagne ist der Weltrekordversuch, die längste Frauen Seilschaft auf einen 4'000er (Allalinhorn) zu bilden.

**DB-Frühjahrskampagne:** 18. - 31.3.22. Integration Schweiz in die digitale Kampagne „Sparpreis Europa“ der Deutschen Bahn mit der Botschaft der direkten und bequemen Anreise mit der Bahn in die Urlaubsregionen der Schweiz.

## KAM

**FTI Road Show** in München, Mainz, Dortmund, Leipzig und Berlin 21-25. April 2022: 250 Expedienten mit ST Bühnenpräsenz zum Thema Touring

**FVW Medien:** Bewerbung in Print, Digital und auf SoMe für den 24 Stunden Event in Berlin. 3 Partner Advertorials und Interview für Interlaken, MadeinBern und Wallis

**FVW Medien Osterspiel:** 7 Tage 7 Chancen mehr über die Schweiz zu erfahren und eine Reise in die Schweiz zu gewinnen. Ueber 1100 Teilnehmer hatten mitgemacht und sich gleich für unseren Trade NL eingeschrieben

**Globista Schweiz Beilage mit Manu Touristik im April:** 1 Million Beilage mit Schweizer Market Partner content und packages kombiniert mit dem Thema Nachhaltigkeit

**SnowTrex VW e-Tappen-Tour vom 06. bis 19. März 2022:** Freerider, Filmer/Fotograf und PR Experte Dirk Wagener war mit einem neuen E-Auto von VW auf Skisafari. Er besuchte dabei sechs Regionen vor und stellte diese auf den Social Media Kanälen vor: Aletsch Arena, Engelberg, Grindelwald, Zermatt, Arosa Lenzerheide und Davos Klosters. Dabei standen nachhaltige Spezialthemen im Fokus und die Tour wurde weiter auf den Social Media Kanälen von SnowTrex und Schweiz Tourismus dokumentiert. Ebenfalls gibt es im Anschluss gegen Ende Jahr PR Berichte in der Autopresse und in weiteren Snow Magazinen.

## KMM

**Mediendinner:** Am 26. und 27. April wurden exklusive Mediendinner in Berlin, Hamburg, Frankfurt und Köln durchgeführt. Die Regionen Graubünden, Wallis, Bern und Waadtland waren als Partner dabei. Insgesamt konnten wir dabei über 50 Medienschaffenden die Neuigkeiten der Schweiz präsentieren.

**Redaktionsmeeting bei Gruner+Jahr:** Am 28. April fand ein Austausch mit Deutschlands grösstem Verlagshaus statt. Gemeinsam mit Graubünden, Engadin, Bern, Interlaken, Jungfraubahnen, Luzern, Wallis, Waadtland und den Bahnen präsentierten wir 14 Redaktionen unsere News.

**Medienreisen:** Im März und April wurden 2 Gruppenmedienreisen ins Wallis und ins Tessin mit insgesamt 8 Teilnehmenden durchgeführt. Ausserdem konnten in diesem Zeitraum 24 individuelle



Medienreisen in die Schweiz organisiert werden.

## Future Activities

**Große Digitale Sommerkampagne:** Für die 4 Key Partner Bern, Wallis, Tessin und Engadin wird im Mai eine grosse Audiocontentkampagne namens „So klingt der Schweizer Sommer“ umgesetzt. Mit typischen Schweizer Tönen werden die Gäste für Sommererlebnisse in der Schweiz inspiriert.

**Die Schweiz elektrisiert:** Zum Auftakt der Touring Kampagne reisen unsere drei Testimonials Christoph Maria Herbst, Nilam Farooq und Luca Hänni auf der E-Grand Tour und Grand Train Toour of Switzerland durch die Schweiz und werden von Produktionsteams begleitet. Distribution folgt im Juli und August.

**24 Stunden Schweiz in Berlin:** 31. Mai und 1. Juni 2022 in Clärchen's Ballhouse

**Klassik Radio Kampagne im Juni** mit Switzerland Travel Center und Basel Cities&Kultur mit Erasmus

**Bahnsinnige Schweiz** vom 23. - 26.6.22: Infofahrt mit 80 Verkäufer\*innen aus Ameropa-Verkaufsagenturen

**100% Women:** Der Höhepunkt der Kampagne steht am 15. bis 17. Juni 2022 auf dem Programm: Ein Weltrekordversuch mit der längsten Frauenseilschaft der Welt auf das Allalinhorn. Aus Deutschland werden Outdoor-Influencerin Joalana Dandl, Unternehmerin, Webvideoproduzentin und Influencerin Diana zur Löwen, eine Redakteurin von EMOTION sowie eine Wettbewerbsgewinnerin aus Berlin teilnehmen. Vor dem Weltrekord werden die Frauen das Camp 4'000 in Grindelwald besuchen und bereiten sich auf den Weltrekord vor. Ziel dabei wird auch sein die Region mit wunderschönen Bilder auf den Social Media Kanälen der Teilnehmerinnen zu zeigen.

**Kooperation komoot für die Matterhorn Region:** 4 Sponsored Collections zu Outdoor Erlebnissen diverser Regionen aus dem Wallis. Jede Collection umfasst bis zu 15 Touren. Für jeden Destinations Partner wird jeweils eine eigene Collection aufgebaut. Bei eingesetztem Budget prognostizieren wir rund 35.000 Views/Clicks. Start ab 10. Mai 2022 für zwei Monate.

**SportScheck Sommerkampagne:**

Sechswöchige Sommerkampagne, welche ab dem 10. Mai 2022 ausgespielt wird: 360 Grad Marketingkampagne mit Fokus auf den Online Kanälen sowie POS mit einem der grössten Sportartikelhändler Deutschlands SportScheck. Integration der Schweizer Partnerregionen Davos Klosters und Engadin.

**Medienkooperation F.A.Z. - Digitales Special für Basel:** Umsetzung eines digitalen Advertorials für die Kulturstadt Basel, erstellt durch die F.A.Z.-Redaktion auf FAZ.NET. Diverse Artikel zur Kulturstadt Basel mit Bildern, Videos, Karten, YouTube-Integration etc. Laufzeit: 4-6 Wochen Wochen FAZ.NET. Laufzeit: 25. April bis 22. Mai 2022

**Medienkooperation Radio Frankfurt für Basel:** Rund total 33 Minuten Reisesendung über Basel als Kulturstadt mit Beiträgen und einem grossen Gewinnspiel. Laufzeit: 02. bis 28. Mai 2022



## 1. Priority Markets

### GREATER CHINA

#### Market Situation

- Covid-19 situation is back-and-forth incl. Greater China market.
- SWISS had to suspend some flight schedules due to current situation and partial lockdown in some cities in mainland China.
- MICE events have to postpone again and amended into online version.
- HKG: inbound quarantine period reduced to 7 nights at DQH + 7 days self-monitoring.
- HKG: events allow maxi. 120 people (only fully vaccinated) since 19May.
- LX HKG<->ZRH flights remain once per week in May & Jun. Will be suspended in July to Sep.

#### Campaigning & Activation

- Ski community events: 5 March in Guangzhou and online version 26 March all over China
- Ski industry VIP dinner reception on 12th April, 45 guests participated.

#### KAM

Monthly webinar, new platform and operte system from April

#### KMM

- Roger Federer x Anne Hathway video launch
- ST New Xiaohongshu account
- Langlang performance on Jungfrauoch
- COTE offline shopping mall roadshow postpone due to Shanghai lockdown

#### Future Activities

- summer launch media conference
- SCIB:
- Splited sales call tour
  - Webinar training



- HKG: Macau Travel Expo / Book Fair



## 1. Priority Markets

### ITALY

#### Market Situation

Pandemic situation:

May 1, 2022: Covid rules slightly lifted - no masks in supermarkets, no green pass (only for entrance in Italy by plane). Masks still required for museums, sport centres

Tourism Industry:

Strong recovery of Eurocity (IT-CH) bookings in the last 6 weeks (sources Trenitalia).

The tourists are back in Milano this month of May 2022 (same figures as in 2019). Tourists coming back to the cities, not only lakes and mountains.

#### Campaigning & Activation

##### MIART ART FAIR SPONSORSHIP

Date: 31.03 - 03.04.2022

Sponsorship of Miart, the main art fair in Milano with an average of around 40'000 visitors during 3 days.

Setup with the Swiss Water Bar, themed bar combining design and wellness to promote Basel and Vals.

Distribution of leaflets and get together with galleries' owners and visitors.

Results: 800 leaflets; 2000 visitors to ST booth, 335 k impressions on social media

Partners: Basel Tourism and 7132 Vals

##### 100% Women

Date: 08.03 - 14.03..2022

Launch of campaign with reel and stories IG and Facebook post

300'000 impressions distributed and more than 40'000 interactions

##### Italian Weekender

Date: 01.04 - (31.05.2022)

Interactive chatbot to involve people to acquire information about the possibility to visit Swiss Cities by





train - special focus on Basel.

Partial report: 2'418'486 impressions - 5'246 start the game and 3'148 click to the landing page

Partners: STS, Basel Tourism

### **Architectural Digest x Basel Tourism**

Date: 11.04 - (10.05.2022)

Social campaign in AD social accounts to promote the first edition of Architecture Week in Basel

### **Swisstainable at Geco Expo Fair**

Date: 1.3.2022

Tavola Rotonda on Swisstainable with Letizia Elia in virtual Geco Expo Fair

### **San Valentino promotion in Rome**

Date: 14.02.2022

Distribution roses and brochure during dinner c/o Moscati Restaurant  
with Swiss Embassy. Contacts: 80 people

## **KAM**

### **Webinar**

Date: 23.03.2022 exclusive for Zuerich with Travel Quotidiano

Partner: Zuerich T., Sorell Hotels, Fifa Museum. Participants: 20 travel agents

### **Fair**

Fuori Bit TOVE

Date: 10-11/04/2022

Workshop TOVE (Travel Open Village) organized by Tavel Quotidiano during BIT Fair in Milano.  
Focus: summer, train offers. Partners: Il Girasole Viaggi, Swiss Travel System

### **Sales Call**

Date: 15.03.2022. Sales Call with Boscolo Tour Operator in their office in Padova. Focus: develop new Gift Box (Baite e Chalet, Terme e Benessere, Città), introduce new hotels in Bern, Losanna, Lucerna



Partner involved: Basel Tourism

### **Training**

Period: 22.03-19.04.2022. Training organized by ST for Italyscape (incoming operator from Germany, France, USA)

Focus: Luzern Turismo, Montreux Turismo, St Moritz, STS, Zermatt T.,

Participants: 7 people

### **eNL II Cioccolato**

Date 08.04.2022

What: eNL to DB trade contacts

Focus: Pasqua, Ticino, Swissatrainable offer

Contacts:1737

Opening rate: 1,62%

Date: 22.4.22

Focus: news on summer, Lausanne, Lugano, Leukerbad. Link to switzerland travel academy. Workshop in Milano and Fair in Roma

Contacta. 1750

Opening rate: 2,54%

### **Assoviaggi eNL**

Date:04.04.2022. eNL focused on Pasqua in Ticino

Partner: Assoviaggi. Sent to travel agents of Assoviaggi and send to all their DB consumers

## **KMM**

### **Media results**

- xx millions

- xx journalists invited to Switzerland

- 3 media newsletters about 100% Women World Record, sustainability in the swiss cities and Roger Federer new spot.



### Media meeting Swiss Cities

Media meetings in Padova (15.03), Torino (16.03 lunch), Milano (16.03 dinner) and Rome (17.03) to present Swisstainable in the swiss cities and partners' news. Participants: 85 journalists. Partner involved: Bern, Basel, Interlaken, Zurich.

### New Movie presentation

Distribution of the ticino media kit during the presentation in Florence of the new film of Leonardo Pieraccioni "Il Sesso degli Angeli"

Participants 25 journalists

### Top coverage

- Monograph "Bregaglia" (150 pp) on Meridiani Montagne (readers: 104'000; publication date: 01.03)
- Article and interview to Michelle Hunziker about Lucerne on women magazine Intimità (readers: 350'000; publication date: 12.03)
- Reportage (10 pp.) about Grand Tour by motorbike in the watch valley on magazine Dueruote (readers: 218'000; publication date: 01.03)
- Article (4 pp.) about winter in Aletsch Arena on women magazine Donna Moderna (readers: 1,3 millions; publication date: 03.03)
- Reportage (14 pp.) about Zurich and new Kunsthaus on travel monthly magazine Bell'Europa (readers: 337'000; publication date: 01.03)
- Radio interview about swiss cities. 9 april (contact 700.000) . I viaggi di radio RAI

### Future Activities

House of Switzerland Milano with immersive swisstainable exhibition of STITA (April 26 - May 29, 2022):

Trade event, media event, 100% women event with Embassy & Forbes Italy, Influencer Lunches, Workshops with schools, etc.

OOH campagin wit Michelle Hunziker, push swisstainable campaign in connection with HoS Milano Swisstainable media campaign (digital)

July 2022: New collaboration with Trenitalia/STS/ST launched with Ambassador Michelle Hunziker to push Eurocity



## 1. Priority Markets

### NORTH AMERICA

#### Market Situation

The dropping of the 'high-risk country list' by the Swiss government and subsequently North Americans now being able to enter Switzerland with no Covid restrictions in place (no vaccination and no testing required) is a great relieve and will boost bookings for this summer.

The outlook for the US is particularly good. Virtuoso (luxury FIT) has published the top 10 destinations based on bookings in June, July, and August and Switzerland made it as 10th on the list! 7 out of 10 destinations are in Europe (Italy, France, Greece, UK, Spain, Ireland, and Switzerland). The other three are the US, Canada, and Mexico.

The War in Europe did not have much of a negative impact on bookings to Switzerland. We see now also with US Americans that they can differentiate destinations affected by the war from countries which are relatively far away from the crisis. Also, having waited so long for their next trip to Europe, Americans are very hesitant to postpone again.

There have been announcements of transatlantic flight inventory reductions. Clearly airlines are operating in a challenging environment. Swiss in particular is reporting staffing issues. However the US also seems to have lost some of its previous lure as dream vacation destination for Europeans, with booking figures out of Europe remaining below expectations.

#### Campaigning & Activation

##### Promotion/E-Marketing

- 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, as of mid-May 2022
- Campaigning & Activation: TSQ Billboard, continuously

#### KAM

##### 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
- Trade webinar with Buergenstock Hotels Selection, April 21

### **SCIB**

- Successful Meetings University (SMU), March 14 - 16
- SwissBreak, March 21 - 25
- Site Selection Services Webinar, March 22
- Eblast with new entry regulations, April 22

### **KMM**

- Bern Media Media Event in Los Angeles with 25 journalists 31.03
- Travel Classics travel writers conference in Lausanne, April 24-27

with 65 journalists from USA & Canada. Pre Tour featuring the Glacier Express Excellence Class and Post Tours organized primarily to showcase Vaud different regions

## **Future Activities**

### **KAM**

- ATTA AdventureELEVATE Eugene, Oregon, May 3 - 5
- Virtuoso webinar St. Moritz, May 4
- Trade webinar with Liechtenstein, May 5
- Trade webinar with BLS Interlaken Lake Cruises, May 19
- Signature webinar Zurich, May 20
- STS Sales Calls I, May 16 - 20
- Trade webinar with Railbookers, June 2
- Switzerland Travel Experience Canada, Montreal, Toronto, Vancouver, May 30 - June 3
- Trade Sales Calls East Coast, June 6 - 10
- Trade webinar with Lake Geneva Region, June 16
- Trade Sales Calls West Coast, June 13 - 16
- L.E. Miami, June 13 - 16
- Signature webinar Jungfrau Railways, June 21
- PROUD Experiences NYC, June 27 - 29
- Trade webinar with Swiss International Air Lines, June 30

### **SCIB**



- SCIB: Prestige Webinar, May 6
- SCIB: BCD Webinar, May 25
- SCIB: IMEX Frankfurt, May 31 - June 2
- SCIB: IRF, Dom Rep, June 1 - 4
- SCIB: Switzerland Meeting Trophy, June 16 - 19
- SCIB: SwissRead 2, June 28

**Campaigning & Activation**

- Campaigning & Activation: Swisstainable Push, continuously until Dec
- Campaigning & Activation: TSQ Billboard, continuously until Aug
- Campaigning & Activation: AFAR Winter campaign, as of Aug
- Campaigning & Activation: GoPro Creator Summit, Sept
- Campaigning & Activation: Art & Culture Cities Campaign, Fall

**KMM**

- Best of Switzerland Media Tour in New York, Boston, Washintgon, Miami, Chicago, Austin, Seattle, San Francisco, Los Angeles to feature 8 Swiss destinations: STS, Basel, Liechtenstein, Zurich, Ticino, Geneva-Vaud, Lucerne, Zermatt
- TV production LGR for Discovery Channel featuring prominent Swiss based woman and the Women Peak expedition in Saas Fee
- 100% Women Press trip with 3 media



## 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.

February and March overnight numbers from the UK in the mountains were on pre-Covid levels, and 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

EIP Telegraph:

- x2 online articles as a result of a content creation/ filming trip with Influencer Michael Portillo - showcasing scenic rail journeys & unique public transportation in Lausanne and Zurich, incl. art & culture focus

- Results: 20k page views & 4mio online impressions

Any Day Media (Lenzerheide):

- video content collaboration with Lenzerheide
- Focus Bike Kingdom (mountain biking)
- Deliverables: online article, main video edit, special social cuts for IG & FB
- Distribution: Mpora.com



- mid-campaign results

26k article page views

196k video views

480k social media reach

262k display media impressions

Wired for Adventure:

- content collaboration for Valais

- Region Dents du Midi (April) & Aletsch Arena (March)

- 6 page print feature per partner

- 83k readership

- Online feature article per partner - content created from print feature. CTA from Wired for Adventure newsletter to partner landing page

- 100k web visits per month

- Wired for Adventure social followers 140k

Wanderlust:

- content collaboration for BE & VS

- print: VS (6 page feature) & BE (10 page feature) - April issue - readership 100k

- Digital immersive experience respectively for Bern & Valais incl. hub - pages views 1.6mio/ month

- Bern content featured in Wanderlust newsletter - 103k subscribers

- Bern video showcased on Wanderlust You Tube channel - 3.8k subscribers

- Content amplified on Wanderlust social: 190k followers

B2C newsletter March

- 8 March: 100% Women topic newsletter, OR 31%,

B2C newsletter April

- 13 April: Roger Federer topic & 3 follow up newsletters, 36% OR (672 clicks)

- Michael Portillo content was included as a teaser in the April edition of the NL - 36% OR





## KAM

Two weeks of Sales Calls organised by STC in May, one with the Made in Bern delegation:

Celina Finger – Interlaken

David Ashmore – Jungfrau Region (UK Marketing Agency on behalf of, based in UK)

Anja Sterchi – TALK

One with Bern/Valais:

Celina Finger – Interlaken

Emilie Morard – Valais

STC has Rigi & Schilthorn for STC sales call this week, they will join together on some days and separate clients on other days.

## KMM

8 March: Summer launch with partner BE, 25+ media attendees

14/15 March: IMM London, 1:1 media interactions with 40+ media

21-24 March: Media Group trip to Nendaz/Veysonnaz with 6 participants

29 March: Exchange with The Telegraph culture editor

31 March: Exchange with House & Garden Travel pages editor and Mail on Sunday Travel editor

5 April: TravMedia Award night with 5 nominees of the sponsored category such as 3 top freelance writer

12 April: Distribution of media release new RF campaign 'The Grand Tour'

20 April: Meeting with the British Guild of Travel writer to discuss potential collaborations

22 April: Exchange with Freelance writer William Cook

25-29 April: Media Group trip to Ticino and Lucerne for top 'Gardens'

28 April: Meeting with 4 other 'Alpine NTO' France, Italy, Germany and Austria for regular exchange



Chelsea Flower show:

100days countdown on Social Media ongoing. Content creation about garden designer Lilly Gomm, 3 partners involved such as general ST content.



## 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.

Domestic travel has been very strong and international travel is returning slowly. There are no restrictions when leaving/arriving in Australia, apart from visitors that have to be vaccinated. In addition, the rapid test on arrival has been scraped.

In New Zealand, borders have finally re-opened and both New Zealand residents and visitors from Visa-Waiver countries (of which Switzerland is part of) can travel again freely.

With bookings being strong over Q1 and the beginning of Q2, it is expected that the majority of tourists book their holidays for winter 2022/23 or 2023.

#### Campaigning & Activation

Podcasts Holidays to Switzerland: 17 March Customs and Traditions, 21 April on Grand Tour of Switzerland

31 March: Switzerland meets Bondi Festival announcement

#### KAM

11 March: Product training with the new sales and reservations team at Entire Travel Group

28 April: ST at the first APT Tours Consumer Expo

#### KMM

7 March: Media News Release

10 March: Media luncheon 100% Women in Coogee Beach (Barzura)

13 April Media news release Anne Hathaway and Roger Federer

26 March - 3 May: Media Trip to Switzerland

#### Future Activities

- 12 May: Trade newsletter



- 15 May: Snow Travel Expo Melbourne
- 16 May: Mogul Ski Agents Appreciation event
- 18 - 20 May: Collette VIP Forum
- 20 May: SkiMax Suppliers Event
- 22 May: Snow Travel Expo Sydney
- 24 May: Travelplan Ski client evening (expo)
- 27 May: Sno'n'Ski suppliers event / trainings at their offices
- 27 May: FCTG Agents evening
- 3 June: TravelManagers Mini Market Day



## 2. Active Markets

### AUSTRIA/HUNGARY

#### Market Situation

Durch den Krieg in der Ukraine sind Nahdestinationen / Nachbarländer immer noch stärker gefragt als Ferndestinationen. Zudem wird angenommen, dass auf Grund der Inflation auch die Preis in Gastronomie und Hotellerie in Österreich deutlich steigen werden.

Veranstalter zeigen nach wie vor Interesse, Ihr Schweiz-Programm nicht nur beizubehalten, sondern sogar auszubauen.

#### Campaigning & Activation

- März 2022: Neuauflage der Schweiz ÖBB-Broschüre inkl. Distribution via ST Mailinghouse für alle AT-Bestellungen
- 1. April 2022: Aufrufphase für Basel-Gewinnerinnenreise in 3 Bundesländerinnen Print-Magazinen sowie über deren Onlinekanäle
- 1. April 2022: 1/2-seitiges Inserat zur GToS im Magazin Schweizer Revue
- 13. April 2022: B2C e-Newsletter-Aussendung mit den marktspezifischen Beiträgen zu St.Gallen und GToS von KAM Hofer Reisen.
- 24. April 2022: Beilage des Magazin „Selektion“ in der österr. Tageszeitung Kurier in einer Auflage von 58'000 Stück
- 25. April - 8. Mai 2022: Recovery Chaura Digitalkampagne in Österreich mit 14'677 Clicks

#### KAM

- 1. April 2022: 1/2-seitiges Angebotsinserat des KAM Klug Touristik in Ergänzung zu einem redaktionellen Luzern-Artikel im Gute Reise Magazin
- 28. April 2022: ST-Teilnahme am Mice-Event „KnowWhere“ in Wien

#### KMM

##### Presse e-Newsletter:

Im März und April 2022 wurden 2 Medienbulletins an je 210 österr. JournalistInnen versendet.

##### Tourismuspresse.at-Aussendungen:

Im März und April 2022 wurden 6 Tourismuspresse.at-Aussendungen zu an je ca. 33'500 Kontakte



versendet.

**Gruppenmedienreise:**

6. - 8. März 2022: Gruppenmedienreise zur Basler Fasnacht mit 5 österreichischen JournalistInnen.

**Pressekonferenz:**

Am 31. März 2022 wurden 19 österr. Medienvertretern der Schweizer Sommer 2022 präsentiert. Persönliche Präsentationen von STS, RhB und Pilatus Bahnen.

## Future Activities

4. Mai 2022: STE Workshop mit 14 Schweizer Partnern in Wien

3.-5. Mai 2022: Verkaufsreise Events in Graz, Linz und Salzburg mit bis zu 6 Schweizer Partnern

13. Mai - 17. Juni 2022: „Bern Radwandern“ Digitalkampagne

ab Mitte Mai: ÖV-Großkampagne in Kooperation mit STS, RhB, SOB sowie ÖBB in Print & Digital mit STP-Sonderaktion (25% Ermäßigung auf den 4- und 6- Tages STP für österr. Klimaticket Inhaber)



## 2. Active Markets

### BRAZIL

#### Market Situation

##### OVERALL SITUATION

Bookings to Europe, especially for this summer, are at a record high, but is impacted negatively by the challenge of high fares for flights and little flight capacity (not all connections to Europe have resumed).

LX has benefited greatly from this situation with full flights and expensive fares.

##### COVID SITUATION

The cases and casualties have declined substantially in March and April.

Most restrictions were lifted in April, with no mask mandatory (except in public transportation and medical facilities) and no more test required to enter Brazil (vaccine proof still required).

The average of cases had a variation above 15%, at the limit of what is considered stability. There are 15,000 cases daily at the beginning of May.

The average of deaths is also stable, 3% above the average of two weeks ago. There are 97 deaths per day.

Situation in hospitals is normalized.

##### LATEST BRAZIL ECONOMIC GROWTH UPDATE

Economic growth will decelerate markedly this year, spearheaded by slowdowns in consumer spending and export growth. Risks are tilted to the downside, with shortages of fertilizer, the ongoing drought, elevated interest rates and a delicate fiscal position all clouding the outlook. Political polarization in the run-up to October's elections is a key factor to watch. FocusEconomics analysts see the economy expanding 0.6% in 2022, which is unchanged from last month's forecast, and 1.5% in 2023.

#### Best practice competitors

None noticeable

#### Campaigning & Activation

- Swisslearning Event. Event to 15 women/ mothers to talk about summer and winter camps. Switzerland tourism was present to talk about leisure to the families.
- Run the Village "Run and Fun". March, 19th. Event offered by JHSF Group (group responsible for



luxury buildings and complex in Brazil).

Run for families: kids and adults. 200 guests: people who have houses in the complex. ST presence: Fabien Clerc and Natalia Leal. Movie on the television during the event (non stop), logos in the event communication, luck draw of a trio to Switzerland including 2 flights, 4 overnights and 2 Swiss Travel Pass.

- Swisslearning Event in Rio de Janeiro. Apr, 12<sup>th</sup>. Event to 15 women/ mothers to talk about summer and winter camps. Venue: Rio de Janeiro city.

Event in partnership with @kids2gether. Switzerland tourism was present to talk about leisure to the families.

## KMM

- Press release to launch the 2022 Edition of 100% women campaign. 3.055 press releases delivered.

- Press release to communicate about the “recovery certificate” for Brazilians.

2.837 press releases delivered

- International Media trip

Winter Magic Tour. **Between, March 3<sup>rd</sup> and 10<sup>th</sup>**. Instagram @claudia\_liechavicius. 116k followers.

- Press trip Possibon sisters. **Between, March 2<sup>nd</sup> and 10<sup>th</sup>**. Instagram @possebonsisters. 169k followers.

- Press trip Adriane Galisteu. **Between, March 3<sup>rd</sup> and 10<sup>th</sup>**. Instagram @galisteuoficial. 4.5 mio followers.

- Press trip Viaje sem limites. **Between, March 5<sup>th</sup> and 10<sup>th</sup>**. Instagram @viajesemlimites. 16.8K followers.

- Media Trip – Exame. **Apr 3<sup>rd</sup>** One day in Geneva. ST Support: program in Geneva. Printed version – 77K.

- Media Trip – The President. **Between, Apr. 4<sup>th</sup> and 10<sup>th</sup>**. Printed media to be delivered – 35K copies. Social media: Instagram 48K followers.

- Media trip – Tv Verdes Mares and social medias. **Between, Apr 7<sup>th</sup> and 11<sup>th</sup>**

Tv. Verdes Mares – Northeast channel / to be delivered in the second semester. Instagram @fernandeslucas – 2MIO followers. Instagram @analucia21 – 1.5MIO followers. Jungfrau Region and Verbier.

- Press Release – No more travel restrictions. **Apr, 26<sup>th</sup>**. Press release about “no more travel restrictions” 3’869 press releases delivered

## Future Activities

- BWT trade event in the south of Brazil





- Swiss Days at Clube Hebraica
- Various press trips planned in the coming months

### Interesting observations

None noticeable



## 2. Active Markets

### CZECH REPUBLIC

#### Market Situation

##### Covid-19 situation:

- No restrictions in the Czech Republic (no certificates, no masks etc.).
- No travel restrictions in general. Additional restrictions apply to people who spend more than 12 hours in last 14 days before arrival to CZ in one of selected countries out of EU+: Passenger Locator Form before arrival, present a negative test (PCR max. 72 hrs old, antigen max. 24 hrs old) or a valid vaccination certificate or a valid certificate about recovery from Covid-19.

##### Economics:

- GDP of 1Q/2022 +4,6% (4Q/2021 +3,6 %)
- Consumer price index in March 2022 +12,7% (in January 2022 +9,9 %)
- Inflation rate in March 2022 +6,1% (January 2022 +4,5 %)
- Industrial production in February 2022 -0,3% (December 2021 -2,1 %)
- Construction production in February 2022 +18,9% (December 2021 +8,1 %)
- International trade – import: +16,5% in February 2022 (+19,9 % in January 2022)
- International trade – export: +7% in February 2022 (+8,2 % in January 2022)
- Average gross wages and salaries +4% in 4Q/2021 (+5,7% in 3Q/2021)
- General unemployment rate in March 2022 was 2,4% (2,3 % in January 2022)
- Exchange rate 1,- CHF = 23,76 CZK

#### Campaigning & Activation

- 4. 3. – ST Newsletter 3/2022 for March 2022 with promotion of: Swisstainable experiences; ST stand at For Bikes (with ESSVM, DDK and Aletsch Arena); festival Expedition camera (outdoor movie festival with Switzerland); panel discussion with Bertrand Piccard in Prague; new edition of magazine SWISSmag and monothematic edition of magazine Zeme Sveta (RhB special); Jungfrauoch Top Ticket; winter excursions in KWO Grimsel; Basler Fasnacht; running possibilities in Ticino (Locarno); photo of the month with RhB. 27.423 Marketing Contacts

- 8. 3. – Webinar “10 Swiss records» for Alpiq employees: ST webinar presenting 10 Swiss records via Teams live session to employees of Alpiq in the Czech Republic (the longest glacier of the Alps / Aletsch, the slowest express in the World / GEX, the steepest cogwheel train in the World / Pilatus, the highest located cable car station in the Europe / Matterhorn Glacier Paradise, the highest located city of Europe / Davos, the longest pedestrian suspension bridge in the Alps / Charles Kuonen Suspension Bridge, the highest located railway station in the Europe / Jungfrauoch – Top of Europe, where the



Spring starts / Ticino, the first revolving restaurant in the World / Schilthorn – Piz Gloria, the smallest vineyard in the World & the highest located vineyard in the world / Wallis.

- 15. 3. – Cleantech and Bertrand Piccard in Prague: Swisustainable promotion via magazine SWISSmag at grand opening of exhibition “Can technology save the world?” placed in Prague in March 2022 and organized by Switzerland embassy in the Czech Republic. During the opening event were organized panel discussion with presence of Bertrand Piccard. 79 participants.

- 25.–27. 3. - For Bikes 2022: ST stand at B2C bike fair For Bikes 2022 in Prague with active participation of DDK and ESSVM representatives at our stand. Czech Enduro Champion Andrea Drengubakova represented DDK and Aletsch Arena as well at our stand during whole fair. At our stand visitors had possibility to consult their plans for bike vacation in Switzerland (incl. brochure distribution of our market partners with focus on its bike offers) and participate in our contest (winners got travel guides and year subscription of magazine SWISSmag). Video promotion on TV screen was organized for Davos Klosters, RhB, Scuol, Aletsch Arena, Klewenalp, Schilthorn, Pilatus, Niesen, SGV, JFB and Zermatt Bergbahnen. 15.780 visitors

- 12. 4. – ST Newsletter 4/2022 for April 2022 with promotion of: 20% discount to BEX by Czech Railways); festival Expedition camera (outdoor movie festival with Switzerland); upcoming event Just Run!; SWISSmag; contest #MyAletschMoment; RhB event in city of Pilsen (presentation of new bus branded in BEX design); Schilthorn accommodation packages; spring skiing in Jungfrau; Mid-Weed package in Saas-Fee; new Davos Klosters brochure in CZ language; Cleantech exhibition in Liberec; Rigi (Swisustainable tip of the month); season launch at Niesen; Pilatus with new cogwheel trains; new cable car by Schilthorn; brunch with SGV; running race at Niesen; new tourists kiosk in Lucerne; 50<sup>th</sup> anniversary of Ticino Turismo; 50<sup>th</sup> anniversary of Monte Tamaro; photo of the month from Arosa. SWISS on-line banner in the newsletter. 27.403 Marketing Contacts

- 22. 4. – RhB event with CK INEX: One-day promo event on one of main square in city of Pilsen where we promote RhB offers / news together with TO INEX (offering round trips with RhB) and presentation of its newest bus in TO fleet completely branded by Bernina Express. ST and RhB brochure distribution at place and contest for event visitors (contest partners: RhB, Kambly, SWISSmag). 58.350 Marketing Contacts + 128 qualified contacts

- 25. 4. – Summer vacation full of records: PR article placed at newspaper website portal Denik.cz with promotion of Aletsch Arena, GEX, Pilatus, Jungfraubahnen, Davos Klosters, Zermatt Bergbahnen, Schilthorn, Chur, Rigi, Niesen and ESSVM. 1.456.728 impressions

## KAM

- 24. 3. – ST Workshop 2022 in Prague: ST B2B Workshop in Prague for CZ and SK tour operators and travel agencies with participation of 15 Swiss partners (Schilthorn Cableway, ESSVM, Pilatus-Bahnen, Aletsch Arena, DDK, Davos Klosters Bergbahnen, RhB, SGV, Highlights Lake Geneva Region, JFB, Rigi Bahnen, Zermatt Bergbahnen, STC, Interhome, SWISS) and 45 active participants + 13 excused participants.

- 27. 4. – Sales calls organized for Schilthorn Cableway Ltd. in Prague with meetings with TO CEDOK and TO NEV-DAMA.

## KMM

- 6. 3. – Indiv. media trip Basel Fasnacht organized by Basel Tourism with participation of 2 CZ journalists – Czech radio and travel magazine Koktejl (6. - 9.3.2022)



- 14. 3. – Indiv. media trip Saastal for 2 journalists from magazine SNOW with video production for winter promotion (14. - 18.3.2022)
- 22. 3. – 4/1 RhB advertorial in regional social and lifestyle magazine Barbar with summer promotion focused on BEX, GEX, UNESCO Albula and Bernina, STS tickets + additional MOB railway promotion. 62.500 Media Contacts
- 28. 3. – Indiv. media trip Skiing in Davos Klosters for journalists from newspaper website SeznamZpravy.cz and magazine National Geographic (28. - 31.3.2022)
- 30. 3. Zeme Sveta - With Rhaetian Railway in the Switzerland 2022: Monothematic edition of oldest and most popular travel magazine Zeme Sveta (ENG: World of Countries) with subtitle With Rhaetian Railway in the Switzerland. Whole magazine focused only on activities and experiences with RhB and its destination in Graubunden with total of 76 pages (incl. cover page with RhB). Integrated 1/1 AD RhB and ST MojeSvycarsko.com. Magazine is possible to buy in magazine shops, libraries and e-shops (incl. MojeSvycarsko.com/eshop). 25.000 printed copies
- 1. 4. – RhB advertorial in Leo Express SPRING 2022: 1/1 advertorial focused only on RhB (BEX, GEX, Arosalinie, Nostalgic train, 1-day travel pass) placed in on-board magazine of railway company Leo Express for 3 months (April, May, June) – 375.000 Marketing Contacts
- 22. 4. – Indiv. influencer trip focused on ski touring possibilities in Davos Klosters with influencer and journalist @skialpka (22. - 24.4.2022)
- 23. 4. – TV media trip of broadcast Objektiv (Czech Television) to Appenzell with focus on Landsgemeinde (23. - 25. 4. 2022)
- 26. 4. – ST Press conference - SUMMER 2022: Press conference in Prague for CZ and SK media representatives and tour operators with 59 presented news from all over Switzerland (incl. partners). EDA representatives presented Cleantech exhibition project (together with ST – Swisstainable) and culture events in CZ, ST presented tourism news, Davos Klosters and Schilthorn were presented actively by its representatives on the spot. 40 participants
- 28. 4. – TV media trip of broadcast Objektiv (Czech Television) to Geneva with focus city and its possibilities (28. - 29.4.2022)

## Future Activities

- summer edition of printed magazine SWISSmag
- ST Newsletters (B2C & B2B)
- Media trips
- Travel & Gourmet special in Marianne 5/2022
- Roger Federer in Luxury Travel Digest 5/2022
- RhB in MyWings 5/2022
- Cleantech exhibition - Liberec 2022
- e-contest at HedvabnaStezka.cz
- e-contest at SvetOutdooru.cz
- magazine Switzerland Nr. 5 as a supplement of magazine Lui



## 2. Active Markets

### INDIA

#### Market Situation

Regarding the **Covid-19** picture in the country, the situation continues to be as good as it has been in recent months. Daily cases are between 1'500 and 3'500 max.

After months in which the booster was only available to the over 60s, the government finally made it available to all age groups, starting at the beginning of April. As far as the **vaccination campaign** is concerned, to date (beginning of May) more than 70% are fully vaccinated and almost 80% have received their first dose. The booster is proceeding well, considering that, given the low number of cases, the population does not feel the urgency to have the third dose administered.

With the vaccination campaign going well, and the low number of cases, practically every state in the country has **lifted almost all restrictions**.

At the same time as announcing the possibility of obtaining the booster, **Switzerland finally removed India from the list of risk countries**, thus allowing all Indians to enter Switzerland (until 2 May 2022, only Indian citizens who had received the second dose within 270 days could enter). These two news came just at the beginning of the most important season in terms of overnight stays for the Indian market.

Good signs of **optimism are also coming from the most important TOs**, which have taken the news with great enthusiasm and confirm positive sales figures (Europe incl Switzerland and **Switzerland as mono destination**).

The number of **visas** issued by our Embassy in Delhi is also constantly being improved (currently around 4'330 visas per week).

To **enter India**, all you have to do now is fill in the Air Suvidha form online and upload the certificate with the vaccination. In case of non-vaccination, a PCR test is needed.

#### Campaigning & Activation

##### 1. 100% Womens Only Print Ad

- A 100% Women's only ad was executed on Women's Day in all editions of the Times of India to highlight the ongoing campaign.
- Total Circulation: **2'786'900**
- Total contacts: **8'360'700**



## 2. City & Airport OOH campaign for Resumption of SWISS flights

- A total of 11 billboards in Mumbai & 44 digital screens in Delhi for a period of 15 days was executed in:

Mumbai & Delhi NCR Prime city locations and Shopping malls

- The campaign included digital screens and LED screens at Mumbai, Delhi & Bengaluru Domestic Airport.

- Locations chosen with target audience in mind and each site generating a min of 100'000 views per day.

- Total views over the campaign: **380 million**

## 3. "Selections" Magazine Distribution

- A 44-page version of the "Selections 2022" Magazine was printed and distributed with HT Brunch, India Today Spice and Robb report in March. A total of 900'000 copies was distributed for the high-end audience through these magazines.

- A special advertisement was created in the previous edition of the magazines distributed a fortnight earlier as a promotion.

- Total circulation: **900'000**

- Total contacts: **4'500'000**

## 4. Double Page Print Advertisement in magazines

- Advertisements featuring SWISS were published in travel and lifestyle magazines namely:

- a. Travel + Leisure
- b. Trav Talk
- c. India Today Spice
- d. Vogue

- Total Circulation: **567'700**

- Total Contacts: **2'838'500**

- Roger Federer GToS Advertisements were published in travel and lifestyle magazines namely:

- a. GQ
- b. Robb Report
- c. India Today Spice



d. T+L Ad

e. Vogue Ad

- Total Circulation: **602'500**

- Total Contacts: **3'012'500**

### **5. Display Campaign Resumption of SWISS flights**

The digital display campaigns for SWISSxST were executed on mediums like news app, UPI payment apps, OTT apps etc.

The platforms included in the campaign are namely:

a. Taboola

b. Inshorts

c. NDTV

d. Times of India

e. PhonePe

f. Airtel

g. Amazone DSP

- Total Impressions: **33'050'800**

### **6. Paid social campaign Resumption of SWISS flights**

The SWISSxST campaign using content created locally as well as the Ticket to Switzerland contest (The was a part of the campaign) was promoted on Facebook & Instagram.

- Impressions: **13'379'896**

- Link clicks: **426'572**

### **7. Native Stories for Roger Federer GToS launch**

A Native story on the launch of the Roger Federer GToS video was published on websites named: Conde Nast Traveller India, Travel + Leisure India, News18, Quint, India Today, Hindustan Times etc. These websites are among the top visited websites for news, travel etc.

Total reach: **96'231'950**

### **8. Hindustan Times Digital ROS campaign**

A banner ad campaign was executed for a period of 7 days on one of India's largest news publication



website and App – Hindustan Times.

Total impression: **2'000'000**

## KAM

### Leisure:

14th - 17th Mar 2022: STE India 2022 took place in Goa. First STE after a gap of 2 years, post pandemic. 61 key buyers from across India interacted / networked with 21 Swiss suppliers over One-to-One meetings (15 min slot each) and a social programs. Buyers were divided into 3 groups (A: 21, B: 20, C:20), and each group spent 2 days with our partners. A great way to kick off the 2022 season for the India market.

29th Mar 2022: Virtual training conducted for the sales team of India's largest national level OTA, MakeMyTrip.com. Switzerland and its various touristic offerings were highlighted along with STS and its various products and services and the latest travel guidelines for Switzerland. Total No. of attendees = 83

### SCIB:

- Joint sales call with Zurich Tourism - Bangalore, Delhi and Mumbai. From 21st to 25th March 2022.
- Corporate sales call in Mumbai.
- SCIB partial involvement with the fashion influencer (Sonam Babani's) wedding in Switzerland from 4 to 7th April 2022.

## KMM

### 1. Press release for Roger Federer GToS launch

The Media houses were pre-intimated about a big digital film announcement day before the release day. The press release was translated into 10 regional languages including Hindi.

On intimation from HO on the launched time in Switzerland, the press release was disseminated to all media houses across India, with follow-up.

Top publications & news channels to cover the news were namely - Outlook Traveller, Brand Equity, Economic Times Travel, News18, Zee News etc.

Total: **86 Clips (Print- 49, Online- 25)**

Total Contacts: **50'379'546**

### 2. Press release for Switzerland removing travel restrictions





A press release talking about travel restrictions being lifted was created and circulated to several media houses.

Top publications & news sites to cover the news were namely – Conde Nast Traveller, Economic Times Travel, Times of India etc.

Total: **19 Clips**

Total Contacts: **47'466'189**

## Future Activities

### **KAM:**

- Asia-Pacific Workshop scheduled 13th - 19th June 2022 (delegation of 15 TO/TA from India)
- Leisure FAM Trips to Switzerland
- Sales calls - Mumbai, Delhi and Ahmedabad
- Trainings for TO/TA

### **SCIB:**

- Sales call to Ahmedabad & Chennai - May & June 2022
- Pre IMEX tour from 26th to 30th May 2022.

### **Campaigning & Activation:**

- Joint promotion with CNBCTV18 for womens only world record climb
- TV soap integration in June/July
- Digital campaign for Swiss Education Group (SEG) as well as STS in May 2022 onwards
- Full page advertisements and advertorials in Hindustan Times, Mint Lounge and Times of India.

## Interesting observations

### **General:**

Big demand from second time or repeat customers is being seen this year. Indians are ready to upgrade and pay more for their holidays and visit destinations/attraction not seen on previous trips to Switzerland

### **MICE:**

The T20 Cricket World Cup in Australia, from 22nd October to 13 November 2022, will draw a strong incentive travel demand from India. Lot of corporates companies are showing interest to host their dealers and employees during this sporting event.



## 2. Active Markets

### JAPAN

#### Market Situation

Japan finally ended the state of emergency and is slowly starting to relax the border controls. The travel warning was lowered from 'do not travel' to 'advice against unnecessary travel'. 10'000 pax are allowed into Japan per week.

At arrival in Japan, a PCR test at the airport is mandatory. For persons returning from Switzerland no quarantine is required if they are vaccinated 3 times. Travel agents are slowly starting to sell 'test holidays' to Switzerland (small groups with limited departures in June, July and August).

Flight situation is challenging with many flights being cancelled due to re-routing to avoid flying over Russian air space.

#### Best practice competitors

/

#### Campaigning & Activation

-12.03.2022 B2C online tour to the Schilthorn as part of the winter series of virtual trips to Switzerland. 498 participants.

- 23.04.2022: Final episode of the B2C virtual tour winter series. Virtual trip with the Rhätische Bahn for the audience of 521 pax.

#### KAM

-14.03.2022: Webinar for clients of tour operator TPI.

- 15.04.2022: JATA webinar to present Swiss current tourism update and news from the partners. Participants 350 pax.

- 28.04.2022: Training for Travel Agent WAS Tours on the current situation in Switzerland. 50 employees participated.

#### KMM

##### Media Trip



- Int'l media trip 'Winter Magic' in Interlaken, Zermatt, Glacier Express.
- 'TRANSIT' magazine to feature Britannia mountain hut and restaurant Allalin in Saas-Fee.

### Media Newsletter

- 1st media newsletter in 2022 sent out March 22 to 612 media addresses integrated partner news and stories.

### Media Result

Magazine:

- 'Hare Yoho' magazine, the membership magazine of VISA credit card features about mountain day trips from Berne to Jungfraujoeh, Lucerne to Stanserhorn and Rigi to celebrate 150 years anniversary.
- 'Skyward' JAL in-flight magazine introduces Chillon Castle and Morges Tulip Festival.
- 'LUXAGE' VISA premium card member magazine introduces about Swiss wines and its wine culture in VD and VS.

Online:

- BE-PAL, the outdoor online magazine reports in 2 articles about fun winter activities such as ski & sledging in Zermatt, Matterhorn Zoom as well as the kayak on Lake Brienz and stay in Interlaken.
- Travel Vision, travel trade media introduces current tourism update and new Kunsthaus Zurich and Eiger Express VIP offer.



## 2. Active Markets

### KOREA

#### Market Situation

[Covid-19 Update]

The number of daily confirmed cases of COVID-19 is 26,714 as of 6 May and the average number of the last 7 days is 38,595.

Following the rules as of 2 May, Private gatherings are no longer limited nationwide. All restaurants, cafes, workout facilities, and entertainment facilities no longer have a curfew. Mask wearing is only mandatory in indoor spaces unless the outdoor event includes more than 50 people. The vaccine pass is no longer mandatory to enter public places.

Economy and Politics]

Economy :

The GDP in South Korea expanded 3.1 percent in the first quarter of 2022. Employment continued to increase and consumer prices rose at a faster pace. Despite strong exports and continuously improving employment data, there are concerns that the longer-than-expected Russia-Ukraine war could undermine domestic demand recovery and spur higher inflation.

Politics:

The new administration with the appointed president 'Yoon Suk-yeol' is expected to see South Korea more actively engaging the U.S. and other Quadrilateral Security Dialogue countries (Australia, India, and Japan) in the Indo-Pacific on issues including maritime security, cybersecurity, climate change, and COVID-19 vaccine distribution.

[Borders/Immigration]

Korean travelers to Switzerland.

- Barrier free

From Switzerland to Korea:

- All are required negative Covid-19 results within 48 hours
- No quarantine for those fully vaccinated including overseas vaccinations
- PCR test upon arrival and 1 day isolation until the PCR negative result.

[Tourism]



As soon as the government lifted the quarantine regulations, TAs responded quickly with the changes. Firstly they reinstated or recruited the staff and activated the sales platforms like TV home-shopping. Since Switzerland is recognized as one of the clean and safe destinations without barriers, mono-Switzerland product has taken the best position on the sales shelves and 5 slots of TV homeshopping were allotted for it.

## Campaigning & Activation

100% Women Campaign SoMe AD

-Period: 25 Mar 2022 – 31 Mar 2022

-Channel : Facebook & Instagram

-KPI : Total Reach 47,792/ Total engagement 10,486 / Total Impression 90,644 / Total Link Click 1,336 / CTR 4.02%

## KAM

Sales Calls Korea 2022

- Date: Mar. 2-4, 2022

- Venue: Busan

- Participants: 11 partners (2 virtual) and 18 KAs

Swiss Travel Academy 2022

- Purpose: to reinforce the STA network after the pandemic, STSEL invite all previous STA members as 16th members as long as they work at European division

- Title: STA, AGAIN!

- Target: 15 KAs (senior position)

## KMM

100% Women Campaign Pitching

- 8 Mar 2022

- Result: 11 coverages

- 8M media contacts Media newsletters to 650 journalists in March & April respectively

Media newsletters to 650 journalists in Mar. and Apr. respectively



Media Coverages in Mar & Apr 2022: 57 articles / Online & Offline media

- Major results:

Switzerland's waterfalls in Spring time (1 Mar)

Romantic Lakeside Montreux in Switzerland (1 Mar)

Living with Arts in Basel, Switzerland (1 Apr)

Museums with beautiful garden in Switzerland (5 Apr)

## Future Activities

Media trip with Magazine 'Noblesse'

Period: May 21-27

Destinations: Schilthorn, Luzern, St. Gallen

Participants: 11 pax

Media trip with 'Pengsoo' program

Period: May 31 - June 8

Destination: Luzern, Zermatt

Theme: Swisstainable

Participants: 17 pax

Swiss Friends Visit

Period: Jun 14 - 25

Destination: Saas-fee, Jungfrau region, LLR

Special activity: 100% Women World Record Challenge

Participants: 12 pax

Workshop of Swiss Travel Pass with GTToS

Date: May 12

Venue: Swiss embassy in Seoul

Participants: 40 pax

## Interesting observations

Re-launch of RE Korea

- as of 2nd May

- Representative: BJ shin (the same person as before)

- Proceed sales calls: (over wrapping with period with STC:10-12)



## 2. Active Markets

### NORDICS

#### Market Situation

Online searches on booking portals, both for travel arrangements and flights show a subsequent will to travel all over the Nordics. Uncertainties related to geopolitical challenges in the East, coupled with a surge of inflation in the markets, could dampen the effective sales. All airlines report grow, with routes resuming and new players entering the market.

In Sweden and Finland, the political narrative evolve around a possible NATO membership which seems ineluctable.

#### Campaigning & Activation

##### SCIB

Article in Kick Off, Engelberg & Kempinski, 6000 copies.

Digital send out/newsletter for Engadin - St Moritz, 20.000 recipients Kick off database.

Lausanne Newsletter + webinar

##### Schilthorn Digital Campaign

Jan - March

A mobile banner campaign has been carried out in Sweden to promote Schilthorn. The banner was linked to a landing page focusing on Mürren and Schilthorn from a Swissstainable perspective.

Exposure: 1.587.763

Leads: 3.993

Click within landing page: 604

Time spent on page: 2min10

CTR: 0,34

##### FB Recovery Campaign

A Facebook campaign was launched in November to help the Nordic tour operators to resume sales of ski trips to Switzerland after the pandemic. With the help of a Nordic landing page, they had the



opportunity to publish offers for ski resorts throughout Switzerland.

The campaign was divided into two phases, the first one ran 8/10 2021 -31/1 2022 and the second ran 1/2- 15/3 2022. They were both live in all Nordic countries. Due to prevailing circumstances, the campaign changed from performance in December to awareness which then, from February, ended with performance.

Result:

2021:

Impressions: 1'352'140

Clicks to landing page: 20'391

2022:

Impressions: 4'675'827

Clicks to landing page: 54'000

Click within landing page: 4,383

Clicks to offers (Leads): 566

Time spent on page: 1min38

### **Ticino on SVT Prime Time**

Swedish TV chef Johanna Westman visited Ticino in April to learn more about the region's local products. Upon returning, she invited the hosted guests in the evening show Go'kväll and cooked typical dishes from Ticino for them while she talked about Ticino and the food culture in the canton.

- Platform: SVT - public service
- Audience Go'kväll: 750,000
- Broadcast time: April 20th - 18.45 - 20.00

20 minutes of the program's 45 were dedicated to cooking and Ticino.

SVT sent a newsletter with the recipes to their subscribers and Johanna Westman also shared photos and recipes on her social media.

## **KAM**

### **SCIB**

Sales call webinar with 8 pax from Ophelix Scandinavia





2 individual alescalls in Oslo SCIB only

Breakfast in hybrid format with Engadin on link, Oslo 8 clients participating

2 participants to SITE famtrip

4 participants to Bridelux & pre-tour

## **TRADE**

### **Fam Trips:**

13-13/3 . Andermatt, Octapharma, 2 pax SE

11-14/3 - Engadin, Serneke Skidanläggning, 2 pax SE

12-18/3 - Andermatt & Mürren, Go West, 2 pax SE

12-20/3 - Saas-Fee, Dents du Midi, Martigny & Leukerbad, Big Travel, 1 pax SE

18-21/3 - Grindelwald, Ski Unlimited, 2 pax SE

26-29/3 - Grindelwald, Nyhavn, 2 pax DK

7-10/4 - Ticino, Mosebacke Matstudio, 2 pax SE

8-12/4 - Ticino, Go Slow Travel, 1 pax SE

17-20/4 - Mürren, Vinge, 2 pax SE

21-24/4 - Lucerne & Zürich, Askeladden, 2 pax, NO

### **”100% Women” Mailing**

An e-mail was sent to 41 well-chosen trade contacts on the theme 100% Women April 19th to draw attention to the subject and to inspire them.

The very same day 3 tour operators got back and would like help to organize tours for 2023.

### **Sales Calls - Gothenburg, April 25th**

Meetings with tour operators

### **Sales Calles - Oslo, April 28<sup>th</sup> -29<sup>th</sup>**

Meetings with tour operators as well as participated at ANTOR Workshop

### **RK Travel Group**



Cooperation with RK Travel, the Nordics biggest wholesaler on the B2B fair “Busstorget”. Focus on Switzerland and their new trip, “The amazing world of Switzerland”, also Trip of the month. A competition with questions that concerned travel details about the trip was organised and ST provided the winner with a Swiss goodie bag.

## KMM

Media Trips:

SE-Johan Ståhlberg- Freeride.se

Mürren + Nendaz 6-12 March

SE-Mattias Hargin - Influencer

Zermatt 25-28 March

SE-Anette Andersson - K2

Saas-Fee, Zermatt, Grindelwald, Aletsch

NO-Tore Merik- Fri Flyt

Andermatt 28-21 March

SE-Lars Collin - Lantliv

Val d’Anniviers 29-31 March

SE-Johanna Westman - SVT

Ticino, 7-10 April

DK-Ebbe Fischer - Börsen

Davos 9-13 April

SE-Lars Collin

Basel 20-22 April



-Attended a Media workshop in Oslo on May 26th organized by ANTOR where we met 24 freelance journalist/bloggers/influencers and pitched Switzerland in the summer, focus on train tour/trips.



## 2. Active Markets

### POLAND

#### Market Situation

Poland has taken in over 3 million Ukrainian refugees, some of whom have returned to Ukraine or traveled on to other countries like Germany. But according to the Polish government, 1,6 million people are still living in Poland, most of them with Polish families or Ukrainian relatives and friends, who came to Poland earlier. 200.000 are being taken care of in refugee facilities.

The Polish government has reached a temporary agreement with air traffic controllers at Warsaw airport after most of the controllers tendered their resignations, because their demands had not been met. Flights for May had already been drastically cut before the last minute agreement and then partly restored, creating a chaotic situation for many travelers. However, the deal for now is only valid for two months with further negotiations expected.

Inflation rose to 12,3 % year to year in April, according to a provisional estimate by the Polish Statistical Office (GUS). It's the highest rate in 24 years with experts seeing the possibility of some more growth in the coming months, but probably staying under 20%. The Polish National Bank will have to further raise interest rates.

GDP forecasts for Poland are being revised downward. The World Bank now expects Poland's economy to gain 3,9 % in the year 2022, while in January the prediction was 4,7 %.

A study by ARC Rynek i Opinie from mid-April among Poles shows that the war in Ukraine, to some degree the pandemic but mostly high inflation will potentially have a negative effect on their travel plans for May and the summer. Interestingly, though, the share of people planning to spend their vacation exclusively abroad, rose from 6 % to 11 %, compared to last year, mostly because of lesser Covid travel restrictions, but also because of galloping prices in Poland. Countries with lower inflation will profit from that development.

#### Campaigning & Activation

- display end of the season campaign, video, SMS and MMS, rich media, SEM activities
- online campaign with Travelplanet (display, video)
- FB activities/storeis

#### KAM

- Fam trip, March, Davos Klosters, 5 pax, partner integration



- online meeting with SWISS agents, ST presentation
- Business plan with Wild Holidays,
- Business plan with Allegra
- Business plan with ZERoGravity
- Business plan with Taksidi
- Business plan with SnowShow
- KAM NL

## KMM

- mini int media trip, magic tour
- KMM NL

## Future Activities

- eGuide GTToS
- Swisustainable map
- Swisustainable special
- 100% women trip
- trailrunning project
- online display campaign
- FB campaign for partners
- NL for partners
- media meeting in Warsaw
- trade meeting in Warsaw
- Media and trade meeting in Krakow
- Salec calles for partners

## Interesting observations

More and more activities face to face



## 2. Active Markets

### RUSSIA

#### Market Situation

Russia's ongoing conflict with Ukraine and the resulting economic sanctions imposed by Europe and the USA are already heavily impacting international travel from Russia. The 2 main issues are the lack of flight connectivity which is resulting in very expensive airline tickets. The costs are often too high for most middle-class families outside of Moscow. The second challenge is the management of payments, as Russian banks have been expelled from the international banking system of Swift and Mastercards and Visa cards no longer work outside of Russia. As a result Russians have to either take large sums of cash with them or purchase an all inclusive holiday. The lack of credit cards also means that travel can only be booked via a travel agency and all international OTAs are no longer valid for Russia.

In addition to these 2 key issues, the total size of the Russian outbound travel market is likely to decrease, as an estimated 250,000 or more people have left Russia, as an expression of their opposition to the war. Most of them have relocated to nearby countries such as Armenia, Georgia, Kazakhstan and Uzbekistan as well as Turkey and Israel. Many of the people that left were high-earners from the IT sector. This is likely to increase the outbound travel potential in countries which were previously considered to be rather minor outbound travel markets. They are likely to increase the overall income in the local economy, as well as improve flight connectivity due to an increase in demand.

Embassy of Switzerland in the Russian Federation, Visa Section: "We are very glad to officially announce that the entry restrictions for Switzerland due to the Corona pandemic will be fully lifted as per 02.05.2022. No laissez-passer, PCR-Test or quarantine is required! After this hard times, we are hopefully going back to normality. Despite the transnational discrepancies, we will go back to the old methods in the visa policy. The normal visa rules will apply from 02.05.2022 on.

Nevertheless, there are some changes, which we ask you to pay attention to.

The procedures with the accreditation of the travel agencies at the embassy was abolished. All visa applications will be processed by the official external service provider TLSContact.

Each applicant must provide the travel agency with the power of attorney for submitting the application in writing. The power of attorney must be attached to the application file at TLS.

Please note that the Agreement between the Federal Council of the Swiss Confederation and the Government of the Russian Federation on facilitation of issuance of visas has been partially suspended, which leads to some changes in the exemption of fees for certain categories as family members, as well as document procurement for visas for business meetings (hotel reservation, flight reservation and bank statement).

The processing time for all kind of Schengen visa C will take five additional days because of the general Schengen consultation policy of Member States. The application should be submitted at TLSContact at least 10 working days before departure. Thank you very much for your attention and strict compliance. We wish you all a very fruitful and smooth touristic activity in Switzerland!"



## Best practice competitors

N/A

## Campaigning & Activation

N/A

## KAM

N/A

## KMM

N/A

## Future Activities

N/A

## Interesting observations

N/A



## 2. Active Markets

### SOUTH EAST ASIA

#### Market Situation

The travel landscape from early March to end April has changed completely towards full reopening.

Currently, all main SEA markets are fully reopened for fully vaccinated travellers. Some tests (pre-departure and/or on-arrival) remain requested in some markets.

At the same time, Switzerland came back to pre-pandemic travel conditions.

As a result, Thai agents have been able to materialize some group business for Songkran holidays (mid-April) as as as Indonesian agents for Lebaran holidays (end April).

Singapore's agents have resumed operations and individual travellers are recovering their confidence to travel.

Malaysia, which has been lacking behind in recent months, finally dropped quarantine requirement and agents are now eager to sell. The traditional market, however, remains timid.

#### Best practice competitors

Australia is investing massively in all marketing channels to speed up recovery.

Other European tourism boards remain silent; Switzerland is the most visible destination.

#### Campaigning & Activation

- 06 March: SG - Public Event - Display Spring partners spots before and after public screening of Heidi movie at Gardens by the Bay.

- 26 March: TH - Public event display of spring partners (Zurich, Valais, Vaud)

- 02-03 April: SG - Public Event - Swiss Spring Market - Presentation and spring partners display.

- 17 April: SG: Public Event - Backdrop display at Tabitha Nauser concert at Gardens by the Bay.

#### KAM

- 03 March: TH: ST Spring presentation at Dorak new Swiss product Launch

13-23 March: Swiss Winter Camp Asia with 25 Thai and 10 Singaporean skiers/snowboarders.

- 07-09 March: SEA: STE in Singapore with 30 Swiss partners and 200 buyers from all SEA.

- March: TH: Business plan with Citrin for Summer, Autumn and Winter products.





- 25 March: ID: Luncheon with Key Accounts
- 27 April: MY: Luncheon with Key Accounts
  
- SCIB: 1350 ON from Million Dollar Club Indonesia
- SCIB: 1884 ON from Mistine Thailand
- SCIB: 1020 ON from Osotspa Thailand
- SCIB: 420 ON from PT Paramount Serpong, Indonesia
- SCIB: 280 ON from Sinarmas Indonesia

## KMM

- 24 March: Spring Campaign media launch in Jakarta
- April: MY: Media trip with Premier Travel Magazine
- April: MY: Media result in New Straits Times
- 26 April: Spring Campaign media launch in Kuala Lumpur

## Future Activities

- June: 100% Women SEA campaign
- June: Asia Pacific Workshop (35 SEA buyers)

## Interesting observations

Australia is investing massively in all marketing channels to speed up recovery.  
Other European tourism boards remain silent; Switzerland is the most visible destination.



## 2. Active Markets

### SPAIN

#### Market Situation

The pandemic that refuses to go away and the war that has led to exorbitant rises in day to day living, does not seem likely to dampen Spaniards' desire to travel beyond their borders.

The Spanish association of travel agencies is talking about this summer being «the summer of recovery». As of now, some European countries such as Switzerland, Lithuania and Ireland do not have any covid restrictions. It looks like this list is going to be increasing day by day and in Spain this has been seen as a big boost. Tour operators are registering a significant increase in Swiss bookings. All this makes us feel quite optimistic for the upcoming summer season.

#### Campaigning & Activation

##### Heidis Modernos - Paula Fernandez Ochoa

We could not miss in our family of Heidis, a profile dedicated to skiing in Switzerland. Paula comes from a very famous skiing family in Spain. She traveled to Engelberg to get to know the slopes of this domain in depth for 5 days, ending her trip in the city of Lucerne. Reach out to over 130.000 snow lovers

##### Schilthorn @ Viajes National Geographic

Spain's leading online travel magazine has produced an inspirational article about Schilthorn and all its attractions as a destination for this summer.

The article has also been posted on the VNG magazine's FB and IG accounts.

Reach out: 450.000 marketing contacts

##### GToS map with National Geographic

Production of a foldable, pocket sized map in NG feel and look highlighting the section of the GToS that goes through the Lake Geneva Region and Fribourg Region. The map was «glued» inside the back cover of the National Geographic magazine to an insert. QR code including bookable packages

Reach out: 45.000 copies and 135.000 marketing contacts

##### Distribution ST Best Of magazine - 31.000 copies

Our magazine was distributed with «Viajes National Geographic» & «Historia National Geographic». In addition, two pages advertorial about our «Swisstainable» campaign.



## KAM

### Sales Manual for the trade - 5.000 copies

The second edition of our Sales Manual was distributed as a supplement in the monthly travel trade magazine "agenttravel". All regions, as well as several strategic partners were included covering all seasons, market relevant segments and products.

## KMM

### Mediatrips:

Evasion Magazine to Crans Montana, 13.-20.3

Heidi Moderna Paula Fernández-Ochoa to Engelberg and Lucerne, 14.-21.3

Solo Nieve Skimagazine to Aletsch Arena, 22.-25.3

Blog "Llegar sin avisar" to Lucerne, Interlaken, Gruyères, Montreux and Zermatt, 9.-17.4

### Top Coverage:

TV3 Skiprogram "Temps de Neu», 3 different reports from the Jungfrau Region: 2'551'004 viewers

Oxigeno.es, outdoor online magazine, "100% Women Peak Challenge 2022", 137'500 contacts

Periodistadigital.es, online daily newspaper "Día Internacional de la mujer: 100% Women con la cordada más larga del mundo", 50'000 contacts

20minutos.es, online daily newspaper "El restaurante giratorio a 3.000m de altura que aparece en una película de James Bond" 586'000 contacts

Radio Program Paralelo 20, radio travel program, "Suiza, país de grandes paisajes y grandes retos, como la mayor cordada femenina", 75'000 contacts

El País semanal, Sunday supplement of El País, 1 page, "El día en que Suiza pidió un día sin carne", print and online, 1'994'232

Viajar.es, online travel magazine, "Los Alpes, los miradores más bellos de Suiza", 127'152 contacts

Lugaresdeaventura.es, outdoor online magazine, "Anna Hathaway y Roger Federer no pueden vencer a la naturaleza suiza", 450'000 contacts

Periodistadigital.es, online daily newspaper "Anne Hathaway y Roger Federer encajan una derrota contra la belleza de la naturaleza suiza", 50'000 contacts

Mundodeportivo.es, online sports newspaper "Federer y su momentazo con Anne Hathaway: No puedo creer que me convencieras", 350'000 online contacts

20minutos.es, online daily newspaper "Roger Federer y Anne Hathaway, molestos con su video promocional de la Gran Ruta de Suiza" 586'000 contacts

Puntodebreak.com, online tennis magazine "Roger Federer se pasa a la interpretación", 133'000 contacts



**Total contacts: 7'089'888**

### **Media event in MAD with Fribourg Region**

13 journalists were invited to present Fribourg Region as a top gastronomic destination. Attendees prepared an authentic moitié-moitié fondue in a typical Swiss restaurant of Madrid. The new campaign of the Grand Tour of Switzerland was presented.

### **Future Activities**

- » Media events with Geneva in Madrid and with Zurich in Barcelona
- » Advertorial and distribution of ST GREEN magazine in Fuera de Serie, a big weekend supplement
- » Swisstainable on tour with our ExpöBike in Madrid, Valencia, Barcelona and Bilbao
- » Launch of our first fiction podcast about our cities and the AMoS
- » B2C campaigns with the big TO's like Viajes El Corte Ingles, Catai, Icarion
- » Microsite on MyS.com with all kind of tips and infos about STS
- » Sketching with Alicia - a famous illustrator will discover the Fribourg Region and share her amazing sketches
- » Various digital campaigns