

Markets East.

International.



Switzerland.





Switzerland.

SCIB – IMEX 2022

Frankfurt, 31st May – 2nd June 2022.

- B2B trade show, prescheduled 1:1 meetings.
- Total of 3'000 buyers from all over the world
- 28 Swiss service providers with 34 persons at the SCIB stand.
- pre-tours from Brazil, India and SEA to Switzerland with more than 40 participants were organized to Zürich, Bern, Interlaken, Lucerne/Pilatus, Lausanne and Geneva.



SCIB – Switzerland Meeting Trophy, 16 – 19 June 2022.



- 80 event agencies get to know Switzerland in a fresh and fun way and experience the country by train, bus, car, chairlift and pedalo
- 7 teams from Belgium, France, Germany, Netherlands, Nordic Countries and North America
- Routing: Villars-sur-Ollon - Montreux – Lausanne – Geneva
- Winning team: North America







STOP

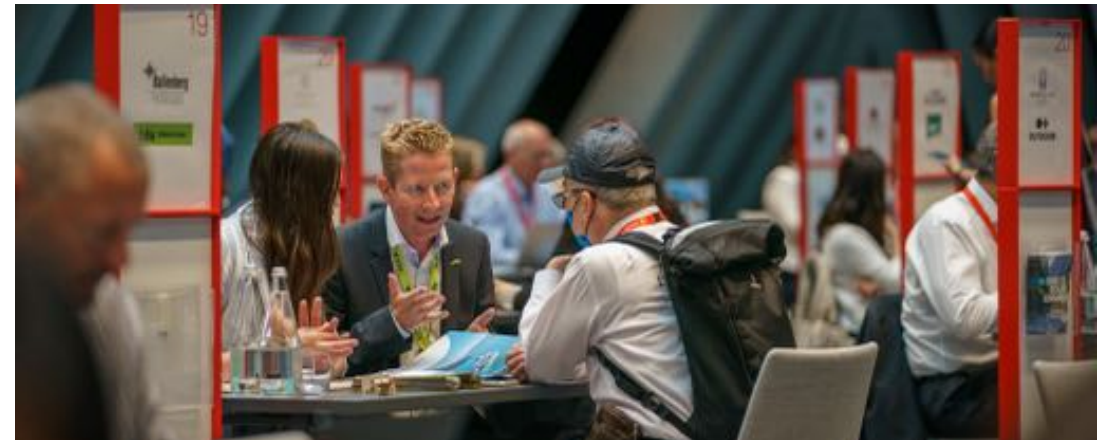
**MEETING
TROPHY**

**MEETING
TROPHY**



Asia Pacific Workshop, Zurich. June 16 – 19, 2022

- Postponed from 2020
- Venue: The Circle
- 105 Buyers from 12 markets
 - Incl. 13 from Emerging Markets
 - 14 Buyers from Greater China (HKG, TPE)



Germany.



Switzerland.



Switzerland.

Digital: Key Partner Summer Campaign.

- Campaign: Audio content campaign “So klingt der Schweizer Sommer”
- Campaign time: 09.05.- 05.06.2022 (4 weeks)
- Key Partners: Valais, Region Berne, Ticino
- Target group: Outdoor Enthusiast
- Content: for each key partner a sound video with a summer activity has been produced.
- Budget: 162'000 EUR
- Distribution: Audio Ads, Display & Native Ads, Spotify, Social Ads, Pinterest Ads
- **Results:**
 - Reach: 29'62 Mio.
 - Clicks: 271'202
 - Sessions: 16'907
 - Video Views: 2'79 Mio.
 - Duration time on MyS.com: 01:55 Min





Switzerland.

„Die Schweiz elektrisiert“. Celebrities on tour in Switzerland.

- June, 15th – 20th , 2022
- Nilam Farooq (actress), Christoph Maria Herbst (actor) and Luca Hänni (Singer/Songwriter) discovered Switzerland on the GTToS and E-GToS
- Live postings on their social channels
- A production team accompanied them
- Digital distribution follows in July and August





Switzerland.

100% Women: Pre-Tour Team Germany.

- June 12th – 15th , 2022
- Destination: Jungfrau Region
- Participants: Caja Schöpf (Ambassador), Jolana Dandl (Influencer), Judith (EMOTION Journalist), Jana (EMOTION reader), photographer
- Goal of this pre-tour was training and acclimatization as well as producing even more summery content for further distribution
- They all made it to the Breithorn Peak 😊



KMM: Wandermagazin.



Switzerland.

- June 15th, 2022
 - Circulation 17.000 / 144.500
- Contacts
- „Hiking world Ticino“ with an editorial presentation of five hiking routes on 10 pages





Switzerland.

KAM: FamTrip „Bahnsinnige Schweiz“.

- June, 23rd - 26th, 2022
- 78 travel agency representatives from Ameropa sales agencies throughout Germany to Basel, Montreux and Zermatt



SCIB: The Green Mile Event in Zurich.

- Date: June, 10th – 12th, 2022
- Premiere in Zurich
- Sustainability in the MICE industry
- Event planner from Germany & Austria
- Inform participants about sustainable ways to meet
- In total 40 buyers & 16 suppliers
- 8 Swiss partners joined this event



Austria/Hungary.



Switzerland.



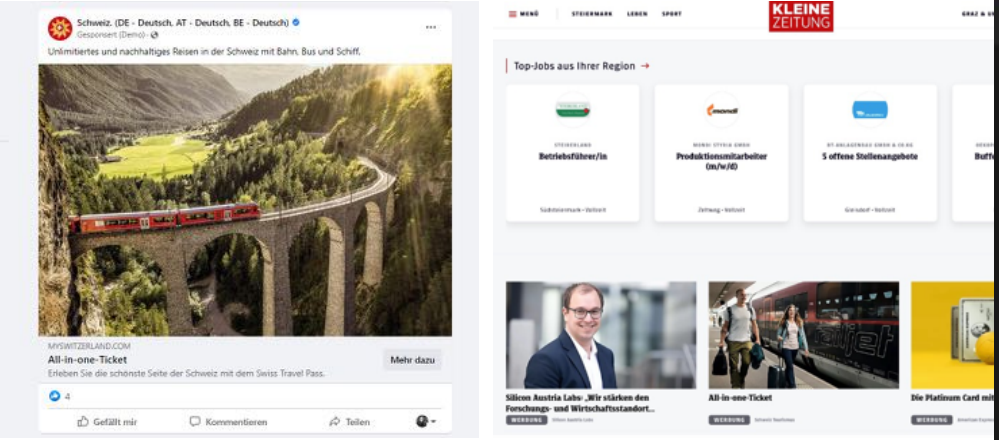


Switzerland.

Austria: STP Public transport Campaign

Public transport campaign in cooperation with STS, RhB, SOB and ÖBB in print & digital with a special Swiss Travel Pass promotion (25% discount on 4 and 6 days STP for Austrian climate ticket holders):

- Print in Krone (15.5., 2.2 Mio readers) & “auf da Roas” from SN (24.5., 114.000 readers)
- Digital campaign (18.5.-5.6.: 14.25 Mio AI, 22'345 clicks)





Switzerland.

Austria: Partner Campaign Bern Welcome.

Campaign on cycling in Bern in digital & print:

- Social media (13.-15.5.; 161k AI, 879 clicks)
- Outbrain & Taboola (13.5.-17.6.; 8.7 Mio AI, 17'057 clicks)
- the seniors' online portals 55plus-magazin.net (since 13.5. for 3 months, 112'000 UVPM)
- besserlaengerleben.at (from 27.6., 94'000 UVPM) as well as an advertorial in the print magazine (circulation: 30'000)

Schweiz. (DE - Deutsch, AT - Deutsch, BE - Deutsch) Gesponsert

Helm auf und los geht die Radwanderung in Bern!

myswitzerland.com
Sagenhaftes Bern erradeln
Mit dem E-Bike von der Sta... **Mehr dazu**

Gefällt mir Kommentar Teilen

DAS KÖNNTE SIE AUCH INTERESSIEREN

KEINE ENTWICKLUNG?
Dominic Thiem: „Dann muss ich mir was überlegen“

SCHWEIZ TOURISMUS
Berner E-Bike Liebe, am Besten zu zweit!



Sich Zeit nehmen ...
... und die Schweizer Bundesstadt Bern genießen

Sagenhafte Gemächte
Rund 20 Minuten mit dem öffentlichen Verkehr von der Stadt Bern entfernt: Neugierige Besucher*innen in mystische Sagenwelt. Diese können auf den Tälern an sechs Endstationen gefühlt oder gesehen werden und haben einen Bezug zur bewegenden Vergangenheit im Naturpark Gemächte.

Die UNESCO-geliebte Altstadt hat mit ihrem Glaschen, der längsten gefleckten Einkaufsmeile Europas und dem Wahrzeichen Zyggler (Zygglerkonturm) einen unverwechselbaren Charme. Bei einer Führung im Zyggler können Interessierte einen Blick hinter die Zeiten der jahrhundertalten Uhrwerke und das Figurenspiel werfen, sowie die außergewöhnliche Atmosphäre im Turminnen erleben. Weiter begeistert Bern mit hochkarätigen Messen sowie gemächlichen Restaurants und Bars entlang der Aare. Dazu lockt Bern mit den ersten autonomen Radwanderrotten der Schweiz. Inspirierende Themen und Erlebnisorte entlang der Radwanderer für E-Bikes laden die Gäste ein, sich bewusst Zeit zu nehmen, um in die Entdeckungen einzutauchen und mehr über die lokalen Besonderheiten zu erfahren. Auf dieser Seite schlagen wir Ihnen drei ausgewählte Radwanderrotten vor.

Weitere Infos: [MySwitzerland.com/berner-e-bike-woche](https://myswitzerland.com/berner-e-bike-woche)



www.Kommune Flouren, **Zufriedenheits-Lesung** (Herbst 2022), **Environmental** (Frühling 2023)

Austria: Eurotours Recovery Campaign



- 173,179 overnight stays (as of May 2022) vs. 291,814 overnight stays (total 2021)
- Expectation: Year 2022 will be between 2020 and 2021
- Key Partner over-delivered strongly to achieve goal. Number of marketing contacts doubled (e-newsletter, home page advertising, mail drop & social media posts).



Switzerland.

Austria: Group Media trip - Lucerne

Media Tour through Lucerne – The city, the lake and the mountains:

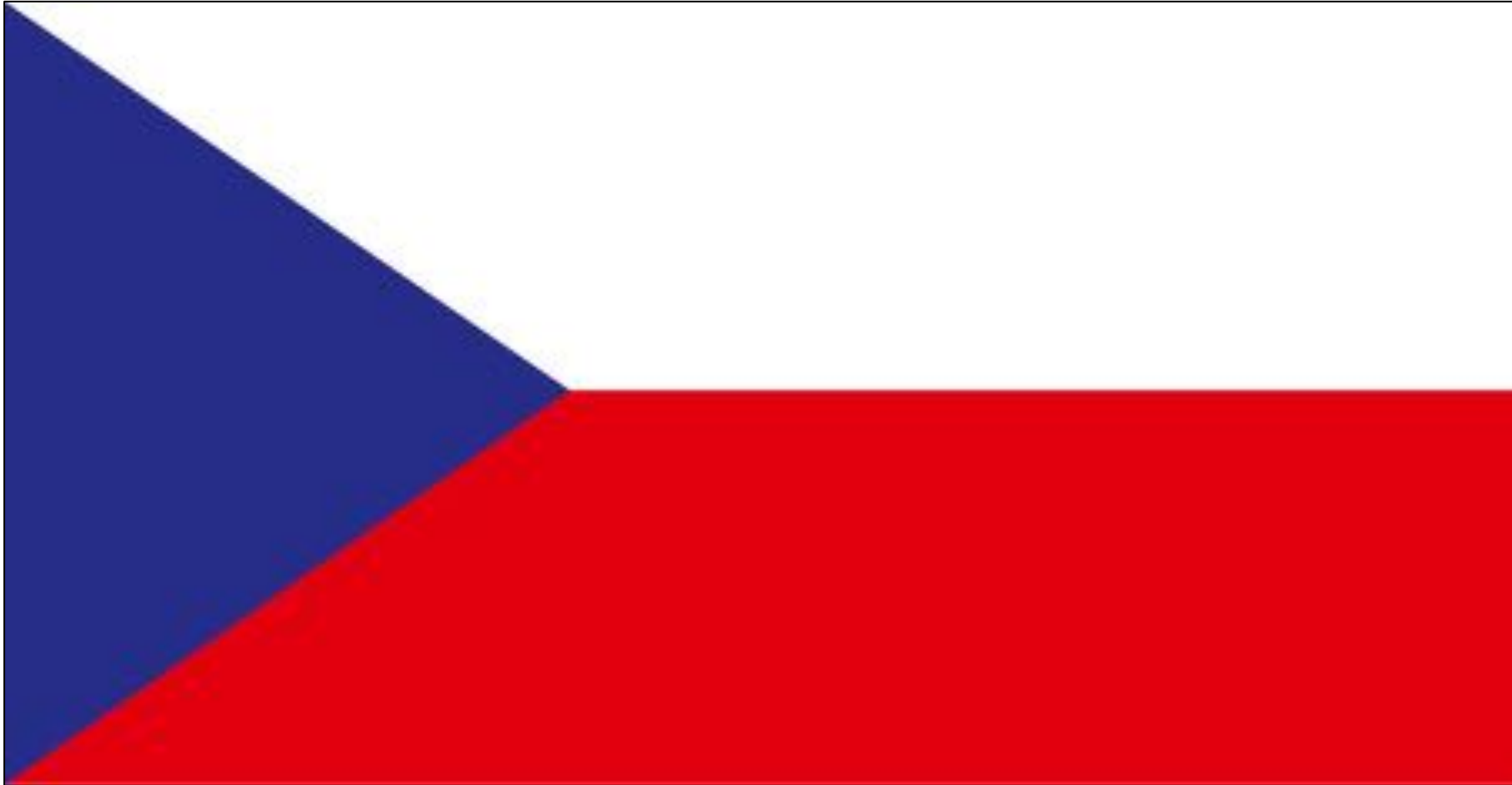
- Date: June 9 – 12, 2022
- Participation of 6 journalists from the following media outlets:
 - Die Presse (circulation: 66'670)
 - Like it (circulation: 40'000)
 - Kleine Zeitung (circulation: 280'000)
 - Tiroler Tageszeitung (circulation: 90'000)
 - Reise Aktuell (circulation: 41'000)
 - Tip (circulation: 10'000)
- Visited within 4 days Lucerne / Pilatus, Treib / Rütliwiese



Czech Republic.



Switzerland.





Switzerland.

Camper group influencer media trip.

- 25. 6. – 2. 7. 2022
- Influencer group media trip with two camper cars to Lake Lucerne Region, Rigi (with Mineralbad & Spa Rigi Kaltbad photo shooting), First with adrenaline attractions and Bachalpsee hike, Kandersteg and Aletsch Arena.



- 8 PAX, 1.025.482 followers



Switzerland.

Switzerland Nr. 5 in magazine Lui.

- 30. 6. 2022
- Summer magazine Switzerland No. 5 as a supplement of luxury lifestyle magazine Lui focused on LGBT+ in the market.
- ST supplement distributed to 3.000 magazine subscribers



Poland.



Switzerland.



Switzerland.

Future activities.

- eGrand Tour with portal wp.pl
- GTToS advertorial in women's magazine
- Trail running projects in Engelberg & Aletsch Arena
- Crossing Switzerland – trail running by magazine ULTRA
- Photo project with Pilatus
- eGuide GTToS with NGT
- "Kamila and Friends" media trip



Switzerland.

KMM: e-Grand Tour with Agora.

- eGrand Tour by Gazeta Wyborcza
- 8 pax, beginning of June
- Media, photo, radio, print and online
- 2 electric cars loop starting from GVA
- Videos and content created to use on spot and after the trip to be promoted online and on SoMe
- Articles and films online on wyborcza.pl



KOBIECY W PODROZY

Szwajcaria zaskakuje na każdym kroku.
Przejechaliśmy fragmenty Grand Tour

Sandra Zakrzewicz 20.06.2017

Szwajcarski jeziak (Zeller) w kantonie Valais w Szwajcarii. Foto: Sandra Zakrzewicz

Grand Tour to 1643 km malowniczymi drogami



Switzerland.

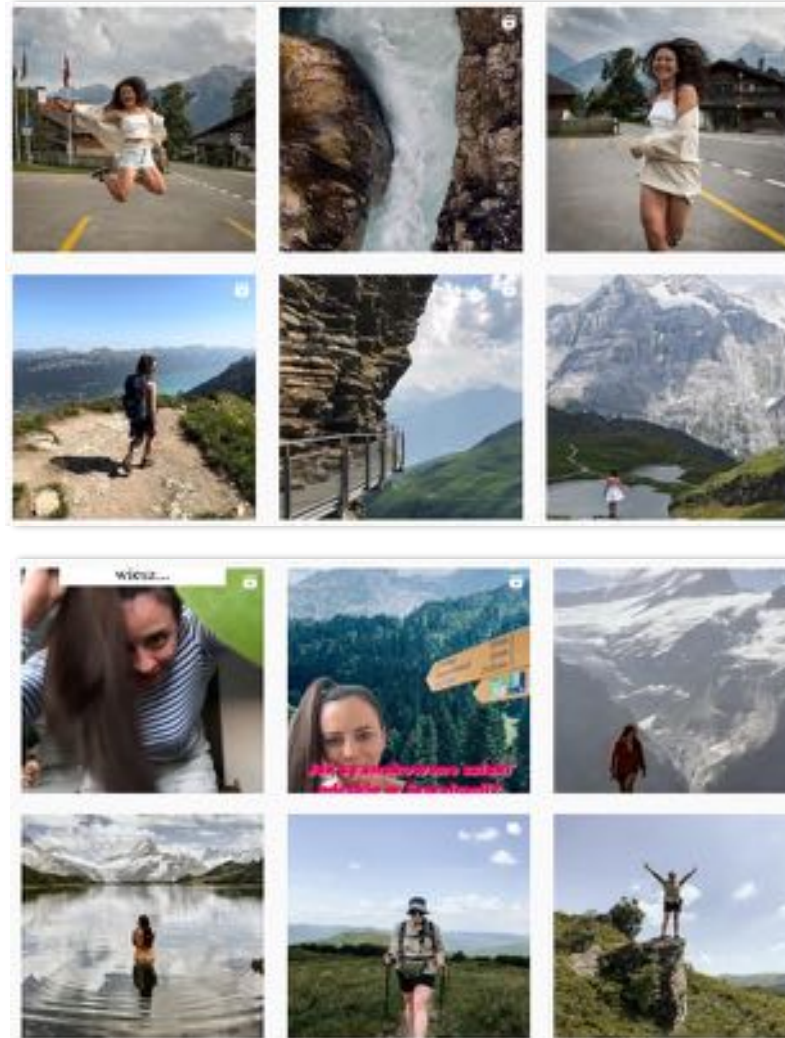
KMM: 100% women international trip.

- 100% world record project
- Event in Saas Fee
- One participant from Poland with focus on women in the mountains
- Posts in SoMe during and after the event
- YT video and live planned
- Reach 360'000 so far



KMM: 100% women hiking.

- 5 women team hiking Via Berna
- June 18-22
- Focus on the idea of women support and inspiration
- Movies, stories, reels during and after the trip
- Hike supported by Eurotrek
- Climbing “ladies peak” Faulhorn
- Estimated reach around 3'000'000
- GREAT TEAM SPIRIT



KMM: 100% women biking.

- 5 women team biking Alpine Panorama Route
- June 23-27
- Focus on the idea of women support and inspiration
- Movies, stories, reels during and after the trip
- BMC bikes for participants
- Logistics supported by Eurotrek
- Estimated reach around 3'000'000
- GREAT TEAM SPIRIT





Switzerland.

KMM: Content Creator Summit.

- One participant from Poland
- Banita Travel – blogger
- Instagram/Facebook/Blog
- Posts according to the contract during trip and after return
- Stories/reels
- Estimated reach 500'000





Switzerland.

KAM: Fam trip with RhB.

- June 9-12
- 5 TOs selling packages with RhB products
- Product managers, sales personnel and DMC
- RhB program including Bernina and Glacier Express
- Some SoMe activities by participants during the trip





Switzerland.

Campaigning & Activ.: Advertorial in *Forbes Women*.

- Special anniversary edition of Forbes Women, June issue
- One page dedicated to topic Switzerland, Swisstainable
- 300 copies distributed among management and magazine's premium partners
- ST summer map included





Campaigning & Activ.: branding with *wyborcza.pl* .Switzerland.

- Branding weekend on wyborcza.pl
- June 4-5
- Focus on GToS and outdoor adventure
- Display campaign
- Reach over 5'200'000





Switzerland.

Campaigning & Activ.: RhB display campaign.

- InImage button creations
- Activities with focus on RhB promoting Bernina Express
- Average weekly reach estimated around 200'000 views
- 2 months campaign





Switzerland.

Campaigning & Activ.: ST display campaign.

- Online campaign
- Display, video creations (rich media, commercial break
- SEM activities
- SMS/MMS
- Estimated reach 1'200'000
- 2 months campaign





Switzerland.

Campaigning & Activ.: FB “takeover” by Edyta

- ST Facebook activities
- 14 days “takeover” by blogger Madame Edith (Edyta)
- Inspirations from her trips, from her blog
- Focus on cities, attractions, highlights, cuisine
- 15 posts, average organic reach 6’000





Switzerland.

Campaigning & Activ.: eBook by Edyta

- eBook prepared by blogger *Madame Edith*
- Updated version of ebook published one year ago "Switzerland Inspires"
- Free download (over 1'000 in the first day)
- ebook promoted via Social Media and blog





Switzerland.

Campaigning & Activ.: Online with gazeta.pl.

- Weekend partner of portal gazeta.pl
- June 24-26
- Topic: Grand Tour of Switzerland
- Native article
- Branding creations
- UU: 117'333, PV: 138'209, time on page: 3:14
- Display creations: 5'043'333 views and 946'034 users

Blog 6. - festival winobrania i raj dla estetyk

Pora odbić na północ. Zatrzymajmy się i wybierzmy na spacer po najbardziej malowniczym i ciekawym przemyśle Parku Jury Wiedleńskich. Wspaniałym miejscem na krótką wycieczkę jest też Vallée de Joux i winiarnie na Jura's Coteaux. Odbijajmy jeszcze bardziej na północ, zatrzymajmy się w dolinie Val de Travers przy słynnym amfiteatrze Crans du Val i zobaczmy się nał (dostępna jest także atrakcyjna oferta do jedzenia do jezera Neuchâtel. Wielecizna tu sama nazwa, gdzie kobiety organizowały jest najpiękniejszy w Szwajcarii festival winobrania.

Potrzebuję podróży życia.

Potrzebuję Szwajcarii.

Szwajcaria.

Udogodnienia na trasie

To jedna z najlepiej przygotowanych tras turystycznych na świecie, także dla e-aut. Dzięki bardzo gęstej sieci szybkich ładowarek na trasie można bez specjalnego planowania pokonać ją w całości autem elektrycznym. Takie wyprawy stają się ostatnio coraz popularniejsze wśród wyposzczonych turystycznie właścicieli elektryków. Natomiast wszyscy kierowcy mogą skorzystać ze specjalnej aplikacji, która jest idealnym przewodnikiem po trasie GTOŚ.

Grand Tour of Switzerland

Grand Tour of Switzerland

Grand Tour of Switzerland

Campaigning & Activ.: Advertorial in *Polityka*.

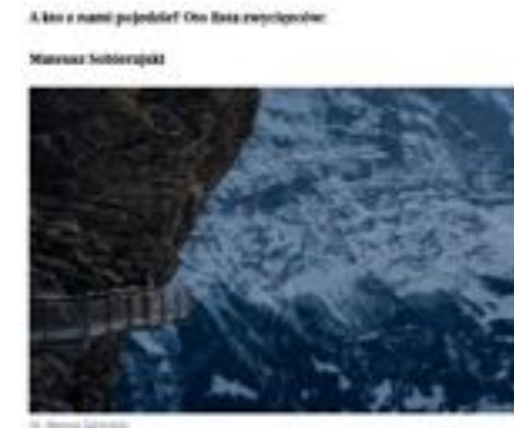
- Weekly magazine *Polityka*
- 2 pages advertorial with focus on Swisstainable, QR code and InS claim used
- 1 page promoting our eGuides: *GToS* and *Cities* on our myS page
- Targeted insert of 48'000 maps
- Advertorial in 130'000 copies





Campaigning & Activ.: Online contest with *Gazeta* Switzerland. *Wyborcza*.

- Contest with *Gazeta Wyborcza*
- 4 winners announced
- Dedicated article and topic
"Switzerland – places I return to"
- 400 participants





Switzerland.

Camp. & Activ.: SoMe activities for partners.

- Paid campaign for Zermatt, Pilatus and Schilthorn
- Posts promoted on our FB page
- Content delivered by partners
- Monthly reach by the end of June 890'000



GCC.



Switzerland.





Switzerland.

KAM: Health Mission Doha.

- Date: 7-10th June
- Meetings with Military, Government hospitals (Hamad Medical Cooperation), Private Clinics, Travel Agents (Regency Travel), and Qatari Businessmen Association.
- Partners: Clinique La Prairie, Bürgenstock (Waldhotel), Bad Ragaz, USZ, SMN, Hopital de la tour, Zihlschlacht.





Switzerland.

KAM: Health Mission Doha Part 2.

- Date: 7-10th June
- Ladies' afternoon Tea with 20 Qatari VIP Ladies at St. Regis. Doha
- Medical VIP Networking Event at the Residence of H.E. Edgar Dörig, Ambassador of Switzerland to Qatar. 35 VIP guests from the medical sector attended.
- Partners: La Prairie, Bürgenstock, Bad Ragaz, USZ, SMN, La Tour





Switzerland.

Campaigning: Moshaya Family trip.

- Date: 1-12 JUN 2022
- The Moshaya family visited Switzerland to highlight Geneva, Vaud and Graubünden
- Youtube video views: 7 Mio
- Instagram: 27k likes 334 comments
- Insta- and Snapchat Stories: 5Mio
- Total contacts: 12 Mio
- Partner: Geneva, Vaud and GRF .



Campaigning: Nael and Wael Influencer trip.

- Date: 13-17 JUN 2022
- Nael and Wael visited Switzerland to highlight the region of Graubünden
- Instagram: 325,724 likes and comments
- Insta- and Snapchat Stories: 1.2 Mio
- Tik Tok 11.6 Mio video views:
- Total contacts: 13.1Mio
- Partner: Graubünden








Switzerland.

Campaigning: STS Expo digital push.


- Date: 25 MAY – 16 JUN, 22
- Facebook ad campaign targeting the UAE market in English and Arabic
- English campaign:
 - Impressions: 5,104,819
 - Reach: 1,612,290
 - Clicks: 27,428
- Arabic Campaign:
 - Impressions: 3,555,568
 - Reach: 667,130
 - Clicks: 15,069

 سويسرا (SA, AE, TN - Arabic) shared a link.
Sponsored · 




Swiss Travel System - The best way to discover Switzerland



Swiss Travel System
The most delightful way t... [Learn More](#)



Swiss Travel Pass
*Unlimited travel by train, ...

 Like  Comment  Share

KAM: Family Newsletter.



Switzerland.

- Date: 30 MAY
- Recipients: 2438 KAMs
- Opened: 23.6%
- Clicked: 0.9%
- Partner: TI, Jungfrau, Interlaken, ZRH, Crans-Montana, GR, GVA, Davos, LU, Zermatt, VD



Switzerland: one enormous playground for multi-generation families

Switzerland may be small, but it is a huge playground for families. Mighty mountains, deep gorges, vivid green meadows, mysterious woods, gushing waterfalls and a thousand lakes await exploration.

This stunning backdrop enchants children, parents and grandparents alike. Specialised family destinations, family activities and family hotels offer accommodation and adventure for everyone. Kids look forward to explore the Wolli Adventure Park in Zermatt, the Fly-line and toboggan

KAM: Luxury Newsletter.



Switzerland.

- Date: 01 JUN
- Recipients: 2290 KAMs
- Opened: 19%
- Clicked: 0.9%
- Partner: ZRH, Lucerne, GVA, Interlaken, VD



Switzerland, where luxury is part of the DNA

Charm, atmosphere and pure relaxation are the insignia of the Swiss luxury hotels and destinations. Hospitality and tradition blend seamlessly with modern infrastructure and distinguished elegance, inspiring architecture and refined design.

Guests can indulge their senses, sample the finest cuisine, and discover exclusive brands in stylish shops surrounded by beautiful landscape and green nature. Furthermore, various luxurious activities such as the peak walk on Glacier 3000, an exclusive ride in the VIP gondola to Lunenburg, shopping in Geneva, Lucerne, as well as Zurich, or dining in the many ex-



Switzerland.

KAM: Clinique Nescens Newsletter.

- Date: 20 JUN
- Recipients: 13,366 Medical Addresses
- Opened: 11.7%
- Clicked: 7%
- Partner: Clinique Nescens



An innovative 360-degree health program at Clinique Nescens

Recognized as a center of excellence in preventive medicine, today, Clinique Nescens launches Cure Reset. This avant-garde medical detox program is designed to help you readjust your lifestyle, to enjoy a healthier and improved quality of life.

[Learn more ↗](#)



Switzerland.

Campaigning: Grand Tour Newsletter.

- Date: 16 JUN
- Content: Grand Tour, App, Offers
- Recipients: 28'275 Endconsumers
- Opened: 12.57%
- Clicked: 0.52%



I need a road trip. I need Switzerland.

The Grand Tour is as significant for Switzerland as the Grand Slam is for world tennis. It brings together all of Switzerland's key highlights in one single route. Over 1,000 miles of deep blue lakes, impressive mountains, vibrant cities and picturesque villages. Roger Federer



Switzerland.

Campaigning: Davos Klosters Fb/Insta.

- Facebook/Insta Video campaign.
- Date: 8 – 22 JUN 2022.
- Impressions: 3,465,899
- Thruplays: 2,685,571
- Reach: 795,631
- Davos Klosters

سويسرا. (SA, AE, TN - Arabic) Sponsored · 60 من نشاطًا.

اختبر دافوس كلوسترز من زاوية مختلفة، وشارك في أكثر من 60 نشاطًا.

MYSWITZERLAND.COM

أفضل العطلات الجبلية

Davos in Grisons is a place of superlatives: this h...

Like Comment Share



Switzerland.

Campaigning: Interlaken Fb/Insta.

- Facebook/Insta Video campaign.
- Date: 24 MAY – 7 JUN 2022.
- Impressions: 3,370,208
- Thruplays: 2,553,443
- Reach: 806,400
- Interlaken

سويسرا (SA, AE, TN - Arabic) Sponsored

اكتشف منطقة العطلات إنترلاكن - سويسرا في مكان واحد.

MYSWITZERLAND.COM

إنترلاكن - سويسرا النقية

تعلم أكثر

تقع إنترلاكن في أوبيرلانند البيرنية على السهل الرسوبي، بين بحيرة تون...

Like Comment Share



Switzerland.

Digital/Health: Medical Facebook Campaign.

- Facebook campaign. Several posts. Various targeting.
- Date: 13 – 19 JUN, 2022
- Impressions: 888,462
- Clicks: 4,631
- Reach: 374,005
- Nescens Clinique de Genolier

مويسرا. (SA, AE, TN - Arabic) Sponsored

تخلص من السموم وحسن حالتك البدنية مع برنامج نيسين كلينيك دو جينوليه الصحي فوق بحيرة جنيف.

Learn More

برامج حصرية بتقنية متطورة

Learn More

بنة وإدارة الإجهاد والعافية

Like Comment Share



Switzerland.

Digital/Health: Medical Facebook Campaign.

- Facebook campaign. Several posts. Various targeting.
- Date: 6 – 12 JUN, 2022
- Impressions: 999,781
- Clicks: 20,043
- Reach: 451,455
- Waldhotel

 (SA, AE, TN - Arabic) . سويسرا. Sponsored · 

احصل على فحص صحي وبشرتك متوهجة وجسمك نشط مع فريقنا متعدد التخصصات الذي يجري فحوصات طبية متخصصة وعلاجات لصحتك وعافيتك في فالدهوتيل.



رحلتك الصحية تبدأ الآن [Learn More](#) رحلتك الصحية تبدأ الآن

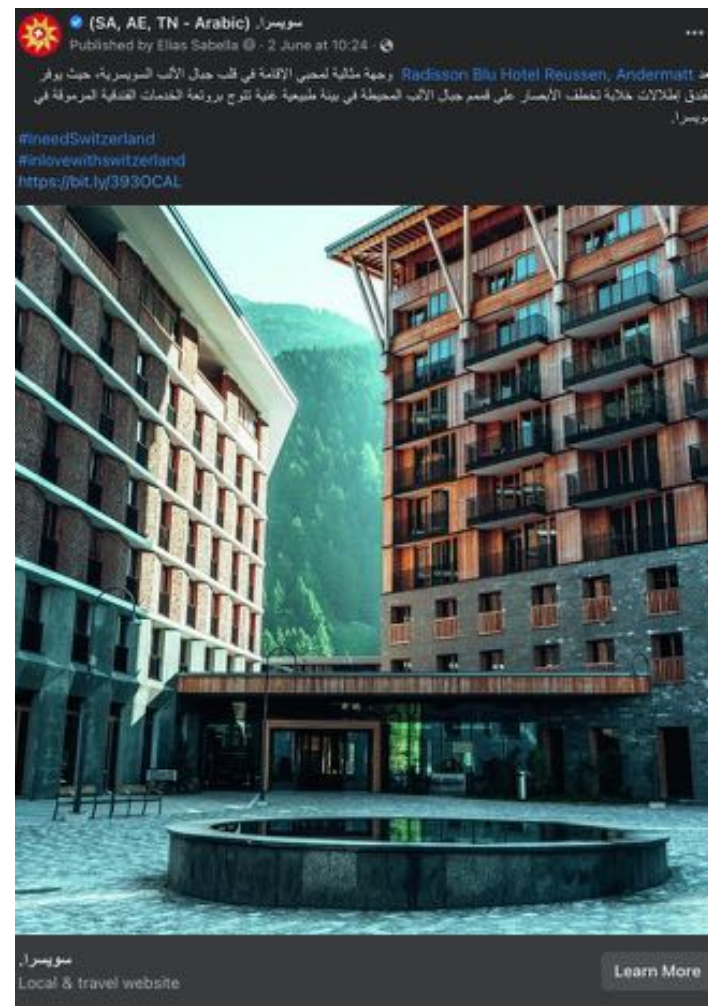
 Like  Comment  Share



Switzerland.

Campaigning: Family Hotel digital push.

- Date: 2 – 9 JUN, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 856,030
- Clicks: 1,969
- Reach: 411,008
- Radisson Blu Andermatt





Switzerland.

Campaigning: Luxury Hotel digital push.

- Date: 9 – 16 JUN, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 885,409
- Clicks: 1,329
- Reach: 411,838
- Villa Castagnola

سويسرا. (SA, AE, TN - Arabic)
Published by Elias Sabella · 9 June at 15:29 ·

فندق [Grand Hotel Villa Castagnola](#)، عضو في مجموعة الفنادق الفاخرة الصغيرة، وهو فندق من فئة 5 نجوم سويسري في لوغانو يقع في حديقة شبه استوائية، مع إطلالة خلابة على البحيرة. نقدم الليلا 72 غرفة، منها 30 جناحا جونيور أو أجنحة وثلاثة أجنحة من غرفتي نوم ذات سحر استثنائي، مع إطلالات رائعة على البحيرة والمنتزه. يحتوي على ثلاثة مطاعم، واحد منها حاصل على نجمة ميشلان ومنتجع صحي جميل.

<https://bit.ly/3mv0UFg>
#ineedSwitzerland

سويسرا.
Local & travel website

Learn More



Switzerland.

Campaigning: Luxury Hotel digital push.

- Date: 16 – 23 JUN, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 687,810
- Clicks: 1,422
- Reach: 345,409
- Widder Hotel Zurich

 سويسرا. (SA, AE, TN - Arabic) Sponsored

فندق **Widder Hotel** يتكون من 9 مبانٍ تراثية من العصور الوسطى. الغرف مؤثثة بالتحف والفن المعاصر والتصميم الكلاسيكي. ويقع في موقع مركزي في البلدة القديمة، بالقرب من منطقة بانهوفشتراسه التجارية للتسوق. يتضمن أربع شقق فاخرة من 3 غرف نوم تكمل فندق فيدر منذ صيف عام 2020.

<https://bit.ly/3NZ9Zm6>
#INeedSwitzerland



سويسرا.
Local & travel website [Learn More](#)

Nordics.





Switzerland.

SE – TV production “Hotel Romantic”.

Davos 6-16 June

- The Swedish public service channel “SVT” bought a show format from the BeNeLux called Hotel Romantic. ST Nordics has been involved since the first pitch and liaised between the prod company and the local actors in Davos.
- Hotel Romantic is a quality dating show for 65+.
- The show will be broadcasted in Sweden
January 23 prime time
- 8 episodes, 48 min each
- Reach: approx 1 million/episode
- Filming in Davos Schatzalp in June, 28 participants and 30+ people in the production team x 10 nights = 600+ overnights



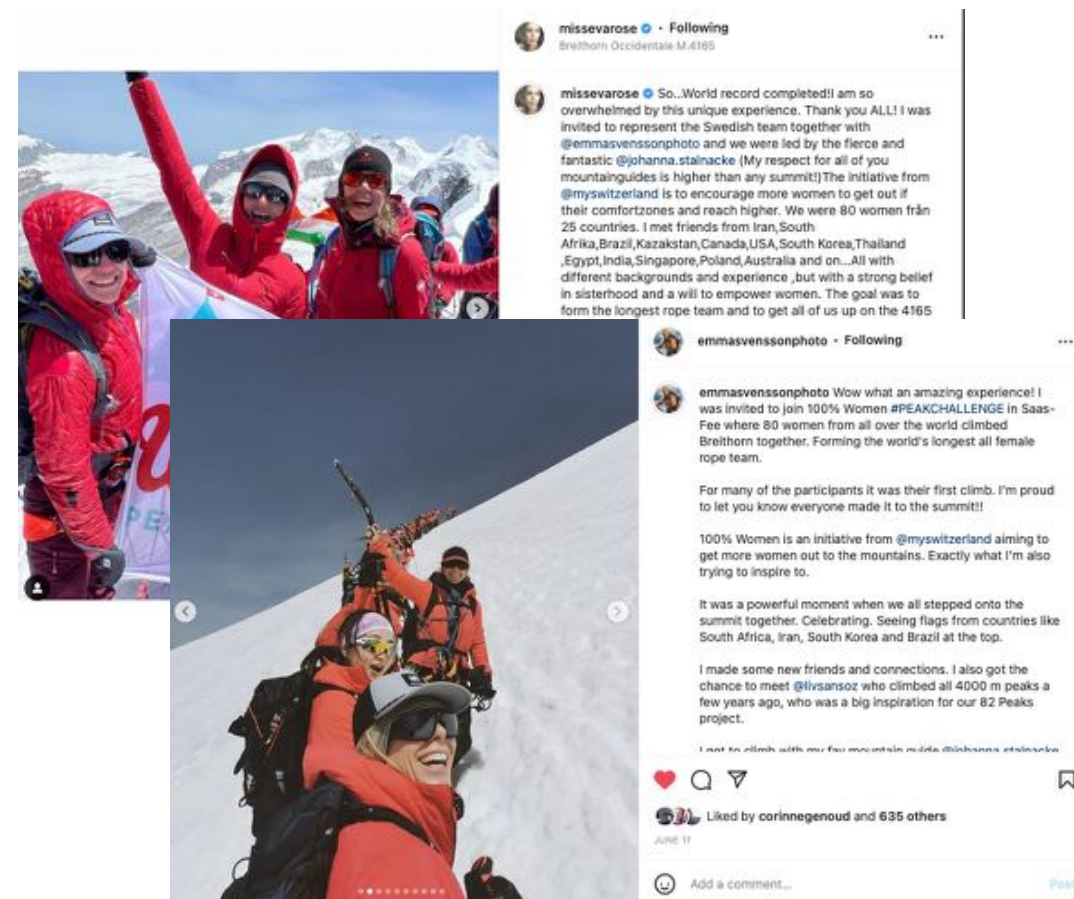


Switzerland.

100% Women World Record.

Saas-Fee/Zermatt 15-17 June

- Swedish actor, producer and director Eva Röse & photographer and alpine climber Emma Svensson represented the Nordic countries at the world record attempt in June.
- Emma and Eva produced stories in which they shared their journey in Saas-Fee and Zermatt with their followers. Both posted about the initiative as such and how it contributed to women empowerment.
- Eva has 187K followers on IG
- Emma has 32.2K followers on IG





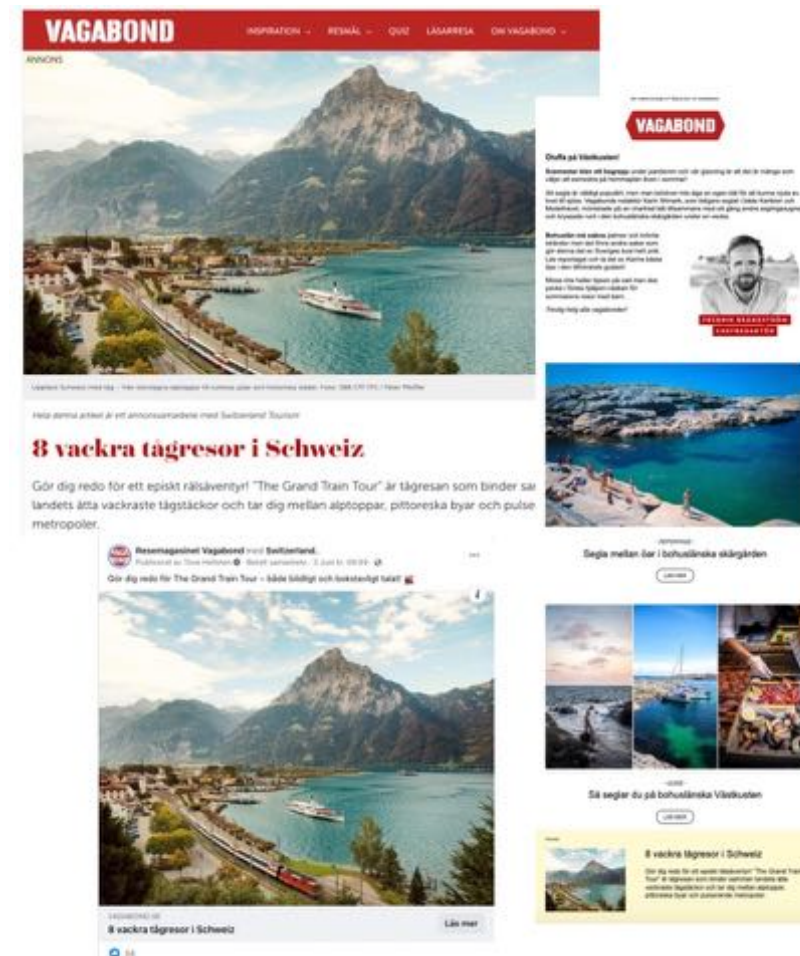
Switzerland.

Recovery – Vagabond – Native & Newsletter.

- Media partnership with Vagabond. Vagabond is positioned as the leading travel magazine in Sweden with a strong focus on sustainability
- Activation: Native long read + stand alone newsletter.
- Timing: published June 3rd.
- Topic: Scenic train tours.

Result:

- Readings + reading time native: 4'893, 1:07 – benchmark 00:42
- Exposure Fb post: 11'385
- Receiver newsletter: 19'277
- Opening rate: 39,39% - benchmark 32%
- Click to article from newsletter: 184



China.



SCIB: MICE Destination Story OTV.



Switzerland.

- June 1
- Media story of MICE destination OTV on MICE Business
- Tourism magazine in May with 4 full pages.
- Circulation: 65000
- Contacts: 65000





Switzerland.

KMM: Beijing Communication Radio FM103.9 talk.

- June 10
- 1 hour talk @ 10th June 2022
- Beijing Communication Radio
FM103.9
- Guest speaker ST
- Montreux-Vevey





Switzerland.

KMM: International Media trip: outdoor travel and natural photography.

- June 20-24
- Montreux + JR
- One Chinese influencer
- HQ Int'l Media Trip
- Participants: 1
- Contacts: 1





Switzerland.

KMM: ST Content Creator summit 2022.

- 25-28th June in LLR
- ST Content Creator summit 2022
- Chinese influencer Hanjiang on behalf of China
- Participants: 1
- Contacts: 1



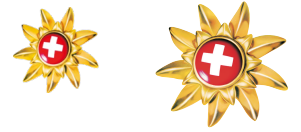


Switzerland.

2022 "Swiss Travel TV" Live Streaming Series.

- Fliggy Travel TV on 10th June 2022
- Guest Speaker STS + BLS
- No. of Audiences: 6'523
- STC shop page visitors from live streaming: 12'931
- STC shop page view from live streaming: 32'795
- Contacts: 18'000





Switzerland.

KAM : Asia Pacific Workshop in Zurich - Greater China.

- June 13-19
- invited KAM from 11xTW, 3xHK & 1xLON
- all TW and HK Buyers joined the pre-tour and Workshop
 - Buyer from London only joined Workshop days
 - Participants: 15





Switzerland.

SCIB: Webinar for agencies - Lake Geneva Region.

- June 17
- SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners.
- Participants: 52
Contacts: 52

值得期待的瑞士沃州-日内瓦湖区

直播时间：2022年6月17日 16:00

课程摘要：
日内瓦湖区会奖资源介绍及更新

嘉宾信息：

 Tianshu Wang
王天舒
沃州-日内瓦湖区中国区代表



Switzerland.

KMM: Top Media coverage.

- June 1
- NG Traveler May Issue
- Sustainable media report
- Swisstainable
- Circulation: 977095
- Contacts: 977095



2022 - Trade Webinar - Webinar June.



Switzerland.

- June 21
- GRF / LAAX / Davos
- Participants: 91
- Contacts: 91

直播时间: 2022年6月21日 16:00

课程摘要:
瑞士达沃斯-克洛斯特斯
走过路过, 不能错过的LAAX莱克斯
山间秘境, 度假天堂--瑞士格劳宾登州



Fredi Michel先生
瑞士达沃斯-克洛斯特斯
亚太区市场经理

Echo女士
瑞士LAAX莱克斯
华东地区市场总监

Silvia女士
瑞士格劳宾登州
推广代表



Switzerland.

Product & Travel Regulations Seminar - LHG HK.

- June 2
- organized by Luftansa Group HK
- Austrian Chamber of Commerce HK and ST HK as VIP guests
- 5 mins for ST to present MyS.Pro
- good feedback but KAM still concerned the limited flights to Europe
- Participants: 46
- Contacts: 46





Switzerland.

KAM: Digital Sales Call (June) LAAX + GRF + DDK.

- June 22
- Partner meet our selected agent
Taiwan & HongKong at
- each 30 mins call.
- Numbers of call:
10 Numbers of
partner: 3
Selected agent: 4
- Participants: 10
- Contacts: 10



Korea.



Switzerland.





Switzerland.

KMM: Korean young celebrity 'Song Kang' traveling to Switzerland.

- Content:
 - Reportage on Korean Young Top celebrity 'Song Kang's visit focusing on the photo spots and the attractions in Switzerland
 - Photos and trip video exposed in Printed magazine, IG, Youtube, Naver blog channels
- Contacts: 15 Mio
- Partners: Schilthorn - Mürren, Luzern, St. Gallen
- Period: 21-28 May
- Contacts: 15 Mio.





Switzerland.

Promotion: Pengsoo's promoting Swisstainable on Korean TV.

- Content:
 - Swisstainable recovery project with TV show of Giant penguin mascot 'Pengsoo' traveling and exploring 'Swisstainable' destinations and products in Switzerland
 - Exposed in Youtube & IG channel of 'Giant Peng'
- Contacts : 10 Mio
- Period: 31 May – 8 June
- Partners : Lake Luzern Region (Luzern, Rigi, Titlis), Zermatt





Switzerland.

KMM: '100% Women' Campaign with Swiss Friends.

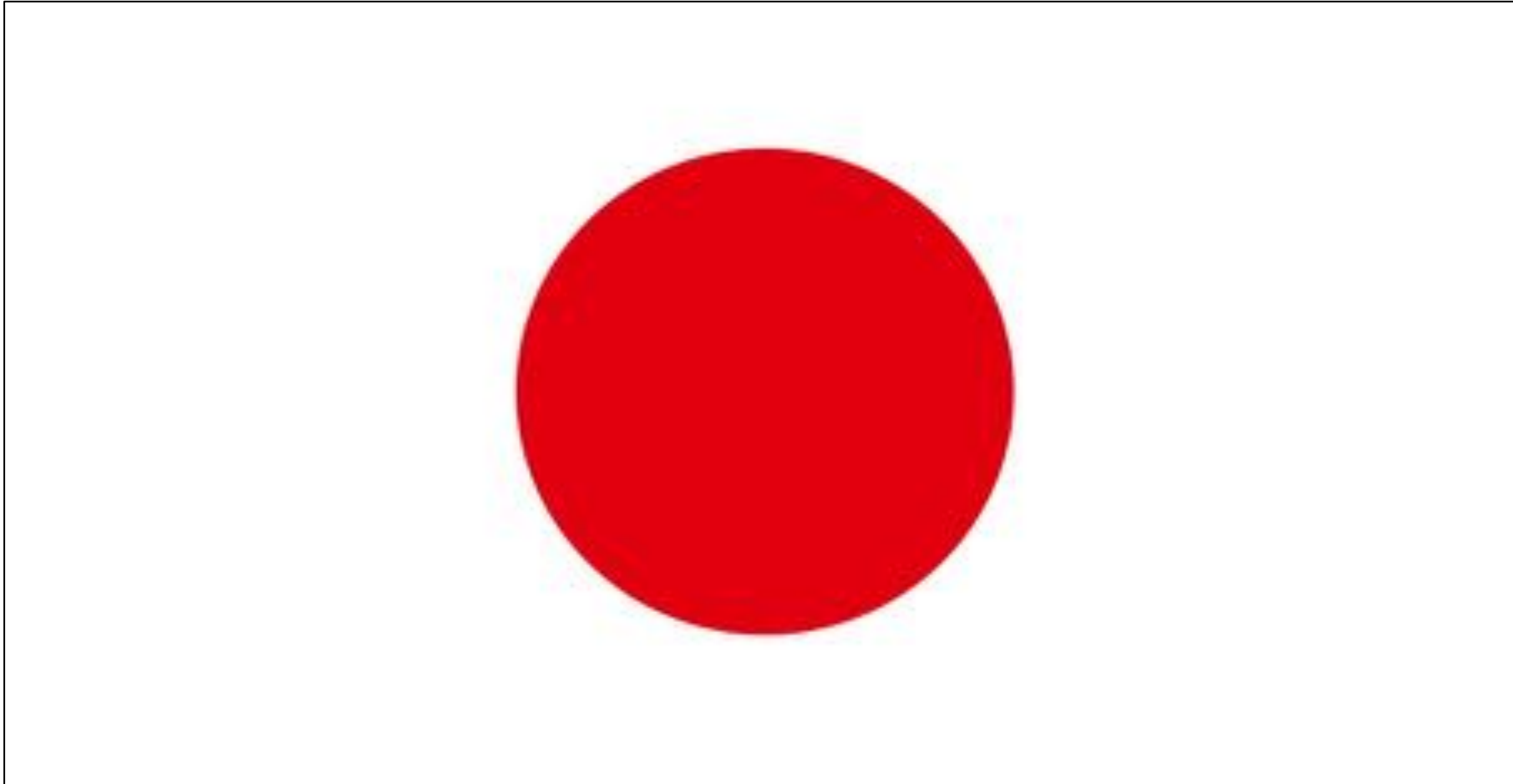
- Content:
 - KR Swiss Friends 'Siyoung Lee's' participation at the '100% Women' peak challenge and the World best record.
 - Achievement of high recognition in KR media including TV News highlights
- Coverage: 90 articles
- Contacts: 54 Mio



Japan.



Switzerland.





Switzerland.

KMM - Online 'Travel Voice'.

- 'Travel Voice' is a daily travel trade online media.
- Contacts: 6,600
- Pages: 2 pages
- Issued: 2 June, 2022.
- Article about ST's GToS movie by Roger Federer and Anne Hathaway.

スイス政府観光局は、同局の新大使を務めるプロテニスプレイヤーのロジャー・フェデラー氏を起用した第2弾のPR動画を公開した。スイスの美しい見どころを訪れるドライブ旅行「スイス・グランドツアー」の、グローバルキャンペーンの一環として実施するもの。

第1弾の動画では、オスカー俳優のロバート・デ・ニーロ氏と共演。フェデラー氏の出演依頼を、デ・ニーロ氏が断固として拒否するコネクトなやり取りと、その背後に流れる絶景の映像が話題に、全世界の視聴回数は1億回を超え、2021年に最も成功したCMのトップ10の一つとなった。

第2弾の動画では、オスカー俳優アン・ハサウェイ氏と共演。ついにフェデラー氏の立派だったPR動画を撮影することができた。しかし、完成した映像を閲覧したフェデラー氏とハサウェイ氏は奇立ち、悪戯をこぼすことに。なぜ、二人は不満に思ったのか、撮影した監督の言い分と関係に、スイスの素晴らしいを込めたコネクトな動画となっている。

なお、スイス・グランドツアーには、全行程を電気自動車用にデザインした「スイス・グランドツアー」や、鉄道旅行での「スイス・グランド・トレインツアー」もある。第2弾の動画は以下のリンクから視聴できる。

スイス・グランドツアーCM (ロジャー・フェデラー&アン・ハ)



Switzerland.

KMM - Online 'JTB My Pleasure'.

- 'JTB My Pleasure is the member's web site for JTB
- Contacts: 450,000
- Pages: 4 pages
- Issued: 13 June, 2022.
- Article about the Glacier Express Excellence Class reported by the famous train photo journalist Kan Sakurai.





Switzerland.

KMM - Magazine 'TRANSIT'.

- 'TRANSIT' is the mono-theme travel, culture, lifestyle magazine.
- Circulation: 55,000 copies.
- Pages: 14 pages.
- Issued: 13 June, 2022.
- Article about the Alpsi, focusing on Saas-Fee alpine landscape, Britannia hut and Allain peak as well as recommended mountain accommodation i.e. Pilatus Kulm, Mountain Lodge Ze Seewijinu, Zero real Estate Säntis.





Switzerland.

KAM – Key Account event with MGB.

- Event for key travel agents of Matterhorn Gotthard Bahnen.
- Participants: 42 key agents
- Date: 6 June 2022
- MGB present with market responsible, CEO and president.
- Location: Happo-En gardens
- ST held the official retirement speech for Helmut Biner





Switzerland.

C&A – Advertising cooperation with HIS.

- Newspaper Ad with HIS, promoting the mono Switzerland package.
- 4 June 2022
- Asahi Shinbun morning
- Circulation: 3.5 mio copies
- Address by Sara Roloff and Larry Ryan from SWISS

アルプス3大名峰をめぐり大自然紀行 **SWISS** 往復直行便利用

水河特急とベルニナ線に乗車

スイス絶景紀行8日間

429,800円 ~ 549,800円

13日連続

HIS 03(6628)8130



Switzerland.

C&A – Advertising cooperation with Hankyu.

- Newspaper Ad with Hankyu, promoting the first mono Switzerland package post Covid.
- Yomiuri Shimbun Newspaper
- 6 June 2022
- Circulation: 6.1 mio copies
- Address by Sara Roloff



South East Asia.



Switzerland.



Indonesia – Talk Show with Tivi Tour Travel

- Shot on 7 June 2022
- To be reused multiple times on E-Channel with product selling by Tivi Tour Travel
- To be broadcasted in Q3 of 2022





Switzerland.

Indonesia – Webinar with ITLA – East Java

- 16 June 2022
- Audience: Tour leaders in East Java province
- Participants: 34
- Content: Regulations update, KAM summer partner destinations (STS, LLR, Bucherer), QnA

NGUBRAS
NGOBROL BARENG SANTAI
EPISODE 8

DISELENGGARAKAN OLEH: ITLA, Swiss Tourism, Switzerland, GPI
DIDUKUNG OLEH: GPI

KUOTA TERBATAS

Kamis / 16 Juni 2022
14.00-15.00 WIB

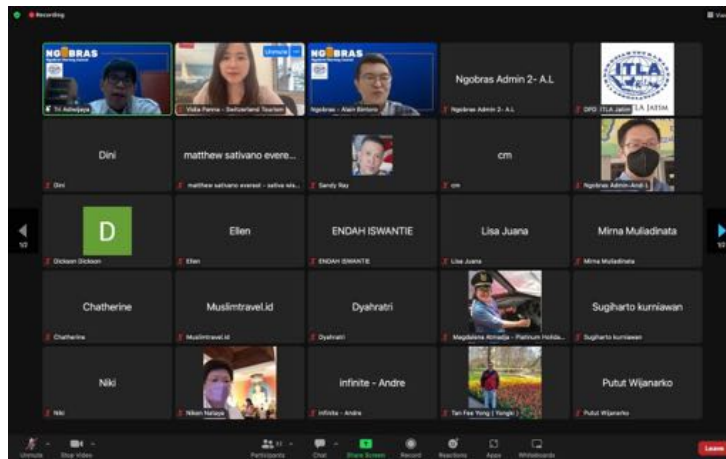
Terbuka untuk
Industri Pariwisata Indonesia

Nara Sumber:
VIDIA - Swiss Tourism
Market Representative
Indonesia

Host:
TRI ADIWJAYA
SDM, Litbang & Inovasi
DPD ITLA Jatim

Moderator:
ALAIN BINTORO
Organisasi & Keanggotaan
DPD ITLA Jatim

ITLAJATIM ITLA JAWATIMUR ITLA.OR.ID



SCIB SEA Carried Out Business Meetings.

- Market: Singapore
- Period: 06-10 June, 08-12 June 2022
- Corporate: HSBC Life FA ISC & HSBC Life ISC
- Overnights: 716
- Turnover: CHF 238,428
- Destination: Lausanne
- Hotels: Beau Rivage Palace



SCIB SEA Carried Out Business Meetings.

- Market: Singapore
- Period: 20-26 June 2022
- Corporate: Daikin Singapore
- Overnights: 204
- Turnover: CHF 67,932
- Destination: Interlaken, Vevey. Geneva, Zürich,
- Hotels: Victoria Jungfrau Grand Hotel, Modern Times, Mövenpick Hotel & Casino, Hyatt Regency Zürich Airport



SCIB SEA Carried Out Business Meetings.

- Market: Malaysia
- Period: 10-15 June 2022
- Corporate: Kenanga Investors Sdn Bhd
Malaysia
- Overnights: 150
- Turnover: CHF 49,950
- Destination: Zürich, Interken, Geneva
- Hotels: Marriott Zurich, Victoria Jungrau
Grand Hotel, President Wilson





Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Vietnam
- Period: 08-09, 23-35 June 2022
- Corporate: Long Son Limited Co.
- Overnights: 306
- Turnover: CHF 101,898
- Destination: Lucerne
- Hotels: *Astoria, Radisson Blu Lucerne*



STS – Intro & a/c opening for Traveloka.com

- Date: 17 June 2022
- Contact: Online conference
- Market: SG, ID
- Target: Expand OTA channels to roll out STP on their website & app before launch of STS tactical promo in September 2022. Agreement signed by end June.
- Goal: >100 STP per month for a start
- Partners: Rail Europe



Online – June Summary.

- June 2022, FB ST SEA
Monthly SoMe Report
- June 13 – 100% Women teaser
- June 19 – Happy Father's Day Zurich
- June 21 – World Record
- June 23 – VAUD's outdoors

Online – Monthly Posts.



Switzerland.

We need more women at the top. 🇨🇭 - 🇨🇭 - 🇨🇭 - 🇨🇭 - 🇨🇭 We need Switzerland. 🇨🇭

Our 100% Women challenge returns this summer with a new goal: to set a world record for the longest all-female rope team.

Join us to watch Cindy Sirinya Bishop and Christine Amour-Levar, representing Southeast Asia, alongside 80 women from 25 different nationalities as they fearlessly step out of their comfort zone to conquer the



100% Women | Switzerland Tourism
Fancy discovering Switzerland with girl power? Wonderful Women can find inspiration for holidays in Switzerland here. Alongside women-only offers

924 Interactions	911 Reactions	5 Comments	8 Shares	12.64 Interactions per 1k Fans
17.8k Reach	13.6k Paid Reach	4.0k Organic Reach		
1.2k Engaged Users			263 Post Clicks	

This Father's Day, the best gift for an adventurous Dad is an experience of a lifetime, here in Zurich!

👉 Swipe now for Dad-friendly travel ideas!

#IneedSwitzerland #inlovewithSwitzerland #FathersDay



35 Interactions	30 Reactions	4 Comments	1 Shares	0.48 Interactions per 1k Fans
2.8k Reach	0.00 Paid Reach	2.8k Organic Reach		
55.00 Engaged Users			29 Post Clicks	

On 17th June 2022, a world record was set in Switzerland! Over 80 women from 25 countries, scaled the 4,164m Breithorn together! The world's largest all-female rope team as part of the 100% Women Peak Challenge 2022.

For the first time, women from Southeast Asia took part in the Peak Challenge and did us all proud. Heartiest congratulations to Cindy Sirinya Bishop from Thailand, Christine Amour-Levar from Singapore, along with our SEA contest winner, Rosalia Gitau!



1 222 Interactions	1 168 Reactions	21 Comments	33 Shares	16.71 Interactions per 1k Fans
63.2k Reach	32.4k Paid Reach	32.0k Organic Reach		
3.1k Engaged Users			2.3k Post Clicks	

Online – Monthly Posts.

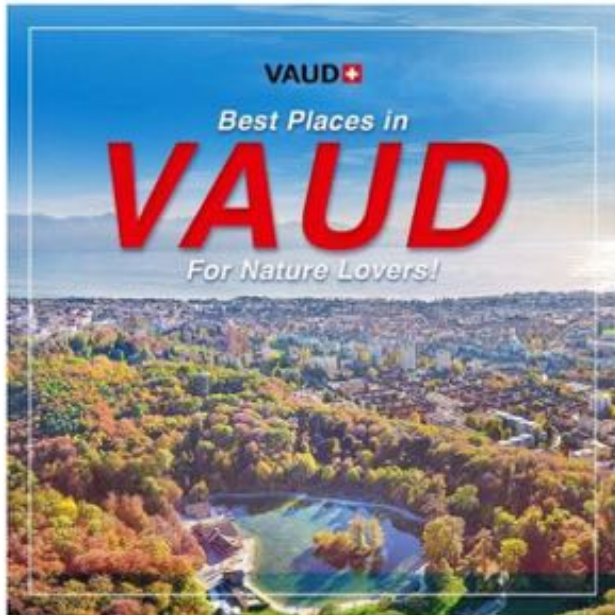
Our beautiful canton of VAUD brings out the best of nature, don't you agree?



Explore a fun-filled day of biking, hiking and outdoor rides in VAUD today! 🚲

<https://www.myswitzerland.com/en-sg/destinations/lake-geneva-region-vaud/>

#IneedSwitzerland #inlovewithSwitzerland



12	11	0	1	0.16
Interactions	Reactions	Comments	Shares	Interactions per 1k Fans

907.0	0.00	907.0
Reach	Paid Reach	Organic Reach

14.00	6
Engaged Users	Post Clicks

Online - Spring Livestreaming (100%W+Valais)



Switzerland.

Switzerland. (PH, TH, ID, ...) was live.
Published by Streamyard
June 13 at 10:23 AM

We need more women at the top. - - - -
We need Switzerland. 🇨🇭
Our 100% Women challenge returns this summer with a new goal: to set a world record for the longest all-female rope team.

Join us to watch Cindy Bishop and Christine Amour-Levar, representing Southeast Asia, alongside 80 women from 25 different nationalities as they fearlessly step out of their comfort zone to conquer the 4,027-metre Allalinhorn in Switzerland together!
📍 Happening on 17th June (Friday) at 2.30pm (GMT +8). Click "Going", so you can set a reminder now.

#SEASwitzerland
#IneedSwitzerland
#inlovewithSwitzerland
#worldrecordsallain
#Ineedswitzerland
#saasfee
#Mammut_Swiss1862
#Peakchallenge
#saastalbergbahnen
#keeponeexploring
See less

📺 This live video has ended.

📺 JUNE 17 AT 2:30 PM
100% Women Peak Chall...
This video is now available to watch
Watch Now

👍❤️ 21 4 Shares

Performance for your post

1860	People reached
40	Likes, comments & shares
37	Post clicks
0	Photo views
0	Link clicks
37	Other clicks

View more details

Negative feedback

0	Hide all posts
0	Hide post
0	Report as spam
0	Unlike Page

40 Likes, comments & shares

Branded content distribution View breakdown

1860	1860	0
Total reach	Organic reach	Paid reach
1901	1901	0
Total impressions	Organic impressions	Paid impressions

- June 17th 2.30pm
- 1 hour livestreaming with ST SEA
FB followers
- Featured partners
- Valais & Zermatt
- 1 teasers post|1 Event post
- 1,880 reach|250 views

Online – Swiss Embassy SG & TH SoMe.



Switzerland.

Embassy of Switzerland Singapore June 14 at 9:15 AM

The 100% Women peak challenge 2022 is happening this week! 80 women from 25 countries will make an ascent on the 4,027m high #Allalinhorn in #Valais, and set a unique record as the world's largest all-female rope team. The peak challenge is part of the 100% Women initiative launched by Switzerland Tourism, which aims to highlight women in outdoor sports and encourage women to tour Valais Wallis.

This year, Southeast Asia will be represented for th... See more





You, Konstantin Bumann and 20 others 3 Comments 2 Shares

Embassy of Switzerland in Thailand June 17 at 8:00 PM

The 100% Women peak challenge 2022 is happening TODAY on 17th June! 80 women from 25 countries will make an ascent on the 4,027m high #Allalinhorn in #Valais, and set a unique record as the world's largest all-female rope team.

The peak challenge is part of the 100% Women initiative launched by Switzerland Tourism, which aims to highlight women in outdoor sports and encourage women to tour Switzerland.

T... See more



38 3 Shares



Switzerland.

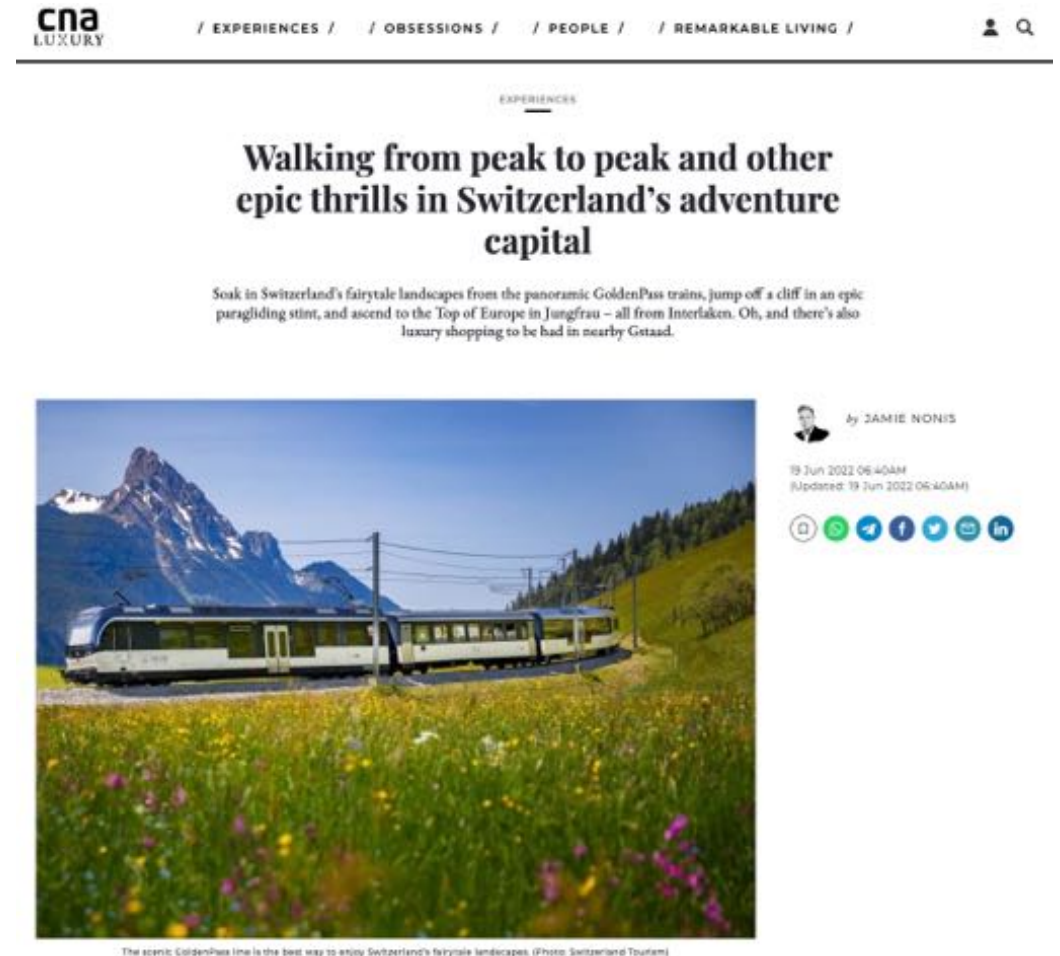
Summer+100% Women Media Event (Singapore).

- 8 June Media Event @ 1880
- 10 Media
- Ambassador Fabrice Filliez and Christine Amour-Levar as guest speakers



Online/KMM (Singapore) - ChannelNewsAsia Luxury.

- Singapore
- > 111 million page views and 14 million unique visitors each month
- News channel for Singapore
- Partners: Jungfrau/Interlaken
<https://cnaluxury.channelnewsasia.com/experiences/interlaken-switzerland-activities-travel-200791>



The scenic GoldenPass line is the best way to enjoy Switzerland's fairytale landscapes. (Photo: Switzerland Tourism)

Online/KMM (Singapore) – HerWorld.

- Singapore
- 970,000 unique visitors per month
- Magazine channel for Singapore

- Partners: Lucerne, Valais (100%W)

<https://www.herworld.com/life/travel/your-next-travel-destination-should-be-switzerland/>



T / TRAVEL

Forget Bangkok Or Bali. Switzerland Should Be On Your Revenge Travel Bucket List

From Michelin restaurants to a mountaineering event dedicated female outdoor enthusiasts, it's about time you book a trip to the Swiss alps

BY HER WORLD TEAM / JUNE 14, 2022



Online/KMM (Singapore) – TTG Asia.

- Singapore
- 40,000 unique visitors per month
- B2B Trade channel for Singapore

<https://www.ttgasia.com/2022/06/10/switzerland-entices-south-east-asia-travellers-with-summertime-pursuits/>

Switzerland entices South-east Asia travellers with summertime pursuits

By Rachel AJ Lee / Posted on 10 June, 2022 17:47

With the summer season in full swing, Switzerland is riding the revenge travel wave to promote its other outdoor pursuits, a stark difference to the snow-capped mountains and winter sports it is already renowned for.



Switzerland appeals to different target groups with its leisure offerings for all seasons



Switzerland.

Online – e-newsletters to Media.

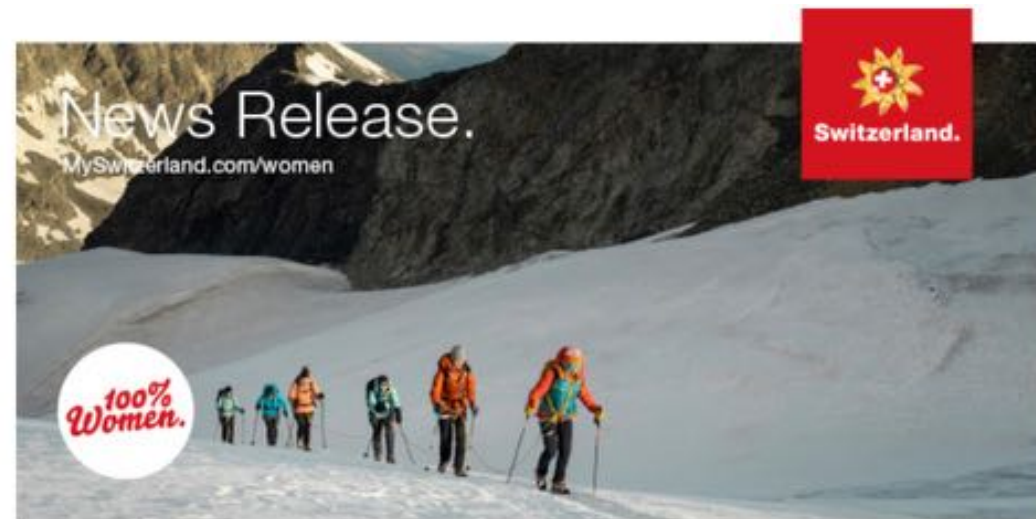
100% Women:

- June 20:

<https://newsletter.gadmin.ch/t/ViewEmail/r/C2FFFC9C49841AEF2540EF23F30FEDED?alternativeLink=True>

- June 13:

<https://newsletter.gadmin.ch/t/ViewEmail/r/22D1773889FE41E92540EF23F30FEDED?alternativeLink=True>



World Record: The world's largest women's rope team

Online/KMM (Singapore) – Tripzilla.

- Singapore
- 40,000 unique visitors per month
- B2B Trade channel for Singapore

Switzerland entices South-east Asia travellers with summertime pursuits

By Rachel AJ Lee / Posted on 10 June, 2022 17:47

With the summer season in full swing, Switzerland is riding the revenge travel wave to promote its other outdoor pursuits, a stark difference to the snow-capped mountains and winter sports it is already renowned for.



Switzerland appeals to different target groups with its leisure offerings for all seasons

Online/KMM: Spring KOL Trip x L'Officiel SoMe.



Switzerland.



TRAVEL
Tong Bing Yu brings us to discover
her 13 favourite Switzerland
destinations
[LOFFICIELMALAYSIA.COM](https://www.lofficielmalaysia.com/travel/13-unique-spring-experiences-in-switzerland-according-to-tong-bing-yu)

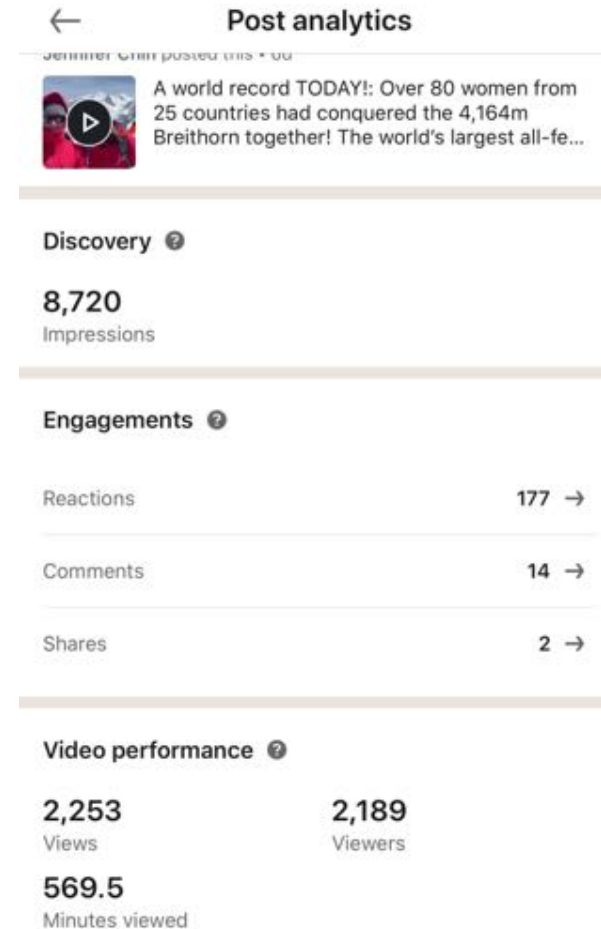
- Teaser
- VAUD
- Zermatt + Reel
- Valais + Leukerbad
- Grindelwald/JF + Reel + Reel
- Zurich

L'Officiel SG + MY:

<https://www.lofficielmalaysia.com/travel/13-unique-spring-experiences-in-switzerland-according-to-tong-bing-yu>

Online: Summer KOL Trip.

- Cindy Bishop & Christine Amour-Levar
Total: 900k followers
Average: 4.5k interaction per post
- Partners:
Valais, Zermatt and VAUD
- LinkedIn Trending video post: 8,720 impressions



SEA – Asia Pacific Workshop 2022

- Pre-convention Tour: 13-16 June, 2022
- Workshop and Zurich destination tour: 16-19 June, 2022
- 33 Delegates from SEA: 6 Singaporean, 7 Malaysian, 8 Indonesian, and 12 Thai buyers



Online (Thailand): Summer KOL - TIEWENG.

- Thai travel bloggers: TIEW-ENG
Total: 436k followers
2-10 June, 2022
- Partners: STS, Zurich, LLR, JR, Interlaken, MRAG Valais, Zermatt, RHB, GEX, Schilthorn, Diavolezza, Adelboden-Lenk-Kandersteg
- Facebook: <https://www.facebook.com/tieweng>
- Instagram: <https://www.instagram.com/tieweng/>
- Website: <http://www.tieweng.com/>
- LineToday: to be published in July
- YouTube: to be published in July



SCIB SEA Carried Out Business Meetings.

- Market: Cambodia/Thailand
- Period: 30 June - 03 July 2022
- Corporate: SCG Cement Thailand, SCG Cambodia
- Overnights: 261
- Turnover: CHF 86,913
- Destination: Vaud, Zurich, Interlaken, Luzern
- Hotels: Geneva Mövenpick Hotel & Casino, Crown Plaza Zürich



Australia.



Switzerland.





Switzerland.

KAM: Travel Managers Market Day.

- Travel Managers are one of Australia's largest home-based retail agents network (owned by House of Travel)
- ST at Travel Manager's Market Day, their first expo after the pandemic
- 50+ NSW based Personal Travel Managers (PTM) attended expo
- Coverage in trade media





Switzerland.

KMM: Influencer on the GtoS in June 2022.

- 2 major AU influencer along the Grand Tour of Switzerland (12 days)
- Sean Scott and Luke Workman:
 - <https://www.instagram.com/seanscottphotography/> (337,000 followers)
 - 4min video available on <https://fb.watch/dXf36c6WXG/> (must see)





Switzerland.

KAM: Webinar Winter Magic Tour.

- Webinar about the Winter Magic Tour
- Hosted by Lisa Maroun from Travel Daily (TD) and Richard Taylor, The Travel Community Hub (TCH)
- Not a regular webinar: Lisa attended a fam trip in April and tells agents about the trip (interview style with TCH)
- 180 agents registered, 76 attendees live
- Recording promoted on TD and Travel Community Hub platforms and ST Trade Corner

2022 06 21 Switzerland Tourism's Winter Magic Tour
Richard Taylor

The Travel Community Hub

2022 06 21 Switzerland Tourism's Winter Magic Tour
Switzerland Tourism's Director for Australia & New Zealand, Livio Goets, spoke to Richard Taylor about the. Lisa Maroun has recently completed that itinerary and joined us to share her

2022 06 21 Switzerland Tourism's Winter Magic Tour
Richard Taylor

The Winter Magic Tour!
Weds 15th June, 13:00 AEST

Do you know Switzerland Tourism's Director Australia & New Zealand, Livio Goets, when he takes paternity leave with the imminent arrival of a little one he'll be out Switzerland's 'Winter Magic Tour' and answering your questions. Meet my friend Lisa Maroun, who recently completed that very same tour and will be sharing the details of what it's really like.

Don't miss it. Register below, including if you're busy but would like to receive the recording.

[Register](#)

India.



Switzerland.





Switzerland.

Swiss Travel Pass promotion campaign.

- We ran the the Swiss Travel Pass promotion on Display & Facebook.
- The Newsfeed campaign on Facebook & Instagram had targeting specific to audiences who have interacted with the product including other international traveller to cover intent and interest-based targeting.
- The display platforms included in the campaign were Spotify, NDTV, Dailyhunt, Phonepe and was targeted basis an audience profiling that included the HNI, International travel etc .
- **Total impressions:**
 - Social Media: **13'060'075**
 - Programmatic: **22'666'772**

Swiss Travel Pass



Unlimited travel on train,
bus and boat.
•
Kids upto 16 go free.
•
3 free mountain excursions
& upto 50% off on all
other mountain excursions.
•
400 museums free.
•
*Panoramic trains included.

Spotify



Facebook

KAM: Asia-Pacific Workshop (APW) 2022 – 13th – 19th June 2022.

- Opportunity for buyers across the APAC Region to interact with Swiss suppliers interested in the markets
- Pre-convention tours (13th - 16th June 2022) – as per buyer's choice
- Workshop (16th – 19th June 2022): Zurich destination tour (17th June) and One-to-One pre-fixed meetings (18th June)
- Total no. of attendees from India: 15



KAM: Training 2 – BlueBerry Travels (8th June 2022)

- Exclusive destination training for the BlueBerry Traves team
- Hybrid Training
 - Mumbai Team: In-person
 - Pune & Surat Team: Zoom
- Presented Switzerland and its various Touristic offerings and highlighted the latest travel protocols / guidelines for Switzerland
- Total No. of attendees: 7

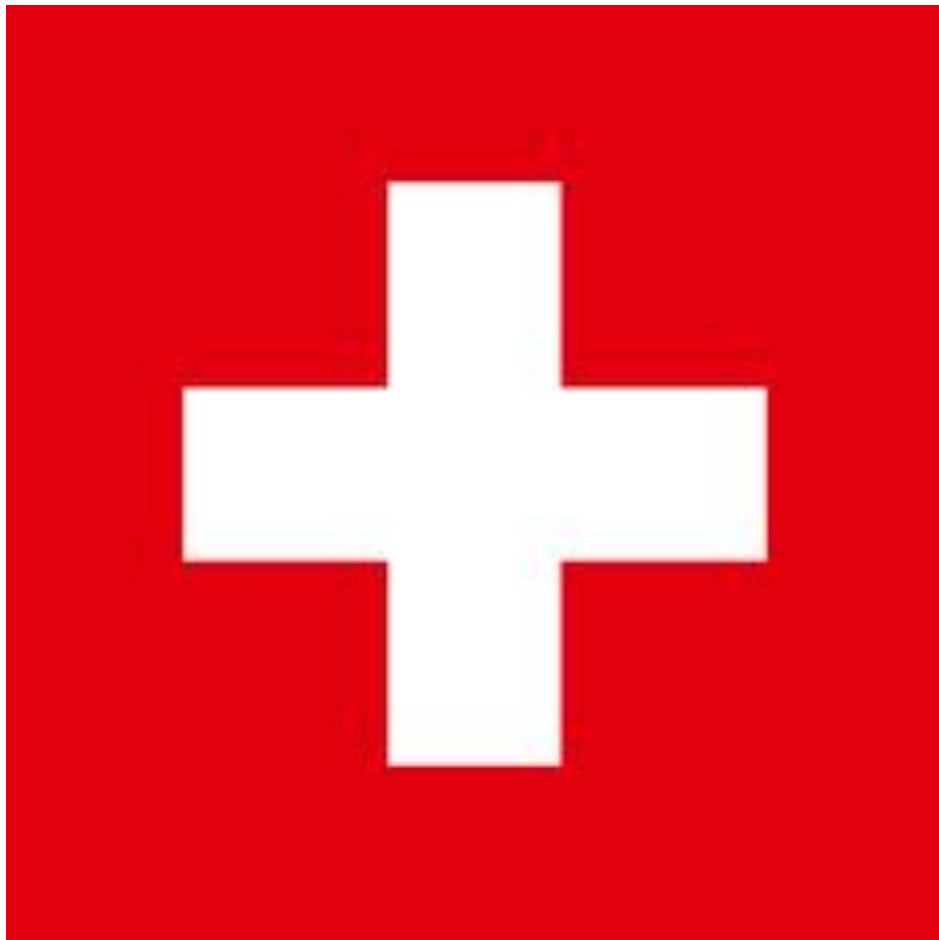


Markets West.

Switzerland.



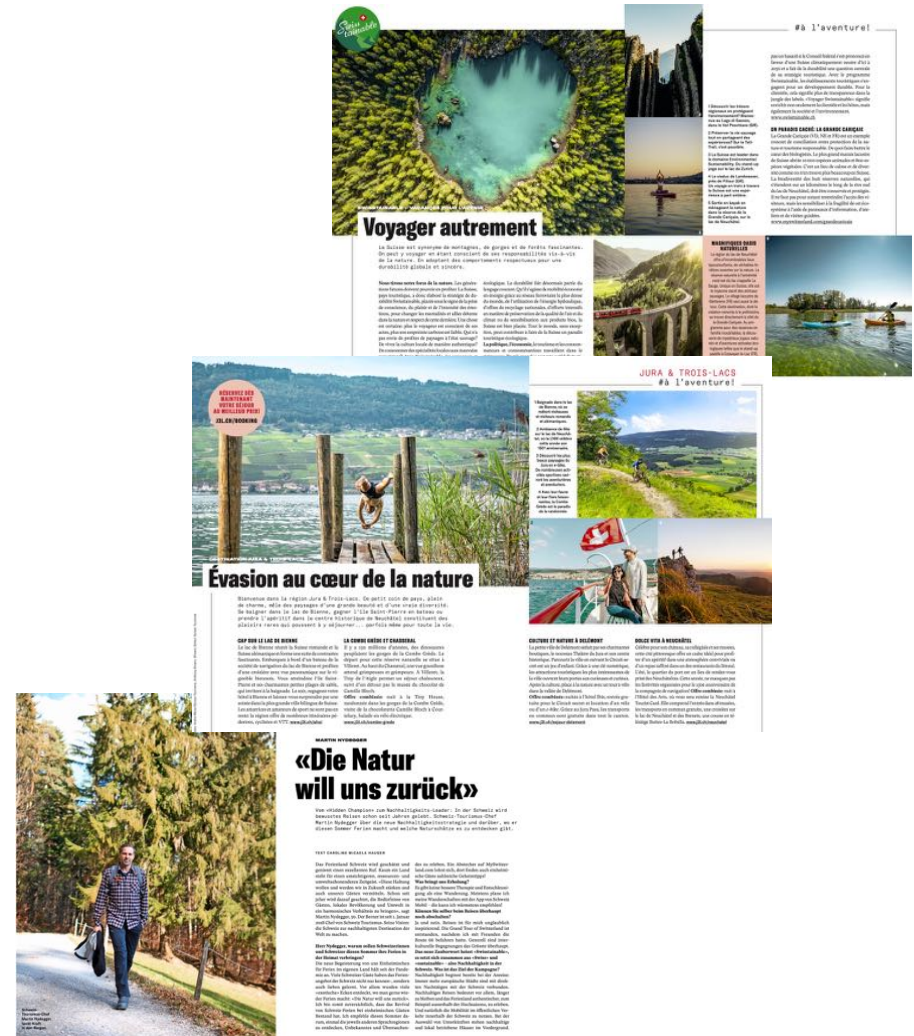
Switzerland.



ST Swisstainable Summerspecial 2022.



- Integration in Schweizer Illustrierte & Illustrié
- Print & Online Publication June
- Circ. 187'000 / Reader: 760'000
- Topic: Swisstainable over 23 pages
- Freespace: Interview M. Nydegger & 1 page ad
- German/French
- Partner: J3L, Lugano, Lucerne, Bern Region, SBB, Mammut, Kambly, Europcar, SCM, Raiffeisen, MOB, Harley Davidson, Foxtrail





Switzerland.

Integration in daily newspaper.

- 4-page print spread in 10 daily newspaper
- Publication: 25./26. June 2022
- Circ. 995'064 / Reader: 2'040'000
- German/French/Italian
- Topics: Summer, Hiking, e-Bike, Wine Tour etc.
- Tages-Anzeiger, Bernerzeitung, Le Matin Dimanche, St. Galler Tagblatt, Luzerner Zeitung, Bz Basel, Schweiz am Wochenende, Walliser Bote, La Domenica, Corriere del Ticino.

Un été palpitant.

Partir à plusieurs pour un tour à vélo au fil de l'eau? Ou plutôt à pied à travers les vignobles? Observer les oiseaux depuis la rive d'un lac ou se lancer à l'assaut des fots en canyoning? Tout est possible. Quelles que soient vos préférences, l'été en Suisse ne risque pas d'être ennuyeux.

myPoints.com/switzerland



Tour à vélo pour les épiceuriers.

Quel que soit le paysage de Suisse que le touriste souhaite visiter, il y a toujours un itinéraire à vélo qui correspond à ses goûts. Le touriste peut ainsi profiter de la beauté des paysages suisses tout en faisant du vélo.



Patrimoine - l'art de savoir.

Pour le savoir, il faut aller à la source. C'est ce que font les Suisses, en passant les siècles à découvrir et à protéger leur patrimoine.



À vélo électrique sur la Route 1291.

Le vélo électrique est une excellente solution pour découvrir la Suisse. Il permet de parcourir de longues distances sans s'épuiser.



Entre terre et eau.

La Suisse est un pays où la terre et l'eau se rencontrent. C'est ce qui rend la Suisse si attractive.

La Grande Carrière.

La Grande Carrière est un site unique. Elle est le résultat de plusieurs siècles de travail.



Détente et sport au lac Léman.

Le lac Léman est un lieu idéal pour se détendre et faire du sport.



Randonnées et vin en Valais.

Le Valais est une région où la randonnée et le vin se rencontrent.



Canyoning dans le Val de Riviera.

Le canyoning est une activité sportive qui consiste à descendre une rivière en sautant et en escaladant.

myPoints: le programme de bonus numérique.

myPoints est un programme de bonus numérique qui permet de gagner des points en utilisant des services.



Plus d'informations sur myPoints.com/switzerland



BeNeLux.



Switzerland.





Switzerland.

Meetings: Belgium BBT workshop.

- 27.06.2022
- Domein ten Bossche in Meise
- Speed date workshop followed by dinner
- Mainly agencies, few corporate & associations
- 115 registrations; 105 participants
- 7 Swiss partners
- 3 concrete RFP's





Switzerland.

Swisstainable Bucketlist: Digital Campaign.

April 25 – May 23

Your Swisstainable Bucketlist 2022

- **Interactive Ads** about Swisstainable Experiences (Awareness-Phase)
- Retargeting Campaign to **dedicated listicles with offers** on **MyS.com** (Confidence-Phase)
- Displayed in Belgium (fr + nl) and Netherlands
- Participating Partners:
Bern, Luzern Region, Vaud, Valais, Ticino, Graubünden, STS + RhB
- **12 Mio Impressions**
- **26'700 Clicks**
- **407'00 Interaction**



Italy.



Switzerland.





Switzerland.

KMM: article on magazine Bell'Europa.

- Date: 01.06.2022
- Article on monthly travel magazine Bell'Europa about Picasso – El Greco exhibition at Kunstmuseum Basel
- Contacts: 337'000

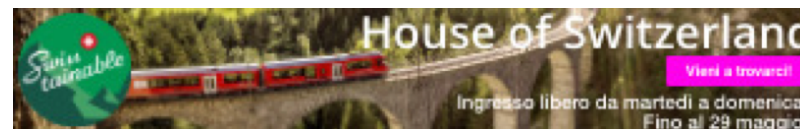




Switzerland.

Digital: House of Switzerland – Beintoo.

- Date: 06 – 26.05.2022
- Proximity digital push to drive people to the exhibition “I need Swisstainable” at the House of Switzerland.
- Contacts: 555'821





Switzerland.

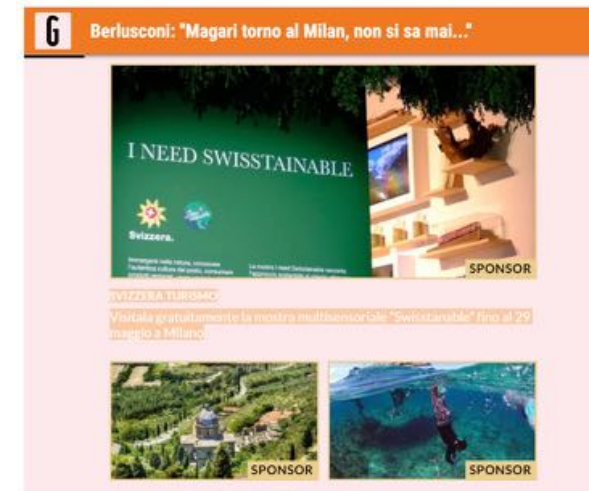
Digital: House of Switzerland - MilanoToday.it + APP.

- Date: 12 – 29.05.2022
- Online promotion in the online newspaper MilanoToday App and website with big format banner about activities in the House of Switzerland and link to the partner pages (/ilmegliodi + /ginevra + /intreno + /ginevra + Rhb/STS) to suggest sustainable trips.
- Contacts: 509'024



Digital: House of Switzerland - Native advertising premium (Sportnet).

- Date: 20 – 29.05.2022
- Native advertising first inviting people to our exposition “I need Swisstainable” in the House of Switzerland in Milan and in the second time, to discover our 3 days sustainable trips to visit our partners’ regions.
- Geotarget Milano + Lombardia



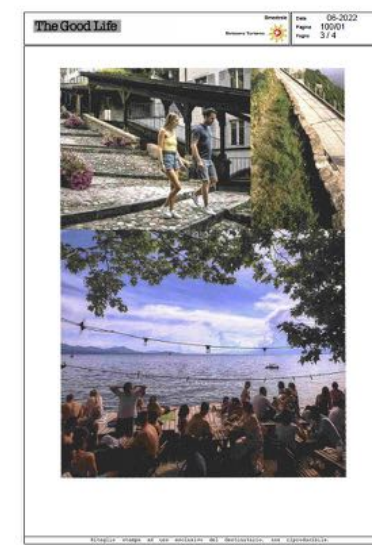
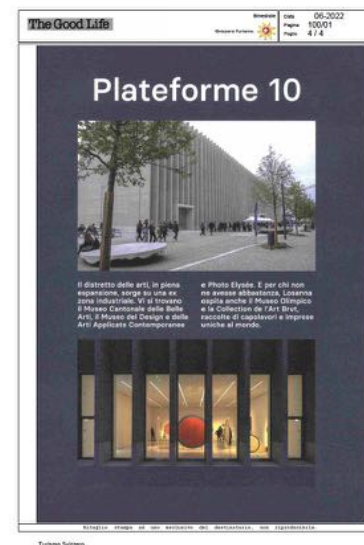


Switzerland.

Campaigning & Activation: ADV on magazine

The Good Life.

- Date: 17.06.2022
- Advertorial with 4 special supplements
- Magazine: June 2022
- Partners involved: Lausanne Tourism
- Contacts: 125'000



Campaigning & Activation: VIP Event Poros Showroom.

- Date: 08.06.2022
- Event during the Design Week in the kitchenshowroom Poros, in collaboration with the Bürgenstock Resorts Hotels, in the heart of Milan, with showcooking by Pietro Leemann, owner of the vegetarian restaurant Joia in Milan (1*Michelin) to promote the hotel.
- Guests of the high society of Milan, architects, designers, and journalists



Campaigning & Activation: Made in Bern - Event @Design Week with HEARST.

- Period: 06-12.06.2022
- Presence at the exhibition “Design for ever” at Palazzo Bovara in Milano during the design week. Exclusive video in loop at the entrance, distribution of brochures, and press release. Presence at the Press Conference and opening.
- Partners involved: Made in Bern





Switzerland.

Digital: Made in Bern - SoMe Campaign with ELLE Decor.

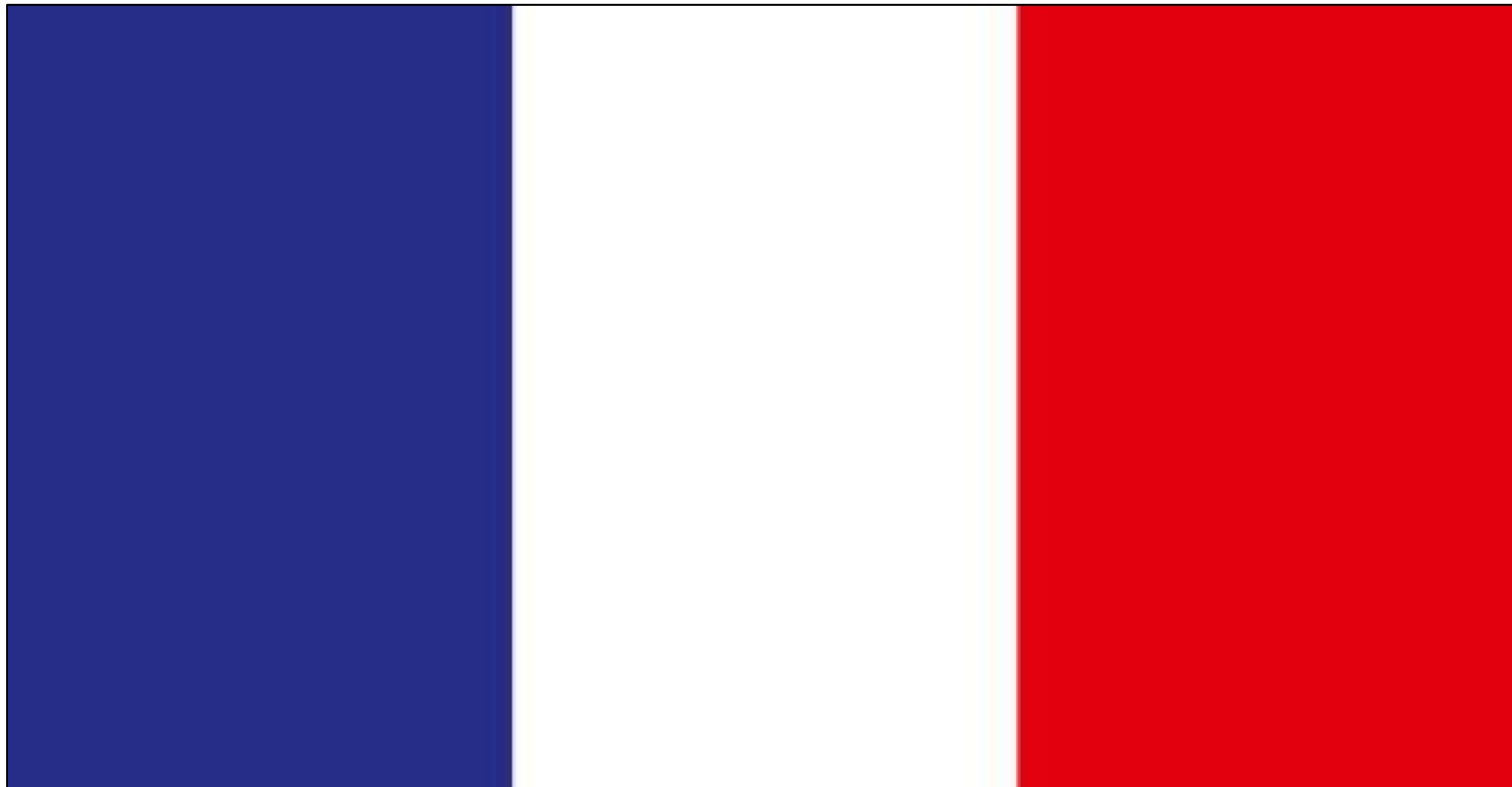
- Period: 06-12.06.2022
- Social Media Campaign @elledecoritalia
- 3 post about Bern UNESCO, Paul Klee and Trauffer Interlaken, in addition of their presence at Palazzo Bovara during the design week
- Contacts: 901k



France.



Switzerland.



Key Partner campaign – Saas-Fee x Le Monde.



Switzerland.

Digital campaign

- Social advertising on LeMonde Media Group (Obs, telerama, leMonde, Huffpost)
- Goal : awareness, visibility
- Period : 18 of May – 8th of June

Final KPIs :

- 1'750'151 impressions
- 14'573 clicks – 0,83% CTR



Key Partner campaign – Pop In the City Basel.

Pop In edition of pop in the city

- An urban raid for women to discover a city from an experimental perspective
 - 30 challenges to solve (sports, culture, art, extreme, solidarity)
- Date : 25th June 09:00 -17:00

KPIs

- 600 participants
- + Presence of French influencers





Switzerland.

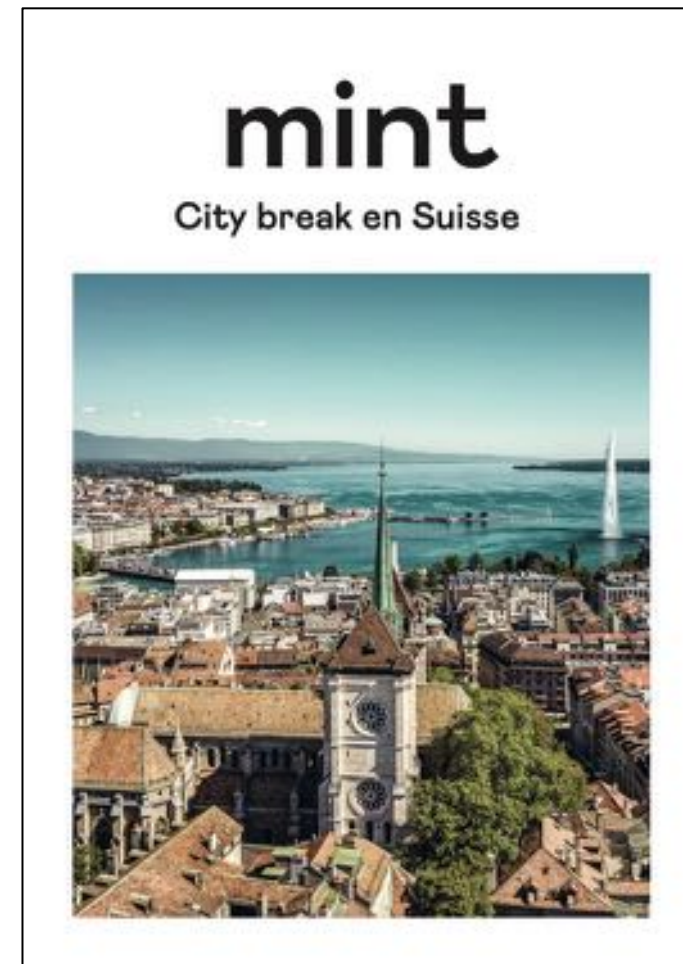
Campaign activation for Swiss Cities.

City break en Suisse with Mint

- Format : 28 pages dedicated to the Swiss Cities (A) inserted with Mint Magazine
 - Lifestyle magazine distributed for free in specific trendy places in France
- Content : partner campaign – multi media stories, hotel cooperation, STS, Victorinox
- Issue : June, summer edition

KPIs :

- 20'000 copies – 50'000 readers





Switzerland.

Campaign activation for Key Partner Lausanne.

Digital campaign with Lausanne

- Goal : awarness / performance
 - Awarness : programmatic campaign with Outbrain, Invibes, on LeMonde and sncf-connect.
- Performance : native performance campaign with Outbrain
- Period : May – June

KPIs

- Performance : 40'000 clics
- Awarness : 5M impressions





Switzerland.

Promotion: Event at the International Animation Film Festival in Annecy.

- Switzerland was the partner country of the festival International Animation Film Festival
- Hosting of a Swiss event by the Consulate of Lyon together with Swiss Films
 - 200 B2B participants
 - 1000 B2C participants participating in the festival
- Visitors could try a special experience by climbing the Matterhorn through a 360° VR video from RedBull The Edge
- Distribution of ST GToS brochures





Switzerland.

KMM – Media event.

- June 9th, in Paris on a rooftop on the Champs Elysées
- Focus on Swiss cities
- Partners attending the event: Geneva Tourism, Lausanne Tourisme and Zurich Tourism
- After the press conference, standing lunch and networking
- 10 key journalists



KMM – Top coverage.

- **TF1 – Le 13h Weekend, Zoom Liechtenstein: petit pays, grandes découvertes.**
- 12 minutes+ on Liechtenstein's landscapes, culture & Tradition and Interview with the Prince
- 18.06.2022.
- Result of a media trip in April.
- About 6.4 M contacts.



KMM – Top coverage.

- **France 5, Samedi à tout prix - *TGV et petite lignes: cet été, on voyage en train !***
- The theme of the day were the trains in Europe
- 18.06.2022
- Presentation of the Glacier Express and the Grand Train Tour.
- [Link to the replay \(25'40"\)](#)





Switzerland.

KMM – Media result.

- **Beaux Arts magazine, *À Lausanne, la culture dans une forme olympique***
- 26.06.2022
- Tips for a cultural weekend in Lausanne:
 - Plateforme 10, historical hotels, Olympic museum, Art brut museum, old town, Fondation de l'Hermitage.
- [Read the article](#)





Switzerland.

SCIB : Webinar "Lausanne, your sustainable and innovative events, human-sized".

Target: agencies & corporates

Date: June 14th

- 11 clients participated live
- 51 other clients were not able to join, but wanted to receive the presentation and the replay.



Participez à notre webinar du mardi 14 juin à 9h30.

Lausanne, vos événements durables et innovants à taille humaine.

Facilement accessible en TGV depuis Paris, la ville de Lausanne est un parfait exemple de ville durable, regorgant d'espaces verts et ayant une politique RSE ambitieuse et multidimensionnelle depuis de nombreuses années. Connue sous la dénomination **Capitale Olympique** - à visiter impérativement avant les JO 2024 - elle est également un pôle d'innovation.

Lors de ce webinar de **20 min**, **Charlotte Bourquin** de Lausanne Tourisme va partager avec nous une sélection de lieux et activités durables, et nous dévoiler les dernières nouveautés, intéressantes pour vos événements.

Pour vous inscrire, rien de plus simple : [cliquez ici](#) et complétez le formulaire. Les instructions pour accéder à la session du webinar (via Zoom) vous seront envoyées après votre inscription.

Vous n'êtes pas disponible mais intéressé par la présentation ? Complétez aussi le formulaire et nous vous ferons parvenir les informations à la suite du webinar.

Comment ça marche ? (depuis la crise, tout le monde connaît Zoom...) vous suivrez tout simplement les explications en ligne via votre ordinateur, tablette ou smartphone. Grâce à la fonction "chat", vous pourrez aussi intervenir et poser vos questions en direct, mais vous n'activez pas vos caméras.

Franziska & Salomé

Suisse Convention Bureau
01 44 51 65 40



SCIB : E-news « A refresh for your address book » Switzerland.

Target : subscribers from our client DB

Date : Sent June 23rd

Nb contacts : 2 388

- **Content:**
- New seminar hotels and event location openings
- Some of our partners favorite places in their city (Lausanne & Crans-Montana)
- **Result**
 - 25.79 % opening rate
 - 232 clicked a link



Un coup de frais pour votre carnet d'adresses.

L'été est – presque – là, mais vous cherchez déjà des nouveautés pour donner du pep's à vos événements de la rentrée ? Cela tombe bien, car l'offre événementielle Suisse se renouvelle constamment...

Dans cette newsletter nous souhaitons casser certaines idées reçues de la Suisse en vous présentant des nouveautés qui montrent de l'audace, de la créativité et de l'innovation. En bonus, deux de nos destinations partenaires partagent leurs coups de cœur avec vous. A coup sûr une belle source d'inspiration pour vos futurs événements !

Si cela vous a donné envie, mais que votre lieu idéal n'est pas encore trouvé, n'hésitez pas à nous appeler pour qu'on en discute. Nous nous relayerons tout au long de la période estivale afin d'être présentes pour vous à tout moment. Bel été à vous !

Franziska Luthi & Salomé Perrin
Suisse Convention Bureau - Paris



Switzerland.

SCIB : IMEX in Frankfurt.

3 days from May 31st to June 2nd

- Few pre-scheduled appointments and very few French clients on site
- Exhibitors : More than 2,300 Intl Mice suppliers
- Visitors : More than 2,800 Agencies, Corporates, Venue Finders ...
- 4 qualified appointment. 1 RFP



SCIB : 16th Switzerland Meeting Trophy.

- Date: from June 17th to 19th
- The team France accompanied by Franziska (5 agencies) travelled from Geneva, Lausanne, Montreux and Villars
- Target: agencies
- 2 last-minute cancellation
- Result : not winner



Portugal.





Switzerland.

What happened in Lisbon in June 2022.

- **2 Covers** and **26 pages** in top Portuguese media.
- **1 media trip** focused on hiking.
- **2 content creator trips.**
- **4 meetings** with agencies and the tourism industry.
- **5 exchanges** and meetings with journalists and content creators.
- **1 meeting** with TV Host, Health/Sustainability Influencer.



Timing: June 2022



Circulation: 1'475'442



Media contacts: 1'574'766

Marketing contacts: 751'318



Switzerland.

KMM/Digital: Volta Ao Mundo

- **Cover and 18 pages** of report in the **main travel magazine** as well as online coverage on Summer in the Mountains – Interlaken and Gruyères.
- «Volta Ao Mundo» is a very strong and high-quality magazine print and digital with focus on travel and stories of people around the world.



Timing: June 2022

Circulation: 30'000



Media contacts: 176'150

Marketing contacts: 416'918



KMM/Digital: Público Fugas.



Switzerland.

- 2 pages in print and online edition of “Público Fugas” one the main newspapers on 100% Women World Record.

- «Público» is a very strong and high-quality newspaper print and digital with an edition “Fugas” focused on culture and travel.

Timing: June 2022

Circulation: 605'460

Media contacts: 1'398'616

Marketing contacts: 319'960





Switzerland.

KMM/Digital: Público Fugas.

- **Cover and 6 pages** of report in one of the **main newspaper** on Swiss gastronomy featuring Lugano, Geneva and Basel.
- «Público» is a very strong and high-quality newspaper print and digital with an edition “Fúgas” focused on culture and travel.



Timing: June 2022



Circulation: 605'460



Media contacts: 1'398'616

Marketing contacts: 319'960



Spain.



Switzerland.



Switzerland.

KMM: AMoS booklet @ Room Magazine.

- Room Magazine is a high-quality magazine focused on design, art and architecture
- A total of 34'000 copies were distributed with a silicone teardrop glued on a double-page advertorial about the AMoS
- A QR code linking directly to the AMoS website has also been integrated into this double content page
- The advertorial published in the digital edition with posts on its social media channels

Timing: June 2022

Circulation : 34'000 copies

Marketing contacts: 167'721





Aletsch Arena advertorial @ Lugares de aventura Switzerland.

- «Lugares de Aventura» is the reference portal for winter sports and adventure in partnership with «Lavanguardia.com», one of the national online newspapers with the largest audience in Spain
- An advertorial about Aletsch Arena as a summer destination was organized, including a placement on the home of «Lavanguardia.com» with a publication on its social media channels






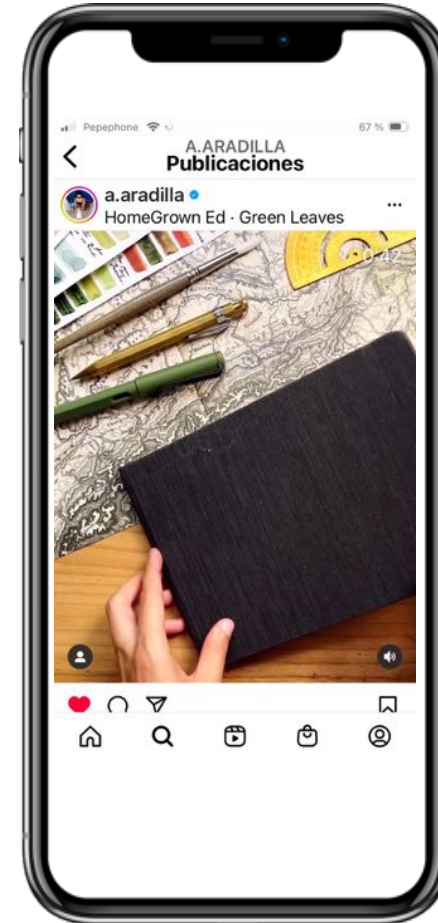
Timing: May-June 2022



Marketing contacts: 1'314'000

Sketching Fribourg Region with Alicia Aradilla.

- @a.aradilla is a travel sketcher and content creator who has recently traveled to the Fribourg Region creating an illustrated travel diary showing all the beautiful highlights of this region
 - She has also shared the experience with his community and created an IG guide too
 - We will produce 50 sets of postcards with her illustrations and sent it out at the beginning of next year to our top media contacts as an inspiration
-  Audience 55'400  9 posts & 70 stories  ER10%



Timing: June 2022



Marketing contacts: 650'000

Zurich advertorial @ El Duende I.

- Niche magazine and website for urbanites who love culture, architecture and design
- The advertorial, illustrations, map and the podcasts, highlight the secrets of Zurich
- The magazine was distributed to 771 establishment in Madrid and featured on their home, as well as SoMe channels
- Link to the complete article

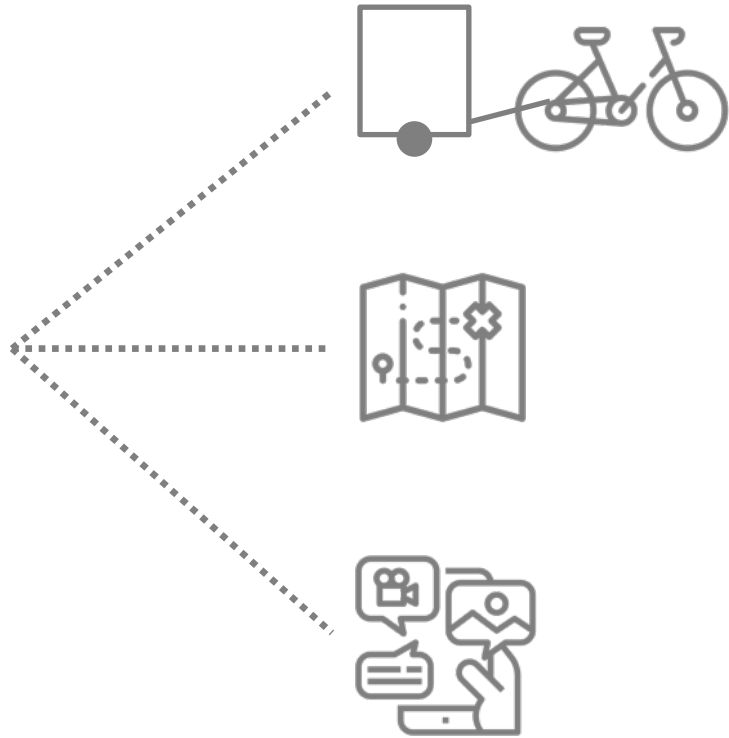


Timing: June 2022



Marketing contacts: 141'738

Swisstainable on Tour.



1. ExpoBike in four cities

2. 118'000 printed maps

3. Microsite on MyS.com



Timing: June 2022 with 4 partners | KPI marketing contacts: over 2.5 million

Swisstainable on Tour MAD, BCN, VAL & BIO.

- The ExpoBike is a mobile exhibition that brings the Swisstainable idea closer to the people. An electric bike carries the exhibition within a foldable trailer becoming a portable Ad while traveling
- The exhibition was exhibited on important local city venues
- Partners: STS, Vaud Promotion, Fribourg Region and Basel



Timing: June 2022 with 4 partners | KPI marketing contacts: over 2.5 million



Swisstainable on Tour MAD, BCN, VAL & BIO.



Switzerland.



02. - 05.06.2022 Madrid



09. - 12.06.2022 Barcelona



16. - 19.06.2022 Valencia



23. - 26.06.2022 Bilbao



Switzerland.

Swisstainable on Tour map.

- A Swisstainable map with content from the participating partners was created and distributed
- The 118'000 printed copies were handed over during the ExpoBike and inserted in the magazines of Muy Interesante & Cuerpo Mente «glued» on an Ad page



Timing: June – July 2022

Marketing contacts: 292.500



Swisstainable on Tour microsite VerdeAlpino.

- Creation of the microsite MyS.com/VerdeAlpino where users can download the map, explore the Swisstainable topic and information with bookable offers from the partners
- A digital campaign was activated to generate additional traffic to the site
- Creation of a trip raffle to Switzerland




Timing: June – July 2022



Traffic campaign MyS.com/VerdeAlpino.

- Social Media Ads campaign to generate traffic on VerdeAlpino

 1'831'714 impressions

 5'179 clicks

 1'413 raffle entries

 Average time on page: 1min 71s



Timing: June 2022

Marketing contacts: 1'831'714



Suiza.  Publicidad · 

¿Te gustaría viajar a Suiza sin salir de Barcelona?  Descubre la exposición Swisstainable on Tour en el centro ... [Ver más](#)

Te llevamos a Suiza.

#NecesitoSuiza

myswitzerland.com
Visítanos y gana un Viaje a Suiza [Registrarte](#)

 Me gusta  Comentar  Compartir



Switzerland.

KAM: Sales Manual & STA emailing.

- Hosteltur and Agenttravel are the 2 most important travel trade media channels in Spain
- The objective was to increase the downloads of the sales manual and the registrations on the Switzerland Travel Academy, with a total of 11.155 mail openings and 813 clicks on the links



Timing: June 2022

Marketing contacts: 103.000

HOSTELTUR



Un manual de ventas más útil que la navaja suiza

Mediante esta guía on line podrás orientarte por el país, ofrecer experiencias únicas y abrirte a tus viajeros puertas que desconocías. Región a región, valle a valle y ciudad a ciudad, encontrarás las mejores propuestas para sorprender y demostrar que con Suiza no hay tópico que valga.

Visualízalo aquí

Gradúate en Suiza

Mis módulos

Módulos básicos - Tu entrenamiento comienza aquí.

En colaboración con Switzerland Travel Academy accede a los módulos básicos para certificarte en el conocimiento de Suiza y mejorar tu marketing.

Beneficio de gran calidad, posibilidad de hacer, probar, saber y practicar. ¡Regístrate ahora!

Nuestra Switzerland Travel Academy te espera para certificarte como un auténtico experto en Suiza. Sus cuatro módulos básicos, que no llevan más de tres horas en completar, son perfectos para conocer lo mejor de país. Los de especialización, ofrecen un enfoque más profundo en aspectos como vacaciones en familia, alojamientos o turismo activo. ¡Consigue tu certificado oficial de Especialista en Suiza!

Regístrate ahora



Switzerland.

Fiction Podcast BLUM.

Cities and AMoS June 2022



Switzerland.

Discovering the
Art Museums of Switzerland
in our boutique towns
through a Fiction Podcast.





Switzerland.

The scripts writers.

Carmen Pacheco & Manuel Bartual

- Screenwriters, makers of mysteries, creators of sound thrillers. Pacheco and Bartual have been in charge of writing Blum, a creative duo that is part of the new wave of podcasts in Spanish.

Reaching a community of 311.900 followers

- @manuel.bartual
Twitter 265.8K | Instagram 7K
- @carmen_pacheco
Twitter 16.7K | Instagram 22.4K



15 days visiting our cities and AMoS.

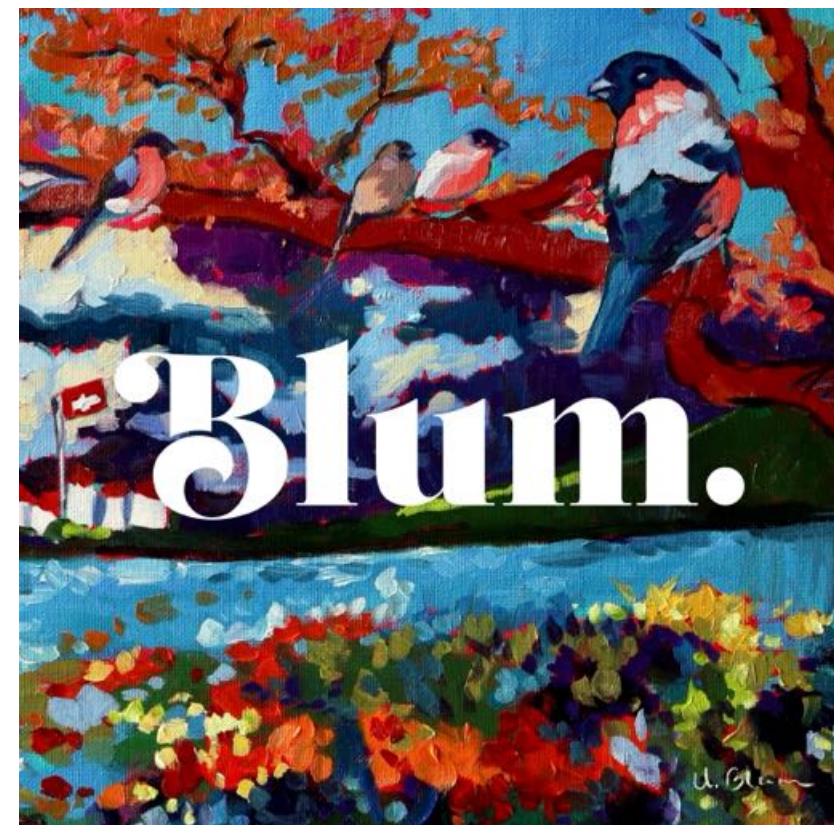




Switzerland.

BLUM: A thriller for cultural lovers.

- Clara Pastor, an art history student, disappears while writing her thesis on Ursula Blum, a 20th century avant-garde painter. Five years later, journalist Emma Castillo decides to travel to Switzerland to continue Clara's investigation and to narrate in a podcast what she discovers about the mystery that involves both women.
- Production of 9 chapters of aprox 20 minutes. All cities and museums are fully integrated and mixed highlighting the train as the perfect way to travel along our boutique towns



Available in all platforms.



PODCAST

Blum

El Extraordinario

FOLGE ICH

Informationen

Clara Pastor, estudiante de Historia del arte, desaparece mientras realiza su tesis sobre Ursula Blum, una pintora vanguardista del siglo XX. Cinco años después, la periodista Emma Castillo decide viajar a Suiza para continuar la investigación de Clara y narrar en un podcast lo que va descubriendo sobre el misterio que envuelve a ambas mujeres.

<... Mehr anzeigen

Blum. La primera ficción sonora de El Extraordinario 2 Min, 3 Sek.

Alle Folgen

- Capítulo 9. La despedida**
Emma se cita en la Kramgasse de Berna con Oliver Davis, un coleccionista que asegura tener una Blum Box. Por su descripción, Emma sospecha que podría ser la caja con la que Ursula y...
15. Juni · 22 Min, 32 Sek.
- Capítulo 8. La melodía**
Emma consigue describir una melodía oculta en las pinturas de Ursula Blum con ayuda de Sonia, la amiga en cuya casa de Lucerna se está alojando. Al día siguiente visita el Museum...
15. Juni · 21 Min, 22 Sek.

Blum

El Extraordinario

SCIENCE FICTION - SERIES

Clara Pastor, estudiante de Historia del arte, desaparece mientras realiza su tesis sobre Ursula Blum, una pintora vanguardista del siglo XX. Cinco años después, la periodista Emma Castillo decide viajar a Suiza para continuar la investigación de Clara y narrar en un podcast lo que va descubriendo sobre el misterio que envuelve a ambas mujeres.

First Episode Follow

Season 1

SEASON 1 TRAILER

Blum. La primera ficción sonora de El Extraordinario 2 min

Estreno en todas las plataformas el 15 de junio. Blum es una ficción sonora de El Extraordinario, creada, escrita y dirigida por Manuel Barbaul y Carmen Pacheco. Protagonizada por Vicky Luengo, Jacinto Bobe, Nikkí Ga...

WEDNESDAY

Capítulo 1. El mensaje 23 min

Emma decide viajar a Suiza para continuar con la investigación de Clara, una estudiante que compartió piso con Pablo, el novio de Emma. Antes de desaparecer, Clara se había obsesionado con Ursula Blum, una pintora van...

WEDNESDAY

Capítulo 2. La partitura 15 min

Al poco de llegar a Suiza, Emma visita una pequeña exposición dedicada a Ursula Blum en un centro cultural de Ginebra. El edificio en el que se encuentra el centro fue antes un sanatorio, el mismo en el que Ursula pasó...

WEDNESDAY

Capítulo 3. La visita 19 min

Emma visita dos de los cuadros que Ursula pintó en el sanatorio. Para ello se cita en Basilea con Cristina, una trabajadora de uno de los museos de la ciudad. Con ayuda de Cristina, Emma comienza a comprender L...

WEDNESDAY

Capítulo 4. El milagro 20 min

Tras descubrir algunos datos de la vida de Clara con ayuda de una de sus amigas, Emma viaja hasta Lugano para ver el último cuadro que pintó Ursula. Allí le cuentan una leyenda local que se atribuye a la pintora. Para...

Additionally BLUM is available in platforms like Spotify, Apple podcast, Ivoox and Spreaker

MySwitzerland.com/BLUM



Switzerland.

- We produced a special microsite that integrates an own podcast player and all the background information about the story, makers and locations
- All AMoS and cities are fully represented
- **BLUM Teaser** at MyS.com homepage + AMoS landingpage
- A Marketing campaign will start in the coming weeks to generate traffic to the site





Switzerland.

Launch in Espacio Solo in Madrid.

14th June 2022

- Special event in a unique location in the very heart of Madrid. We presented BLUM in an auditorium followed by a cocktail in one of the rooms of this private art gallery. The Swiss Ambassador joined us and 60 guests from the media and Spanish podcast sector followed the invitation
- We used an eye mask for a better immersion as they had the chance to listen to a 10 minutes section of the first episode. Afterward an interview to the makers and voice actors narrated the full project



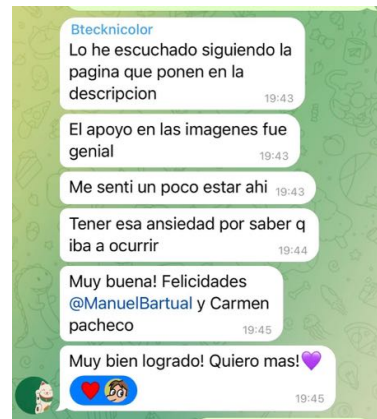
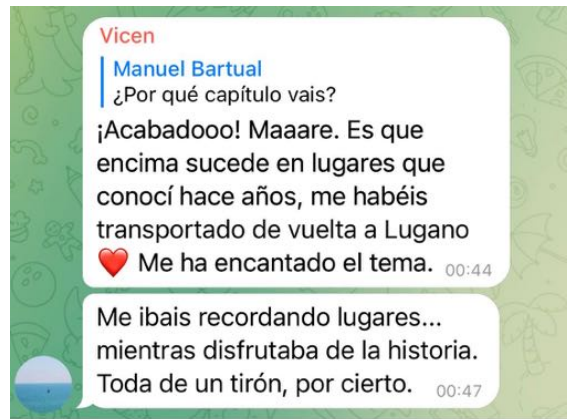
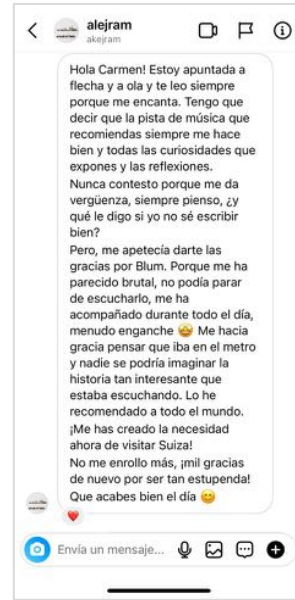




First results one week later.



Switzerland.





Switzerland.

First results one week later.

Charts All Categories

Top Shows See All

1 Nadie Sabe Nada SER Podcast	2 Blum El Extraordinario	3 The Wild Project Jordi Wild	4 El Partidazo de COPE Cadena COPE

Top Episodes See All

	SUNDAY 1 El Tertulión de los domingos (19-06-22) El Girona asciende a Primera Divisió... 1h 26m		MONDAY 4 Tertulia de Federico: Las claves de por qué Juanma Moreno arrasa en Andalucía 3h 12m
	MONDAY 2 El Partidazo de COPE (Programa Completo, 20-06-2022) Programa desde el Buque Juan Seb... 2h 6m		FRIDAY 5 El Partidazo de COPE (Programa Completo, 17-06-2022) El Real Madrid, a un paso del título e... 2h 3m
	SATURDAY 3 Nadie Sabe Nada Las gallinas estrenan gallinero Primer 'Nadie Sabe Nada' de la épo... 59 min		FRIDAY 6 Programa 438 - Islas y barcos evanescentes Hay islas que parece que juegan al f... 2h 1h

Top Shows Fiction

1 Blum El Extraordinario	2 La firma de Dios Podium Podcast	3 Crímenes Imperfectos James Bonis	4 Terroros Nocturnos Terroros Nocturnos
5 Relatos de la Noche Relatos de la Noche	6 Se ha escrito un podcast El Terrat / Podium Podcast	7 S'ha escrit un podcast El Terrat / Podium Podcast	8 El Gran Apagón Podium Podcast
9 La esfera Podium Podcast	10 El Desván de los Cuentos Perdidos - Audio libros El Desván	11 El Descampao amanece SER Podcast	12 Informe Z Podium Podcast
13 The Inspirational Quarterly Cara Eilson and Davey Wre...	14 Guerra 3 Podium Podcast	15 Bienvenido a la vida peligrosa	16 Biotopia Podium Podcast

- After 10 days over 23'000 podcast listens
- 85% from Spain and 15% from LATAM
- Each of the nine chapters has a rate between 82% and 100% of listening, a record since the average lies below 50%

[Check the Audio Teaser](#)

Blum.



UK/Ireland.





Switzerland.

Cities Promotion with 'Suitcase' Magazine.

- 36 page Swiss Cities print supplement
- Plus editorial Switzerland cover
- Distribution 10 June in the UK, plus international
- Broad online & social presence
- Incl. several Swiss cities partners, Victorinox and Swiss Wines
- Joint presence at the Kensington + Chelsea Art Week in London





Switzerland.

Wired for Adventure Magazine.

- Niche outdoor adventure platform
- Content partnership with Valais
- May/June 2022
- Print readership 83'000 (6 issues/year)
- Digital: 100k uniques / SoMe: 140k
- Deliverables:
 - 5 x editorial promo features
 - 1 x DPS per feature incl. stunning imagery
 - 5 x bespoke native content features incl. video & CTA – dedicated landing page
 - Digital display ads + side panels/ take overs
 - E-newsletter – 30k distribution (30% OR)
 - Bespoke SoMe – organic & targeted

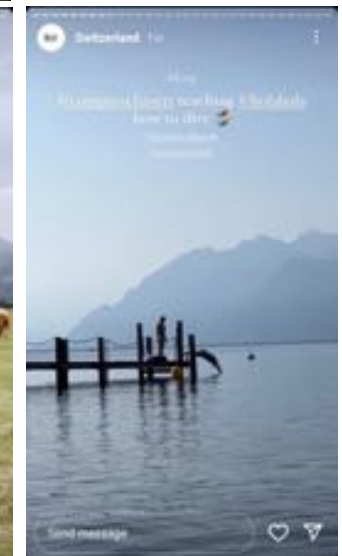
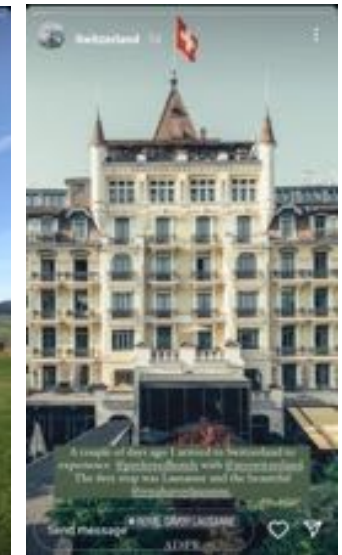




Switzerland.

Influencer trip with Preferred Hotels & Resorts.

- 19-22 June 2022
- 6 content creators travelled to Lausanne (Royal Savoy), Gstaad (Alpina) and Geneva (lunch at the Metropole)
- Unpaid engagements
- Alpine experience in Gstaad
- Cost split with Preferred, representative joined the trip
- Meeting hotel representatives, Gstaad and Geneva Tourism representatives





Switzerland.

ST joining Swiss Embassy UK Roadshow.

- 8-9 June: Edinburgh
 - Lunch with 6 journalists, additional meetings
- 15-16 June: Manchester
 - Dinner with 7 journalists, additional meetings
- Collaboration in connection with the #WeAreSwitzerland Roadshow
- Deputy Ambassador Chantal Moser attended
- Positive feedback for STs Presence
- Social media coverage





Switzerland.

Exclusive Switzerland Association Event.

- 11 May 2022 in London
- 5 SCIB Association partners: Davos, Interlaken, LMC, Basel, Zurich
- 12 international associations and PCOs
- Dinner with keynote speaker (legacy and sustainability for congresses) at the Bloomsbury Hotel on Tottenham Court Road



Wanderlust Magazine.

- Content partnership – print & online
- Market key partners Bern & Valais
- Digital Immersive experiences, video content, social media
- 6 July - Wanderlust virtual reader event
 - In conversation with the content creating journalist, Caroline Bishop + partners
- Mid-July – Wanderlust podcast - distributed on iTunes/ Spotify: focus on Bern & Valais





Switzerland.

AMoS x Royal Academy.

- Segment: UK Art Lovers
- RA run an academy/school, a museum, a charity and publish one of Britain's best-read art magazines (4x times a year)
- Distribution of the AMoS booklet (86'000) on 25 May
- Additional 1-page Advertorial in the magazine

International Switzerland's museums by train

In this advertisement feature, we travel from a new cultural district in Lausanne to the best collection of Paul Klee

The romance of train travel is alive in Switzerland, where a window seat affords a first-class view across forests, lakes and the Alps, as one winds across meandering rivers and spectacular viewpoints and into tunnels that slice through mountains. The small, landlocked country is also dense with culture: art lovers can take day-trips from city to city to enjoy some of Europe's best art museums.

Artists like Paul Gauguin, around the lake, in the vibrant city of Lausanne, which this year launches a major new cultural district, Flatters 10, on a site adjacent to the station once devoted to trams and train maintenance. Three of Lausanne's museums have relocated there, building into angular new buildings (above, right of center).

Jumping aboard the locomotive theme, they have an inaugural joint exhibition, "Train the Swiss Train" (14 June-13 July). The nearby cultural de France arts explore "imaginary journeys" through the Swiss rail network, shared works of artists such as Giorgio de Chirico and Edward Hopper. MUDAC considers the route station as a meeting point, through works of contemporary art and design, such as a museum's first, showing work by Photo Dystic, storage from painting to literature, film and vintage photography (The Swiss in Berlin: Berghs and Pinks, a sign above, above left).

Just over halfway away by train to the capital Bern, whose medieval center is a UNESCO World Heritage Site. The essential art museum is not, however, in Bern.

In Bern's city's center, the Swiss-born artist founded with that showing is "taking a first-class walk", and admiring the buildings radiating from the station. It's as if to witness, from Bern's RA, has done the same. The museum holds the most significant Klee collection (July 14-19), right above center, but also presents other major artists' contemporary exhibitions. This summer sees a survey of Bridget Riley's optical abstractions (14 June-11 August).

Next stop is Zurich. While Basel remains Switzerland's contemporary art capital, partly thanks to its world-leading art fair (14-19 June), Zurich has a growing avant-garde scene and very varied museums. Zurich has awarded a new

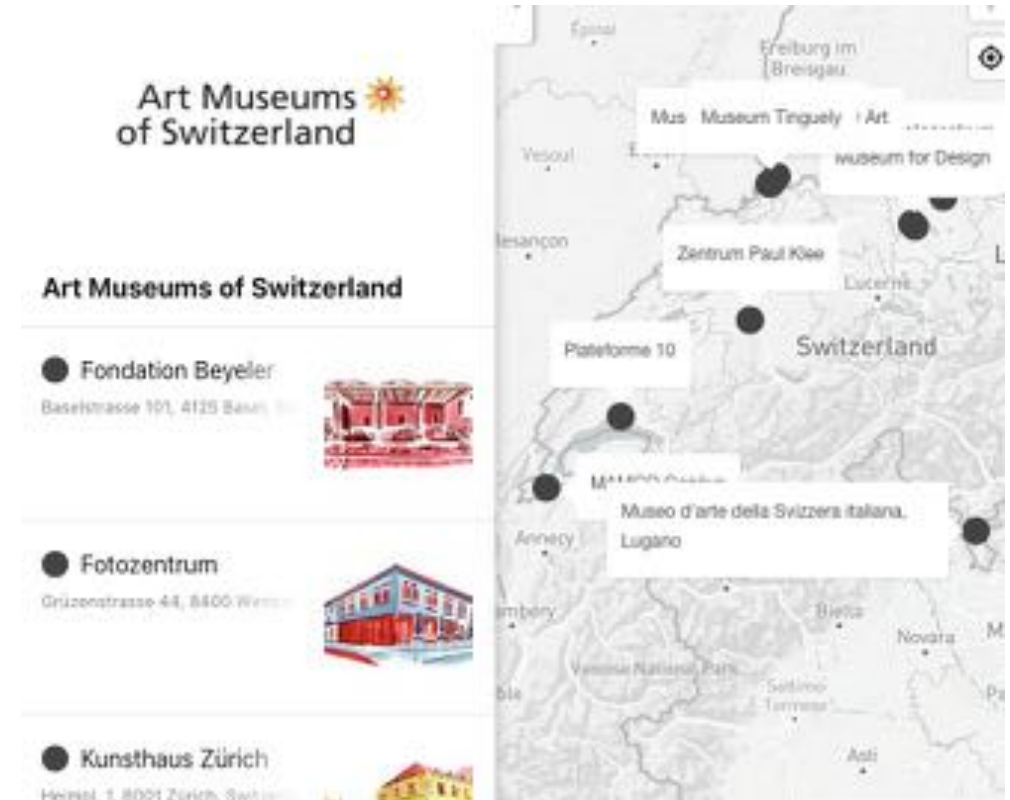
Switzerland's art museum by David Chipperfield, the architect behind the K&O recent redevelopment. The city is also home to Museum für Gestaltung, the country's leading design museum - a field for which the Swiss are renowned. Its exhibition "Games of the Disruptive" this summer tells the story of games design through the work of Swiss artists (July 10-13).

Two other examples of the country's culture completed at Lugano, a lovely lakeside city near the border with Italy. Next to the picturesque gardens of Museo Casa di Mario Lugano, the region's major fine art museum, the Italian-occupied site has turned itself into the subject of its own museum, with a focus on the series of "Industrial Forest" (July 10), photo images in which words and symbols would be composed imaginatively. M&A is housed in a cultural center, whose point of arrival just towards the water's edge (above, right). One can enjoy a concert in its auditorium, before catching the train home.

This article is generated by Switzerland Tourism. Visit www.switzerland.com for more art and culture inspiration.

Amos x Wallpaper Magazine.

- Highly discerning, established brand
- 100,000 print circulation
- 6 million social media followers
- 14.4m monthly page views
- 1x online native articles with interactive museum map
- traffic driver digital display campaign driving to the hub (4,000 guaranteed pv minimum)
- Social & e-Newsletter amplification



North America.



Switzerland.





Switzerland.

Trade Sales Calls – East Coast.

- June 6 – 10, 2022
- NYC, Philadelphia, Atlanta & Miami/Ft. Lauderdale
- Partners: Interlaken Tourism, Valais/Matterhorn Region
- Visit of top accounts on the East Coast
- 15 in-person meetings (incl. agents' breakfast in NYC)
- 2 new accounts, both planning to add Switzerland in their portfolio
- Positive feedbacks regarding summer bookings
- 38 pax in total



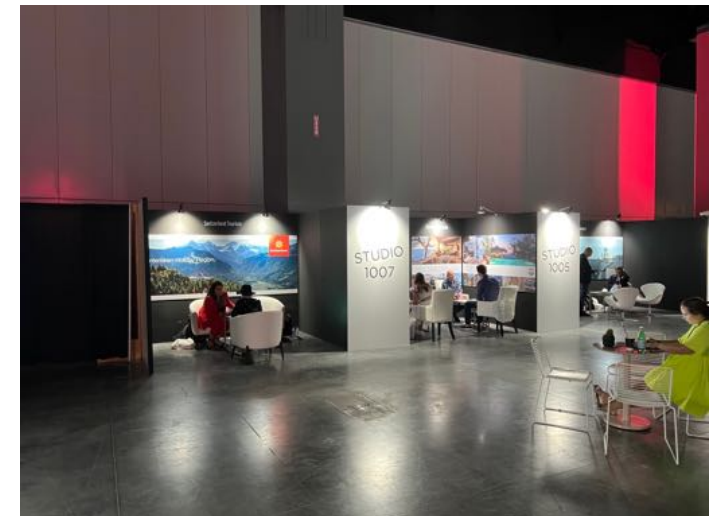
First Switzerland Travel Experience Canada.

- 11 Swiss suppliers met with top 70 trade and 70 media contacts in Montreal, Toronto and Vancouver
- May 29-June 3, 2022
- Andermatt, Basel, Interlaken, Jungfrau Region, Schilthorn, Pilatus, Titlis, Ticino, Valais, STS, SWISS
- Up to 30 weekly flights this summer from Canada to Switzerland



L.E/Miami 2022.

- June 13 – 16, 2022
- Miami Beach, FL
- Partner: Interlaken Tourism
- Leading tradeshow for the high-end contemporary travel industry (on invitation only)
- Presence with full studio, branded. The only Tourism Board at the show
- Great visibility (location)
- 45 one-to-one meetings
- Overall attendance: 1,086 (559 buyers)



PROUD Experiences Workshop.

- June 27 - 29, 2022
- New York City
- Leading tradeshow targeting the LGBTQ+ community
- Organized by Reed Exhibitions
- Event built on 1:1 meetings, masterclasses (educational sessions) & Networking events
- 34 one-to-one meetings
- Overall attendance: 350





Switzerland.

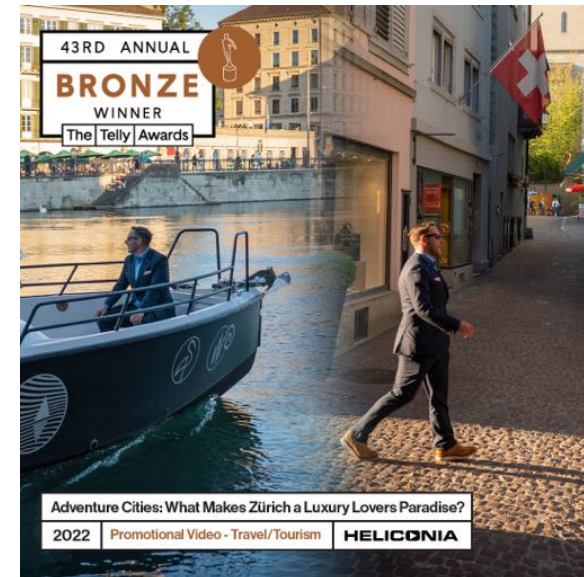
Best of Switzerland Media Tour.

- June 6th to 10th, 2022
- Two Lunches and one Dinner in New York, Lunch in Boston, Chicago, San Francisco, Miami, Washington D.C., Austin, Seattle, and L.A.
- 90 Journalists attended in total across all events
- Partners attending were Lucerne, Liechtenstein, Swiss Travel System, Basel, Zürich, Ticino, Lake Geneva Region, Zermatt - Matterhorn



Gold and Bronze at the Telly Awards 2022.

- Award received in May 2022
- Adventure Cities is a travel show focused on outdoor adventure in urban centers. Each 30-minute episode is comprised of two 10+ minute features
- The Geneva episode won Gold & Zurich Bronze
- Every episode is broadcast into more than 130 million US TV households through Discovery Channel and Outside TV.
- Recovery project: No financial investment for our partners Geneva & Zurich

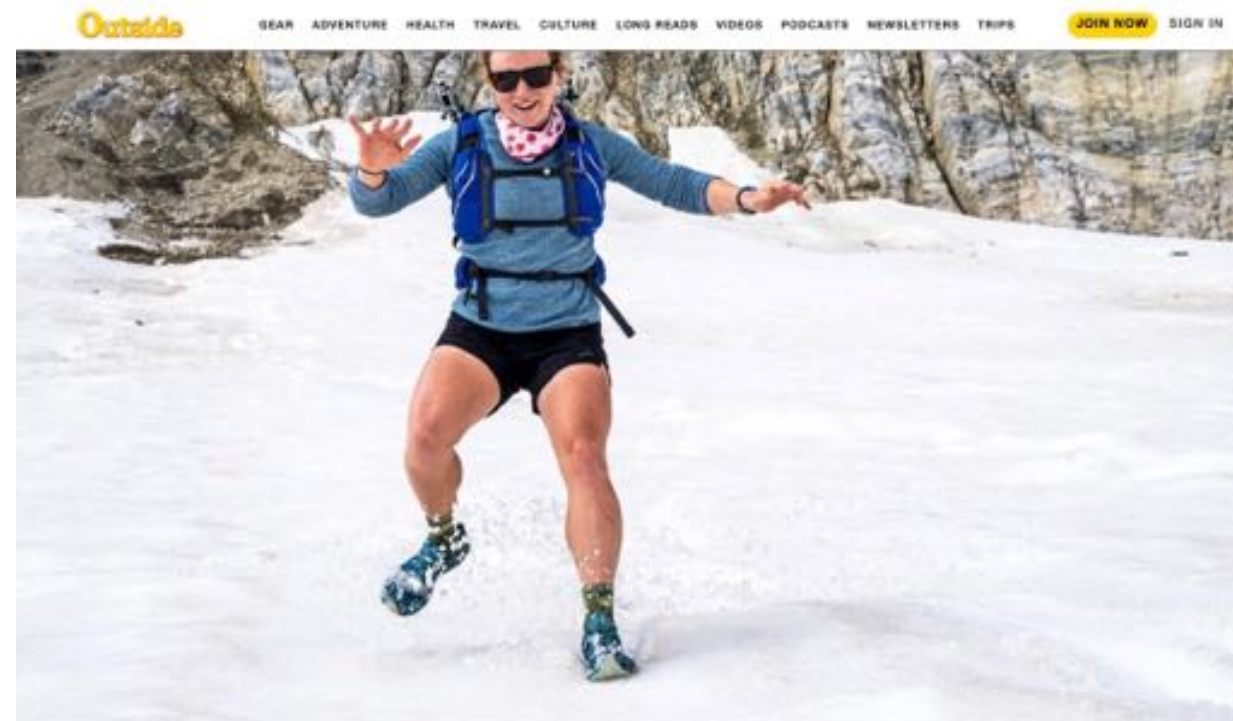




Switzerland.

Media Top Result: Outside online.

- www.outsideonline.com
- Journalist: Christopher Solomon
- Navigating Aches and Aging on the Best Trail-Running Route in the World
- Date: May/June 2022
- Contacts: 2 Million
- Topic: Trail running
- Route: Via Valais (Verbier – Zermatt)
- Partner / Featured: Valais



**Navigating Aches and Aging
on the Best Trail-Running
Route in the World**



**CHRISTOPHER
SOLOMON**
Christopher Solomon is an
Outside contributing editor.



Switzerland.

Upcoming highlights.

Brazil.



Switzerland.





Switzerland.

KAM/Digital Newsletter: Sales Manual 2022

- **Highlight:** Sales manuals, trade corner, SAM
- **02 sendings:** June 15th and 29th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 36.23% (tbc)
- **Link newsletter:**

<http://smtp.mailnewsdobrasil.com.br/email/SUIC-A-02DE03-2021/suica-02de03-2021.html>

> TREINAMENTO ONLINE FALE CONOSCO > TRADE CORNER



© Vufflens-le-Chateau, Oenotourismus, Vaud © Schweiz Tourismus/Giglio Pasqua

As melhores ferramentas de vendas à sua disposição.

Experiência: Suíça. Manual de vendas, edição 2022/23.

A nova edição de nosso manual traz novas tendências que levarão você e seus clientes a se apaixonarem pela Suíça.

O destaque desta edição fica por conta das sugestões de atividades amantes da gastronomia e vinhos: Permita-se mimar com uma saborosa refeição em um tradicional chalé suíço, um novo lugar da moda com jardim urbano, um restaurante estrelado conhecido muito além das fronteiras ou um lugar que você pode visitar durante um passeio com vista panorâmica dos Alpes. A Suíça oferece uma verdadeira festa aos seus sentidos!!

Faça o download do manual Experiência [clikando aqui](#).

KMM – Press release

June, 15th

- Press release about the world record attempt – 100% women
- Press released has sent to 3'899 journalists
- Opening rate – 14.88%

Recorde Mundial

↳ Livia Rosa Santana 13 days ago Turismo

Recorde Mundial

A maior equipe de montanhistas feminina pronta para escalar o Allalinhorn.



Women-Peak-Challenge

A campanha "100% Women" foi criada em 2021 pelo Turismo da Suíça para dar mais espaço às mulheres nos esportes de montanha e esportes ao ar livre. Este ano em sua segunda edição a campanha fará uma tentativa de recorde com cerca de 80 mulheres de 25 países. A tentativa acontecerá nos próximos dias em Saas-Fee, um recorde mundial único: formar a corda feminina mais longa de todos os tempos para escalar o Allalinhorn, montanha a 4.027 metros acima do nível do mar. A subida acontecerá nesta quinta-feira, 16 de junho, sob condições climáticas ideais.

KMM Media Trip @caiotravels



Switzerland.

Between, June 9th and 16th .

- @caiotravels – 852K followers
- ST Support: Swiss travel pass, 2 overnights and program in Gruyère and 2 overnights in Luzern.
- Segmentation: Nature lover.





Switzerland.

KMM: Media trip and 100% Women @carolbarcellos and Tv Globlo

Between, June, 11th and 18th.

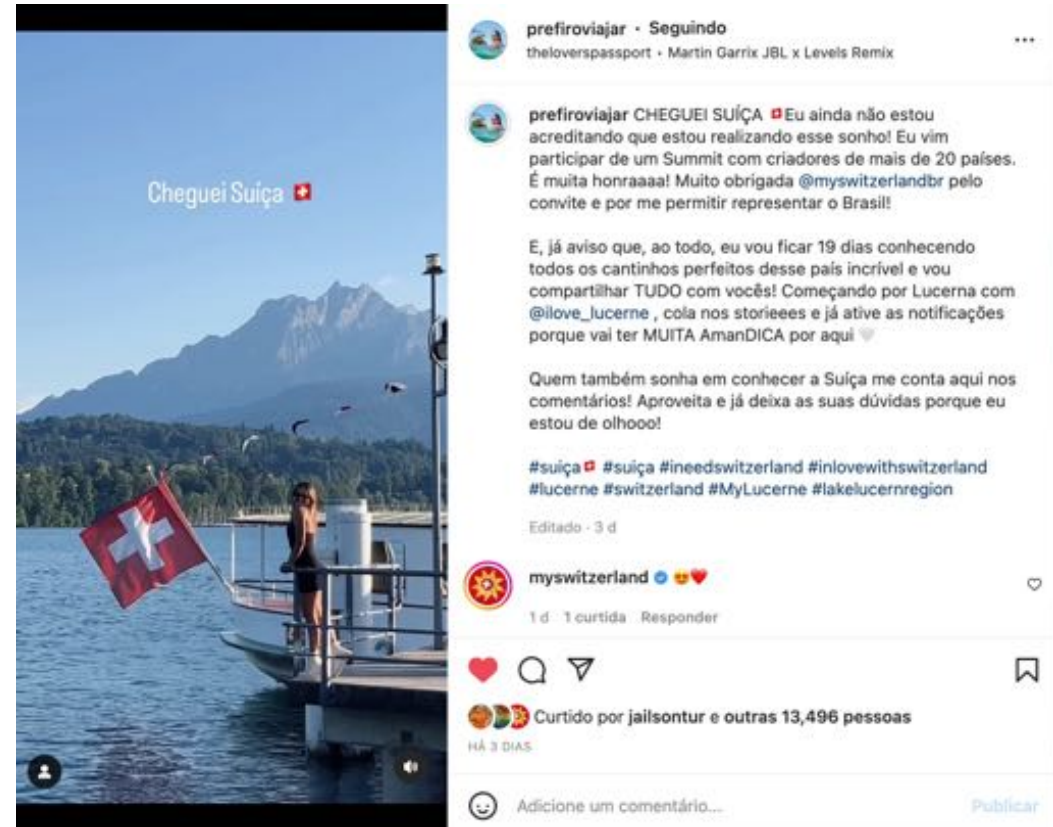
- @carolbarcellos 476K followers
- Globo television 50MIO audience
- St support: Flights for the tv crew, swiss travel pass, pre-tour 2 overnights and program in Lucerne, 2 overnights and program in Jungfrau region and the project 100% women.
- The experiences will be showcased by September on television.
- Segmentation: Nature lover and Snow lover



KMM: Media Trip and Influencer summit @prefiroviajar

Between, June, 25th and July 2nd.

- @prefiroviajar 586K followers
- St support: Flights, swiss travel pass, post-tour 2 overnights and program in Jungfrau region, 2 overnights and program in Zurich and the project Influencer summit.
- Segmentation: Nature lover.



Campaigning and activation – Newsletter B2C SWISS







Switzerland.

June, 23nd

LX E-Newsletter B2C

ST content: 100% Women and option of tours for women.

Circulation: 11'000.

 <p>Junte-se a nós e faça a sua parte por uma aviação mais sustentável</p> <p>Uma aviação sustentável só pode ser construída a muitas mãos. Passageiros que desejam voluntariamente compensar as emissões de carbono de seu voo podem agora fazê-lo no momento da compra do bilhete no swiss.com.</p> <p>SEJA UM VIAJANTE CONSCIENTE ▶</p>	 <p>Novo serviço de coleta de bagagens em parceria com a AirPortr</p> <p>Viajar sem ter que se preocupar em carregar as próprias bagagens parece um sonho, não é mesmo?! Agora isso é possível através de nosso novo serviço de coleta de bagagens em parceria com a AirPortr disponível na Suíça.</p> <p>SAIBA MAIS ▶</p>
 <p>Suíça. 100% Women.</p> <p>80 mulheres de todo o mundo se uniram no Breithorn, montanha suíça com mais de 4.000m, para a subida de corda feminina mais longa da história! Se interessou? Então saiba mais sobre passeios criados exclusivamente para mulheres.</p> <p>SUIÇA SÓ PARA ELAS ▶</p>	 <p>SWISS Premium Economy: a medida ideal de conforto em seu próximo voo</p> <p>Assentos confortáveis e com mais espaço, maior franquia de bagagem, menu diferenciado, telas de entretenimento mais amplas são apenas algumas das vantagens da SWISS Premium Economy. Confira todas elas em nosso vídeo!</p> <p>ASSISTIR ▶</p>

Campaigning and activation – Hebraica Club

Between, June 22th and 26th

- Event at Hebraica club – a very potential club composed mainly by Jewish community.
- The Switzerland Tourism presence was celebrated on June 22th evening: Cocktail with Swiss cheese and wine. Guests 120 VIP: club directors, council members, Swiss partners and sponsors: general consul, swisslearning, Helvetia colony.
- Between June 23th and 26th: Swiss chalet offering Lindt chocolate, tv screen, brochures and a showcase containing a tennis ball signed by Roger Federer – the ball was donated after the event days to the Hebraica club to use as a prize on the club tennis tournament.
- Audience: During the week days: 2k of people per day and during the weekends: 4k people per day had any kind of contact with the ST promotion.



Campaigning and activation – Hebraica Club

Partners:

- SWISS presence activating the Swiss snow ball and offering tickets for the lucky draw.
- Lindt: offered Lindt ball for the Swiss chalet and bars for special moment.
- Helvetia colony: Folklore presentation on Saturday, 25th morning with 70 people from the Swiss community.
- Baur au Lac and Kronenhof hotels offered a voucher including 2 overnights with breakfast each one for a lucky draw
- Swiss travel system: 2 swiss travel pass for the lucky draw.



The lucky draw was made on Sunday, June 26th by the President of Hebraica, Fabien Clerc (ST) and Mariam Melleti (SWISS)

Campaigning and activation – Hebraica Club



Campaigning and activation – Hebraica Club



KMM Television delivery – Press Trip 50x1

June, 5th , 12th , 19th and 26th

4 episodes of 50x1 program
Audience per program: 8.5MIO

Episode 1

Episode 2

Episode 3

Episode 4



Thank you.



Switzerland.