

Markets East.

International.



Switzerland.





Switzerland.

Confirmed meetings industry event: UIA Associations Round Table 2026.

- Union of International Associations
- November 2026 (1.5 days)
- Lucerne
- 200 participants*
- Networking and education platform for international association representatives

* 70% association representatives, 30% industry partners





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.



Germany.



Switzerland.



Switzerland.

24 hours Switzerland in Berlin.

- Mai 31 12.00 to June 1 12.00
- Opening with the Swiss ambassador in Germany
- Over 300 Guests from trade & media
- More than 30 swiss partners on the spot
- 3 Trade workshops with partners & Key Accounts – presented as Show interlude by Lapsus
- Two media conferences “Grand Tour” & “Swisstainable”
- Music acts and artists from Switzerland and Germany
- Different typical food stations
- Karaoke-evening and DJ-night
- **More to follow**



24 hours Switzerland in Berlin.



Switzerland.





Switzerland.

Basel: Digital Cultural Special on F.A.Z.net.

- 25 April – 22 May 2022
- Advertorial Standard
- Premium Button
- Section Travel: (Mobile) Banner
- Section Selected Rotation:
Wallpaper / Mobile High Impact Ad
- Rotation: (Mobile) Native Teaser
- *F.A.Z. Kiosk (Dig. F.A.Z. + F.A.S.) → for 1 week*
- Premium Page 2: Full Page Ad





Switzerland.

Basel: Cultural cooperation Radio Frankfurt & Holiday.

- 01 May – 08 May 2022
- 2.000 seconds marketing volume on Radio Frankfurt and Radio Holiday
- 1 travel program with special topic Basel (6x2.5 min. interviews)
- 20 trailer
- raffle prize: 2x2 nights hotel accomodation in Basel and train ticket with Deutsche Bahn
- net range:197,000/contacts:464,000
- participants: 7,500

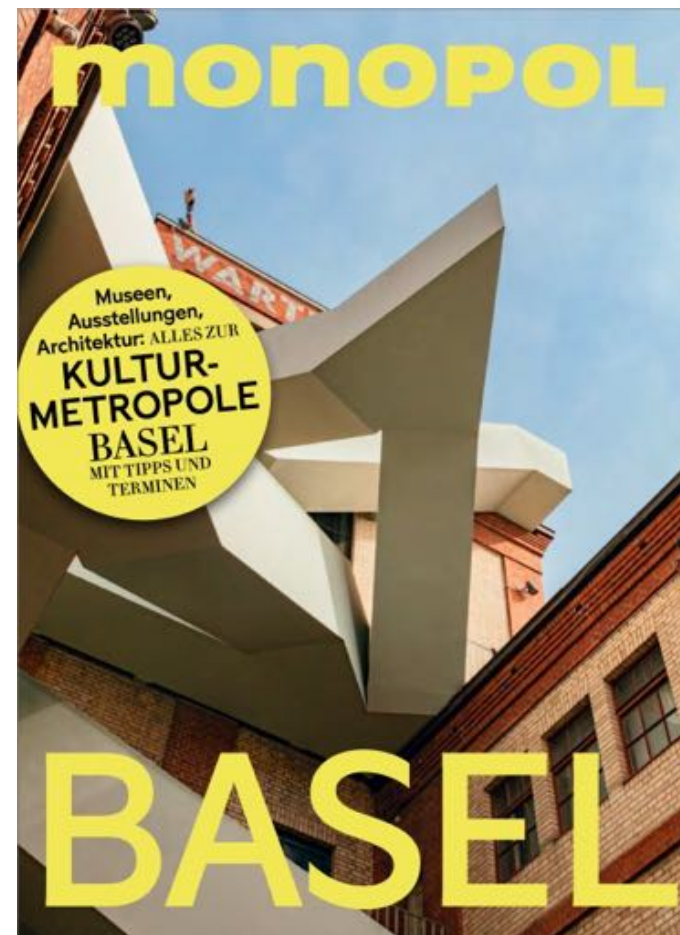




Switzerland.

Supplement Basel in “monopol”.

- 36-page supplement in the cultural magazine “Monopol”
- Focus on art and culture (3 museums: Fondation Beyeler, Kunstmuseum Basel, Museum Tinguely)
- Date: May 25th 2022
- Contacts: 175'000





Switzerland.

Booklet Berne in “Walden”.

- 6-page booklet “Bucket List Schweiz” about Berne Region in the outdoor magazine “Walden”
- Focus on outdoor activities in and around Berne, Interlaken and the Jungfrau Region
- Date: May 6th 2022
- Contacts: 150'000





Switzerland.

Digital cooperation Valais.

- Cooperation with Valais Promotion and die digital news platform stern.de
- Distribution of a digital storyboard “Der Zauber des Wallis”
- Topics: side trips, hiking, culture and mountainbiking
- Date: May 9th – June 9th
- Contacts: 10 Mio





Switzerland.

Print and online cooperation with Vaud and Geneva Region.

- Print und online advertorials in the magazines “Merian” and “Der Feinschmecker”, accompanied by a 40 min podcast about the regions
- 3 advertorials and a branded story on the digital magazine travelbook
- Dates: May 25th– September 20th
- Contacts: 3 Mio



Die Schweizer Region Waadt und die Stadt Genf werden gemeinsam von MERIAN und DER FEINSCHMECKER ausgezeichnet als Genussregion. Streifzug durch eine Gegend, die mit ihrer besonderen Lage zwischen See und Bergen in vielerlei Hinsicht ein echter Genuss ist.

Der Feinschmecker und Merian suchen gemeinsam Regionen als Genussregionen aus, wenn sie Einheimischen und Gästen ein besonders attraktives kulinarisches Angebot offerieren. Dazu müssen folgende Kriterien erfüllt sein:

1. Mehr als 1 Restaurant auf 1000 Einwohner
2. Mehrere renommierte/berühmte/empfohlene Restaurants
3. Regionale Aromen und/oder regionale Spezialitäten
4. Regionale Produzenten, die historische Produkte engagiert weiterentwickeln
5. Gutes Angebot an Urlaubserlebnissen und/oder landschaftlichen Erbschaften
6. Ein Lebensstilbereich in Lebensnähe
7. Attraktives Hotelangebot von einfach bis premium

Nur wenige Kilometer am See entlang Richtung Osten, in Lausanne, arbeitet auch Renaud Mechery an seiner Brasserie de Montebello vor allem mit Zutaten aus der Region Waadt: «zu über 90 Prozent», sagt er. Das Konzept sei für ihn und die anderen drei Genossen der Brasserie sofort klar gewesen, als sie 2014 den einmaligen Belle-Epoque-Raum übernehmen konnten – ein Saal im prächtigen Casino von Montebello. Drinnen unter den acht Meter hohen Decken oder draußen, auf der Terrasse mit Blick auf den See und die Berge suchen Renaud Mechery und sein Team traditionelle Gerichte der Genuesregion auf. «Hier werden so tolle Braten- und Fleischwaren, Weine und Käse produziert, wir können aus dem Vollen schöpfen», erklärt Mechery den Erfolg seiner Brasserie-Küche.

Sein Chefkoch sei von den Produkten der Region ganz anders bezaubert: «Er beachtet die Produzenten immer vor Ort, liest sich zwingen, wie ihre Produkte entstehen. Und genau dieses lokale Bezug schützen unsere Gäste sehr.»

Auch Philippe Chevrier betont immer wieder, dass für ihn beim Kochen die Produkte im Vordergrund stehen. Heute prägt er mit seinem insgesamt sechs Restaurants in Genf entscheidend die Gastronomie-Szene: sein Restaurant Domaine de Châteauneuf, angezogen mit zwei Michelin-Sternen, ist längst eine Institution. Schon mit sieben hat er gewusst, dass er einmal Koch werden wolle, mit 14 begann er seine Karriere ganz klassisch als Tellerwäscher in einem der großen Hotels der Stadt. Zwar zog es ihn danach raus in die Welt, vor allem in die gebotenen Küchen Frank-

reichs, aber schon 1986, mit Mitte 20, kehrte er zurück in seine Heimatstadt Genf. Arbeitete als Koch in der Domaine de Châteauneuf und übernahm das Landgut in den Genfer Weinbergen nur drei Jahre später. Kein Wunder für einen, der nur die hochwertigsten Zutaten in seinen Küchen duldet. Hier ist er drückt von ihnen umgeben.

Wahere Infos zur Region Waadt: myvaud.ch/vo
Wahere Infos zu Genf: geneve.com/vo

VAUD GENEVA
VISIT. MEET. EPICAT.

Austria/Hungary.



Switzerland.





Switzerland.

Austria: STE Workshop & Sales Tour.

Sales Tour through Austria & Switzerland Travel Experience Workshop in Vienna:

- 3 May 2022 in Graz: 4 Swiss partners & 4 Key Account agents
- 4 May 2022 in Vienna: 14 Swiss partners & 20 Key Account agents plus 2 travel trade medias
- 5 May 2022 in Linz: 6 Swiss Partners & 15 Key Account agents
- 5 May 2022 in Salzburg: 5 Swiss Partners & 5 Key Account agents





Switzerland.

Austria: Group media trip „Alpine Circle“.

Media Trip to Grisons with focus on the Alpine Circle in cooperation with RhB, Chur and Davos

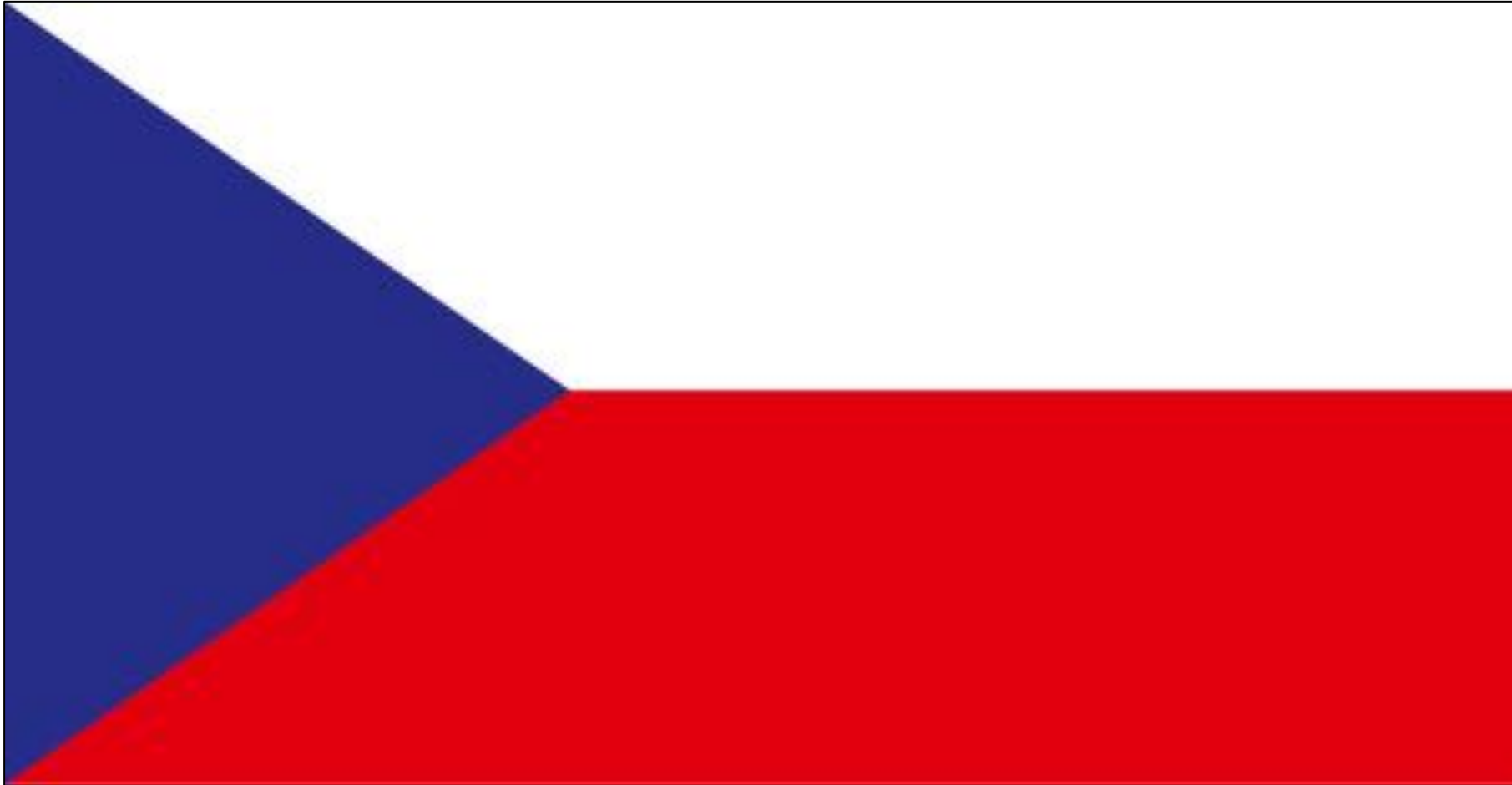
- Date: May 5 - 8, 2022
- Participation of 5 journalists for the following medias:
 - Besser länger leben (75'000 contacts)
 - Niederösterreichische Nachrichten (660'000 contacts)
 - Oberösterreichische Nachrichten (244'000 contacts)
 - T.A.I. Fachzeitungsverlag (24'500 contacts)
 - Wiederunterwegs.com (49'000 contacts)



Czech Republic.



Switzerland.





Switzerland.

Swiss bliss – Luxury Travel Digest 5/2022.

- 2. 5. 2022
- 26/1 advertorial in new edition of deluxe travel magazine Luxury Travel Digest with promotion of: Chur, RhB (Excellence Class), Arosa, Davos Klosters (Alps Epic Trail), St. Moritz (Hauser & Wirth + golf in Samedan), Zermatt (incl. Zermatt Bergbahnen), Swiss passes (Furka, Grimsel, Susten), chocolate Läderach, Jungfrauojoch, Schilthorn, Saastal, Gstaad, Lucerne, SGV, Fassbind, Pilatus, Rigi, Gruyères and Lavaux.
- 1/1 AD GToS Roger Federer with QR link to MyS.com/Roger.
- 55.000 Media Contacts





Switzerland.

VIP KMM & KAM event in Prague.

- 19. 5. 2022, Prague
- VIP event in restaurant Oblaca (Zizkov Tower – highest building in Prague) for selected most important KMM and KAM representatives in the market.
- Personal presentation by SB regarding ST strategy 2022-2024 and announcement of personal changes in the ST PRG.
- 49 participants (21 KAM, 20 KMM, 3 ST, 5 VIP)



Poland.



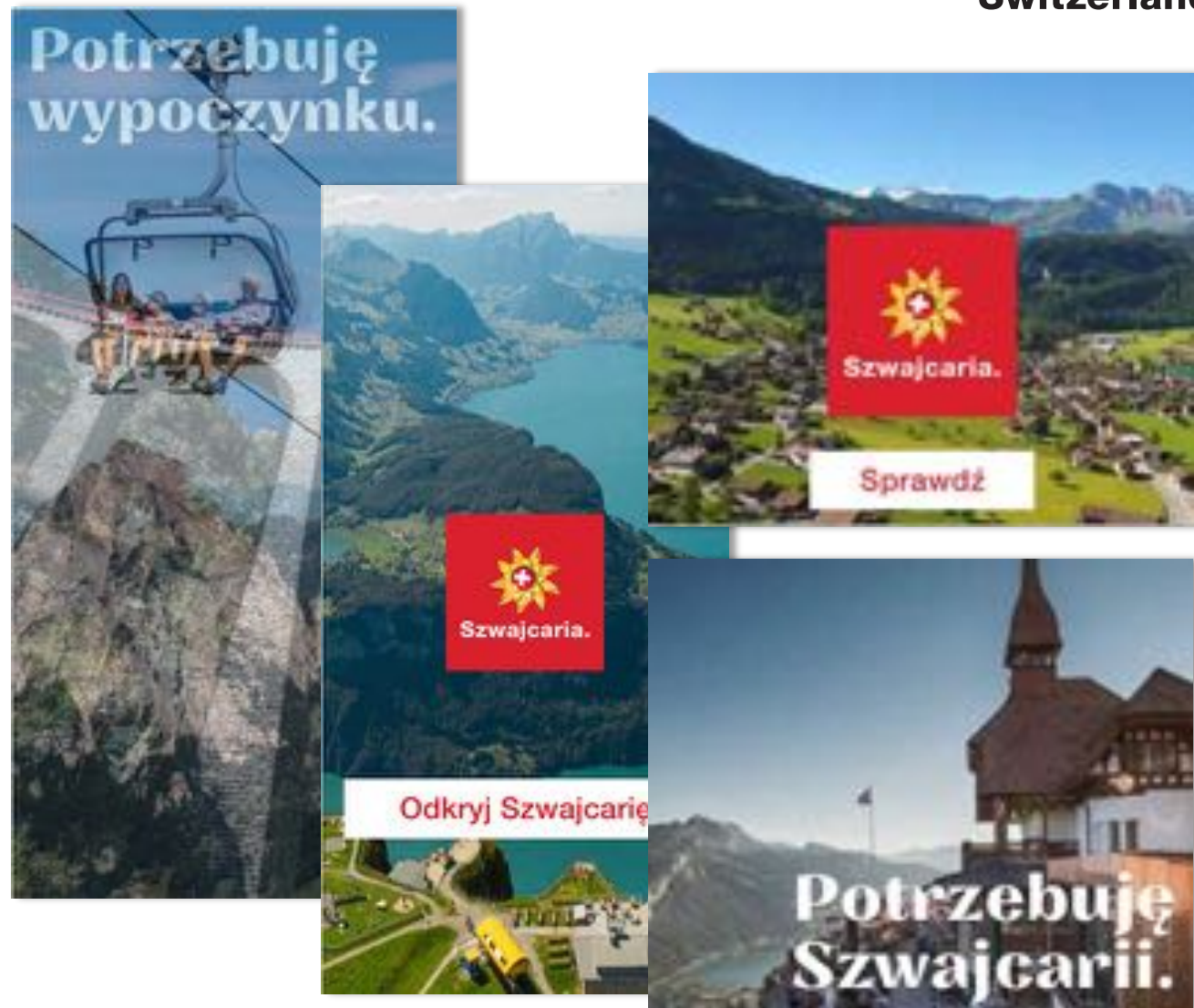
Switzerland.



Switzerland.

Future activities.

- eGuide GTToS with NGT
- Fam Trip with RhB
- Display campaign summer
- Project with Agora & Polish singer Margaret on eGrandTour
- 100% women hiking & biking
- eGrand Tour with portal wp.pl
- Trail running projects in Engelberg & Aletsch Arena





Switzerland.

KMM: Summer media meeting in Warsaw.

- May 10th
- 22 participants
- Residence of Swiss Ambassador
- Presentation of ST Summer campaign, partners' news
- GToS new movie – RF and Ann
- 4 market partners: Davos Klosters, Pilatus, RhB and Schilthorn
- Meeting and exchange in person

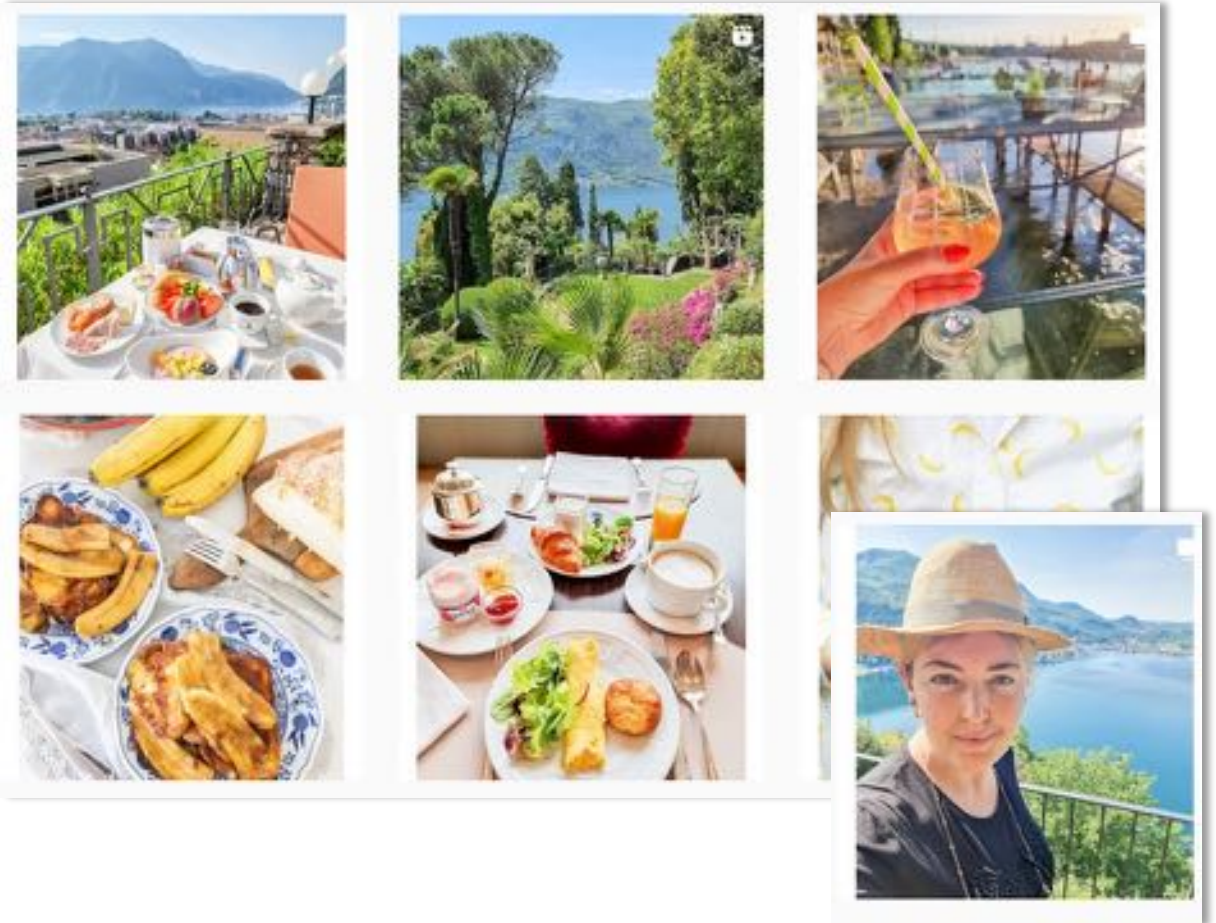




Switzerland.

KMM: Mini Int. Trip Swiss Cities and Food.

- Focus on Swiss Cities and Food
- Visit in Geneva, Basel, Lugano
- 1 pax from Poland – MadameEdith blogger, food and travel
- Social Media (FB, Instagram) & blog posts during and planned after return
- Reach: 560'000





Switzerland.

KMM: bloggers' trips – GTToS project with NGT.

- 3 x bloggers trips in May with focus on different parts of GTToS
- Szumeg, Zlota Proporcja and Michal Cessanis
- Most spectacular parts and attractions along the route
- Posts on Instagram and Facebook during and after the trip
- Input for our eguide GTToS with NGT
- Articles in NGT in June





Switzerland.

KMM&KAM: Meeting in Krakow.

- May 11th
- 21 participants
- Presentation of ST summer campaign, partners' news
- GToS new movie with RF and Ann
- 4 market partners: Davos Klosters, Pilatus, RhB and Schilthorn
- Meeting and exchange in person



Campaigning & Activ.: Supplement in *Gazeta Wyborcza*.

- Daily newspaper
- May 27th
- 24 pages
- Trends – Swisstainable
- Partner's: Pilatus, Schilthorn, Zermatt, Davos Klosters and RhB
- 148'000 copies
- 530'000 readers

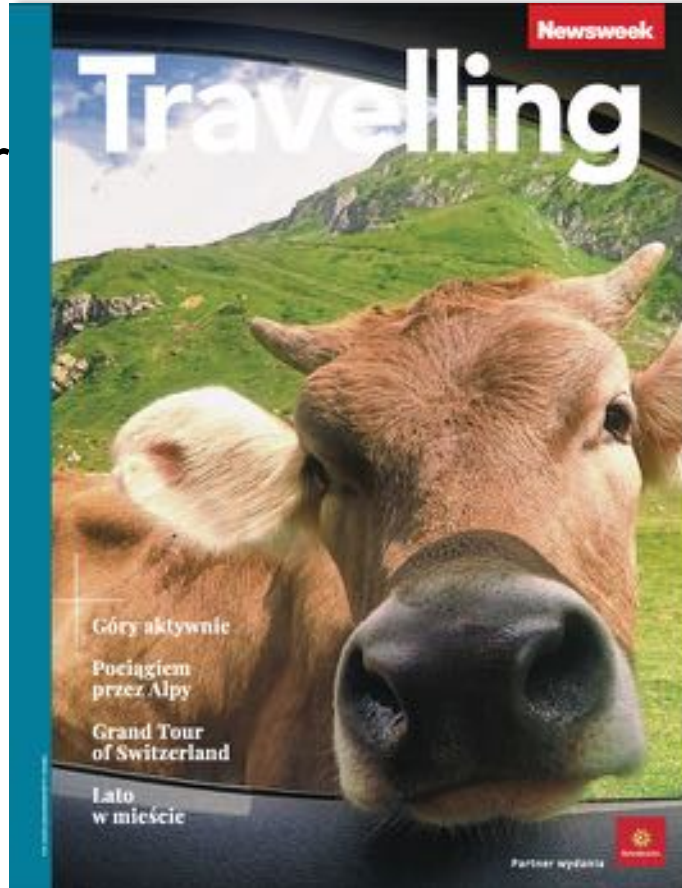




Switzerland.

Campaigning & Activ.: Special in *Newsweek*.

- May 30th
- 16 pages as a part of newspaper
- Mountain activities, cities, travel by train, GTToS and GToS
- Partner's: Pilatus, Schilthorn, Davos Klosters and RhB
- 170'000 copies





Campaigning & Activ.: Embassy fence exhibition.

- Fence of Swiss embassy, a very prominent location
- Summer exhibition, from May 1st
- Swisstainable info poster
- Posters with inspiration - focus on cities, nature, bikes, trains
- QR code on each poster leading to respective MyS pages





Switzerland.

Campaigning & Activ.: ST map Swisstainable.

- ST summer map
- Focus: Swisstainable
- Content of our market partners and ST campaigns: 100% women, Roger Federer, Grand Tour, Grand Train Tour
- 50'000 copies
- Distribution: insert in weekly magazine Polityka in June





Switzerland.

Campaigning & Activ.: Advertisement in *Na szczycie*.

- Mountain monthly magazine
- May edition
- Advertorial on two pages with Swisstainable topic, QR code and link to MyS
- Our outdoor hiking map inserted
- Info in magazines SoMe - FB
- 8'000 copies





Switzerland.

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

- Insert in bimonthly magazine for women
- May-June edition
- Two pages with focus on Swisstainable topic, QR code and link to MyS
- RhB and summer maps inserted
- 25'000 copies





Switzerland.

Campaigning & Activ.: Advertisement in *Bikeboard*

- Monthly biking magazine
- May-June edition
- Two pages with Swisstainable topic, QR code and link to MyS biking page, bike inspiration
- Insert of our ST bike map (all kind of bikes)
- 25'000 copies





Switzerland.

Campaigning & Activ.: Online with gazeta.pl.

- Weekend with Switzerland (Fr-So)
- Article on gazeta.pl, main page
- Topics: swisstainable travel, outdoor activities, eco solutions
- UU: 66'100, PV: 77'962, time on page: 2:56
- Display promotion
- Display creations: 5'700'000 views

WEEKEND.GAZETA.PL

ROZMOWA REPORTAŻ ŚWIAT UKRAINA PODRÓŻE BIOGRAFIE HISTORIA SPOŁECZEŃSTWO RODZINA POMOCNIK OSOPECZNIJ ZAGRAJMY

Ekologicznie i logicznie

Koleje mają niski ślad węglowy. Elektryczny samochód produkuje 13 razy więcej dwutlenku węgla niż pociąg, który jest napędzany w 90 proc. energią odnawialną. Budynki, biura i stacje kolejowe należące do Szwajcarskich Kolei Federalnych (SBB – Schweizerische Bundesbahnen) są w 100 proc. emisyjnie neutralne. Ruch kolejowy w Szwajcarii to tylko 0,2 proc. całej emisji dwutlenku węgla emitowanej przez środki transportu. Do popularnych wakacyjnych miejsc można dojechać także e-autobusami, które zasilane są energią z odnawialnych źródeł z elektrowni wodnych.

Wolniej, spokojniej, w przemyślany sposób. Tak można nie tylko żyć, lecz także podróżować!

Potrzebuję ekscytujących widoków.

Potrzebuję Szwajcarii.

Idą e-busami. A do smawaj po jeziorze

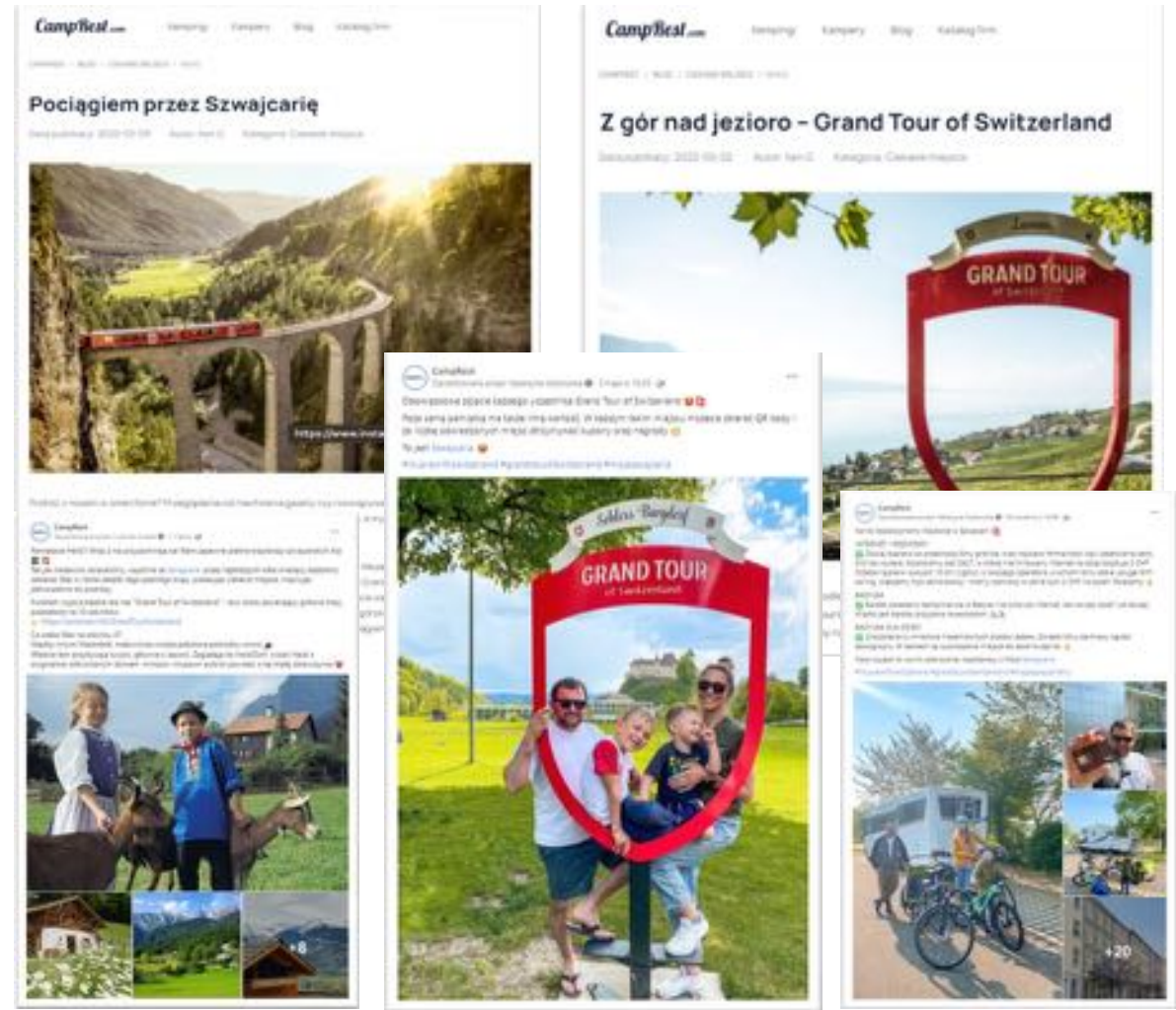
Szwajcaria.



Switzerland.

Campaigning & Activ.: Campaign with Camprest.

- Camping and caravanning website
- Camper trip to Switzerland
- Focus on GToS
- One page ad in a camping catalogue
- Articles online (7) with focus on Grand Tour and its attractions
- 5'000 views within one month
- Sponsored posts on Facebook reach 258'000
- Instagram activities, reach 760'000





Switzerland.

KAM: Summer meeting in Warsaw.

- Residence of Swiss ambassador
- May 10th
- 21 participants
- 4 Swiss partners present: Davos Klosters, Pilatus, RhB, Schilthorn
- Presentation – ST summer and summer news from partners
- GToS new movie
- Exchange in person 😊





Switzerland.

Camp. & Activ.: Online contest with Gazeta Wyborcza.

- Daily Gazeta Wyborcza
- One month
- "Switzerland – places I return to"
- FB promotion
- Prize: swisstainable trip to Switzerland in September



Konkurs "Szwajcaria - miejsca, do których wracam"

"Szwajcaria - miejsca, do których wracam"



Lucerna jest bramą do Alp, która otwiera wejście do wyjątkowego zakątka na świecie - Centralnej Szwajcarii z Lucerną i Jeziorem Czterech Kantonów. Krainy wolności, naturalnego wyciszenia i odpoczynku. Jako cel podróży - Szwajcaria to synonim spektakularnych gór, dzikich wąwozów i magicznych lasów. To przestrzeń, gdzie przyroda ma moc dawania energii. To także synonim rozwoju i nowoczesności, której najważniejszym celem jest odpowiedzialność za przyrodę i utrzymanie jej dla kolejnych pokoleń.



Switzerland.

Camp. & Activ.: SoMe activities for partners.

- Paid campaigns for Zermatt, Pilatus and Schilthorn
- Posts promoted on our FB
- Content delivered by partners
- Reach by the end of May 750'000





Switzerland.

Camp. & Activ.: Partner weeks on our Facebook.

- One week presence of each partner on our FB page – took over by our blogger Patryk
- Pilatus and Schilthorn: pictures, movies, only organic
- Content of our partners and pictures taken during photographer's trip to both destinations
- 1 post per day/ average organic reach of about 3'500





Switzerland.

Camp. & Activ.: SoMe activities for partners.

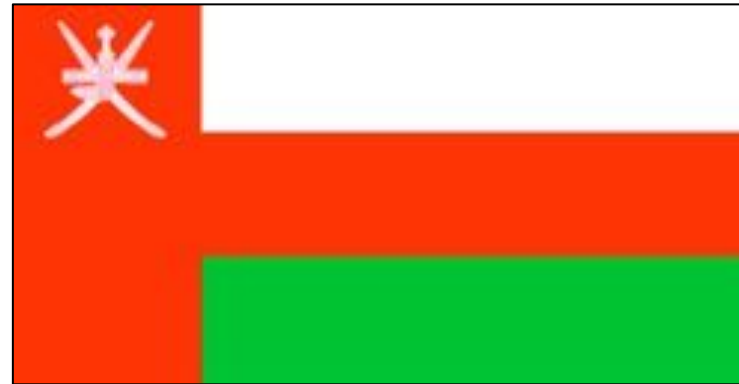
- Paid campaign promoting Roger Federer and Ann on GToS
- ST PL Facebook campaign
- Reach by the end of May: over 1'200'000 impressions



GCC.



Switzerland.





Switzerland.

KAM: Discover Europe Travel Summit.

- 06-09 May at Taj Exotica Hotel Dubai, together with the tourism boards from Austria, Germany and Ireland. Gala evening with 240 guests and all 4 Ambassadors.
- 95 travel agents from all over GCC.
- Around 1400 meetings between Swiss partner and GCC buyers.
- 37 Partners from: TI, ZRH, Vaud, GVA, Jungfrau, Crans, Int, BRN, LUV, Graubunden, DVS, ESTM





Switzerland.

Campaigning: Ladies' VIP Events, ADIB.

- Ladies' VIP Event with ADIB (Bank)
- Locations: Headquarter ADIB in Abu Dhabi
- Date: 10 May 2022
- Contacts: 30
- Partners: Dolder Grand, Bürgenstock Resort, La Resèrve GVA & ZRH, SWISS, Clinique La Prairie



Campaigning: Ladies' VIP Events, Embassy.

- Ladies VIP in Abu Dhabi with H.E. Maya Tissafi
- Locations: La Salle, Saadiyat Island
Date: 9th May 2022
- Contacts: 40
- Partners: Dolder Grand, Bürgenstock Resort, La Resèrve GVA & ZRH, SWISS, Clinique La Prairie





Switzerland.

KMM: Luxury Press Release.

- Luxury Press Release
- Articles: 16
- Date: 17MAY
- Contacts: 750'000
- Content: Luxury attractions in Switzerland
- Partners: GVA, Gstaad, Interlaken, Lucerne, Vaud, ZRH



سويسرا.. الوجهة السياحية الأولى لسكان الإمارات

11 مايو 2022

وفقاً لأحدث الأرقام الصادرة عن استطلاع حديث أجراه موقع "يوجوف" لهذا العام، الذي سلط الضوء في تقريره تصنيفات الوجهات والعلامات التجارية للسياحة والسفر والسياحة لعام 2022، جاءت سويسرا باعتبارها الوجهة الخارجية الأولى لسكان الإمارات العربية المتحدة، وبعد الإمارات جاءت الدول التالية: سنغافورة وكندا وجزر المالديف والمالدي، المملكة المتحدة وألمانيا وفرنسا ونيوزيلندا.

Nordics.





Switzerland.

NO – Media Workshop.

Oslo, April 28

- We attended a media workshop in Oslo that was organized by ANTOR Norway.
- We met 24 freelance journalists, bloggers, influencers and pitched Switzerland in the summer with a special focus on train tours/trips.



NO - Radio Riks interview.

May 5

- Media Manager, Nina Arnemo, was interviewed by Reiselivavisen. The topic was tourism and how to win guests back to Switzerland after the pandemic. The show was broadcasted on Riks Oslo with a reach of 75'000 listeners.
- Link to clip:
[5 MAI Reiselivsavisen 2022 by Radio Riks Oslo \(soundcloud.com\)](#)





Switzerland.

SE - SoMe Influencer – Lottie Knutson.

Basel, May 25-28

- Sweden's most influential and known travel journalist/influencer, Lottie Knutson, travelled to Basel at the end of May to cover the city as a weekend destination.
- The content will be pushed on her IG and FB channel where she have loyal followers.
- Lottie has a weekly page in the largest daily news paper, Aftonbladet, where she gives inspiring travel trips. Lottie has already started to include Basel in her column.
- Topics: Art, culture, food and hotels



SE - Media Partnership DN.

Ticino

- Native Long read Article in Dagens Nyheter. The article was written and produced by journalist Lars Collin. Dagens Nyheter is one of Sweden's largest morning newspaper.
- Activation: Native long read
- Topic: Gastronomy, outdoor activities, culture
- Link to article:
- <https://kampanj.dn.se/switzerland-tourism/soligast-i-schweiz-upptack-italiensktalande-ticino/>
- Article was published May 2nd

Result:

- Readings: 5'326
- Reading time average: 01:49 min

Filmvisningar och en fest för ögat

Sommartid fortsätter många en halvtimme västerut från Bellinzona mot mäktiga Lago Maggiore och den världsberömda filmfestivalen i Locarno. Känd som Schweiz varmaste stad väntar vajande palmer längs den glittrande sjön i ett rent medelhavskt klimat, allt medan vitpudrade alper anas i bakgrunden. Mot denna fond har stadens filmfestival nått världsrykte mitt i hjärtat av Locarno, på torget Piazza Grande. När den elva dagar långa festivalen detta år inleds en het sommarkväll den 3 augusti, innebär det även 75-årsjubileum för Locarno Film Festival.



Vill man sedan göra som de största filmstjärnorna checkar man förstås in på Hotel Belvedere, som har klättrat här längs bergssidorna sedan slutet av 1800-talet. Samtliga nyrenoverade rum och sviter har förstås utsikt över den sneeelblanka Lago Maggiore.

Om Ticino

Vad: Är sedan 1803 en av Schweiz numera 26 självständiga kantonen.

Var: Ticino ligger i sydöstra Schweiz på gränsen till Italien.

Huvudstad: Bellinzona.

Invånare: Knappt 350 000.

Språk: I första hand italienska, men som i hela Schweiz även tyska och franska.

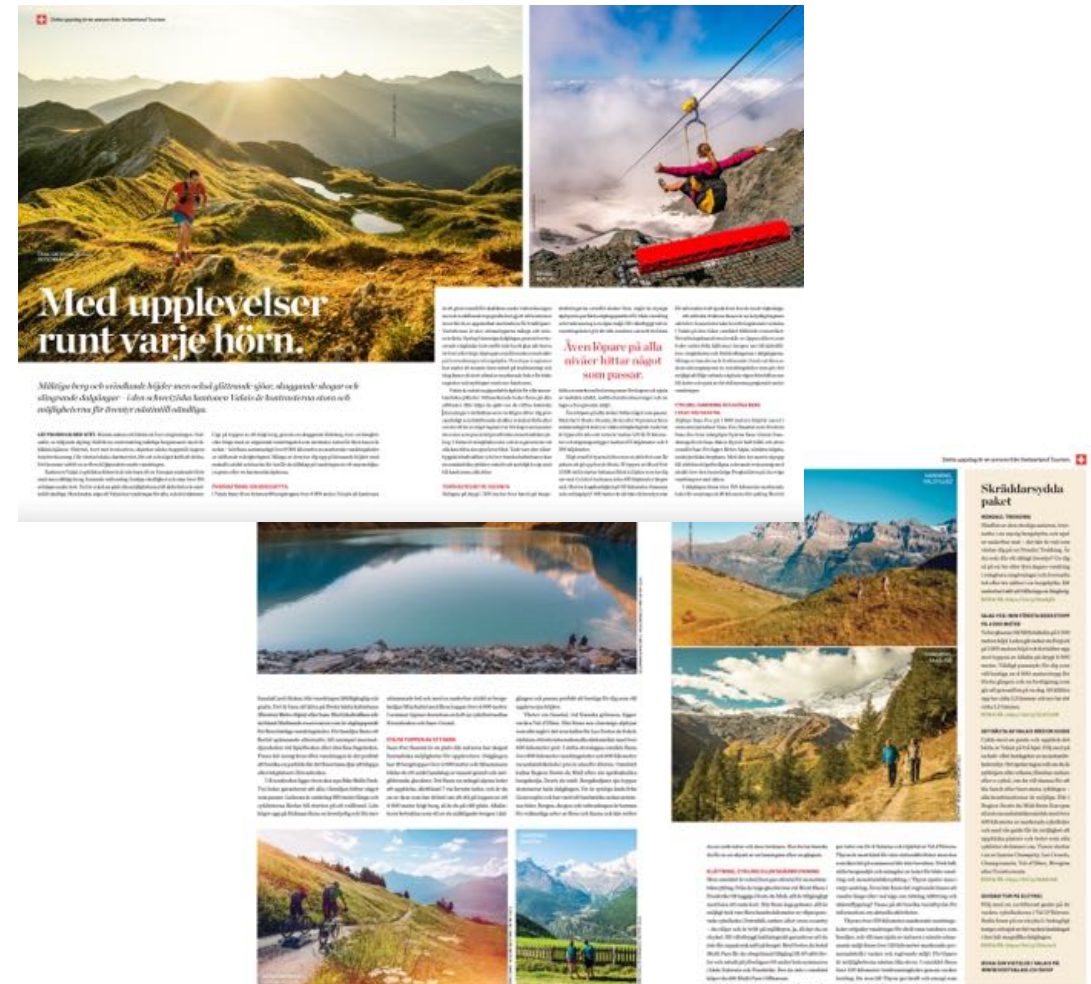
Så reser du hit: Flyg till Zürich, därefter tåg i drygt 2 timmar till Ticino – bland annat genom världens numera längsta tågtunnel genom Gotthardmassivet.

SE - Media Partnership Utemagasinet.



Valais

- Utemagasinet, Sweden's leading outdoor magazine, 55'000 readers.
- Topic: Hiking, Trail Running, Outdoors
- Activation: 4 pages adventures in the Valais Region including offers and push of the Valais Shop.
- Published May 2022 (June issue).



SE - VIP Food Event Ticino.

Stockholm, May 11

- A food event was held for 12 of our most important B2B customers. The event was conducted by Johanna Westman, a renowned TV chef, book publisher and owner of Mosebacke food studio.
- A magical evening with good food, interesting and relevant information about Ticino left a bunch of very satisfied customers.
- A week after the event, FIT summer bookings to Ticino were generated by some of the participants.



Fam Trip Ticino.

Ticino, May 19-22

- Successful fam trip carried out for 4 specialized Nordic tour operators on the theme "La Dolce Vita in Ticino".
- Ticino showed off its very best side and the participants had the opportunity to explore everything from the local cuisine to culture, history and outdoor activities such as hiking and swimming.





Switzerland.

SCIB – Chef, Native & Banner.

- Native in a business/ leadership magazine.
- Online campaign May 2-8
- Participating partners: Made in Bern, Interlaken & Jungfrau Region

Chef.se: 100.000 visits/week,

Newsletter: 40.000 subscribers

Facebook: 26.000 & LinkedIn: 119.000 followers



SCIB - Article in Travel Magazine REIS.



Switzerland.

- 18 pages article in Norway's biggest Travel magazine
- Published in the May issue
- Featured partners: Geneva, Lausanne, Montreux
- 50.000 copies

SVEITS

Genève

Verdensbyen ved sydenden av Genfersjøen i det fransktalende Sveits har mer å by på enn husrom for mange av verdens mest profilerte organisasjoner. Verdens beste sjokolade og klokker i den absolutte luksustoppen er bare to av byens mange attraksjoner.

Sjokolade. Bare ordet fremkaller betinget refleks hos meg, som Pasko' alldende bikkje i det berømte ekperimentet: Hva skjer med oss om vi smeten for noe uimotståelig? Selv trenger jeg ikke å bli forsket på for å bli klar over min hang til sjokolade – det er jeg så inderlig klar over fra før.

Oscar Wilde skal engang ha sagt at han kunne morst å utmannt fristelse. Det er lett å kjenne seg igjen i det. Og hva gjør man når man ankommer verdens sjokoladehovedstad og er en (stikkende) hånd etter sjokolade? Oppsøker Paganet Chocolatier, selvfølgelig. Hvor du ikke bare får verdens beste sjokolade, men også muligheten til å lære av mesteren selv – David Paganet.

– Du er kommet for lære sjokolade verksted, nei? smiler den utstående opplyste sjokolademakeren på storende fransk-engelsk bak en smarebart som selv Salvador Dalí ville vært misunnelig på.

Og joda, det kan jeg bekrefte. For det går gjestord om kondisoren og sjokolademestren fra Montreux i Syd-Frankrike, som har jobbet i anerkjente etablissementer i London, Paris og Zürich før han slo seg ned i Genève. En ettermiddag hver uke holder han workshops i sin Chocolatier Paganet, og jeg er kommet for å lære sjokolade med mesteren sjøl.

Når sats skal sies, har mesteren allerede laget klar sjokoladen på forhånd. Min jobb blir å skape et lite kunstverk ut av den flytende, fløyelsmyke sjokolademassen – selvsagt av den merke typen, alt annet skulle tross seg ut. Og under Monsieur Paganets kyndige veiledning får jeg stryket frem en slags krukke på tre ben, med lokk og stielringer, pyntet med bladgull og rød sløyfe. I krukken fylles det på med små mandpanbiter, alle frossitt som ukke eksotiske frukter med tilhørende vidunderlig smak.

– Det er en gammel sveitsisk tradisjon å fremstille disse, forklarer David Paganet, og henviser til en historisk merkeflag som forvintres i det utydelige grenselandet mellom fransk og engelsk under barren.

– Den eldste og yngste tilstede skal kusse krukken, og så deler man på sjokoladen og innholdet.

Nå har man jo ikke umiddelbart lyst til å kusse sin egen møysommelig fremstillede lille kunstverk, men heldigvis berer sjokolademakeren frem et forklæddelager eksempel. Den eldste og yngste av oss i workshopen får det ærefulle oppdraget å kusse



▲ SJOKOLADKUNSTNEREN David Paganet har ikke bare verdens mest imponerende stumobart – han lager også verdens beste sjokolade i sin Chocolatier Paganet i Genève.



▲ TRINN 1: Malen for å



▲ INNLEDNINGEN: En n den sveitske klokkefets forsamlingen. Svart er d

Klokke maker Pipel

Som de fleste vet, er 5 som Rolex, Petek Phil andre svindende dyre med introduksjonen i rimeligere delen av sm nagerkretsen, som fry gi ut av markedet. Sli at klokke makeret tid betydlig utvidet. Og større enn noen sinne, har flere års venteliste brukspriisen på flere av også her hjemme.

En av flere sveitsisk nye trenden med billi

China.



KMM: International Media trip: Foodie.

- International Media trip city foodie
- Chinese influencer
- May 14-21 2022
- Geneva, Basel, Ticino, LX, STS



Award by National Tourism Media Group.

- On 2021 National Tourism Fashion Awards:
- Top 10 Destination Live-streaming Innovative case
- Top 10 Persistent and Innovative Team





Switzerland.

STS Excellence Program Taiwan Promotion.

- Period: May
- Target: Taiwan trade
- Activities:
 - ✓ A traditional landing page
 - ✓ One livestreaming on May 12, with 260 views.
 - ✓ 2021 annual winner video
- Result:
 - ✓ **116** trade get the certificate.
 - ✓ **4** of above 116 agents are ranked 1st, 2nd, 4th, and 7th in leaderboard 2022!



STS Excellence Program Mainland Promotion.

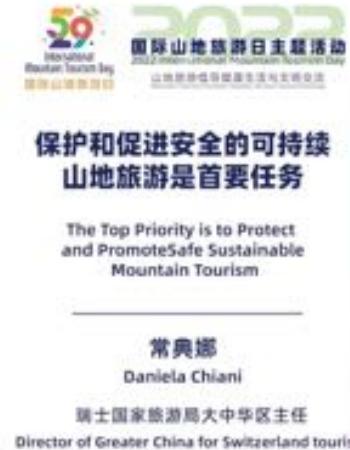
- Period: April – May
- Target: registered users of 2021
- Activities&result:
 - ✓ Several round email push with early bird prize/ lucky draw etc.
 - ✓ Build up a wechat study groups with over 150 trade joins.
 - ✓ Achieved 69 certificates.



International Mountain Tourism Day.



- International Mountain Tourism Day 2022 online seminar
- May 29, 2022
- Daniela Chiani as guest speaker deliver a speech



Trade webinar – Webinar May.

- 24 May, monthly webinar course
- Visa officer as guest speaker
- STS / Rhb
- Reservation: tbc, Live participants: 100+



瑞士.

最新签证资讯/瑞士交通旅游卓越专家课程介绍/雷蒂亚(RhB)铁路线产品亮点培训课程

直播时间：2022年5月24日 16:00

特邀嘉宾：

Michel Woodmer 魏德默先生
Vice Consul, Head of Visa Section 副领事
Consulate General of Switzerland 瑞士驻上海总领事馆

课程摘要：
瑞士交通旅游卓越专家课程及瑞士交通系统最新动态
伯尔尼纳景观列车，冰川列车及复古列车

孙婧女士
瑞士交通系统中国区市场销售经理

Jacky 朱车先生
瑞士铁路公司中国区代表
中国区市场总监

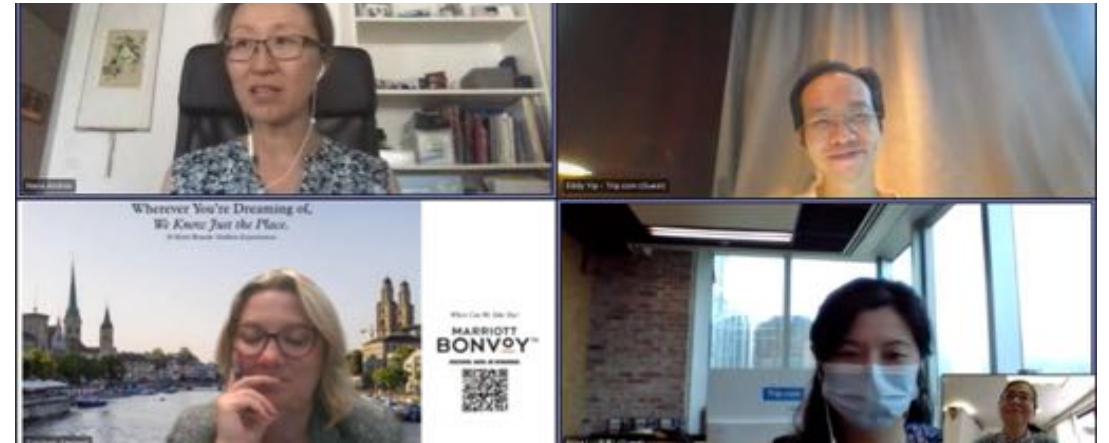
抽奖礼品：
3盒金宝丽马特宏峰巧克力饼干
(礼品由瑞士交通系统提供)

扫码参与课程

KAM: Digital Sales Calls.

- 25-26 May
- Swiss Partners:
 1. STS
 2. Zurich
 3. Lucerne

- Markets involved: HK, TW
- Total: 12 calls



Korea.



Switzerland.





Switzerland.

KAM: GTToS Sales Workshop with STS & STC.

- Date: May 12th, 2022
- Venue: Swiss Embassy in Seoul
- Participants: 37 pax incl. major KAs and media
- Programs
 - STP and GTToS introduction by Andreas Neff (STS)
 - STC_GTToS products by Jay Maeng (STC)
 - Dinner Reception





Switzerland.

KAM: Swiss Travel Academy 2022.

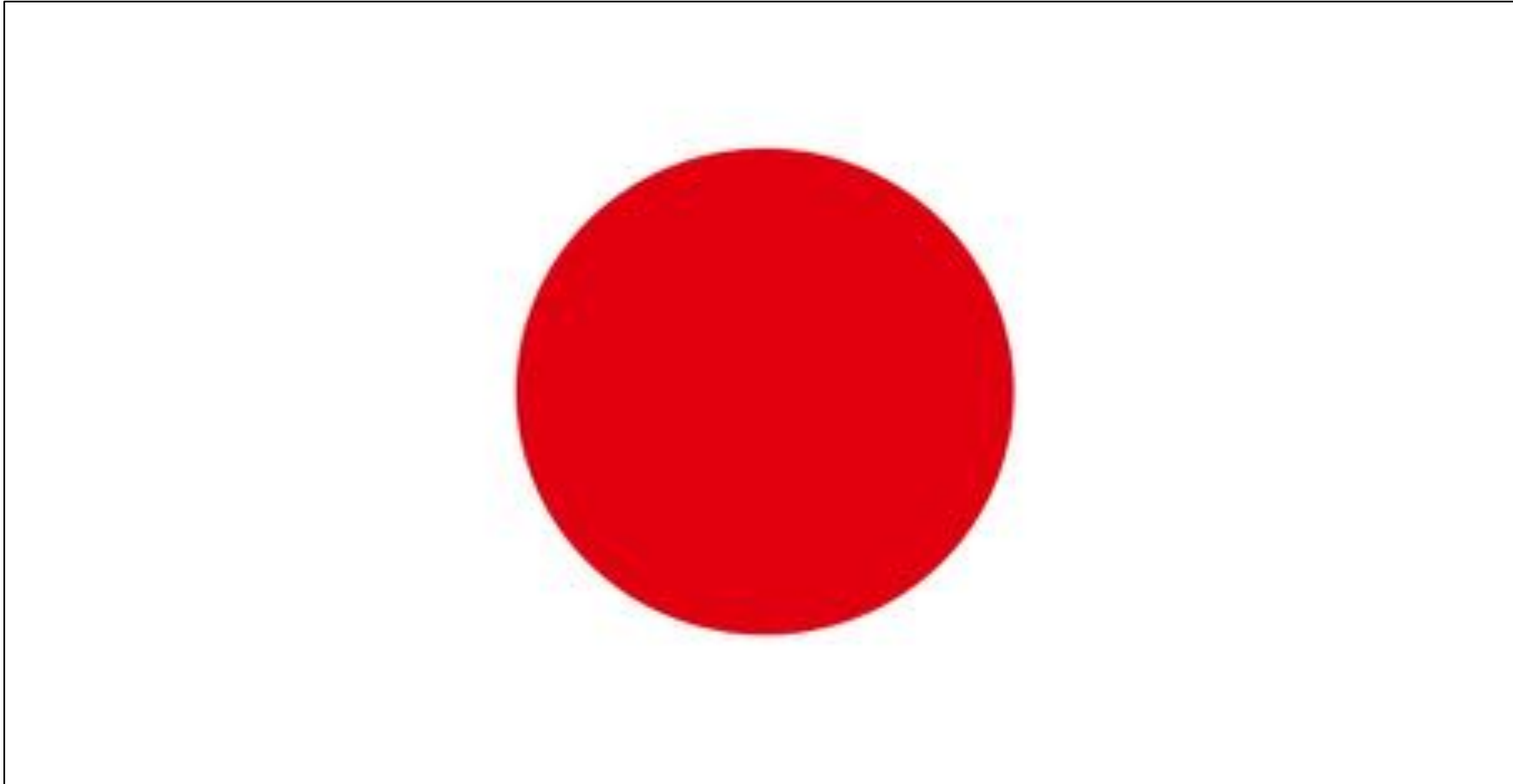
- Title: STA, AGAIN!
- Target: re-education program for existing STA members in 2022
- Date: May 17th, 2022
- Venue: Swiss Embassy in Seoul
- Participants: 16 pax incl. HanaTour, ModeTour, Hyecho, NaeilTour, etc.
- Introductions of major news
 - ST main campaigns: RF's GToS, Swisstainable, 100% Women
 - Swiss partners: Jungfrau Region, Lake Luzern Region, Matterhorn Region, RhB, Schilthorn, Zermatt and Zurich



Japan.



Switzerland.



KMM – Virtual media trip Jungfrau Region First.

- Virtual media trip in collaboration with Jungfrau Railway Group.
- Date: 12 May 2022
- Participants: 11 journalists
- Introducing Grindelwald First with a live gondola ride, mini hike, Cliff Walk, mountain restaurant and accommodation incl. presentation about activities, history and stories.
- Followed by virtual picnic with Swiss wine and products.





KMM - Online 'BE-PAL'.

- 'BE-PAL' is an online outdoor media.
- Contacts: 435,000
- Pages: 15 pages
- Issued: 6 May 2022.
- Article about winter hiking, gastronomy and hotel life in Zermatt.
- A result of Int'l media trip 'Winter Magic' in March 2022.





Switzerland.

KMM - Magazine 'J-B Style'.

- 'J-B Style' is the membership magazine of JCB credit card.
- Circulation: 200,000 copies.
- Pages: 14 pages.
- Issued: 17 May 2022.
- Article about Alpine tourism, focusing on Jungfrau Region and Zermatt. Summer highlights of Jungfraujoch, hiking, hotel life including Kulm Hotel Gornergrat.





Switzerland.

KMM - Online 'Travel Voice'.

- 'Travel Voice' is a daily travel trade online media.
- Contacts: 6,600
- Pages: 2 pages
- Issued: 31 May 2022.
- Article about ST's media summer launch by reporting about Swisstainable, Magic of small villages, 175 years Swiss Railway, RhB world record project, Alpine X, Platform 10, Novartis Pavilion, ST Japan's new IG and Twitter etc.





Switzerland.

KMM – Media summer launch.

- The 1st in-person media launch in Tokyo since the pandemic.
- Date: 27 May 2022
- Participants: 28 journalists
- Presented partners' news, ST global projects such as Swisstainable, 100% Women, Roger Federer GToS, Magic of small villages, ST Japan's new IG and Twitter followed by lunch for networking.
- Integration of Swiss wine promotion.





Switzerland.

C&A – Launch of Japanese Twitter & Instagram.

- Launch of the Japanese twitter and Instagram Account in May 2023.
- MySwitzerlandjp for both channels
- Focus in communication towards Millennials and GenZ to support the rejuvenation of the Japanese market.



South East Asia.

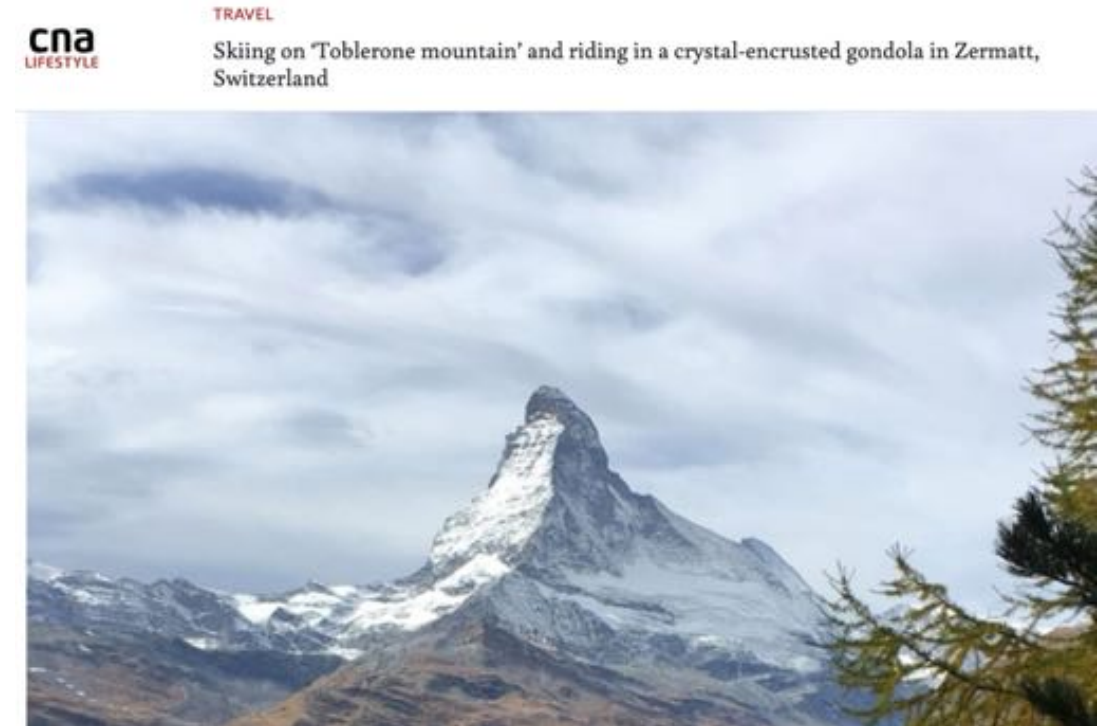


Switzerland.



Online/KMM (Singapore) - ChannelNewsAsia Lifestyle.

- Singapore
 - > 111 million page views and 14 million unique visitors each month
 - News channel for Singapore
 - Partners: Zermatt
- <https://cnalifestyle.channelnewsasia.com/travel/zermatt-switzerland-matterhorn-travel-skiing-311976>



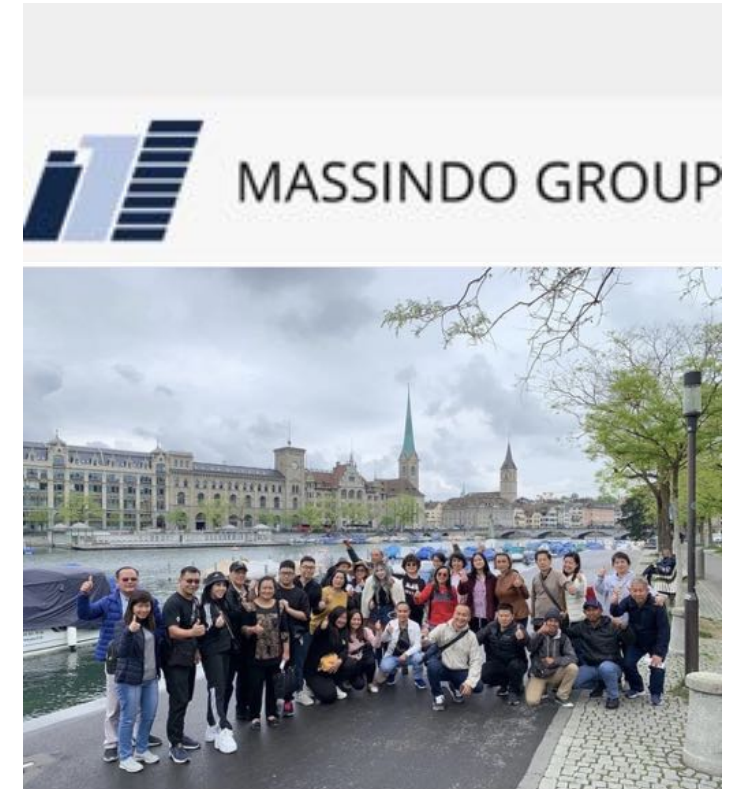
SCIB SEA Carried Out Business Meetings.

- Market: Indonesia
- Period: 11-16 May 2022
- Corporate: KBSS Indonesia
- Overnights: 90
- Turnover: CHF 29,970
- Destination: Zürich, Interken, Geneva
- Hotels: *A-ja Resort Hotel Interlaken Hotel, NH Geneva Airprot*



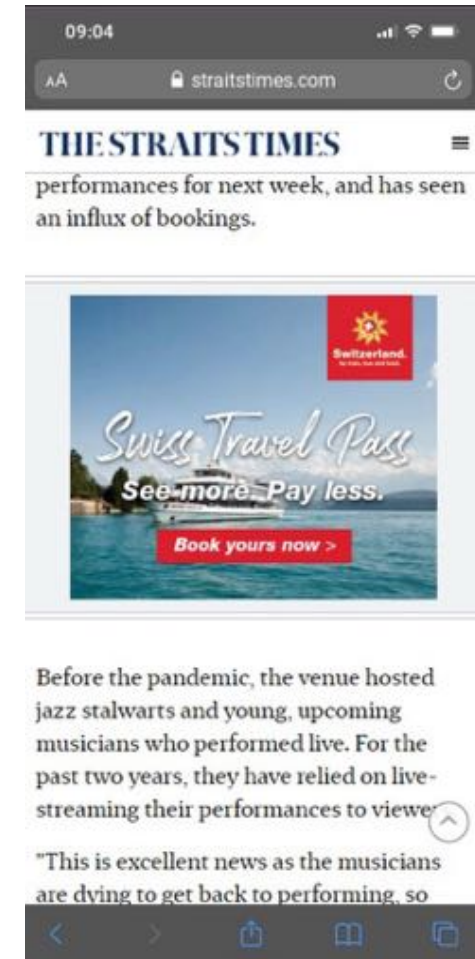
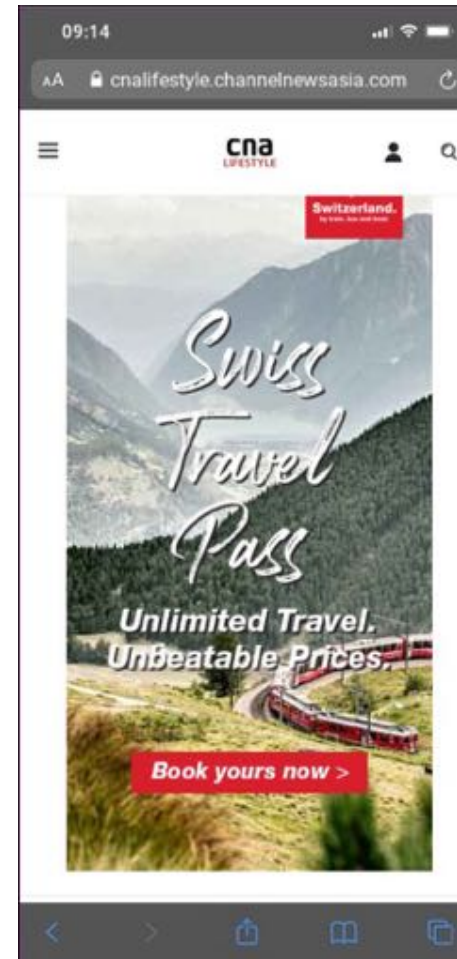
SCIB SEA Carried Out Business Meetings.

- Market: Indonesia
- Period: 05-12 May 2022
- Corporate: Massindo Indonesia
- Overnights: 245
- Turnover: CHF 81,585
- Destination: Zürich, Interken, Montreux
- Hotels: *Sheraton Zürich, VJF Grand Hotel & Spa, Montreux Palace*



ST/STS: Digital Campaign STP Promo SEA.

- Display campaign using programmatic banners across TH, SG, MY, IN to promote and push sales of STP during main booking season summer
- Duration: March-May 2022 (10 weeks)
- Dedicated landing page on MyS.com and call to action to RE booking engine.
- Target audience: already expressed interest and/or bought their flight tickets to Switzerland or the attractions.
- Results: CTR 0.19%, Impressions 13.6 Mio.





Switzerland.

ST/STS: Kuoni GToS mini-group FAM trip SEA.

- FAM Trip with Kuoni along the GToS to promote new small groups packages by train
- Date: 8-15 May 2022
- Total 11 Agents from SEA: 5x TH, 1x SG, 1x MY, 2x IN
- Destination/partners: Schaffhausen, St. Gallen, Luzern, Rigi/SGV, Luzern-Interlaken Express/ZB, Interlaken, Jungfrau Railways, GoldenPass/MOB, Montreux, Zermatt, Gornergrat/MGB, Glacier Express, Zurich





Switzerland.

ST/STS: Kuoni GToS mini-group FAM trip SEA.

- Products introduced: GToS, panoramic trains, mountains, museums, STP, Luggage service
- Packages: Itineraries revised now and products being launched/first bookings
- Results: 13 groups/235pax confirmed so far
- Agents revising their itineraries after FAM trip





Switzerland.

Malaysia – Premier Travel Magazine.

Chief Editor of Premier Travel shared his Switzerland travel experience on AiFM (Local radio).

Destination covered: Zermatt on black nose sheep and sustainability, Aletsch Arena, Zurich & Lindt Museum

<https://fb.watch/dgfUrAs2G>





Switzerland.

Malaysia – Penang Mixed Media Trip.

- Media trip with Im First Class, Kwong Wah Yit Poh & EZ Travel Magazine
- Date: 11 – 21 May 2022
- Destination: Ticino, Zermatt, Schilthorn, Bern, Zurich





Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Thailand
- Period: 22-28 May 2022
- Corporate: Institute of Research and Development for Public Enterprises of Thailand
- Overnights: 180
- Turnover: CHF 59,940
- Destination: Zürich, Grindelwald, Vaud, Geneva, Vevey
- Hotels: Crowne Plaza Zürich, Modern Times Vevey, Novotel Geneva Centre, Warwick Geneva





Switzerland.

Thailand – KAM Citrin Tour Promotions.

- May2022 Episode 14-17
- Series of video promotions published on Facebook and Youtube channel RovingRound
<https://www.youtube.com/c/RovingRound>
- Partners integrated STS, GEX, Valais, Zermatt Matterhorn, St.Moritz
- Organic reach: 251K
- Views: 19.6K
- ER: 12.8%





Thailand – KAM Citrin Tour Promotions (Results). **Switzerland.**

- Period end Feb – May 2022
- 3 products development
- Target: Family & FIT
- Reached marketing contacts:
174,959
- Secured 48 new bookings
- Influenced 206 overnights
- Partners: STS, Vaud, MRAG



Switzerland.

Thailand – KAM: Partnerships with One World Tours & Travel (Results).

- Period end Feb – May 2022
- 2 products development
- Target: Family & Leisure Groups
- Reached marketing contacts:
82,735
- Influenced 1,935 overnights, 371
pax
- Partners: STS, LLR, Vaud, Zurich,
Bucherer



Switzerland.

Thailand – KAM Promotions: World Traveler Agency (Results).

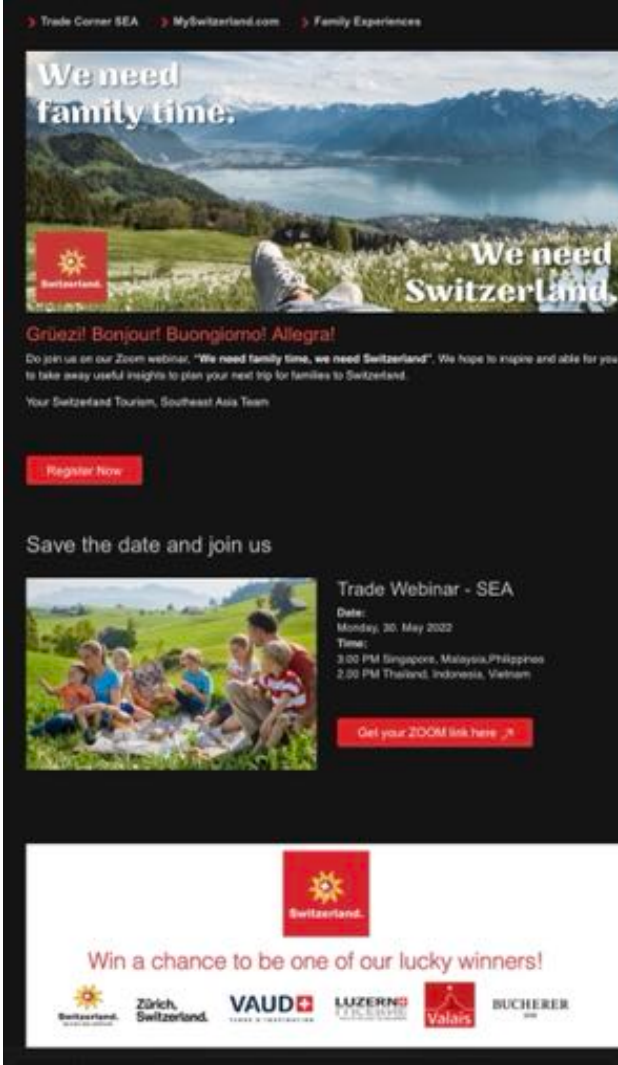
- Period Mar – May 2022
- 2 products development
- Target: Family&Leisure luxury groups
- Reached marketing contacts: 52,756
- Influenced xxx overnights
- Partners: STS, MRAG, LLR, Vaud, Zurich, Bucherer

SEA KAM Promotions – Spring reports.

- Period end of Feb – May 2022
- 7 product development with 3 travel agents
- Reached marketing contacts: 310,450
- Influenced xxx overnights
- Partners: STS, LLR, MRAG, Vaud, Zurich, Bucherer

SEA KAM – Trade Webinar.

- 30 MAY 2022
- Zoom Webinar Topic: "We need family time, we need Switzerland"
- 2 x Trade newsletters
- Participants: 154 from SG, MY, ID, TH, PH, ID
- Partners: STS, Zurich, LLR, Vaud, Valais, Bucherer



Trade Corner SEA > MySwitzerland.com > Family Experiences

We need family time.

We need Switzerland.

Grüezi! Bonjour! Buongiorno! Allegra!

Do join us on our Zoom webinar, "We need family time, we need Switzerland". We hope to inspire and able for you to take away useful insights to plan your next trip for families to Switzerland.

Your Switzerland Tourism, Southeast Asia Team

[Register now](#)

Save the date and join us

Trade Webinar - SEA

Date: Monday, 30 May 2022

Time: 3:00 PM Singapore, Malaysia, Philippines
2:00 PM Thailand, Indonesia, Vietnam

[Get your ZOOM link here](#)

Win a chance to be one of our lucky winners!

Switzerland. Zurich, Switzerland. VAUD. LUZERN. Valais. BUCHERER.

Australia.



Switzerland.





Switzerland.

Activation: Snow Travel Expos Australia.

- Largest international ski expos in Australia
- ST attended both shows in Sydney and Melbourne
- Chalet-style Switzerland booth with Saint Bernards (Melbourne) and Swiss Shepherd Dogs (Sydney)
- Huge interest with 3,200 visitors in Melbourne and 4,500 in Sydney
- 80% of stand visitors plan a ski trip to Switzerland in 22/23 or 23/24
- TO partners with Switzerland products present: Skimax, Sno'n'Ski, Mogul Ski





Switzerland.

KAM: Training event with Flight Centre and SNS.

- Switzerland training at Sno'n'Ski (SNS) office in Brisbane for SNS reservation staff
- Switzerland training and networking event at Flight Centre's HQ, organised by SNS
- 135 agents: FCTG staff and other retail brands such as Helloworld
- 3x 30mins slots Switzerland Game Show «Swiss Runaround» with prizes to win
- Networking event with Swiss Cheese Fondue





Switzerland.

KMM: Vacation & Travel homepage Takeover.

- Vacation & Travel homepage take over during May 2022
- Roger Federer campaign, including 1x Leaderboard banner, 1x Med Rec banner, 1x video box, 2x skyscraper banner (vertical banners) for the Month of May run of site
- Various topics (100% Women, Swisstainable, inclusion all key partners, news updates, etc.)
- 25,418 av. unique users, 70,287 av. unique page views.

Vacations & Travel

ACCOMMODATION - DESTINATIONS EXPERIENCES - TRIED & TESTED
Love inspiring travel stories and exciting competitions? Get the



Is this the best destination for solo female travel?

Which destination is cementing itself as a women's travel hub? Here solo female travel is not a trend but a way of life.



When you need a vacation without drama you need Switzerland

Earlier this year Roger Federer has announced his new role as ambassador for Switzerland Tourism. The Swiss tennis star shares his 'must do' experiences.



10 ways to enjoy a sustainable holiday in Switzerland

We've found the best ways to experience Switzerland as an eco-conscious traveller



Solo female travel best country to

Switzerland is not only mountains in the world worthy lakes and most It's also one of the safe solo female travellers, with some great offers for avid adventurers.



Take stock in Switzerland

There is no better place to get your bearings than the luxurious Bürgenstock Hotel & Alpine Spa overlooking Lake Lucerne



"Gnocch" yourself out in Switzerland!

Frequented by celebs and high-flyers, the Canton of Ticino in Switzerland's southeast is a gem of a destination where the charms of Italy meet Swiss beauty



How to travel Switzerland the 'Swisstainable' way

Renowned for its breathtaking natural sights, Switzerland has its own sustainability blueprint for both locals and tourists to follow.



Five ways to see spectacular Switzerland on a budget

With these penny-savvy tips from Switzerland Tourism, a holiday in the Alpine wonderland may be cheaper than you think

India.



Switzerland.

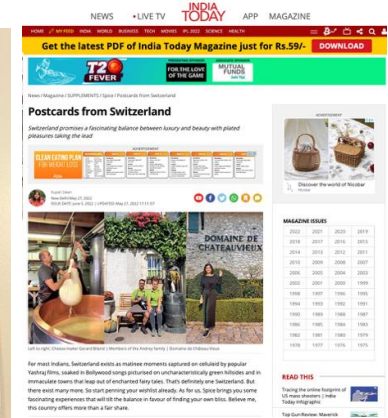


KMM: India Today Spice Cover Story.



Switzerland.

- For the Travel Issue of India Today spice magazine they showcased Switzerland on their cover and an 8-page cover story about Switzerland was published. The 8-page cover story talking about different aspects of Switzerland including GTOS, Gastronomy & luxury.
- India Today Spice, a luxury supplement with the India Today magazine is distributed in top metros with a circulation of 310'000 it is one of the largest read lifestyle magazines in India.
- The story was also published on their website.



- Total Contacts:**
 - Circulation: **310'000**
 - Readership: **1'550'000**
 - Website contacts: **15'525'000**



Switzerland.

KAM: Presence at SATTE 2022.

- Presence at the South Asia's Travel & Tourism Exchange (SATTE 2022) from May 18-20, 2022 with leading wholesaler and RailEurope GSA – Travel Boutique Online (TBO). This was carried out together with Swiss Travel System & RailEurope
- The presence at SATTE offered the opportunity to meet and interact with tour operators and travel agents from across India as well as have a strong call-to-action through the presence at the Travel Boutique Online booth
- **Total Contacts – 300**





Switzerland.

SCIB India: Carried Out Business.

- **Date:** 15th – 22nd May 2022.
- **Client:** upGrad.
- **Segment:** Working Professionals / Business owners.
- **Reason:** Student campus immersion program with Swiss School of Business and Management university in Geneva.
- **Number of pax:** 55.
- **Turnover:** CHF 128'205.
- **Client profile:** India's largest online higher education company.



SCIB India: Confirmed Business.



Switzerland.

- **Date:** 03 - 07 & 04 - 08 June 2022.
- **Client:** Dream 11.
- **Segment:** Employee Incentive/offsite.
- **Region:** Hyatt Regency & Hyatt Place, Zurich.
- **Number of pax:** 650.
- **Turnover:** CHF 858'000.
- **Client profile:** Dream11 is a leading Indian fantasy sports App with over 140million users. Users play fantasy cricket, hockey, football, kabaddi, volleyball, rugby, basketball, etc.

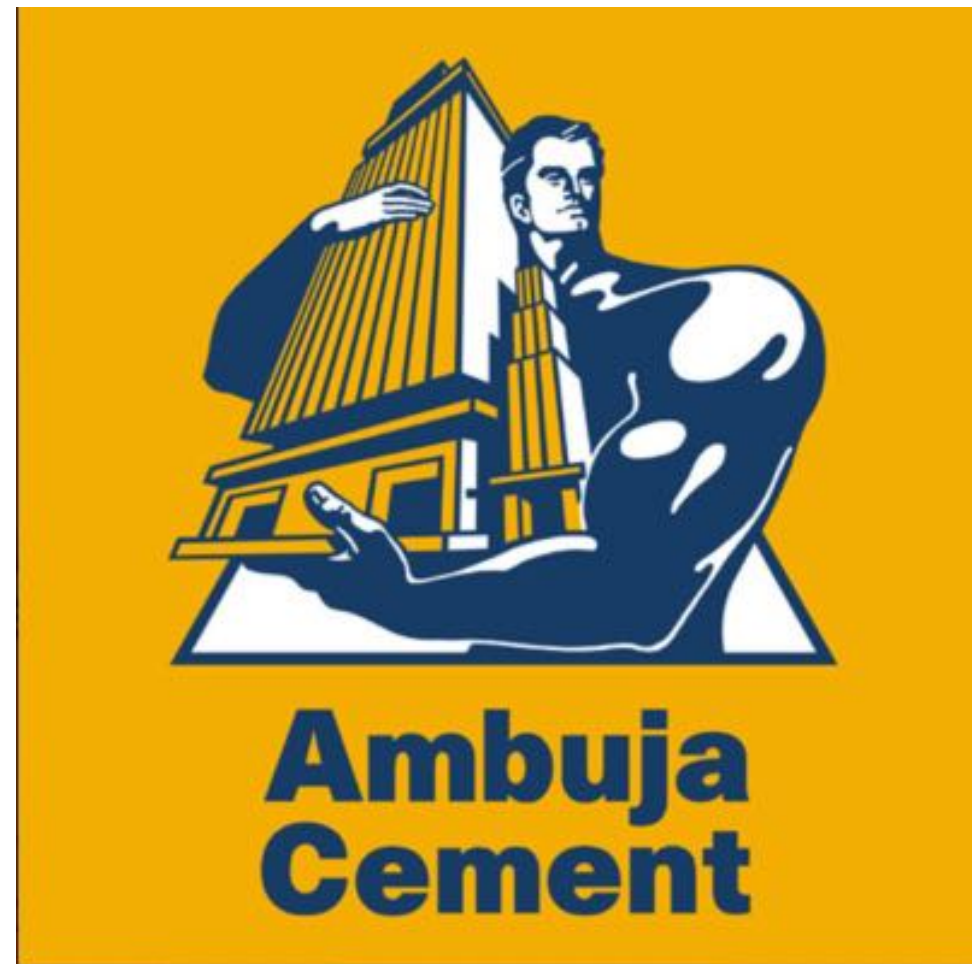




Switzerland.

SCIB India: Confirmed Business.

- **Date:** 23rd - 28th June 2022
- **Client:** Ambuja Cements Limited.
- **Segment:** Key Dealer Incentive.
- **Region:** Zurich.
- **Number of pax:** 250.
- **Turnover:** CHF 412'500.
- **Client profile:** Ambuja Cement (ACC) is an Indian multinational cement company. ACC Limited, is part of the reputed Holcim group of Switzerland since 2005.

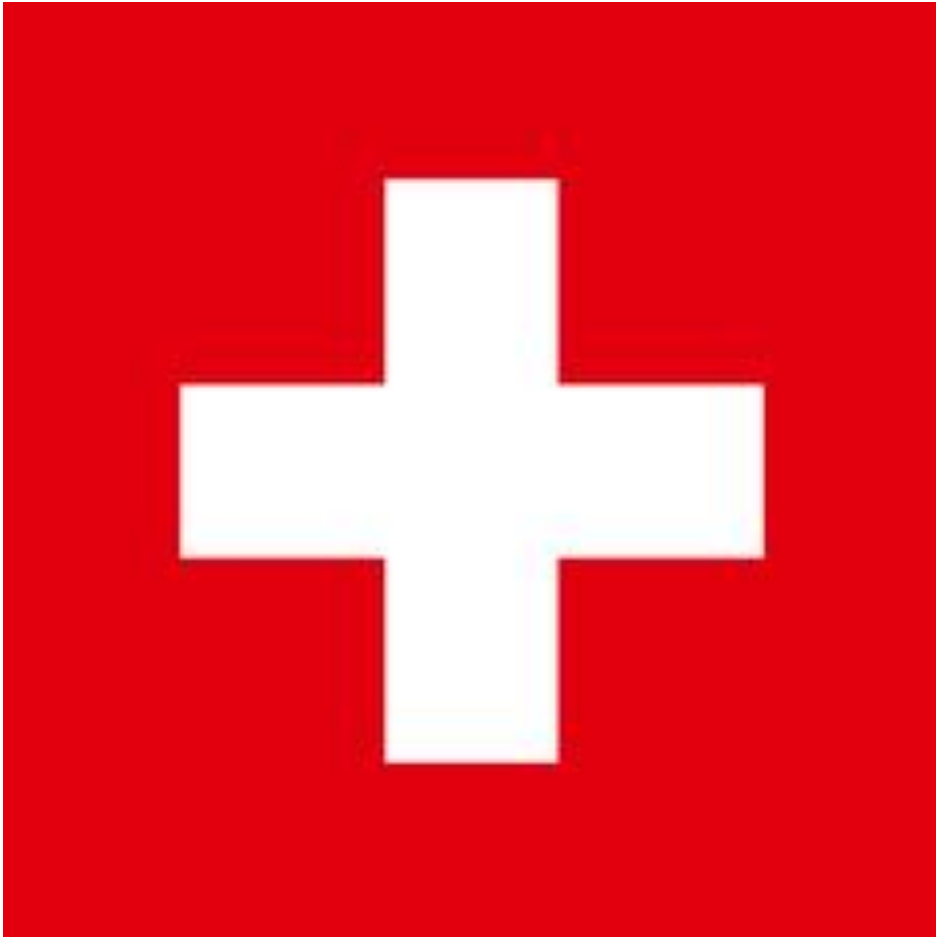


Markets West.

Switzerland.



Switzerland.





Switzerland.

RailAway Travelmagazine - Summer/Fall edition.

- Leisure magazine by SBB/RAW
- Circ. DE 110'000 / FR 60'000 / IT 30'000
- Distribution: Swiss train stations Jun - Sep 2022
- Content co-creation: 8 pages Multimedia Stories
- Co-Sender with Cover Logo & 1 page ad
- Focus on Swisstainable travel & various topics:
 - Geneva: Water
 - Ticino: Action
 - Piz Bernina: Mountaineering
 - Valais: Hiking



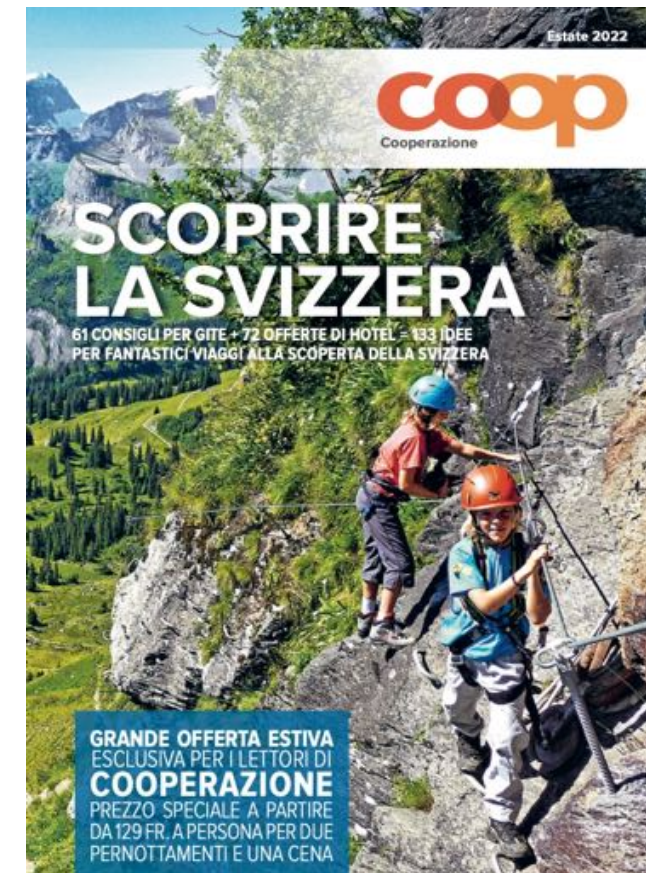
Es ist Zeit für nachhaltiges Reisen – wir nennen es Swisstainable.
Erfahren Sie mehr: my.chieftravel.com/swisstainable



Switzerland.

Coop Insert – «Die Schweiz entdecken».

- Publication: May 31, 2022
- 60 pages with 7 keystories, 60 excursion ideas and 72 hotel offers
- Hotel offer (2 nights, one dinner from CHF 129.-). Valid until end of August
- Edition: 2.5 million as a supplement in Coop newspaper, 300'000 at Coop stores)
- Languages: ger + fr + it



BeNeLux.



Switzerland.





Switzerland.

Netherlands: KMM – Summer Media Launch Amsterdam.

- Thursday, 12 May 2022, Amsterdam
- Media and content creators cooking workshop event with 30 guests.
- Presentation of Swisstainable highlight by our Key Partners and interactive cooking session.
- Swiss partners present: *Bern, Valais, Ticino, Luzern-Vierwaldstättersee, Vaud, Graubünden, RhB, STS.*
- Strategic Partners involved: *SCM, Swiss Wine Promotion, Appenzeller Bier*



Netherlands: Swisstainable Trade & Content creator Workshop.

- Friday, 13 May 2022, Amsterdam
- Networking event for professionals
- 35 B2B guests: 25 trade partners, 10 influencers
- Presentation of Swisstainable offers by Key Partners, interactive content creator workshop with sustainable content creators.
- Swiss partners present: *Bern, Valais, Ticino, Luzern-Vierwaldstättersee, Vaud, Graubünden, RhB, STS, STC.*
- Strategic Partners involved: *SCM, Swiss Wine Promotion, Appenzeller Bier*





Switzerland.

Netherlands: Conscious Travel Festival.

- Saturday, 14 May 2022, Amsterdam
- 250 B2C guests invited by our workshop partners
- Workshops about conscious way of travelling given by our workshop partners and sustainability leaders:
NKBV, Bever, Salt Magazine, The Hike, Tristan Bogaard, Columbus Travel
- Swiss partners present:
Bern, Valais, Ticino, Luzern Region, Vaud, Graubünden, RhB, STS
- Strategic Partners involved: *SCM, Swiss Wine Promotion, Appenzeller Bier, Mammut*





Switzerland.

Netherlands: Trail & Hike Event.

- 21 & 22 May 2022, Doorn / Amsterdam
- Outdoor event in cooperation with NKBV (Dutch Hike & Mountaineering Association).
- Approx. 1'500 visitors.
- Presentation and promotion of hike and trail offers in Switzerland to visitors.
- Swiss partners present: *Valais (Leukerbad & Nendaz), Ticino, Jungfrau Region, STS.*





Switzerland.

Meetings: Business Dinner Luxembourg.

- 17.05.2022
- Luxembourg
- Special venue: Le Toit pour toi
- Theme: Swisstainable
- Key-note speaker: Goy Grosbusch: Importation of fruits & vegetables: “Between tradition & Innovation”
- 27 guests corporate meeting planners: finance, insurance, banking, law
- 6 Swiss partners: *Crans-Montana, Engadin-St.Moritz, Engelberg; Pilatus Bahnen, Sorell Hotels, Swiss Int. Air Lines*
- 1 RFP for a congress in 2024 with 600-700 delegates





Switzerland.

Meetings: Business Dinner Luxembourg.



Italy.



Switzerland.



Campaigning & Activation: exhibition «I need Swisstainable» at the House of Switzerland in Milano.

- Period: 26.04.22 – 29.05.22
- Exhibition “I need Swisstainable”. A multi-sensory journey to discover the sustainable DNA of Switzerland and the green approach to travel, declined in different aspects.
- Partners involved: Ticino Tourism, Made in Bern, Geneva Tourism, Rhaetische Bahn, Swiss Travel System
- StraPas: Victorinox, Aroma Stick, Rausch, Mammut, Ricola, Swiss Cheese Marketing, Swiss Wine
- Over 5'000 visitors



Five areas to taste, hear, see, feel, and touch what the Swisstainable philosophy is all about.

- WATER BAR: spring water tasting
- ARCHIVE WALL: journey between destinations through artifacts, data and curiosities.
- CONNECTION & SOUND WALL: audiovisual narrative dedicated to scenic trains and the world's most extensive transportation network.
- FOOD ARCHIVE: biodiversity and gastronomy of Ticino, Bern Region and Geneva.
- OLFACTORY STATION: olfactory encounter with Swiss nature that regerates and fills with energy





KMM: Media event “I need Swisstainable” at the HoS in Milano.

- Date: 03.05.22
- Media event at House of Switzerland of Milano
- Set up with exhibition “I need Swisstainable”
- Participants: 42 journalists
- Partners involved: Ticino, Made in Bern, STS, Geneva Tourism, RHB

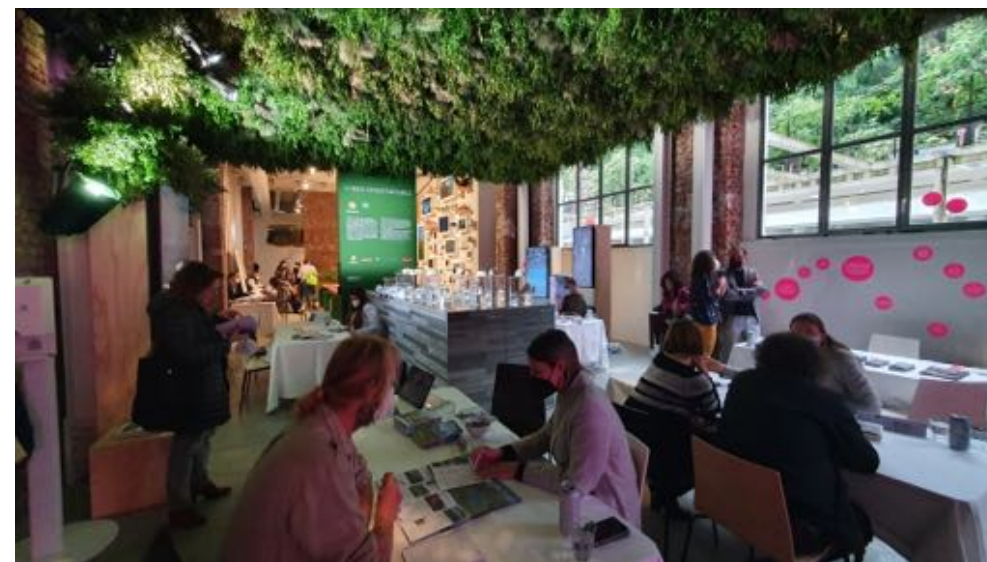
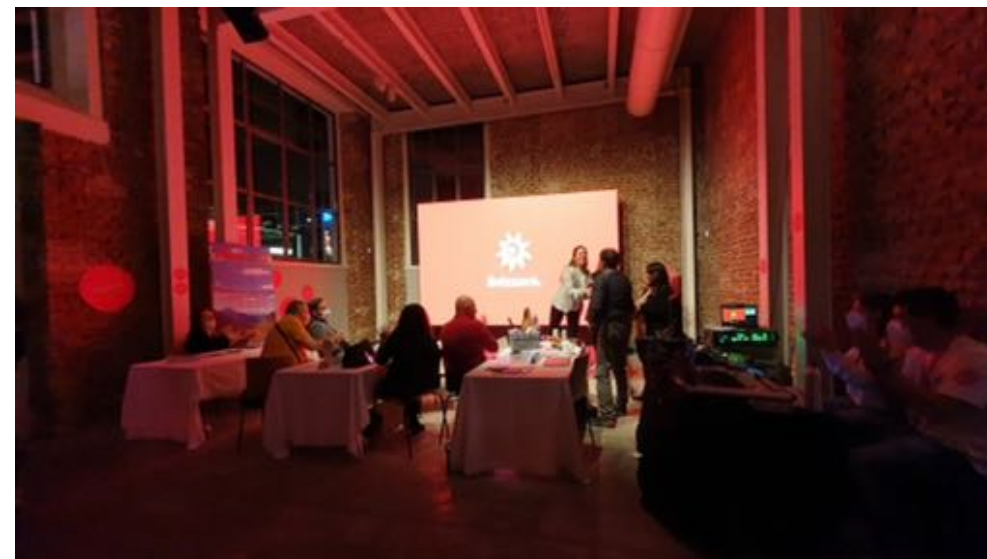




Switzerland.

KAM: Workshop Summer at the HoS in Milano.

- Date: 05.05.22
- Workshop Summer
- Partners involved: Adrastea Viaggi, Bern, BLS, Geneva T., Hotel Kooperationen, Il Girasole Viaggi, Interlaken T., Jungfraubahnen, RHB, STS, Ticino T., Wallis, Zermatt Bergbahnen
- Focus: summer offers, Swisstainable, partners-news
- Participants: 42 travel agents



Campaigning & Activation: VIP event 100% Women at HoS in Milano with Forbes.

- Date: 10.05.22
- Exclusive event with a Panel moderated by Forbes and cocktail-apero to celebrate excellence in sustainable-women-led business with:
 - Monika Schmutz, Swiss Ambassador
 - Letizia Elia, ST head of development
 - Federica Fontana, ST ambassador
 - Eva Fontanelli, CEO Gooders
- Participants: 80 entrepreneurial and successful women



Campaigning and Activation: Michelle Hunziker at the House of Switzerland.

- Date: 17.05.22
- Michelle Hunziker at the House of Switzerland: recording of the SRF broadcast Gredig Direkt and visit of the exhibition “I need Swisstainable”
- IG posts and stories on @therealhunzigram IG channel as well as on @myswitzerlandIT
- Partners involved: Swiss consulate and Swiss Embassy
- Contacts: over 5 mln



Campaigning & Activation: OOH Trainhub in Milano.

- Period: 30.04.22 - 28.05.22
- 4 benches representing 4 Swiss Cities with direct train connections from Italy located in Garibaldi district for a duration of 4 weeks.
- A place to have a break under the motto “I need Swisstainable”.
- Contacts: 9 mln



Campaigning & Activation: OOH Trainhub in Milano.



Switzerland.





Switzerland.

Digital: Summer/House of Switzerland Instagram ads.

- Period: 03.05.22 – 28.05.22
- Sponsored IG stories campaign to inform people about our exhibition at the House of Switzerland and Summer offers
- Partners involved: Ticino, Made in Bern, RHB, Geneva Tourism, Eurocity



KMM: Group media trip Trenino Verde and Bern region.

- Date: 19-21.05.22
- Group media trip in Interlaken and Bern on the “Trenino Verde delle Alpi” BLS train. Overnight at Hotel Carlton in Interlaken and Hotel Bristol in Bern.
- Participants: 5 journalists
- Partner involved: BLS, Made in Bern

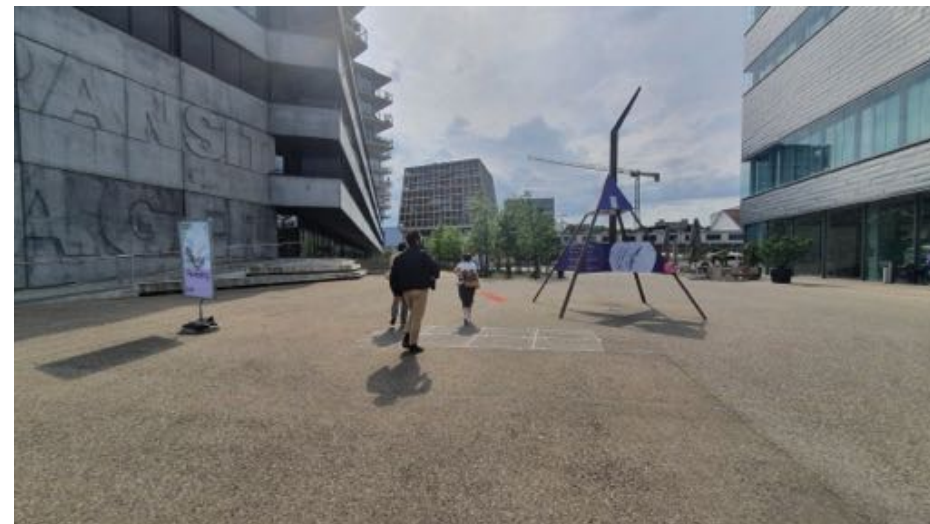




Switzerland.

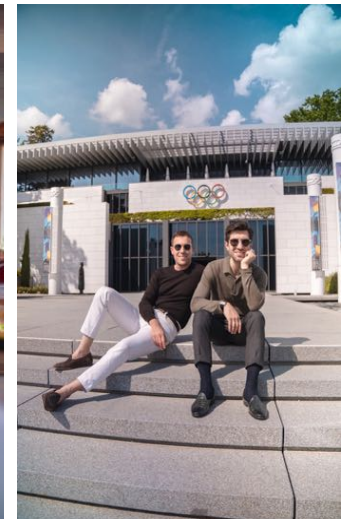
KMM: Media Trip «Architekturwoche» Basel.

- Date: 12.05-14.05.22
- Trip to visit the city of Basel during the “Architekturwoche”
- Visit of Dreispitz, the new Novartis Pavilion, the Beyeler Foundation, the Kunstmuseum, the Stadtcasino, and the Vitra museum
- Participants: 4 journalists and 1 tv crew



Campaigning & Activation: Influencer trip with ambassadors Filippo & Filippo.

- Period: 13-15.05.22
- Trip to Lausanne and Lavaux vineyards with focus on lifestyle, oenogastronomy, art, and lake-cruise. Creation of a youtube video and an itinerary-dedicated landingpage on MyS.
- Partners involved: Lausanne Tourism



Campaigning & Activation: 100% Women advertising on Forbes.

- Date: 20.04.22
- Advertising page on travel magazine FORBES
- May edition
- Subject: 100% Women key visual with ambassador Federica Fontana
- Contacts: 200'000



Scopri subito la Svizzera: [Svizzera.it/women](https://www.svizzera.it/women)



Switzerland.

Digital: Italian Weekender – Azerion.

- Period: 01.04.22 – 31.05.22
- Native advertising: interactive chatbot to get information about visiting Swiss cities by train.
- Geotarget: Milano and Lombardia.
- Link to:
 - svizzera.it/ilmegliodibasilea
 - svizzera.it/intreno
- Partners involved: STS, Basel Tourism

Sezioni Edizioni Locali Servizi **CORBIERE DELLA SERA** ASSONATI Accedi

cristallo» a «Pulp Fiction»
Il protagonista di 'The Matrix' è affetto da albeia

Mastronardi: «Ora divento cattiva»

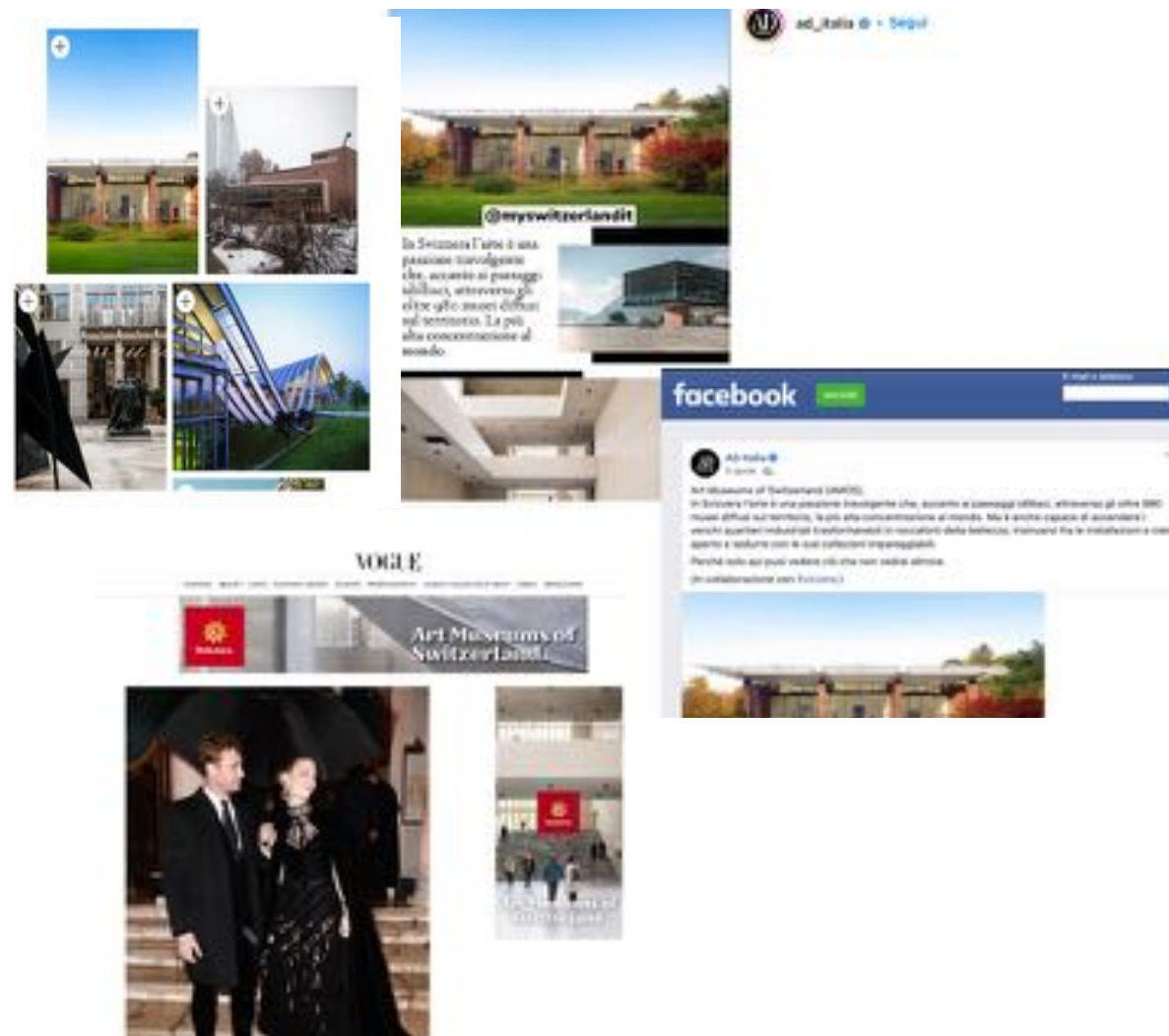
Ciao!
Hai mai visitato Basilea? 🇨🇭
Sapevi che Basilea è la capitale culturale della Svizzera?
Regalati un city break con Eurocity Tariffa Smart, a partire da 41 euro 🇨🇭
Scopri di più



Switzerland.

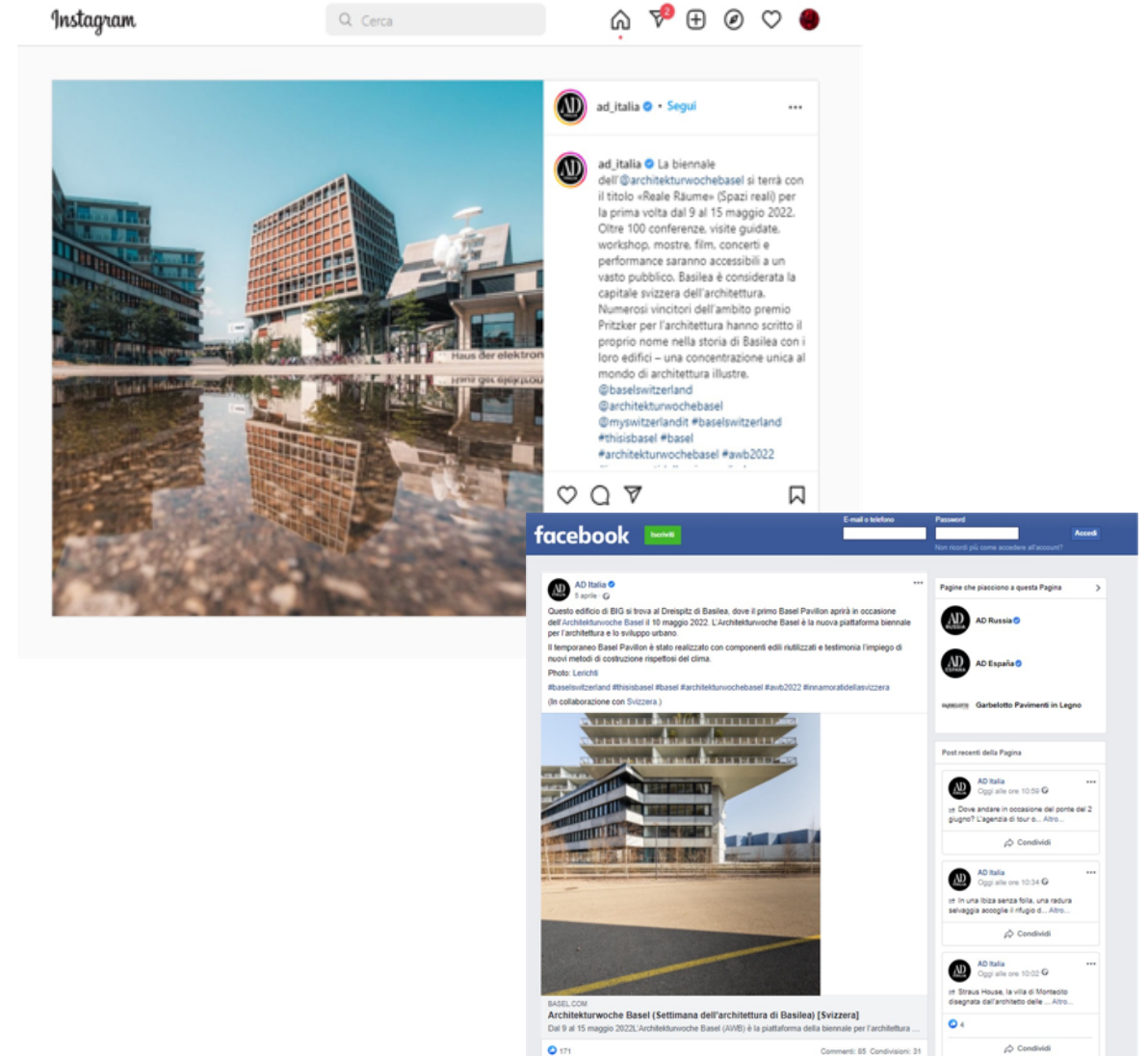
Digital: Campaign for AMOS on Architectural Digest.

- Period: 07.04.22 - 22.04.22
- Branded content on AD website, banner campaigng & enewsletter to AD targeted audience
- Contacts: 570'000



Digital: Campaign for Basel Tourism on Architectural Digest social accounts.

- Period: 04.04.22 - 01.05.22
- Social campaign with AD social accounts to promote the first edition of Architecture Week in Basel.
- 2 post Facebook AD
- 3 post + 2 stories Instagram AD





Switzerland.

Campaigning & Activation: Lugano Region - OOH with Michelle Hunziker in the center of Milano.

- Period: 03-24.05.22
- Maxi Billboard located in Garibaldi district (Via Moscova 58), one of most frequented area in Milano, to promote Lugano.
- 5 min. beside House of Switzerland
- Subject: Michelle Hunziker in Lugano.
- Partner: Lugano Region.
- Contacts: 6 millions





Switzerland.

Campaigning and Activation: Sponsoring Pink Golf Cup Tournament.

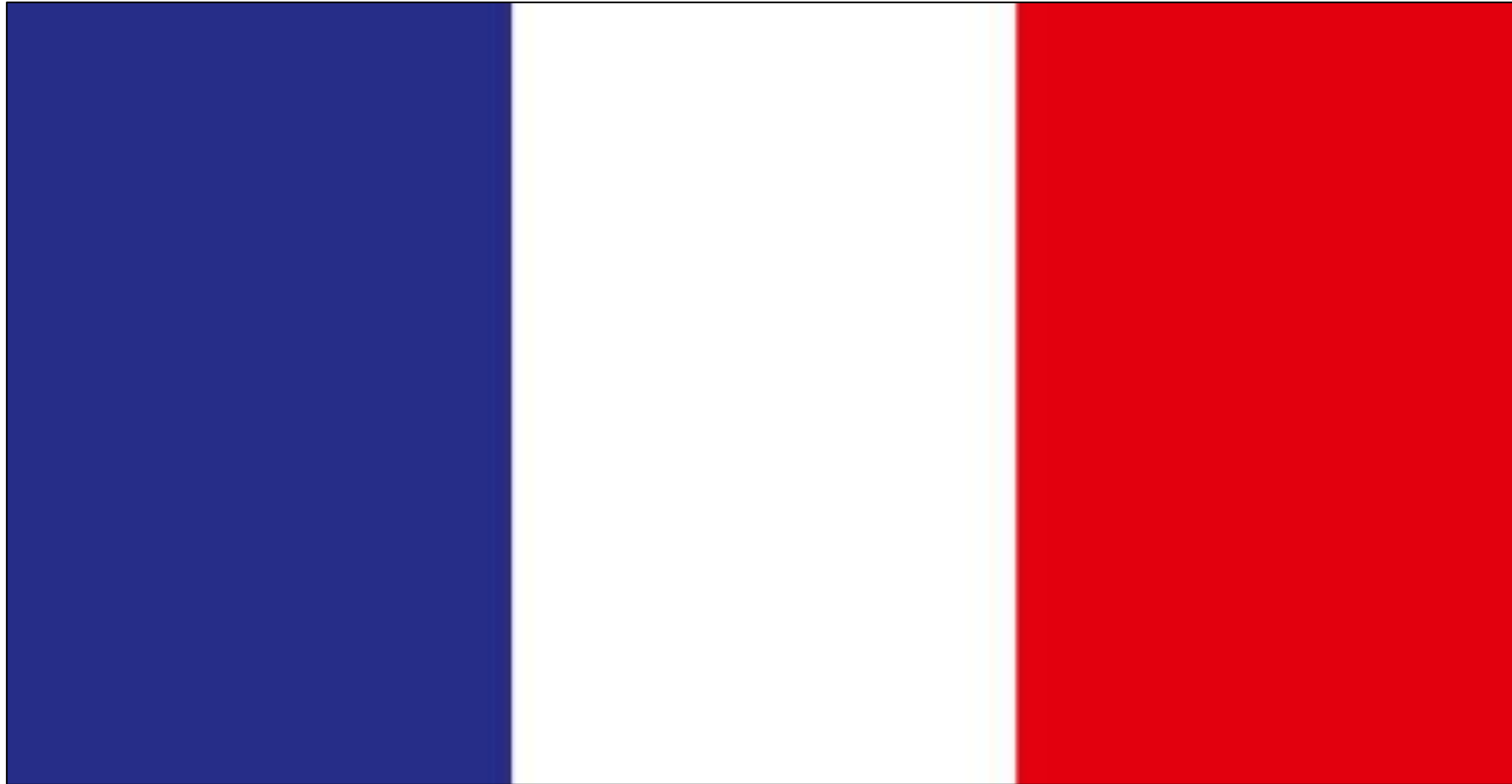
- Date: 22.05.22
- Sponsoring of the Pink Golf Cup with Circolo Golf Nazionale, in the framework of the 100% women campaign
- SoMe posts to promote the event on Golf organization channels and newsletter to all members (1'300 contacts)
- Partners involved: STS, Mammut, Appenzeller Bier, SCM, Victorinox, Sorell Hotel Zuerich Blu
- Participants: 96 women



France.



Switzerland.





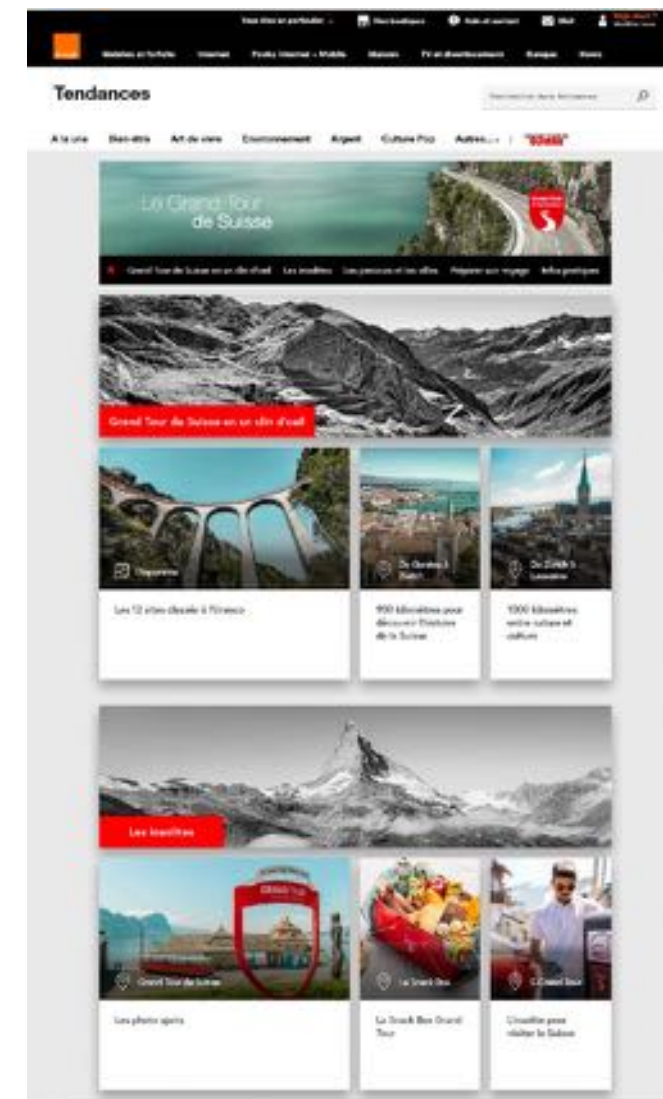
Switzerland.

GToS campaign on Orange.fr.

Online content hub focus on GToS on Orange.fr

- Articles and Diaporama about Unesco's sites, best routes, photospots, e-grand tour and accomodation
- Display, native, SoMe and newsletters on Orange.fr, ViaMichelin and Mappy
- Period : End of March to mid-May.

KPI's : 8.3K visits, 3.6 mio impressions.





Switzerland.

Digital marketing Summer: Taboola and Facebook.

- Native advertising campaign
- Traffic on MyS.com
- Desktop, Mobile, Tablet
- Duration of 3 months



KPI's (2 months)

- Taboola : 14.1 mio impressions, 84k clics
- FB : 10.1 mio impressions, 115k clics



Trains panoramiques
Découvrez des paysages à couper le souffle en Suisse.
Suisse Tourisme | Sponsored



Switzerland.

Digital marketing Summer: Escape to Bern.

Online escape game launched in April until June with Courier international

- Microsite, print articles, NL, autopromo and social promo.
- 2 rooms to exit : enigmas can be solved thanks to hints in the articles
- Two trip to Bern and Interlaken Region can be won for the fastest.

KPI's :

- Print : 5.1 mio readers
- Digital : 2.3k impressions guarantees
- NL : 5.7 mio impressions



Key Partner campaign Summer – TripAdvisor.

Online content hub “La Suisse en été” on Tripadvisor.fr

- Content : KP (VD, VS, FR, J3L, BE)
- 5 activities per partner
- Link to the Swisstainable campaign with ST spot and sustainable activities.
- Traffic campaign with display, social media, native and editorial campaign
- Period : March to July

Guarantees KPI's : 7.2M impressions





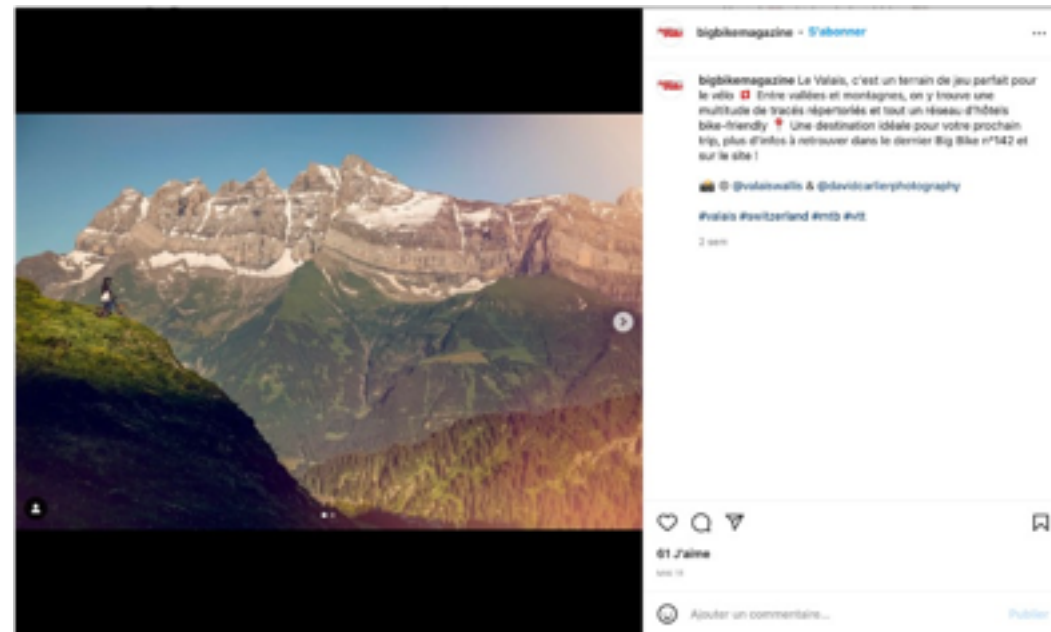
Switzerland.

Key Partner campaign Summer – Valais x Nivéales.

Summer operation with Nivéales

- Outdoor Media N°1 in France (print and digital) about mountain, sliding sport, nature and travel.
- **Print** : 16 pages in Montagnes Mag (Valais special edition), Trek Mag, Wider (Trail) and Big Bike
- **Digital** : 6 branded articles and some posts, autopromo display, NL

KPI's : NL 25K @, 654k readers





Key Partner campaign Summer – BE! x LeMonde. Switzerland.

Partnership with LeMonde Media Group on print and digital

- 2 articles print on l’Obs and MLe Mag about Bern, Gstaad and the Jura bernois. Release on 12 and 26 May.
- Display and Polar on LeMonde Media Group
- Period : May to mid-June

KPI's : 3.7 mio impressions, 3.2 mio readers

À MOINS DE 60 KILOMÈTRES DE DISTANCE, BERNE ET GSTAAD OFFRENT DEUX MODÈLES ANTI-STRESS ORIGINAUX, TOUS DEUX BASÉS SUR LE CONTACT AVEC LA NATURE.

Relâche en Helvétie : Êtes-vous plutôt Berne ou plutôt Gstaad ?

BERNE, CAPITALE DE LA RELAXATION

Berne occupe régulièrement les premières places dans les classements des villes les plus relaxantes au monde. On se oublierait qu'il s'agit d'une capitale. À quoi la décontraction des Bernois tient-elle ?

Dérive dans l'Air. Improbable dans la Suisse ou le Tierser (l'Est, les habitants se baignent dans la rivière qui traverse Berne, l'Aar. Les piscines littorales de la ville sont équipées de bouées, de plongeurs et autres subtilités de ping-pong. Assis de s'étonner que les Bernois aient le temps de se relaxer, les Bernois font leurs affaires personnelles dans des sacs à dos, qu'ils apportent avec eux dans l'eau. Ainsi, se peuvent se laisser aller à l'ombre de la ville et profiter de la fraîcheur à l'ombre de leur chapeau. Certains, plus à l'aise, ont même apporté avec eux des bouées de piscine depuis les rives (ils déambulent à leur rythme le long du jardin botanique, du parc zoologique et du vieux quartier de la Matte).

Promenade au Moyen-Âge. On croit que le temps s'est arrêté dans la vieille ville, classée patrimoniale mondiale par l'UNESCO. C'est à peine que l'on s'y déplace. Sous les kilomètres d'arcades en arcades, le promeneur s'empare de l'architecture médiévale. Il se déplace sur les trottoirs d'époque, observe le calme des rues. Ici, depuis le XVIII^e siècle, les signaux de l'horloge sur la tour Zytgler continuent à fonctionner de façon...

GSTAAD, CALME DE LUNE

À plus de 1 000 mètres d'altitude, le village de Gstaad étend ses chalets sur les flancs des Alpes... Ici érosion les dernières tendances du luxe.

« The spa has left the building », le spa réinventé en extérieur, a assésé le New York Times. Depuis quelques années, le confort de détente a un effet détonnant : le bien-être est son avantage décisif sous forme de massages, de soins de jour ou de la vapeur des hammams, mais les villes les plus recherchées y ajoutent le contact avec la nature, le montagne, les eaux vives... Avec ses jardins et son grand spa, l'hôtel Grand Bellevue de Gstaad a été élu meilleur dans sa catégorie. Dans la même vallée, la gastronomie haut de gamme prend un tournant écolo. Ainsi, le chef du Summit, restaurant situé dans l'hôtel The Alpina Gstaad, a reçu le prix Gault&Millau pour ses plats végétariens.

Randonnée au calme des sommets enneigés. Entre le Harderberg et le Hoheneggli, les randonneurs profitent du soleil sur un chemin de terre avec vue sur les massifs bernois. Pour certains, la randonnée, c'est d'abord les sentiers de randonnée en randonnée. Pour tous, la vue sur l'immense beauté des Alpes n'est pas la même. Dans les Alpes, on aime de la randonnée en montagne dans un environnement de qualité. Plusieurs randonnées, des randonnées et des randonnées traditionnelles du village sont incluses dans la mode de randonnée. Elles et proposent des parcours pédestres.

La Région de Berne
Du Jura aux Alpes bernoises, la région de Berne est une région d'exception. Elle est traversée par le Jura, le plateau suisse et les Alpes. Plus de 600 lacs y sont répartis, à l'ombre des montagnes de sommets, parmi les plus impressionnantes, comme l'Eiger, le Mönch et le Jungfrau.

De Berne à Gstaad
Le long du lac de Thun, le travers le village de Gstaad puis en franchissant le col de Spiez, depuis Berne, on rejoint Gstaad en voiture en une heure et demie ou en train, en deux heures.

Pour en savoir plus : berne.com, gstaad.ch, musee.ch, www.com.ch

1 aller
100 - 1000 km



Switzerland.

Key Partner campaign Summer – Vaud x M Le Mag

Print and digital operation with M Le Mag

- Microsite on M Le Mag website. Content from a press trip last spring with a french journalist and influencer (@filledepaname)
- 2 prints on MLe Mag about Lausanne and the canton main highlights. Release on 15 and 22 April in France.
- Display, Polar and social native on LeMonde Media Group from April to June.



KPI's : 12.1 mio impressions, 1.6 mio readers



Switzerland.

Digital marketing Swiss Cities with Lausanne.

KP digital campaign with Lausanne

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

KPI's

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



Passez un week-end à Lausanne au bord du lac Léman.
Besoin de fraîcheur ? Cet été, piquez une tête dans les eaux claires du lac Léman et partez à la découverte de Lausanne.

J'y vais



Switzerland.

KMM – Top coverage.

- **TF1 – Le 13h Weekend, *Weekend à Interlaken, le paradis des Alpes***
- 14.05.2022
- 7 minutes about Interlaken
 - Jungfrauoch, Hotel Giessbach, Harder Kulm, kayak on the lake, alpine horn factory.
- Result of a media trip in april
- About 6.4 M contacts
- [Link to the replay](#)





Switzerland.

KMM – Top coverage.

- **The Good Life, two articles about Geneva in the *Spécial horlogerie* issue, 30 mai 2022**
- « 36 heures à Genève, la capitale de la haute horlogerie ».
 - Double page with activities and good addresses in Geneva
- « Mille et une complications au musée Patek Philippe »
 - Double page on the Patek Philippe museum + interview with the director.



THE GOOD WORLD // THE GOOD DIRECTORY



36 heures à Genève, la capitale de la haute horlogerie

Tout le monde connaît Genève, mais peu de gens s'y rendent. Tout le monde est au fait de sa légendaire horlogerie, de ses banquiers, de son lac et de son jet d'eau, mais peu savent qu'elle est une ville moins lisse qu'il n'y paraît, avec ses quartiers vivants et variés. Le plaisir de la visiter tient justement au fait qu'elle n'est pas touristique et qu'on y côtoie aisément, dans la plupart des lieux, des locaux. Une population cosmopolite qui y vient pour affaires, qui y vit ou y travaille (dont de très nombreux Français frontaliers). Une configuration particulière, mix d'industries traditionnelles et innovantes, d'organisations internationales et de forces locales, tout cela au cœur des montagnes et de l'Europe.

TEXTE : Sylvie Berkowicz - PHOTOS : Benjamin Schmuck



Switzerland.

KMM – Media event with Fribourg Region.

- May 5th, in Lyon.
- Focus on summer news and activities, in Switzerland and Fribourg Region.
- After the press conference, lunch with a fondue moitié-moitié prepared by Marielle Colliard of Restaurant Le Tsalé, Les Paccots.
- 6 key outdoor journalists of the Rhône-Alpes region.



Portugal.





Switzerland.

What happened in Lisbon in May 2022.

- Participation in a workshop for travel agents in Lisbon, organized by CEAV and APAVT, with **32** visitors and **10** new contacts.
- **6** exchanges with journalists for Summer media trips.
- **5** exchanges with content creators for Summer trips.
- **4** meetings with agencies and the tourism industry.
- **1** inspection trip to ST Milan.



Spain.



Switzerland.



Switzerland.

Distribution ST magazine Green.

- Distribution of the ST Green magazine in nearly the entire circulation of the lifestyle and leisure magazine «Fuera de Serie» together with the business daily newspaper «Expansión»
- Additionally a one-page advertorial & SoMe posts about the GToS and the campaign with Roger and Anne

Timing: May 2022

Circulation: 30'000 copies

Marketing contacts: 175'400



FUERA DE SERIE PARA TURISMO DE SUIZA



A este plan en coche le sobran los motivos para llamarse La Gran Ruta de Suiza. Porque este 'road trip' de 1.643 kilómetros es una sucesión de parques naturales, viñedos y lagos. De fortalezas de castillos y ferrocarriles que serpentean montañas con vistas inolvidables. Cataratas y ciudades cosmopolitas para quedarse a vivir. Del queso Gruyères. O de mil y una perspectivas de los Alpes que detienen el tiempo en tierras de la mejor tradición relojera

La Gran Ruta de Suiza, el viaje 'rey'.

Por @roger

Este recorrido es para Suiza lo que para el mundo del tenis es un Grand Slam. En resumen, lo mejor de lo mejor. Esto convierte al tenista Roger Federer en el mejor embajador de este recorrido 'rey' por el país transalpino. ¿Qué nos espera antes de arrancar el coche? Un trayecto de 1.643 kilómetros que concentra 5 puertos de montaña, 22 lagos, 13 patrimonios de la humanidad de la UNESCO, 2 biosferas y 48 lugares considerados de gran interés.

Los meses entre abril y octubre son la mejor época para este 'road trip' inolvidable. Y como el respeto al medio ambiente importa, más de 300 puntos de recarga se diseminan en el país y un centenar de hoteles permiten cargar el vehículo con rapidez.

El día a día de un deportista de élite es frenético. Así que cuando Roger Federer enfunda su raqueta, aprovecha para conocer o profundizar en rincones de su país. Para él, no hay una forma única de disfrutar de la Gran Ruta de Suiza. La web MySwitzerland.com/roger recoge recomendaciones del tenista y toda la información necesaria para planificar la futura incursión.

Tras un vistazo, pronto se intuyen las posibilidades infinitas de la Gran Ruta de Suiza. Puede escogerse una etapa concreta para una estancia corta o ampliar el recorrido si se dispone de tiempo. Unos 650 indicadores orientarán al viajero. Zürich, en el norte, será el punto de partida propuesto por Federer en este circuito que recorre el país en el sentido de las agujas del reloj. Un total de 48 photo spots señalan los escenarios más bellos para fotografiarse, que pueden compartirse con la etiqueta #ENAMORADOSDESUIZA.

De Zürich, al entorno rural de Appenzell. De ahí, rumbo a St. Moritz para disfrutar del estilo de vida alpino. Emprendemos el camino a Lugano y nos deslizoamos con las panorámicas de los Alpes. De Lugano, a Zermatt y sus vistas impresionantes de la Suiza occidental en una etapa llena de curvas. Luego, nos espera Lausanne, en la orilla del lago Lemán. Del casco antiguo de Neuchâtel a Berna y tras parar en Gstaad, el circuito se vuelve a cerrar en Zürich.

Esta sugerencia de ruta principal contiene decenas de paradas. Las cataratas del Rin, el ferrocarril rético que serpentea las montañas de Graubünden, las grutas de hielo glaciar del Ródano, el pico Matterhorn o símbolo de Suiza, el valle de las 72 cascadas... o ciudades como Basilea, Berna o Ginebra. La lista es casi infinita pero, en sí, la única parada que no encontrará en Suiza es la del aburrimiento.

Roger y Anne Hathaway en la Gran Ruta de Suiza

El tenista ejerce de orgulloso embajador de su país. Convencido de sus encantos, invitó a la actriz Anne Hathaway a que lo descubriese por sí misma y plasmar su aventura en un video. Paisajes de infarto, montañas, lagos, glaciares... terminaron por eclipsar a las dos estrellas en la pantalla. "Parecemos hormigas", le dice una resignada Hathaway a Federer para resumir su presencia en la plaza. La Gran Ruta, inabarcable hasta para la alianza de una estrella de Hollywood y un deportista de élite. Pueden ver el video en www.MySwitzerland.com/roger





Switzerland.

KMM: Geneva media event in Madrid.

- Exclusive media event with Adrien Genier, director of Geneva Tourism and a top selection of journalists
- He presented the «City Resort» project for this summer
- The presentation was followed by a cocktail with a view of the Retiro Park and several journalists already asked about the option of organizing a media trip for this summer



Timing: 19 May 2022

Media contacts: 11 journalists



Switzerland.

Heidis Modernos advertorial @ Oxigeno.

- Oxígeno is a consolidated magazine on outdoor activities in Spain. They have recently launched a series of interactive digital magazines
- Interactive advertorial about one of our Heidis Modernos member Laura Celdrán about her mountain bike experience
- Huge reach out because the article was also promoted in SoMe, NL and magazines of the same publishing group



Timing: April-May 2022

Marketing contacts: 2'222'163



Trade campaign @ CATAI.

- Sales oriented campaign to push Switzerland and six market partners with a leading TO
- Collaboration included
 - Interactive e-brochure
 - Dedicated microsite
 - Social Media posts
 - Ads in La Razón and ABC newspapers.
 - 20" spot on TV's from 1.320 street travel agencies
 - Native Ads with branded video
 - B2B Newsletter to 16.000 travel agencies
 - 2 product presentations to 70 top sellers



Timing: May/June 2022

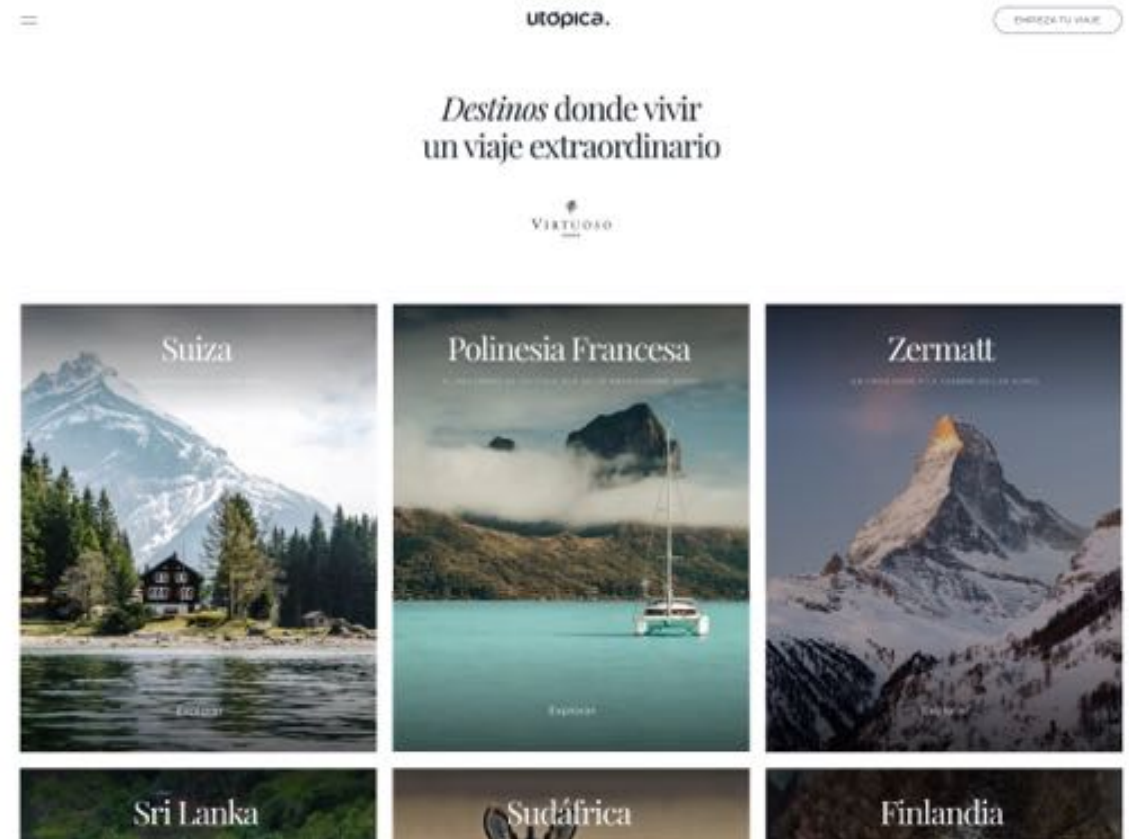
Marketing contacts: 2.5 M

Specific Packages: 30



Trade campaign @ Utópica.

- Virtuoso member agency and group of Viajes el Corte Inglés
- Collaboration included
 - Switzerland header image on the main page
 - Product creation from the participating partners
 - Inspirational Blog article
 - 6 posts on Instagram
 - 6 instagram travel guides



Timing: May – June 2022
Marketing contacts: 4.2 M



Switzerland.

Trade campaign @ Viajes El Corte Inglés.

- With over 700 selling points, Viajes El Corte Inglés is one of the main trade players in Spain
- Collaboration included
 - A digital monographic
 - A Switzerland microsite on their website
 - Internal communications withing their TA
 - Branded content on El Confidencial media
 - Switzerland main banner on Tourmundial
 - Newsletter
 - 10" spot with partner's product on their TA screens
 - Discovery Ads campaign



Timing: May – June 2022
Marketing contacts: 4.2 M



Trade campaign @ Icarion.

- B2B and B2C sales campaign focusing on sustainable trips/destinations and setting new standards on the digital side
- Collaboration included
 - 46-pages e-Brochure
 - Dedicated microsite
 - Branded content on “Viajar” and “Viajes National Geographic”
 - B2C and B2B E-mailings
 - Social Media activities
 - Commercial video showed on 31 travel agencies



Timing: May – June 2022
Marketing contacts: 1.2 M





Switzerland.

KAM: Vaud campaign with Tourist Forum.

- Nationwide B2B and B2C travel agency with own and unique products from Vaud
- Exclusive promotion with STS packages
- Collaboration included
 - Vaud region as the destination of the month
 - Special visibility through microsite, banners, etc.
 - Exclusive B2B and B2C newsletters
 - paid Ads (google and social media)
 - Social media posts
 - Blog article



Timing: May 2022



Bookings: 300 bookings

Marketing contacts: 150'000



Switzerland.

KAM: Highlights Lake Geneva Study Trip.

- Study trip organized by Highlights Lake Geneva
- ST Barcelona supported the action by selecting and inviting 2 important players from the travel trade industry
 - Icarion
 - Tourmundial
- Both tour operators are committed to increase their Swiss product offer



Timing: 24 – 28 May 2022



Trade contacts: 2 spanish product managers

UK/Ireland.



Switzerland.



Switzerland.

ST at the RHS Chelsea Flower Show.

- **Partners: VD, TI, BE & Cities**
 - x3 tour operators: ECT Travel, STC & Titan
 - SWISS, Swiss Wine Promotion, Victorinox
- **Campaign elements:**
 - 23 - 28 May – presence at Chelsea
 - Feat. 'A Swiss Sanctuary' by Lilly Gomm
 - 23 May – Press Day (Swiss Alphorn)
 - 24 May – VIP Media event (Belmond Hotel)
 - 26 May – Aperitif event at show – Trade
 - Gardens Illustrated – paid promotion
 - 36-page promotional booklet.
 - 10k copies distr. at show & in May issue of Gardens Illustrated magazine (May) – 55k
 - Bespoke Chelsea micro-page on MyS.com
 - Competition, partner offers, partner content





Switzerland.

RHS Chelsea Flower Show – Media Day, Coverage.

- Photo call with Alphorn player and Swiss Tracht
- SRF Tagesschau on 26 May
- BBC coverage on various occasions with well-known UK presenters and guests
- Interviews with different UK and Swiss media with Lilly Gomm



RHS Chelsea Flower Show – VIP Dinner.



Switzerland.

- Tuesday, 24 May 2022
- VIP Black Tie Dinner with 50 guests including Swiss Ambassador, top editors of key UK media, top representatives of tour operators, luxury travel agencies and travel trade, Swiss partners, SWISS
- Panel talk with garden designer Lilly Gomm



RHS CHELSEA FLOWER SHOW DINNER
The Cadogan - A Belmond Hotel
75 Sloane Street, London SW1W 9SQ
Tuesday 24 May 2022

Switzerland Tourism and The Bürgenstock Selection invite you to a special dinner to celebrate the Swiss Garden, 'A Swiss Sanctuary', which will be showcased at the RHS Chelsea Flower Show.

All guests will receive tickets to the RHS Chelsea Flower Show for Thursday 26 May.

Dress code	Black tie & flowers
04:00 - 07:15pm	Reception & canapés
07:15 - 07:30pm	'Designing a garden for Chelsea' Lilly Gomm in conversation
07:30 - 09:30pm	Three-course dinner
09:30 - 11:00pm	Digestif

In partnership with



RHS Chelsea Flower Show – Aperitif.



Switzerland.

- Thursday, 26 May 2022
- 60+ guests including:
 - 3 Tour Operators and their 30 guests
 - 8 Media guests
 - Guests from Switzerland
 - 7 partner representatives
 - Deputy Ambassador
 - ST staff
- Late entry to the show followed by an aperitif at the garden



RHS CHELSEA
FLOWER SHOW
APERITIF

26 May 2022

Enjoy the RHS Chelsea Flower Show and join us for some al fresco hospitality to celebrate our Swiss Garden 'A Swiss Sanctuary', designed by Lilly Gomm.



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



Wired for Adventure.



Switzerland.

- 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.

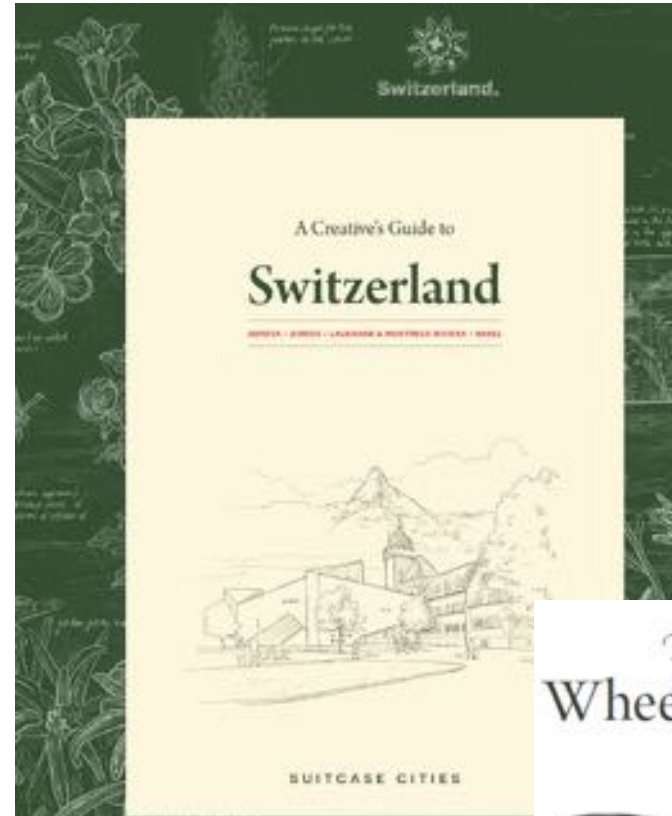
Cities Promotion with 'Suitcase'.

Cities Key Partner Promotion:

- 'Discover what matters'
- Print Supplement, 10 June
- Online & social, as of 28 June
- Incl. Victorinox + Swiss Wines
- Joint presence at the Kensington + Chelsea Art Week

A-Cities Promotion:

- Online & social, as of 18 May
- Promotion of the various key stories – call to action to MyS.com



North America.

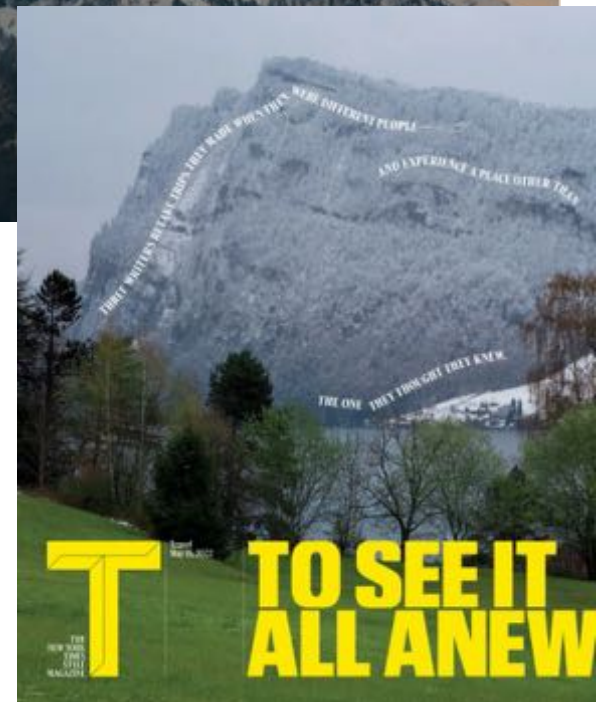
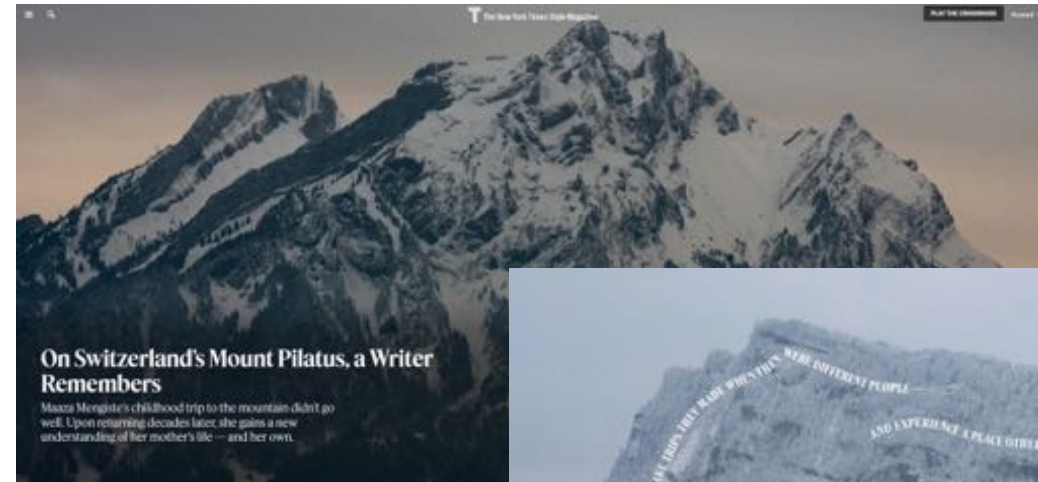




Switzerland.

Media Top result: Cover T Magazine (New York Times Style Magazine).

- New York Times Style Magazine
- Author: Maaza Mengiste
- On Switzerland's Mount Pilatus, a Writer Remembers
- Date: May 12, 2022
- Featured: Mount Pilatus and Lucerne
- Contacts:
 - Magazine: 9'900'000
 - Online: 715'966





Switzerland.

Media Top result: AFAR.

- AFAR
- Author: Claudia Laroye
- These Remote Swiss Villages Reveal What It's Like to Be off the Grid
- Date: April 21st, 2022
- Featured: Ticino, val Bavona, Lugano
- Contacts
 - Magazine: 825'000
 - Online: 304134

AFAR

These Remote Swiss Villages Reveal What It's Like to Be off the Grid

By Claudia Laroye Apr 21, 2022





Switzerland.

Media Top result: WFLA-TV - Daytime.

- WFLA-TV - Daytime
- Travel writer: Terry Ward
- Unique and memorable summer vacation ideas in Florida and beyond
- Date: May 23rd , 2022
- Featured: Zurich, Edelweiss
- Unique visitors: 1'874'588





Switzerland.

Media Top result: CTV Toronto.

- CTV Toronto
- Travel journalist: Heather Greenwood Davis
- Summer travel to Switzerland
- Date: March 17th , 2022
- Featured: Ticino, Valais, Lake Geneva, Lucerne, Zurich, Grisons, STS
- Unique visitors: 4'125'587





Switzerland.

Media Top result: Telly Awards for RRA.

- TV Series Real Road Adventures
- Date: May 2022
- Host: Jeff Wilson
- Telly Awards in the categories
 - Travel/Tourism
 - Sustainability
- 6 episodes à 30min
- Featured: Zurich, Lucerne, Schilthorn & Zermatt – Matterhorn, Interlaken & Jungfrau Region, Lake Geneva Region and Liechtenstein



Top Media Event: Travel Classics Lausanne.

- We hosted the International Travel Writer Conference 'Travel Classics'
- April 24-27, in Lausanne
- 15 Editors and 40 freelance writers met for workshops, key-notes and networking at the Beau Rivage Palace
- Partners: Vaud Promotion, Lausanne and Montreux Riviera
- 1 pre-tour Chur - GEX - Zermatt
- 5 post-tours in Lake Geneva Region





Switzerland.

Selection Magazine distributed with The New York Times.

- The New York Times' readers are curious, life-long learners — across generations — who seek to understand and engage with the world. As a vehicle to bring Switzerland as a vacation destination to top-of-mind, the NYT is a perfect fit. 33% of NYT Sunday Newspaper readers consider the Newspaper and its Magazines to be the most trusted media platforms.
- **Issue:** 'Travel Issue' on Sunday, April 24, 2022
- **Copies:** 190'000 (multiplier: x3)
- **Target Audience:** Affluent households in the tri-state area (New York City, New Jersey, Southern Connecticut)



SCIB NA: Webinar with BCD Travel.



- May 25, 2022
- 30-minutes customized webinar
- 25 BCD team members participated
- Journey through Switzerland with focus on CH USPs, top properties, news, activities in each partner destinations
- Source: SwissBreak Meeting



ATTA Elevate 2022.

- May 3-5, Eugene, Oregon
- 250 participants
- Travel Trade and Media exchange
- Shared table ST / Valais Matterhorn Region, 2 sets of appointments
- Networking table in the main hall
- Sustainability presentation during closing ceremony
- Official sustainability partner



ATTA Elevate - Impressions.



Federal Council in San Francisco.



- Official visit of Federal Councillor Guy Parmelin in San Francisco.
- Possibility to present Switzerland Tourism and the activities in North America
- Free product placement during group picture with delegates and Consulate staff

Brazil.



Switzerland.



KAM: Switzerland Travel Experience Brazil 2022.

26 – 29 April 2022

- 3 days, 3 groups
- 214 travel agents
- 8 workshop tables
- 192 round of meetings
- Menti quiz with special giveaways for winners
- Instagramable Swiss Chalet
- Happy hour after the meetings
- Distribution of reusable cup with QR Code leading to Trade Corner
- Launch of Sales Manual 2022 – Digital version
- Give aways from partners and StraPa
- Venue: Palácio Tangará Sao Paulo



KAM: Switzerland Travel Experience Brazil 2022.



Switzerland.



214 travel agents



33h

3 groups

8 workshops

23 minutes meetings

3 days

192 round of meetings

Partners:

1. Jungfrau Railway and Romantik Hotel Schweizerhof
2. Lake Luzern Cruises
3. Lucerna & Titlis
4. TT Operadora
5. Vaud Promotion
6. Zurich Tourism & Lindt Home of Chocolate
7. Swiss Travel System
8. SWISS

Support:

- Nespresso
- Lindt
- Curaprox

KAM: Switzerland Travel Experience Brazil 2022.



KAM/ KMM - Switzerland Travel Experience Brazil 2022.

- Panrotas – [CLICK HERE](#)
Page views: 68K

- Mercado e Eventos – [CLICK HERE](#)
Page views: 64K

Brasil é único mercado internacional da Suíça que cresceu em 2022

26/04/2022 16:42 | Vitor Fernandes



Um dos primeiros países a reabrir para visitantes brasileiros, em 26 de junho de 2021, a Suíça agora colhe os frutos de abrir suas portas e manter proximidade com o trade brasileiro. Em janeiro de 2022, o número de visitantes do Brasil no país europeu foi apenas 23% inferior ao mesmo mês de 2019, ano recorde de brasileiros na Suíça. Em fevereiro, o resultado foi ainda melhor. A Suíça registrou um aumento de 15% no número de brasileiros em comparação com fevereiro de 2019, sendo o único mercado internacional com crescimento no mês.

"Desde a reabertura da Suíça, no final de junho de 2021, fizemos bastante barulho no Brasil para compartilhar esta notícia com agentes de viagens e influenciadores, e isso teve um impacto muito forte. Vimos a retomada acontecendo a cada mês, com um crescimento de 10% mês a mês desde setembro, até chegarmos à paridade com 2019 no final do ano. Em dezembro, já alcançamos números de 2019. Se pegarmos o número de visitas em 2021 desde a reabertura e comparar com o mesmo período de 2019, tivemos uma queda de apenas 28,4% no número de pernites. Isso mostra que o Brasil foi o país mais forte de todos nessa retomada da Suíça", afirmou o diretor de Turismo da Suíça para o Brasil, Fabien Clerc.

A intenção do escritório de Turismo da Suíça no Brasil é continuar nesse ritmo de crescimento investindo no contato direto com o trade em eventos próprios, como o Switzerland Travel Experience, que recebe nesta semana mais de 180 agentes no Palácio Tangará, em São Paulo, e também em feiras, como a [LITM Latin America](#), que será realizada na próxima semana. "Agências agradecem até hoje por reabrirmos 'ceido' e oferecer a oportunidade de seus clientes visitarem a Suíça. Acredito que ficamos muito próximos dos agentes, nunca abandonamos eles, e mostramos que a Suíça estava bem solidária com eles. E isso teve um impacto muito forte", explicou Clerc.



me Portal Brasileiro do Turismo

Notícias - Blogs - Agenda - Fotos e Vídeos - Feiras e Eventos

SUÍÇA / Turismo em Suíça

Suíça destaca Brasil como 'milagre de verão' em meio a retomada do Turismo

Por Pedro Meneses em 06/05/2022 - 17:12

A Suíça registrou um recorde histórico de turismo doméstico em 2021, com aumento de 17% de pernites em relação a 2019. Este resultado foi influenciado principalmente pelos turistas dos países vizinhos, como França, Alemanha, Benelux e Polônia, sendo o único mercado europeu com saldo positivo de pernites em 2021 face a 2019 (+5%). Para os mercados distantes, no entanto, as pernites nos hotéis registraram queda de mais de 80%.

O Brasil se destacou muito no segundo semestre do ano passado

Por outro lado, durante o verão de 2021, o Brasil foi chamado de "milagre de verão" e representa muito bem a força de recuperação nas Américas. Nos meses de julho e agosto, as pernites registradas por visitantes brasileiros chegaram a quase 40% dos números de 2019.



Switzerland.

KAM: ILTM Latin America 2022.

03 – 06 May 2022

- Instagramable Swiss Chalet, same as STE
- Distribution of reusable cup with QR Code leading to Trade Corner
- 07 tables, 12 Swiss partners
- Visit of Switzerland Ambassador in Brazil and General Consul of São Paulo
- Visit of Swisslearning directors



KAM/KMM: ILTM Latin America 2022.

04 May 2022

- Press conference ILTM Latin América
- Speakers: Fabien Clerc and Antonio Camarotti, Forbes Brazil CEO



KAM: ILTM Latin America 2022.



Switzerland.





Switzerland.

KAM: BWT Operadora Switzerland/STS immersion.

09 to 11 May 2022

- BWT Operadora Switzerland and Swiss Travel System immersion in Gramado, South of Brazil
- 30 travel agencies present
- 4 hours immersive training in Switzerland top destinations
- 4 hours immersive training in Swiss Travel System products
- Welcome and farewell dinner for networking



KAM: BWT Operadora Switzerland/STS immersion.



KAM/ Campaigning and activation – Guarda Golf Lunch with costumers.

May, 10th

- Lunch to 10 travel agents (key partners) offered by Guarda Golf Hotel.
- Relationship lunch for the Key Partners
- Event in São Paulo at Rosewood Hotel.
- ST presence: Natália Leal.
- Give-Away: Lindt Ball



SCIB: Study trip MCI Brasil.

26 – 30 May 2022

- Pre-IMEX study trip in partnership with MCI Brasil
- 13 decision makers from different companies in Brazil
- Visiting: Interlaken, Jungfrau Region, Lausanne, Lavaux and Geneva
- Strapa inclusion: Mamutt and Victorinox



KMM/ Campaigning and activation – Guarda Golf Dinner with media/ influencers.

May, 12th

- Dinner with digital influencers/ media at Silvia's Braz house – São Paulo.
- Relationship dinner offered by Guarda Golf Hotel.
- Guests: @brunoastusto, @sandrobarros, @silviabraz, @mariabbraz, @rodrigolombardi.
- ST presence: Fabien Clerc





Switzerland.

KMM Media Trip –Travel BoxTravel Tv & @CrispeloMundo.

Between May 18th and 24th.

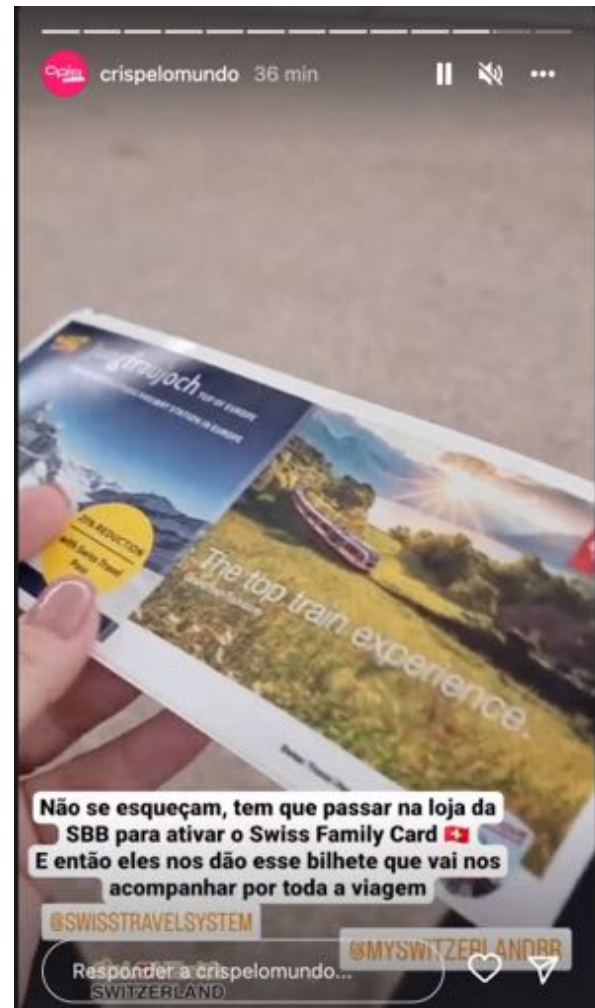
Press trip delivering paid television and social medias. Instagram 54.8K followers and Youtube 18.7K followers.

Television content will be delivered in the second semester of 2022.

Destination: Grindelwald, Luzern and Lugano.

ST Support: program, meals and swiss travel pass.

Segmentation: Nature lover, Family



KMM Media Trip – Sabor e Arte Tv, Prazeres da Mesa Magazine & @YesWeCook @luritodelo.

Between, May 17th and 23th.

Press trip delivering paid television and social medias (Instagram and Youtube)

Instagram – 109K followers/ 168K followers and Youtube – 27K followers.

Television content will be delivered in the second semester of 2022.

Destination: Grindelwald, Gruyère and Luzern.

ST Support: program, meals and swiss travel pass.

Segmentation: Nature lover, Luxury (gastronomy)



Campaigning and activation – Swisslearning Event Rio de Janeiro.

May, 3rd

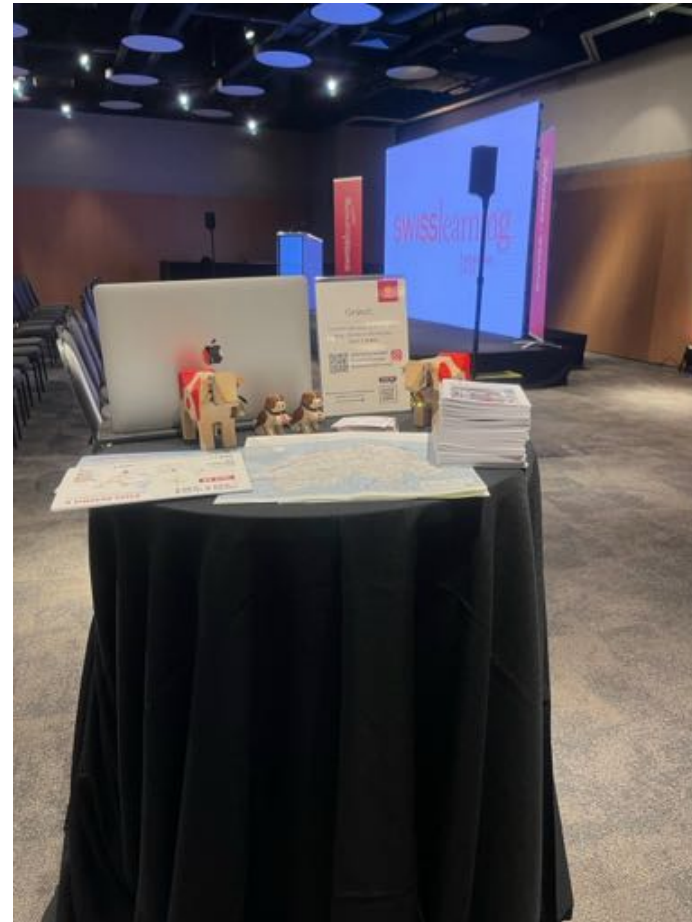
- Event to 80 people (B2C – Swisslearning costumers and potential costumers) at Fairmont Hotel Rio de Janeiro city.
- Switzerland tourism was present to talk about leisure to the families.
- ST presence: Natália Leal.
- Give-Away: St brochure and pen.
- Lucky draw ST: Swiss Travel Pass valid for 8 days.



Campaigning and activation – Swisslearning Event São Paulo.

May, 5th

- Event to 150 people (B2C – Swisslearning costumers and potential costumers) in a event room in São Paulo.
- Switzerland tourism was present to talk about leisure to the families.
- ST presence: Natália Leal and Fabien Clerc.
- Give-Away: St brochure.
- Lucky draw ST: Swiss Travel Pass valid for 8 days.



Campaigning & Activation - Swiss Village Mall in Rio de Janeiro.

May, 19th

- Talk about tourism in Switzerland.
- Event to 42 clients of Swiss Village Mall – the most luxury shopping mall in Rio de Janeiro city – AAA
- Event in partnership with VP travel and CT tour operator.
- ST presence: Natália Leal.
- Give-Away: bag containing Lindt and pen.
- Lucky draw: 4 ON at Kempinski Hotel (Engelberg and St Moritz)



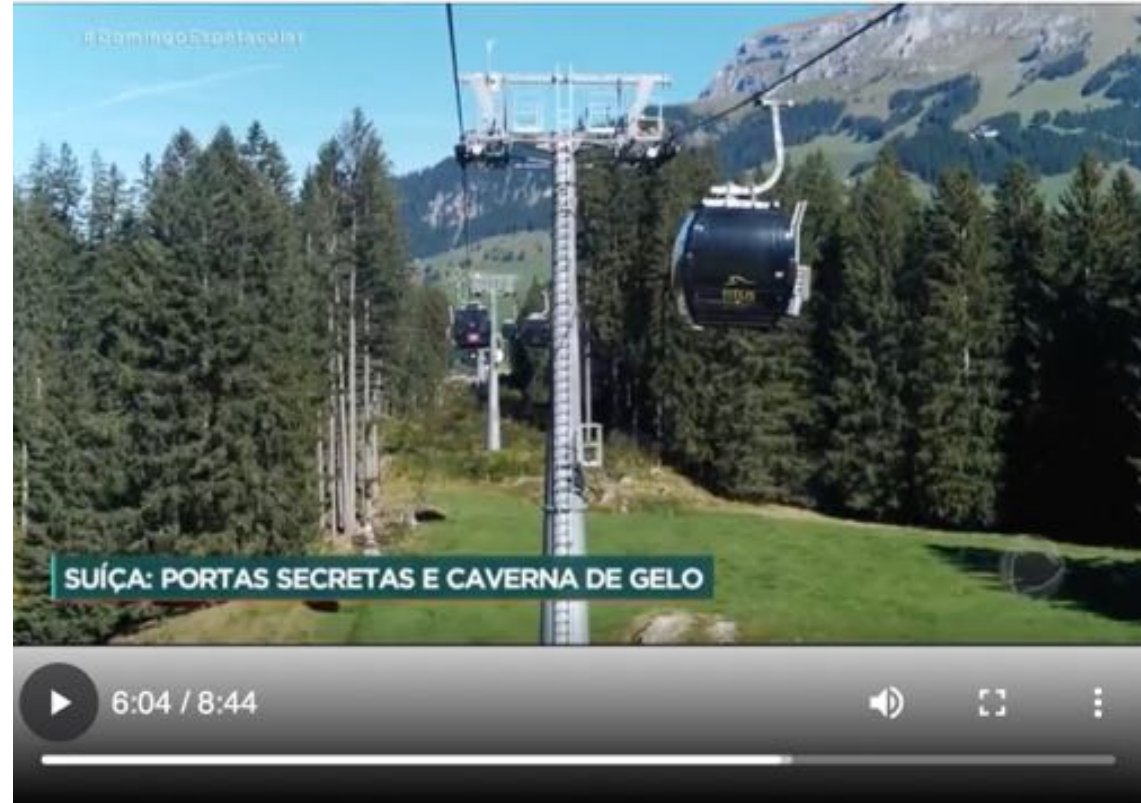
KMM Television delivery – Press Trip 50x1.

May, 22th and 29th

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

Episode 1

Episode 2



Thank you.



Switzerland.