



Market Updates

May/June 2022

Editorial

Dear Partners,

We have seen a strong recovery in tourism since the spring. The two years of the pandemic have resulted in a huge need to travel.

This is not without consequences, as tourism providers are often understaffed. Airports are sometimes overcrowded and the travel experience often proves more difficult than expected.

For Switzerland, a destination spared from overtourism, our proximity to major markets in Europe, reachable by private vehicle and train, this will certainly create opportunities. Not to mention the sustainability aspect that many travellers now want to incorporate into their holidays.

However, we cannot rely solely on the classic markets. Switzerland Tourism must constantly explore new customer opportunities. This is the spirit of our recent antenna strategy: to open up a market for a limited period of two years and with a light structure.

After the opening of our pilot antenna in Lisbon at the end of 2021, we have now completed a long process of analysis and have defined 3 new locations that will open between this year and the end of 2023. These will be Manila, Riyadh and Tel Aviv.

We wish you a good summer and much success in your projects.

Gilles Dind, Head of Markets West



1. Priority Markets

BENELUX

Market Situation

General situation and outlook

Despite record inflation of almost 11% in June, consumer sentiment remains positive, especially with regard to travel in the coming summer. After the pandemic years, the urge to travel is at an all-time high this summer. The outlook for next winter is somewhat gloomy. Uncertainty about the further course of the pandemic and rising energy costs are causing concern. Nevertheless, major tour operators are investing in sustainable travel solutions: TUI will organise its own ski train to Austria next winter and SunWeb is planning one to the French Alps. ST is also active here to run such a winter ski train to the Swiss mountains.

Travel Outlook:

All our major travel providers are reporting record levels of bookings to Switzerland, with demand outstripping supply in some cases. Some of the panorama trains and train connections are fully booked until around mid-August. Allotments with TO's are often already booked with rebookings from 2020/2021. Bookings are also very encouraging for next autumn. Due to the problems at Schiphol and other airports, many travellers will increasingly use their own cars and thus visit closer destinations. Switzerland will also benefit from this.

Campaigning & Activation

Meetings

Belgium & Luxembourg:

- eNewsletter to SCIB Database: May edition: Meet Swiss sustainability in Switzerland to 1563 contacts
- E-news sent by Associationplanner.eu to 1'900 contacts. Small introduction and link to online article about Basel: DIA Europe 2023 and Basel: the ideal combination
- E-news sent by Corporateplanner.be to 2'000 contacts. Small introduction and link to online article about Interlaken: Découvrez la Suisse entière avec une seule destination : Interlaken; Ervaar alles van Zwitserland op één bestemming: Interlaken

Cities

Netherlands

- Coop with Value Zipper's 5 top high end magazine to promote Basel (Key Partnership), print and online. 1.5Mio contacts
- Promotion with "de Bijenkorf" department stores in NL. Presence in stores in Amsterdam, Rotterdam and Den Haag. Digital Promotion and customer events to present sustainable Swiss City trips.

Summer

Netherlands



- Swisstainable Bucketlist 2022 (Interactive Ads about Swisstainable Experiences, Retargeting Campaign to dedicated listilces with offers on MyS.com)
- Exclusive campaign for Valais with Knack (NL) and Le Vif (FR): ZOOM IN on Valais
- Leisure B2C Conscious Travel Festival 14th May
- NKBV Mountaineering weekend 21./22.05 Hike&Trail

Belgium & Luxembourg:

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

KAM

Meetings

Belgium & Luxembourg

- Business Dinner In Luxembourg: Theme: Swisstainable, the corner stone of your next event. 27 corporate meeting planners; 6 Swiss Partners: Crans-Montana, Engadin St. Moritz, Engelberg-Titlis, Pilatus Bahnen, Sorell Hotels Switzerland, Swiss Int. Air Lines.
- UIA (Union of International Associations) Associations Round Table in Brussels with 112 participants from a total of 83 organizations with headquarter in 18 countries.

June:

- Switzerland Meeting Trophy with 8 Belgian PCO's and incentive houses and media: Route: Villars-Montreux-Geneva.
- BBT speedate workshop: with 105 participants and 7 Swiss Partners.

Trade

- KAM B2B Trade workshop 13.05 May
- KAM 20.05 Travel Club Workshop STS and RhB
- RTL Camping TV shoot

KMM

Media Trips

Group Media Trips:

- Het Laatste Nieuws (BE): 100% Women - Breithorn
- Cyclingdestination.cc (NL): On the tracks of the Tour de France
- Wielerflits.nl / RIDE (NL): On the tracks of the Tour de France

Individual Trips:



- Radio 2 De Madammen (BE): Rhätische Bahn
- RTL-TV I-Comme (BE): Lausanne, Martigny, Fribourg
- Het Nieuwsblad (BE): Lausanne, Berner Oberland, Jura, Fribourg
- Touring (BE): Genève
- Bahamontes (BE): Mendrisio
- Artsenkrant (BE): Basel & Lausanne
- Gezinopreis.nl (NL): Basel
- Trouw (NL): Bellinzona

Media Top Coverages

- Knack.be (BE): Via Berna
- Radio 2 De Madammen (BE): Bernina Express
- De Telegraaf (NL): GTToS
- Trouw (NL): Bellinzona
- RTL Nederland (NL): Train travel
- Bergen Magazine (NL): 1/ Tour du Wildhorn 2/ Val Poschiavo
- Evangelische Omroep (NL): Rail Away 11 episodes
- Hoogtelijn (NL): Kandersteg

Media Newsletters & Press releases

- 50 verborgen parels in Zwitserland & GToS
- Zwitserse steden: verrassend veelzijdig
- Zomernieuws 2022
- Zwitserland Toerisme & Bijenkorf
- 100% Women - wereldrecord

Media Events

- Summerlaunch swisstainable cooking workshop with keypartners
- Swisstainable Basel & Bijenkorf

Future Activities

Summer:

- TIJD VOOR ZWITSERLAND trip with the Honeyguides in July



- Switzerland's top cities feature with Roularta: presented by Belgium ambassadors, each city is portrayed by a Belgian ambassador living in each city

Interesting observations

- negative press about AMS and BRU airports (lack of staff, endless lines in front of airport security, staff strikes) has possible effect on booking flights this summer / fall



1. Priority Markets

FRANCE

Market Situation

Inflation is expected to reach 5.2% in 2022. The decline in business and household confidence, weaker global economic conditions and high uncertainty will hold back investment and exports. The outbreak of war on the EU's eastern flank, and its impact on supply chains and price pressures, poses risks to the outlook. Analysts see the economy expanding 2.9% in 2022.

In politics, Emmanuel Macron appointed Elisabeth Borne as the prime minister on 16 May after a cabinet reshuffle. (Source: OECD.org)

Campaigning & Activation

ETE

-Campagne médias sociaux pour Saas-Fee avec Le Monde pour promouvoir la destination comme endroit de vacances pour l'outdoor.

-Promotion: Switzerland was the partner country of the festival International Animation Film Festival. Suisse Tourisme était présent avec un stand avec le consulat de Lyon. Participation de 200 clients B2B ainsi que 1000 festivaliers

-Campagne de promotion du Grand Tour de Suisse sur Orange.fr. 8300 visites sur le site ainsi que 3.6 mio d'impressions atteintes par cette campagne.

-Escape Game online pour la région de Berne mis en place sur le site de Courrier International.

-Minisite "La Suisse en été" sur Tripadvisor.fr avec présentation des différentes activités Swisstainable et des différents éléments de campagne.

-Partenariat avec le média numéro 1 du monde outdoor en France: Niveales. Publication de divers articles print et online dans les différents médias du groupe: Trek Mag, Montagnes Mag, Wider, Big Bike. Présentation du partenaire Valais.

-Campagne avec Le Monde en digital et print pour présenter la région de Berne. Deux articles dans l'Obs et M Le Mag qui racontent les highlights et nouveautés de Gstaad & le Jura bernois.

-Partenariat avec M Le Mag pour la création d'un microsite pour le partenaire Vaud. Activation social media des différents contenus sur les réseaux de M Le Mag. 1,6 millions de lecteurs atteints par cette activité.

SWISS CITIES :

- PopIn Bâle : édition du raid urbain "PopIn" à Bâle le 25 juin 22. 600 participantes, présence d'influenceuses et journalistes.

- MINT : tiré à part 28 page sur les villes suisses (A) diffusé avec le nr été du magazine lifestyle/food Mint. diffusion à 50'000 exemplaires.



- Campagne trafic en native standard sur avril - juillet. Objectif : générer du trafic sur la LP villes du sites MyS.com.

- ZURICH : mise en ligne d'un article sur madamefigaro.fr/voyage sur la ville de Zurich. 6 juin.

CAMPAGNE ROGER FEDERER (Recovery) :

- OOH Paris et Lyon : campagne d'affichage en arrière de bus touristiques sur Paris (12 bus) et Lyon (3 bus). Mise à dispositions de cartes postales - 1.500 - "Roger goes to Grand Tour" à l'intérieur des bus. Renfort sur Lyon avec 50 faces 2m2. Présence sur 2 semaines en mai. 39M de contacts estimés.

- PRINT : insertions de pages de publicités Roger goes to Grand Tour dans la presse magazine news - Figaro Magazine, Obs, M le magazine, Mercedes magazine et Tennis magazine. 6.6M de reach.

- Digital : campagne digital notoriété et performances. Une partie en notoriété en multi formats display, 15M d'impressions. et un 2ème volet à la performances en format native, 75'000 clics.

100% women :

- Vailamama Chaves est partie à Saas Fee pour l'ascension du Breithorn - challenge "biggest rope". 500'000 contacts générés.

SWISSTAINABLE :

- Voyage de presse de l'équipe Marie-Claire avec l'influenceuse @AnneLauresmd. relai du voyage sur ses réseaux sociaux. par la suite une campagne sera mise en ligne avec les titres du groupe Marie Claire (juillet + automne).

SCIB :

- 12 articles de blog publiés, 22'306 pages vues sur la période sur l'ensemble du blog.

- e-news " Un coup de frais pour votre carnet d'adresses." envoyée à 2'388 contacts --> taux d'ouverture : 26,81%, ouvertures uniques : 628, taux de clic : 10.03%

- Webinaire "Lausanne : événements innovants et durables à taille humaine"

11 participants en live et 51 qui n'étaient pas disponibles mais souhaitaient les informations.

KAM

SCIB :

- IMEX : Participation au salon BtoB IMEX à Francfort du 31 mai au 2 juin.

Environ 3,000 hosted buyers internationaux et 2,300 exposants. Première édition depuis Covid, très peu de rdv en avance et sur place. 28 prestataires de services/destinations suisses soit 34 personnes



présentes sur le stand SCIB.

--> au final 5 clients dont 3 annonceurs/organiseurs de salons et 1 RFP.

Assez décevant pour la France.

- 16ème Switzerland Meeting Trophy : RallyeMICE à travers la Suisse.

Itinéraire: Genève, Lausanne, Montreux, Villars. Premier depuis 2019. 7 teams internationales.

--> 5 clients au final pour la Team France. Challenge énorme pour recruter des participants, car mois de juin hyper-chargé. 2 annulations la veille.

KMM

- Déjeuner presse à Lyon le 5 mai. Participation de Fribourg Region, organisation d'une fondue conviviale préparée par Mme Coillard de restaurant le Tsalé aux Paccots. participation de 6 key journalistes Rhône-alpins, focus outdoor. Mise en avant des actualités estivales Suisse Tourisme.

- Déjeuner presse Swiss Cities à Paris le 9 juin. Participation de Geneve, Lausanne et Zurich. Présentation organisée sur un rooftop couvert sur les Champs Elysées suivi d'une cocktail déjeuner. 11 Key media présents.

- Accompagnement d'un tournage TF1 sur le vélo, organisation de nombreux voyages de presse estivaux.

- Envoi de Newsletter dédiée Swiss Cities + Fribourg Region. Mise en avant du record 100% women.

- 1 Participants au Content Creator Summit

Future Activities

KMM : voyages de presses nombreux en juillet, notamment sur le Grand Tour et Grand Train Tour.

KAM: 1 participants au Int'l Fam Trip STM Cities.

SWISSTAINABLE : mise en ligne de la campagne avec le groupe Marie Claire et mise en ligne de la campagne avec MyLittleParis groupe.

Marketing : Voyages de presse en août et septembre pour les campagnes été 2023



1. Priority Markets

GCC

Market Situation

The economic situation in the GCC is still excellent due to the high oil price which gives all GCC countries room to manoeuvre, invest into new projects and provide salary increases to their local staff. An influx of 100'000 of Russians into the UAE gives the country and especially Dubai another boost, property prices have increased by 20-30% in just a few weeks. Travel agencies report great interest into Switzerland and Europe but complain about the long waiting times for a visa appointment (in the UAE up to 2.5 Months, in Kuwait partly not possible to get an appointment).

Campaigning & Activation

- Recovery Campaign. 15MAY-15JUL. Massive billboards in Jeddah (1 huge face), Riyadh (10 faces) and Dubai (5 faces). Contacts: Around 100Mio
- Ladies Events in the UAE. 2 VIP ladies only Events in Abu Dhabi with total 5 partners and around 80 guests.
- Productions and distribution of 20'000 Swisstainable Guides through KUI Al Usra and L'Officiel magazines.
- Distribution of 10'000 Arabic Luxury Brochures through magazine HIA in KSA
- Distribution of 10'000 Arabic Family Brochures through magazine Sayidati in KSA
- Digital Flower Power Campaign on Facebook and Instagram. Total contacts: 6MIO.
- Additional various digital campaigns featuring the topics Health, Family and Luxury. Around 10Mio contacts.
- Several Newsletters: Grand Tour, Family, Luxury, Health. In total around 40'000 contacts
- Famous Saudi Family Moshaya travelled to Geneva, Lausanne and Laax, covering the regions in Youtube videos. So far more than 5Mio views.
- Content producers Nael & Wael travelled to Graubünden. Total contacts 13Mio.
- 7-10June: Qatar Health Mission. 9 Swiss clinics visited several hospitals, authorities, associations as well as VIPs.

KAM

- 6-9MAY: Discover Europe Travel Summit together with the tourism boards from Germany, Austria and Ireland. Hosted Buyer Workshop. 1400 Meetings between 100 European Suppliers and 100 GCC Buyers. All 4 Ambassadors being present.
- Several cooperations with Tour operator resulting via flyers, ads, radio spots and online. Resulting in more than 20Mio contacts.



KMM

- Media Release Luxury Travel resulting in 16 articles and 750'000 contacts
- Several media trips took place with total 17 journalists. Visited places: Montreux, Engelberg, Andermatt, Zermatt, Geneva, Lucerne and Grindelwald

Future Activities

- JUL&AUG: Several content producer trips resulting in about 10Mio contacts.
- JUL: Biggest TV broadcaster MBC will produce 3 episodes about nature and swisstainable experiences in Switzerland. Places: Gstaad, Lugano and Zurich
- SEP: GCC workshop in Montreux with 80 Swiss partners and around 65 buyers from the GCC
- SEP: Health Travel Mart in Bad Ragaz with 15 Buyers from the GCC

Interesting observations

- Travel agencies started to give up to 1090 AED discount for travelers who already have a Schengen Visa.



1. Priority Markets

GERMANY

Market Situation

Vertrieb

Zum Ende des zweiten Quartals stellt sich die aktuelle Lage im Reisevertrieb als weiterhin positiv dar. Der touristische Vertriebsklima-Index der Unternehmensberatung Dr. Fried & Partner steigt weiter an.

Laut dem Marktforschungsunternehmen Travel Data + Analytics (TDA) übertrafen die Urlaubsreisebuchungen im Mai gemessen am Umsatz sowohl den Vormonat um 13 Prozent als auch den Mai 2019 um bemerkenswerte 51 Prozent. Die Aufholjagd der buchungsschwachen Wintermonate sei unverändert im Gange, analysieren die Marktforscher. Da sich der äusserst positive Buchungstrend auch im Juni fortsetzt, sei damit zu rechnen, dass die aktuelle Sommersaison in zwei Monaten den Turnaround geschafft haben könnte, vermutet TDA. Angesichts der anhaltend überaus guten Urlaubsnachfrage im deutschen Markt sei nicht mehr ausgeschlossen, dass die Sommersaison 2022 als erste Reisesaison seit Ausbruch der Corona-Pandemie zum Wachstum zurückkehre – sofern die vielen Flugstreichungen der Airlines wegen Personalmangels der Urlaubslust der Deutschen keinen Strich durch die Rechnung machten, so die Marktforscher. Für eine verlässliche Aussage zur kommenden Wintersaison 2022/23 sei das bis dato generierte Umsatzvolumen noch zu klein, heißt es. Es sei aber auffällig, dass Winterurlaube umsatzanteilig nur unterdurchschnittlich gebucht seien. Sie standen im Mai 2022 für 13 Prozent der Umsätze insgesamt, im Mai 2019 waren es gut 24 Prozent. In ihrer Urlaubsplanung fahren die Bundesbürger weiterhin „auf Sicht“, so die Analyse der Marktforscher.

Konsumklima/Verbraucher

Nach einer kurzen Verschnaufpause im Vormonat setzt die Verbraucherstimmung in Deutschland ihre Talfahrt im Juni fort. Sowohl die Konjunktur- und Einkommenserwartung als auch die Anschaffungsneigung müssen Einbußen hinnehmen. „Der anhaltende Krieg in der Ukraine sowie unterbrochene Lieferketten lassen vor allem die Energie- und Lebensmittelpreise explodieren und führen dazu, dass sich das Konsumklima so trüb wie noch nie zeigt“, erklärt Rolf Bürkl, Konsumexperte Gesellschaft für Konsumforschung (GfK). „Vor allem der Anstieg der Lebenshaltungskosten von derzeit knapp acht Prozent drückt schwer auf die Stimmung der Verbraucher und schickt diese auf Talfahrt.“ Für eine nachhaltige Trendwende beim Konsumklima ist neben der Beendigung des Ukraine-Krieges vor allem entscheidend, dass die hohen Inflationsraten wieder zurückgeführt werden, so die GfK.

Wirtschaft

Die Stimmung in der deutschen Wirtschaft hat sich im Juni wegen der Sorgen um die Energieversorgung spürbar eingetrübt. Das ifo-Geschäftsklima fiel im Monatsvergleich um 0,7 Punkte auf 92,3 Zähler, wie das Münchner Wirtschaftsforschungs-Institut heute mitteilte. Zuletzt war der Index noch zwei Mal in Folge gestiegen. Experten hatten zwar mit einer Eintrübung gerechnet.

"Steigende Energiepreise und die drohende Gasknappheit bereitet der deutschen Wirtschaft große Sorgen", erklärte ifo-Präsident Clemens Fuest. Ökonomen warnen vor erheblichen Folgen für die deutsche Wirtschaft, sollten die russischen Gaslieferungen komplett ausfallen.



Campaigning & Activation

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

Bern Region: 6-seitiges Booklet „Booklet-List Bern“ über Interlaken, Jungfrauregion und Stadt Bern. Erschienen am 6. Mai im Magazin „Walden“.

Wallis: Kreation und Auspielung von einem digitalen Special „Wallis“ mit opulenten Bildwelten über das Magazin Stern.de. Termin: 9. Mai - 6. Juni.

Waadtland und Genf: Doppelseitiges Advertorial zum Thema „Genussregion Genfersee“ in den Magazinen „Der Feinschmecker“ und „Merian“. Mit digitaler Verlängerung und eigener Podcast. Dazu Schaltung von 3 Advertorials im online Magazin „Travelbook“. Alle Massnahmen zwischen 16. Mai und 20. September.

Basel: 36-seitige Beilage zum Thema Kunst & Kultur in Basel im Kunstmagazin „Monopol“ mit digitaler Verlängerung. Erscheinungstermin: 25. Mai.

Basel: Radio Frankfurt und Radio Holiday Muttertagskampagne (01.-08. Mai). Bewerbung von Basel, Durchführung eines Gewinnspiels mit Verlosung einer Reise nach Basel und 2-stündige Reisesendung (am 08. Mai) über Basel.

Basel: Advertorial und Werbebanner zur Bewerbung von Kulturhighlights in Basel auf FAZ.NET / Frankfurter Allgemeine Zeitung (25. April - 29. Mai).

Präsenz am So-Schweiz in München

Präsenz von Schweiz Tourismus mit dem Thema Touring und einem Stand mit dem Grand Tour Foto Spot. Um Aufmerksamkeit für den Event zu generieren: Onlineadvertorial in der Süddeutschen Zeitung mit einer Reichweite von 500.000 Impressionen. Thema des Advertorial ist Touring und Region St. Gallen Bodensee.

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

100% Women: Der Höhepunkt der Kampagne stand am 17. Juni auf dem Programm: Ein Weltrekordversuch mit der längsten Frauenseilschaft der Welt. Ursprünglich war das Allalinhorn geplant, aufgrund der Bedingungen wurde kurzfristig auf das Breithorn ausgewichen. Aus Deutschland waren Outdoor-Influencerin Joalana Dandl, die Athletin Caja Schöpf, eine Redakteurin von EMOTION sowie eine Wettbewerbsgewinnerin aus Berlin mit dabei. Vor dem Weltrekord waren die Frauen im „Camp 4'000“ in Grindelwald und bereiteten sich auf den Weltrekord vor.

Radiopromotion mit planet radio: Unter dem Motto „Match Maker“ stellte der Sender vom 02. - 24.5.22 in insgesamt 129 Spots die Ferienregion Interlaken und die Jungfrau Region im Programm mit redaktionellen Beiträgen, Spots und Interviews vor. Ergänzend dazu konnten die Hörer eine von vier ausgewählten Kandidatinnen voten, die dann zusammen mit dem Match Maker Chris die Region erleben dürfen.

Wandermagazin Ausgabe vom 15.6.22: „Wanderwelt Tessin“ mit redaktioneller Vorstellung von sechs Wanderrouten auf 10 Seiten. Ergänzend dazu werden diese online den Lesern präsentiert mit der Möglichkeit die schönste Route per Voting zu bewerten inkl. Gewinnspiel, bei dem man eine Tessin-Reise gewinnen kann.



SportScheck Sommerkampagne:

Sechswöchige Sommerkampagne, welche ab dem 09. Mai 2022 ausgespielt wurde, um die Partnerregionen aus Graubünden als ideales Outdoorreiseziel bekannt zu machen: 360 Grad Marketingkampagne mit Fokus auf den Online Kanälen sowie POS mit einem der grössten Sportartikelhändler Deutschlands SportScheck. Integration der Schweizer Partnerregionen Davos Klosters und Engadin.

KAM

24 Stunden Schweiz in Berlin

400 Teilnehmer aus Trade, Medien und VIPs. Präsent über 24 Stunden zusammen mit 9 Destinationen inklusive Sub-Partnern aus der Schweiz und TUI, FTI und Ameropa. Bespielt wurde das Thema Touring und Swisstainable.

Webinare und Newsletter

Webinare und Newsletter für die Trade Kontakte mit je 50 Teilnehmern an zwei Webinaren

Workshop Luzern und Vierwaldstättersee am 29. und 30. Juni

Exklusiver Workshop für Trade, Medien und SCIB. Die Region Luzern Vierwaldstättersee war zusammen mit 5 Sub-Partnern vertreten und es waren je 20-25 Teilnehmer in München und Frankfurt dabei.

Klassik Radio Kampagne mit STC und Basel

Radiokampagne inklusive Gewinnspiel auf Klassikradio mit dem Fokus Basel und den Angeboten von STC.

Bahnsinnige Schweiz vom 23. - 26.6.22: FamTrip/Inforeise mit 78 Reisebürovertreter*innen von Ameropa-Verkaufsagenturen aus ganz Deutschland nach Basel, Montreux und Zermatt

Businessplan mit Wikinger Reisen: Umsetzung diverser Online Marketing Massnahmen wie der Versand eines Standalone Newsletters, Ausspielung einer Google Ads Kampagne sowie Facebook und Instagram Posts.

SCIB – IMEX Frankfurt: Vom 31.05.2022 bis zum 02.06.2022 fand die IMEX (eine der wichtigsten Fachausstellungen für den MICE Bereich) in Frankfurt/Main nach zwei Jahren «Zwangspause» statt. Die Schweiz wurde auf einer Fläche von über 180 m² und durch 28 Partner mit 34 Personen (z.B. Destinationen, Hotels) präsentiert.

SCIB – Green Mile in Zürich: Vom 10.06.2022 bis zum 12.06.2022 fand die Premiere der Green Mile in Zürich statt, eine Fachveranstaltung für Veranstaltungsplaner, die zum großen Teil aus Deutschland kommen. Ziel war es, praktisches Wissen zu vermitteln, wo am besten nachhaltige Veranstaltungen organisiert werden können. Insgesamt kamen über 40 Teilnehmer und 16 Anbieter zusammen.

SCIB – 16. Switzerland Meeting Trophy: Vom 16.06.2022 bis zum 19.06.2022 fand zum 16. Mal die Switzerland Meeting Trophy statt. Internationale Veranstaltungsplaner wurden zusammengebracht, um die Schweiz als Meeting & Incentive Destination (Villars-sur-Ollon, Montreux, Lausanne, Genf) zu erleben und bei einem spannenden Wettstreit für das eigene Land zu gewinnen. Das deutsche Team wurde vom Verband der Veranstaltungsorganisatoren begleitet, der kontinuierlich über die Veranstaltung medial berichtete.

SCIB – Newsletter: Am 22.06.2022 wurde der zweite Newsletter des Jahres mit dem Titel «Innovative



Schweiz» an 1.741 deutsche MICE Kontakte versendet. Die Themen nachhaltiges Tagen, virtuelle Besichtigungen sowie das Kongressland Schweiz waren im Fokus.

KMM

Medienreisen: Im Mai und Juni wurden 2 Gruppenmedienreisen nach Basel und ins Waadtland mit insgesamt 12 Teilnehmenden durchgeführt. Ausserdem konnten in diesem Zeitraum 23 individuelle Medienreisen in die Schweiz organisiert werden.

24 Stunden Schweiz in Berlin

400 Teilnehmer aus Trade, Medien und VIPs. Präsent über 24 Stunden zusammen mit 9 Destinationen inklusive Sub-Partnern aus der Schweiz und TUI, FTI und Ameropa. Bespielt wurde das Thema Touring und Swisstainable. Bewerbung durch FVW-Medien in Print, Newsletter und Social Media. Reichweite von 250.000 Impressionen .

Future Activities

City Marketing: Bewerbung der Schweizer Städte ab Juli auf den Portalen Cosmopolitan.de, dazu ein Städtequartett mit GeoSaison. Im Herbst steht das Thema "Running" im Fokus mit Kooperationen Radio Eins in Berlin und dem Verlagshaus Motorpresse Stuttgart (u.a. runnersworld.de).

Art Museums of Switzerland: Distribution der Broschüre im August und September in den Magazinen "ArtMapp" und "Spartacus Traveler"

Swiss Ambassadors Programm

Reise mit 10 Teilnehmern aus Trade in den Regionen Bern, Graubünden und Tessin. Begleitet von FVW-Medien und Nachberichterstattung auf FVW.

Sommerfest auf dem Schweizer Konsulat in Stuttgart am 27. Juli

Präsenz von Schweiz Tourismus mit dem Thema Touring und einem Stand mit dem Grand Tour Foto Spot. 250 VIP-Gäste aus der Schweizer Community.

Die Schweiz elektrisiert: Grosse Digitalkampagne rund um die nachhaltigen Touring-Produkte Grand Train Tour of Switzerland und E-Grand Tour of Switzerland. Die Distribution erfolgt vom 8. Juli - 19. August über Social Media, digitale Netzwerke sowie eine Medienkooperation mit FOCUS online.

Winterthur x Weltkunst: Im Rahmen einer Medienkooperation mit einem der führenden Kunst-Magazine Deutschlands entdeckt der Offenbacher Fotograf Florian Albrecht-Schoeck Winterthur aus seiner Sicht. Begleitet wird er von der Weltkunst Redaktion. Die digitale Distribution folgt im Spätsommer.

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



1. Priority Markets

GREATER CHINA

Market Situation

- Shanghai partially lock-down extend to July
- More inbound flights to China since 01 June with less quarantine days

KAM

- Trade Webinar May
- Trade Webinar June
- Digital sales calls Hongkong & Taiwan May
- Digital sales calls Hongkong & Taiwan June
- MySwitzerlandPro Chinese buyers engagement
- Asia Workshops Chinese delegation
- SCIB: Webinar 17 June, 52 pax

KMM

- International media trip: Swiss cities for foodie from 14-20 May
- International media trip: swiss nature photography from 20-24 June
- ST content creator summit: Chinese blogger from 25-28 June
- Media trip hiking from 28 June - 5 July
- ST travel TV livestreaming on fliggy
- ST Baidu how to campagne shooting in Switzerland
- ST Award by national tourism media group as:
 - Top 10 Destination live-streaming innovative case
 - Top 10 persistent and innovative team
- International mountain tourism day: Daniela speech on behalf of Switzerland
- FM103.9 live talk: Vaud
- SCIB: MICE Business Tourism printed magazine, article about MICE destination in Vaud region in May.



- Media top coverage report: Swisstainable and platform 10 on NG Traveler
- Media top coverage report: Swisstainable and Zurich on Traveling Scope

Future Activities

- ST kick off media conference
- Swisstainable trade workshops
- Art Travel roadshow and workshops
- UTMB post trips for runner
- Livestreaming douyin Swiss tour
- SCIB: Sales call tour
- SCIB: Webinar training
- SCIB: destination wedding STA Module promotion
- SCIB: CTU Teacher training for Destination wedding and MICE business.



1. Priority Markets

ITALY

Market Situation

Pandemic situation:

Masks still required in the public transports until Sept. (Eurocity, Milano -Chiasso with mask)

Tourism Industry:

- STS sales Jan.-May 2022: + 109%! Positive indicator for ON figures

- “Air” crisis (airplane, airports) effecting positively the train travel and the booking of vacations in neighbouring countries.

Economy:

GDP is expected to increase both in 2022 (+2.8%) and in 2023 (+1.9%)

Best practice competitors

Swisstainable exhibition @ House of Switzerland Milano:

Best practice due to a successful exhibition concept of the swisstainable campaign and integration of touristical and strategical partners to promote the core message of the swisstainable campaign.

Big interest of other markets for future use of the exhibition -> development of a central concept by the ST event team (headoffice) for a modular and movable concept.

Best practice for collaboration between market and headoffice.

Campaigning & Activation

Italian Weekender

Date: 01.04 - 31.08.2022

Partners: STS - Swiss cities - Basel

Geotarget Milano and Lombardia

-Interactive chatbot to involve people to acquire information about the possibility to visit Swiss Cities by train - special focus on Basel

More than 5M impressions delivered and more than 16'242 interactions



- Instagram and Facebook ads with post and stories, more than 1'600'000 imps and 17% of engagement
- Display campaign in Lastminute.it (till end of August) 100k contacts
- Native advertising on premium sites (till end of August) 12'000 clicks expected

Il meglio del Vallese

Date: 06.05. - 30.06.2022

Partners: Aletsch Arena, TMR&Barryland, Leukerbad

Native adv to promote the summer itinerary based on the new Valais partners

Link to: 50% MyS/ilmegliodelvallese and 50% Valais booking engine.

More than 2M impressions spread and 8'500 clicks received.

House of Switzerland campaign

Switzerland Tourism Italy was one of the main partners of House of Switzerland Milano, the temporary event platform - organized by Praesenz Schweiz once a year – for creative and innovative exchanges between Switzerland and Italy.

House of Switzerland (HoS) was set up at "Casa degli Artisti", a location in the heart of Milano.

Switzerland Tourism Italy has planned and implemented from **26.04 to 29.05.2022**:

Exhibition "I need Swisustainable"

B2B and B2C Events.

Out of home, social media and digital campaign to promote ST presence at HoS and partners' summer experiences.

Partners involved in the HoS project: Ticino Tourism, Made in Bern (Interlaken & BLS), Geneva Tourism, Rhaetische Bahn, Swiss Travel System.

StraPas involved in the HoS project: Victorinox, Aroma Stick, Rausch, Mammut, Ricola, Swiss Cheese Marketing, Swiss Wine.

KPI

Visitors: 5'000; Brochures distributed: 6'000; Marketing contacts (paid social media, digital campaign, Out of Home, radio): 29,2 million; Social media organic 1 million impressions; Earned media contacts: 1,4 million (print, online & TV); Media Event: 42 journalists; VIP Event: 80 business women; Trade Workshop: 42 participants; Swiss School Workshop: 140 students.

Media partnership Cairo/RCS

Period: April – July 2022

Digital, Social media & print campaign to promote summer experiences.

Partners involved: Ticino Tourism, Made in Bern (Interlaken & BLS & Jungfrau Region), Swiss Travel System, Valais (Leukerbad, Martigny, Aletsch Arena) and Hotel Cooperation.

Circuito Swiss Cup



5 Golf tournament in Lazio Region.

Period: 21.05-29.06.22

Golf Tournament to promote Switzerland like golf and holidays destination.

Partners involved: STS and STRAPA

Total participants around 500

OOH Campaign with Michelle Hunziker @COIN

Period: 02. - 16.05.22

At Coin department store all over Italy on 43 digital screen to promote Switzerland by train and best of Ticino.

Partners involved: STS, Ticino Turismo

1.6 mio contacts

OOH Campaign with Michelle Hunziker @Swiss Corner

Period: 29. - 30.04. & 16.05. - 05.06.2022

At SWISS CORNER bar in Milano to promote Switzerland by train, best of Ticino and House of Switzerland Milano.

Partners involved: STS, Ticino.

Contacts: 750'000

KAM

Webinar

Date: 04.05.2022

What: Webinar focused on Swiss Cities

Partners involved: Zuerich T., Lausanne T., Lucerne T., STS

Workshop

Date: 05.05.2022

Workshop Summer at House of Switzerland in Milano

Partners involved:Adrastea Viaggi, Bern Welcome, BLS, Geneve T., Hotel Koop., Il Girasole Viaggi, Interlaken T., Jungfraubahnen, RhB, STS, Ticino T., Wallis - Matthernon Region, Zermatt Bergbahnen

Focus: offers for summer. Swisustainable. News from the partners.

Participants: 42 travel agents

Training with Roxana Ilie on how to sell Switzerland online



Game with prize draw

Fair

Date: 06.07-05.2022

What: Roma Travel Show

Partner: STS, BLS, RhB

Fam trip

Dates: 25-29.06-2022

What: Fam trip with Fiavet Association discovering Swiss Cities, territory and hotels

Participants: 7 travel agencies

Partners involved: Zuerich T., Lucerna T., Bern T.

KMM

Media results

- 27 millions
- 33 journalists invited to Switzerland
- 2 media newsletters about Swisustainable and 100% Women World Record

Media meeting Summer

03.05: Media event at House of Switzerland Milano to launch the exhibition “I need Swisustainable” and partners’ experiences; Participants: 42 journalists; Partner involved: Ticino, Made in Bern, STS, Geneve, RHB

04.05: Media event at MAXXI Museum. Visit of the exhibition dedicated to architect Mario Botta and summer news. Participants: 25 journalists; Partner involved: Ticino T., Geneve T., RhB, STS

Group media trip

- Trip in Basel during Design Week (12-14.05); Participants: 4 journalists and 1 tv crew.
- Trip in Interlaken and Bern (19-21.05) travelling by Trenino Verde delle Alpi; Overnight at Hotel Carlton in Interlaken and at Hotel Bristol in Bern; Participants: 5 journalists; Partners involved: BLS, Made in Bern.
- Trip in Davos and Valposchiavo travelling by RHB (21-23.06); Participants: 6 journalists from ROME.

Top coverage

- Article (2 pp.) about Sacro Monte di Brissago on monthly magazine BenEssere (readers: 112’988; publication date: 01.05)
- Reportage (6 pp.) about Lausanne as culture city on travel monthly magazine Dove (readers: 405’000; publication date: 01.06)



- Article (2 pp.) about exhibition Picasso & El Greco at Kunstmuseum Basel on travel monthly magazine Bell'Europa (readers: 337'000; publication date: 01.06)
- Article (1 p.) about exhibition Mondrian at Beyeler Fondation on newspaper Corriere della Sera (readers: 1,7 million; publication date: 19.06)
- Article (1 p.) about Zurich on Lastampa.it (weekly visits: 55'000; publication date: 02.06)
- Radio RAI interview about 100% woman (audience 700.000; on air date 18.06)

Future Activities

New long term top collaboration with opera "La Scala" to position ST in the cultural & luxury segment:
Swiss Deluxe Hotels event in October 2022
Contract with Michelle Hunziker extended: End of September - March 2023 (Campaign with STS and Trenitalia)

Interesting observations

Swisstainable exhibition @ House of Switzerland Milano:
Best practice due to a successful exhibition concept of the swisstainable campaign and integration of touristical and strategical partners to promote the core message of the swisstainable campaign.
Big interest of other markets for future use of the exhibition -> development of a central concept by the ST event team (headoffice) for a modular and movable concept.
Best practice for collaboration between market and headoffice.



1. Priority Markets

NORTH AMERICA

Market Situation

Since June 12, 2022, Americans no longer need a negative Covid test when returning to the US. Now that the last remaining Covid travel restriction is no longer in place, people can book their vacations without fear of getting stuck overseas should they test positive.

The overnight figures generated from North America so far are very positive. Jan - May USA 503'826 and Canada 52'502. With this, North America has returned to become again the second biggest source market behind Germany.

Rescheduling and cancellation of flights both in North America and Europe due to staff shortages have become a big issue. Over the 4th of July holiday weekend, 2'000 flights to, from, or within the USA were cancelled, a total of 2% of all scheduled flights.

To deal with the staffing shortages, many airlines are trimming their summer schedule, despite the strong demand for travel. This will even further up the average air fare to levels above pre-pandemic levels.

Campaigning & Activation

Campaigning & Activation

- Campaigning & Activation: Swisustainable Push, continuously until Dec
- Campaigning & Activation: TSQ Billboard, continuously until Aug
- Campaigning & Activation: AFAR Winter campaign, as of Aug
- Campaigning & Activation: GoPro Creator Summit, Sept
- Campaigning & Activation: Art & Culture Cities Campaign, Sept
- Campaigning & Activation: Swiss Travel Pass Push, Oct

KAM

KAM

- ATTA AdventureELEVATE Eugene, Oregon, May 3 - 5
- Virtuoso webinar St. Moritz, May 4
- Trade webinar with Liechtenstein, May 5
- Trade webinar with BLS Interlaken Lake Cruises, May 19
- Signature webinar Zurich, May 20



- STS Sales Calls I, May 16 - 20
- Trade webinar with Railbookers, June 2
- Switzerland Travel Experience Canada, Montreal, Toronto, Vancouver, May 30 - June 3
- Trade Sales Calls East Coast, June 6 - 10
- Trade webinar with Lake Geneva Region, June 16
- Trade Sales Calls West Coast, June 13 - 16
- L.E. Miami, June 13 - 16
- Signature webinar Jungfrau Railways, June 21
- PROUD Experiences NYC, June 27 - 29
- Trade webinar with Swiss International Air Lines, June 30

SCIB

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

KMM

- Best of Switzerland Media Tour in New York, Boston, Washintgon, Miami, Chicago, Austin, Seattle, San Francisco, Los Angeles to feature 8 Swiss destinations: STS, Basel, Liechtenstein, Zurich, Ticino, Geneva-Vaud, Lucerne, Zermatt
- TV production LGR for Discovery Channel featuring prominent Swiss based women and the Women Peak expedition in Saas Fee
- 100% Women Press trip with 3 media
- STE media event in Montréal, Toronto, Vancouver May 1, 2 , 3

Future Activities

KAM

- Virtuoso webinar Geneva/Lake Geneva Region, July 6
- Signature Educational Journey Switzerland, July 11 - 17
- Trade webinar with St.Gallen-Bodensee Tourism, July 14



- SCIB: Global Meetings Exchange Accor, SFO, July 18-22
- Trade webinar with Audley Travel, July 28
- Sales Visit key accounts Midwest, August 8 - 11
- Trade webinar with Glacier Express, August 11
- Virtuoso Travel Week Las Vegas, August 14 - 19
- Trade webinar with Basel Tourism, August 25th
- AAA rewards trip, Graubunden, Lucerne, Bern Region, Valais-Matterhorn Region, August 29 - September 4

KMM

- 12-16.07.2022 NBC All Access Hollywood filming in the Bernese Region
- 14-16.07.2022 VIP Chef Marcus Samuelsson trip to Interlaken & Lavaux Region
- 28-31.08.2022 Press Trip to oSt Gallen for the Textile Museum Exhibition
- Jewish Heritage Media Press Trip to Geneva, Basel, Zuroch and Lucerne, historic ancient Jewish towns of Endigen and Lengnau, Liechtenstein
- Key Opinion Leader Alex Strohl collab for Liechtenstein & STS/RhB in Engadin



1. Priority Markets

UK/IRELAND

Market Situation

The recovery of the UK economy has slowed down. Cost of living is increasing, mostly due to higher energy and raw material prices, with a record inflation expected this year. The current domestic political crisis impact the consumer sentiment negatively. The exchange rate GBP-CHF has been at historic lows - as low as 1.13 CHF per GBP - which makes Switzerland more expensive.

Another negative factor are the issues in air travel - cancelled flights, long waiting times, baggage issues - and the negative headlines as a result, both in the UK and throughout Europe.

Nevertheless, the British are known for their pragmatism and are more than willing to travel abroad again after almost two years of various levels of "lockdown." As in other countries, middle- and upper-class consumers have been able to put considerable amounts of money aside for travel during the crisis.

The loyalty of British visitors remains high. The "lakes and mountains", "scenic trains" and "snow sports activities" in Switzerland remain popular. As more discretionary wealth is available, there is a focus on travellers who want to treat themselves to a premium vacation experience. An increasingly important role, both in the travel industry and among consumers, is sustainability. Here, Switzerland is very well positioned.

Direct flight connections are constantly reinstated and reach about 80% of pre-crisis level in the summer of 2022. Swiss International Air Lines for example had 176 weekly flight connections between the UK and Switzerland in summer 2019 and is scheduling 140 for summer 2022.

Overnight numbers from the UK for the first five months of 2022 were roughly 25% down from 2019, generally better in the mountains, with a positive forecast for the summer based on booking information from tour operators.

Campaigning & Activation

Chelsea Flower Show:

- Partners: VD, TI, BE & Cities
- x3 tour operators: ECT Travel, STC & Titan
- Strapa partners: SWISS, Swiss Wine Promotion, Victorinox

Campaign elements:

23 - 28 May – presence at Chelsea Flower Show feat. 'A Swiss Sanctuary' garden by Lilly Gomm (professional garden designer) - 10m x 10m

23 May – Press Day (Swiss Alphorn player used as a stunt)

24 May – VIP Media event (Belmond Hotel)

- 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

26 May – Aperitif trade event hosted at A Swiss Sanctuary

- 60+ guests including:
 - 3 Tour Operators and their 30 guests
 - 8 Media guests
 - Guests from Switzerland - including from Giardina, Zürich
 - 7 partner representatives
 - Deputy Ambassador attended
 - After Hours entry to the show for guests followed by an aperitif at the garden

Paid media promotion with Gardens Illustrated

A 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

EIP Telegraph: Martin & Shirlie Kemp - Ticino

- 2 online articles focussing on Influencer Trip to Ticino
- Amplified by display ads and social campaign

Spectator: exclusive content collaboration to promote GEX and BEX: live online on 13 June - focus on Influencer Michael Portillo who travelled to Switzerland

Suitcase - exclusive destination guide & online articles for Valais (summer promotion) + social media and e-newsletter amplification

ST Cities Promotion:

- launch of print magazine, Suitcase - Switzerland take-over
- full spectrum of online articles, display ads, social media & e-newsletters plus celebration of the launch of the campaign with a B2C event with an audience of x30 guest (high net worth).
- partners: Zurich & Basel joined this B2C event - 29 June, at the Laylow venue



AMOS promotion: activation with Wallpaper: deliverables incl.

- online article with online map
- distribution of 86k AMOS brochures within the Royal Art Academy Magazine
- one page print advertorial

ST Outdoor campaign 2022 with Mpora/ Any Day Media

- May 2022 – incl. VD, VS, BE, LU, Lenzerheide
- Video content collaboration (various versions), online articles, ‘Insider’s Guide to.....’
- KPI’s: 945k total video views, 3.7mio social media reach
- 75k total editorial content views
- Themes include e-mountain biking, SUP, yoga trails, via ferrata, hiking, plus Swisstainable, 100% Women

Wired for Adventure

- Niche outdoor adventure platform
- Content partnership with Valais, May/June 2022
- Print readership 83’000 (6 issues/year)
- Digital: 100k uniques / SoMe: 140k

Deliverables:

- 6 page editorial promo feature per partner
- x6 online native content features incl. video & CTA
- Digital display ads + side panels/ take overs
- E-newsletter – 30k distribution (30% OR)
- Bespoke SoMe – organic & targeted

ST B2C e-newsletter for May & June:

- May: 26.29% OR (opening rate)
- June: 22% OR (opening rate)

KMM



23 May: media day at RHS Chelsea Flower show:

Various media activities with UK and Swiss media

30 May: Distribution media newsletter with summer topics such as Chelsea Flower Show, Grand Tour app, opening of Plateforme 10,

8 Jun: Media event in Edinburgh and media meetings with Scottish media in collaboration with the Swiss Embassy and their #WeAreSwitzerland roadshow

15 Jun: Media event in Manchester with local media in collaboration with the Swiss Embassy and their #WeAreSwitzerland roadshow

19-22 Jun: Influencer trip with Preferred Hotels & Resorts to Geneva, Lausanne and Gstaad with 6 participants



2. Active Markets

AUSTRALIA

Market Situation

May is the busiest month where Australians book their winter holidays:

Our ST survey at the Snow Travel Expos in Melbourne and Sydney showed, that almost 80% of our stand visitors plan a trip to Switzerland in either 2022/23 or 2023/24 (winter season). The majority of people plan a trip next winter (season 2023/24).

> In Melbourne/Victoria, 34% plan a trip this winter (2022/23) and 53% next winter (2023/24). 13% are not planning a trip at this stage.

> In Sydney/NSW, 31% plan a trip this winter (2022/23) and 46% next winter (2023/24). 23% are not planning a trip at this stage.

Feedback from winter specialists TO partners:

> enquiries and bookings for Europe winter 2022/23 are high.

> Europe currently no. 1 destination for winter (also mainly because many visit family/relatives in Europe at the same time).

> Little or zero impact by the situation in Eastern Europe.

> Major challenge remain the high flight costs and capacity.

Major ski specialists TO's have hibernated and are now back in business: Snowcapped Travel, SkiScout, ski/winter division at Helloworld, Travelplan Ski. Remark: Skimax, Mogul Ski and Sno'n'ski have always been up and running.

Campaigning & Activation

- 15 May/22 May: Snow Travel Expo Melbourne & Sydney
- 24 May: Travelplan Ski client evening (expo)
- May: Ski & snowboard with kids (print feature)
- May: SnowAction (print feature) Step it up in Switzerland
- 12 May: Trade e-newsletter
- 6 May: Media e-Newsletter Magic of beautiful places
- 14 June: Media e_Newsletter 100%women WR

KAM

- 24 March to 4 May: Large Flight centre campaign



- 20 May: SkiMax Suppliers Event
- 16 May: Mogul Ski Agents Appreciation event
- 18 - 20 May: Collette VIP Forum
- 27 May: Sno'n'Ski suppliers event / trainings at their offices
- 27 May: FCTG Agents evening
- 3 June: TravelManagers Mini Market Day
- 15 June: TravelHub Winter Magic Tour / TD events
- 16 - 19 June: Asia Pacific Workshop, 3 buyers from AU
- 30 June: LX Agents Showcase in Auckland NZ (rep. By SWISS)

KMM

- May: Campaign with Signature Luxury. Digital advertorial about 100% women, Mammut alpine school – Lucerne, Switzerland home to one of the world's most scenic hiking trails
- May: Vacation & Travel homepage take over (Roger Federer GtOS Campaign)
- May: Travel & Cruise Weekly Online Magazine on Grand Tour of Switzerland
- June: Vacation & Travel issue on Sustainable Switzerland (advertorial)
- June: Signature Luxury Magazine: GrandTourOf Switzerland (advertorial)
- June: International Traveller issue on Solo Adventures in Switzerland (advertorial)
- June: Holidays With Kids Magazine: Family Destination Switzerland (advertorial)
- June: Media trip influencers Sean scott & Luke Workman. Media trip 100%women: Melissa Findley

Future Activities

- Switzerland at Bondi Winter Festival. Activation with Switzerland branded ice rink at Bondi Beach, Switzerland deck chairs, VIP events for agents and media.
 - Out of home campaign at the Winter in July Festival in Canberra (Canberra Centre). Alley with Swiss flags/banners, cheese tasting workshops, VR experience station, chalet village, digital displays in Shopping centre.
- tbc

Interesting observations

ST has been participating in a number of webinars throughout Q1/2. While the number of participating agents has declined, there is still a vast interest from the industry for online/virtual trainings due to the fact that increasingly more agents are home-based or have joined a home-based agents consortia and therefore don't have the opportunity to travel to a major city hub for a live event/trainings.



2. Active Markets

AUSTRIA/HUNGARY

Market Situation

Nach wie vor positive Stimmung; tiefste Arbeitslosenrate seit 20 Jahren - mit entsprechendem Fachkräftemangel vor allem im Tourismus.

Durch den Ukraine-Krieg sind nah Nachbarländer stärker gefragt - Meerdestinationen, aber auch CH.

Sehr positives (Buchungs-)Feedback von Key Accounts ÖBB Railtours (bereits Ende Juni Buchungen wie 2019 während des ganzen Jahres), Eurotours, Eurofun (Mutter von Eurobike), etc..

Campaigning & Activation

- 1. Mai 2022: Doppelseitiges Advertorial zur Grand Tour of Switzerland im Magazin Reisen
- 13. Mai - 16. Juni 2022: Partnerkampagne „Radwandern in Bern“ am österreichischen Markt mittels Social Media Promotion (161k Als, 879 Klicks), Digitalkampagne via Outbrain & Taboola (8,7 Mio. Als, 17'057 Klicks) sowie Präsentation auf den Seniorenportalen 55plus-magazin.net sowie besserlaengerleben.at und einem 1-seitigen Advertorial im Print-Magazin Besser länger leben (Auflage 30'000).
- 15. Mai - 5. Juni 2022: ÖV-Kampagne in Kooperation mit STS, RhB, SOB und ÖBB in Print & Digital mit spezieller Swiss Travel Pass Promotion (25% Rabatt auf 4 und 6 Tage STP für österreichische Klimaticket-Inhaber). Print in Krone (15.5., 2,2 Mio Leser) & "auf da Roas" von SN (24.5., 114.000 Leser) sowie digitale Kampagne (18.5.-5.6.: 14,25 Mio AI, 22'345 Klicks)
- 16. - 23. Mai 2022: B2B-Promotion des Swiss Travel System Excellence Program im touristischen Fachmedium tip (print, Online & eNewsletter)
- 14. Juni 2022: 3-seitiger Bern-Testbericht im Familienmagazin family extra (Auflage 220'000)

KAM

Workshop:

4. Mai 2022: Switzerland Travel Experience Workshop mit 14 Schweizer Partnern und 20 österreichischen Key Accounts und 2 Medienvertretern von Travel Trade Medien in Wien

Sales Calls:

3.-5. Mai 2022: Verkaufsreise mit 6 Schweizer Partnern nach Graz, Linz und Salzburg. Treffen mit 24 österreichischen Key Accounts.

Aktivitäten mit österreichischen Key Accounts:

- 4. Mai 2022: Endkundenpräsentation beim Key Account Sabtours in Linz
- 1. Halbjahr 2022: Eurotours Recovery Kampagne: Promotion von Schweiz-Reisen im DACH-Raum mittels E-Newsletter, Werbung auf der Homepage, Postwurfsendungen und Beiträge in den sozialen



Medien. 173.179 Übernachtungen (Stand Mai 2022) gegenüber 291.814 Übernachtungen (Gesamt 2021)

KMM

Presse e-Newsletter:

Im Mai und Juni 2022 wurden 3 Medienbulletins an je 210 österr. JournalistInnen versendet.

Tourismuspresse.at-Aussendungen:

Im Mai und Juni 2022 wurden 5 Tourismuspresse.at-Aussendungen zu an je ca. 33'500 Kontakte versendet.

Gruppenmedienreisen:

5.-8. Mai 2022: Gruppenmedienreise Alpine Cruise mit 5 österreichischen JournalistInnen.

9.-12. Juni 2022: Gruppenmedienreise in die Zentralschweiz mit 6 österreichischen JournalistInnen.

Pressekonferenz:

Am 29. Juni 2022 wurde nachhaltiges Reisen in und durch die Schweiz von Martin Nydegger und Sabine Stock/ÖBB für 17 österreichischen Medienvertretern präsentiert.

Future Activities

- Juli 2022: 2-seitiges Advertorial zu Swisstainable im Falstaff Magazin (DACH-Raum), ergänzend zu einer 12-seitigen redaktionellen Berichterstattung
- Juli 2022:
- Juli 2022: 6-seitige Druckstrecke zum Girlfriends Wochenende in Basel in den 3 regionalen Magazinen wienlive look!, Oberösterreicherin, Unser Salzburg plus Online-Verlängerung
- August 2022: Städteherbstkampagne in Österreich inkl. Partnerkampagne St.Gallen-Bodensee
- Oktober 2022: 4-tägiger ÖRV-Kongress in der Schweiz mit ca. 60 österreichischen Key Accounts



2. Active Markets

BRAZIL

Market Situation

KEY FACTS:

Two years after the Coronavirus pandemic outbreak, when the situation already seemed to be relatively overcome in a great part of the world, new restrictions emerged, more specifically in China, lockdowns in important cities, as it's the case in Shanghai.

Although Brazil is returning to its normality, considering the elimination of the mask use necessity and the circulation without restrictions, the effects from the shutdown in companies and the delays in the country's ports will result in detrimental consequences for the Brazilian economy, regarding the inflation and the economic growth. Adding to this negative scenario there is the war in Ukraine, which doesn't seem to be close to an end, keeping the pressure on prices of main commodities.

This risk increase and the global instability have impacted on the currencies worldwide and Real follows the same tendency. There was a new devaluation in the Brazilian currency, exceeding once again R\$ 5 per dollar, even with the Central Bank increasing once more the basic interest rate, SELIC, by one percentage point, from 11.75% to 12.75% a year. There is an inclination for new increases, with a projection of reaching near 14% a year by the end of the year.

The interest raise is a political way of trying to hold inflation. However, the increase in prices is global, in other words, SELIC presents a reduced interference power in solving the issue. And in Brazil, the official inflation accelerated to 1.62% in March, and despite April's downturn, it proceeds with a variation higher than 1% a month, with 1.06%, the highest monthly variation since 1996. The 12-month accumulated inflation is 12.13%, according to IBGE.

The highlight has come from the fuel segment, a raise in the gas and diesel oil prices, reflecting in a direct influence in the consumers' wallets when filling up their car tanks, and in an indirect influence given that the highway shipping is becoming more expensive and impacting the prices in the supermarkets' shelves for example, a group that has also pushed up the general inflation. Soy and wheat derived products, like soy oil and bread, have also had a steep rise for the consumer as a result of the commodities in expansion.

The variables inflation and high interests have limited the consuming capacity of families. Adding to this, there is a record level of families presenting overdue bills, three in every ten Brazilian families according to the National Confederation of Commerce (CNC). Such that commerce sales have been weaker than expected. Regarding the accumulated value from January to March, the raise was of 1.1%.

Thus, in a way to encourage and offer better conditions, so the families can afford to pay their overdue debts, the federal government took two relevant measures: the release of part of the Fund for Guaranteed Time of Service (FGTS) and anticipated the 13th-month salary to retired people and pensioners. For the FGTS Fund, until mid-May, R\$ 124 billion were withdrawn (nearly US\$ 25 bi). This amount represents slightly more than 5% of the total commerce sales. However, it is known that not all this resource will be destined to commerce, a part of it will be used for paying debts and day to day bills. Anyhow, it will result in a consumption and a sales traction effect in the short term.

Greater movement in commerce will contribute to heating up the industry once again, which accumulated a downfall of 4.5% in the first quarter. As for the service sector, it moves away from the general tendency of a weaker economy and moves forward in expansion, 9.4% higher in the first three months, given that March was the best result for the month since 2015.



Entering the service segment, tourism is the highlight regarding numbers. According to the survey by FecomercioSP, the sector profited 44.6 billion reais in the first quarter this year, 27.5% higher compared to the same period last year. The activities that are most influencing the tourism performance are the air transport (72.6%), and accommodation and food (25.9%).

Another area of the economy that presented good results is the agribusiness area, boosted by the rise in commodities prices in the international market. The grain harvest in Brazil, for instance, will be record, reaching 262 million tons. Despite the costs increasing as well, the picture is still favorable, encouraging investments and job generation, stimulating regional economies.

The Brazilian economy is going through distinct moments depending on the sector and the economic variable. In general, the inflation and the considerable interest are keeping the economy from a higher growth. The industry embitters consecutive retractions, and the commerce sector keeps moving slowly. On the other hand, the job generation is still positive and consistent, but not enough to restore the families' income because of the inflation loss. And the agribusiness and tourism sectors, for example, benefit for different reasons and register strong raises.

Even though there is a slow recovery of the Brazilian economy this year, it's necessary to keep alert with possible new rises in interests in the United States. In case there is a strong curb over there to hold the inflation, the highest in 40 years, the whole world will feel the echoes from this and Brazil, even more, for being a more weakened economy and being in crisis since 2015.

IMPORTANT DATA:

April's inflation was 1.06% driven by two groups: Food and Beverages (2.06%) and Transport (1.91%). These sectors were responsible for 80% of the rise in the month's general index. Regarding the food sector, the inflation is spread around 70% of consumption items. About transport, gas increased 2.48%, and this is the item that has the greatest influence in the inflation indicator.

Retail sales grew 4.5% in March in the annual comparison. Only one of the analyzed groups by IBGE didn't have a growth within the month. The spotlight goes to the clothing and shoe sector with an annual raise of 81.3% and to the car sales (7.3%).

Employment data in March points out the creation of 136 thousand new formal job positions, accumulating 615.2 thousand in the first quarter. While the service sector leads the job generation in the first three months (433 thousand), the commerce sector closed 54.1 thousand job positions.

CONFIDENCE INDEX:

The Confidence Index is once again pinpointing a downfall. In April, the indicator reached 104.3 points, 0.7% less than in March, and -0.6% in the annual counterbalance. Consumers have felt the inflation impact in their domestic budgets and with higher interests, it's more difficult to get credit to try keeping the consumption. The scenario isn't even more negative because of the positive job generation since last year, contributing to the protection against the rise in prices.

The Trade Entrepreneur Confidence Index (ICEC) was practically stable in April, with a variation of 0.4% and registering 114.9 points. In the annual comparison, however, there is a 28.2% growth, when in the same period last year, the Brazilian economy suffered several restrictions in the face of the second wave of the Coronavirus pandemic. With the injection of resources in the economy, money from the FGTS and the 13th-month salary, the tendency is that sales get heated, favoring the mood of businessmen in the capital São Paulo.

Campaigning & 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.

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.

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)

Newsletter B2C SWISS: June, 23nd

- LX E-Newsletter B2C
- ST content: 100% Women and option of tours for women.
- Circulation: 11'000

Swiss Days at Hebraica Club: June 22th and 26th

- Event at Hebraica club – a very potential club composed mainly by Jewish community.
- The Switzerland Tourism presence was celebrate 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.

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)

KAM

Switzerland Travel Experience: 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

ILTM Latin America: 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

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

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

Study trip MCI Brasil: May 26 to 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 and Lavaux
- Strapa inclusion: Mamutt and Victorinox

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/SUICA-02DE03-2021/suica-02de03-2021.html>

KMM

ILTM Latin America: 04 May 2022

- Press conference ILM Latin América



- Speakers: Fabien Clerc and Antonio Camarotti, Forbes Brazil CEO

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

Media Trip –Travel BoxTravel Tv & @CrispeloMundo: 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

**Sabor e Arte Tv, Prazeres da Mesa Magazine & @YesWeCook @luritodelo
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)

Television delivery – Press Trip 50x1: May 22th and 29th

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

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%

Media Trip @caiotravels: 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.

Media trip and 100% Women @ Engelbergella and TV Clubs: June 11th and 10th



2. Active Markets

CZECH REPUBLIC

Market Situation

Covid-19 situation:

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

Economics:

- GDP of 1Q/2022 +4,9% (4Q/2021 +3,6 %) – update from 30.6.2022
- Consumer price index in may 2022 +16 % (March 2022 +12,7%, January 2022 +9,9 %)
- Inflation rate in May 2022 +8,1 % (March 2022 +6,1%, January 2022 +4,5 %)
- Industrial production in April 2022 – 3,8 % (in February 2022 -0,3%, December 2021 -2,1 %)
- Construction production in April 2022 +4 % (February 2022 +18,9%, December 2021 +8,1 %)
- International trade – import: +13,3 % in April 2022 (+16,5% in February 2022, +19,9 % in January 2022)
- International trade – export: -1,3 % in April 2022 (+7% in February 2022, +8,2 % in January 2022)
- Average gross wages and salaries +7,2 % in 1Q/2022 (+4% in 4Q/2021, +5,7% in 3Q/2021)
- General unemployment rate in May 2022 2,5 % (March 2022 with 2,4 % and 2,3 % in January 2022)
- Exchange rate: 1,- CHF 24,69 CZK (23,76 CZK two months earlier)

Campaigning & Activation

- 4. 5. – Cleantech exhibition in Liberec 2022: Swisstainable promotion via magazine SWISSmag and Kambly promotion at grand opening of exhibition “Can technology save the world?” placed in Technical University in Liberec and organized by Switzerland embassy in the Czech Republic. Exhibition is possible to see for free during 2. - 23. 5. 2022.
- 11. 5. – ST Newsletter 5/2022 for May 2022 with promotion of: upcoming event Just Run! With ST partnership; SGV free upgrade for STS ticket holders and Short Catamaran Cruise; Swiss Cheese Passport in connection to GToS; dinner in cable car to Rigi; Tschutschubahn and Landwasser viaduct; new Grand Tour app by ST; guest card in Chur; Magic Pass for Summer season; Tour de Suisse Women 2022 in Chur; Cleantech exhibition in Liberec (part of Swisstainable promotion); concert of Mani Matter songs in Prague by EDA; Sophie Hunger concert in Prague; Museum night in Basel; Kambly Bretzeli Fest; Switzerland photo exhibition in Cejkovice; photo of the month from Jungfrau. SWISS on-line banner in the newsletter.



- 1. 6. – Month e-contest at outdoor website by Svet Outdooru group (HedvabnaStezka.cz and SvetOutdooru.cz) with focus on RhB, Pilatus, Kambly and GToS. Participants had to answer contest questions with focus on RhB and Pilatus to get special prizes by our partners.
- 5. 6. – 1-day sport event for public with focus on trail running and Switzerland presentation for event visitors (incl. brochure distribution, Kambly samplings with contest, consultation of travel plans with ST staff at place). Promotion of Nestle (products and samplings), Laufen (part of our contest), Just (selling of Just products by its representative).
- 13. 6. – 100 % Women campaign in Radio Impuls – life radio broadcast, 2 days radio promo before the trip “World record attempt” (100% Campaign), radio interview with ST representative with presenting 100% Women campaign
- 25. 6. – Camper group influencer media trip: 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.
- 25. 6. – CZ participation at ST Content Creator Summit in Lucerne (1 PAX - @terumenclova)
- 31. 5. – ST Newsletter 6/2022 for June 2022 with promotion of: GToS (listicles 50 secret village stops on the GToS); 175th anniversary of Swiss railways; guest cards in Switzerland; sport event Just run in Prague with ST partnership; Club of Swiss friends; Days of open doors in wine cellars in Lavaux; Piet Mondrian exhibition in Fondation Beyeler; BIGNIK in St. Gallen; Appenzell in travel TV broadcast Objektiv; Bike-Genuss-Tour in Aletsch Arena; bike routes in Ticino; Festival Das Buch in Prague; TOP CARD by Arosa Lenzerheide + Laax + DDK; Lenzerheide Space Walk; Alpen Challenge in Lenzerheide; photo of the month: BEX.

KAM

- 19. 5. - VIP KAM & KMM cocktail with Simon Bosshart: Meeting with selected VIP KAM and KMM partners in the market organized in form of presentation and cocktail in Zizkov Tower –in Prague (highest building in Prague). Presentation for participants was presented by Simon Bosshart (during his visit of CZ market) and Alena Koukalova who introduced ST strategy 2022-2024 and personal changes in the market.
- 20. 5. – Indiv. FAM trip of CK Dvorakova with visit of Jungfrauojoch and Pilatus (2 PAX)
- 26. 6. – CZ participation at Intl. FAM trip “Local lifestyle in Swiss cities” (1 PAX from TO ČEDOK)
- 26. 6. – CZ participation at Intl. FAM trip “Luxury traveler” (1 PAX from TO Deluxea)

KMM

- 1. 5. – RhB in MyWings 5/2022: 2/1 RhB Summer advertorial in on-board lifestyle travel magazine of airline Smartwings for May - July 2022 with promotion of BEX, GEX, Chur, Davos, ESTM, Scuol with Bogn Engiadina, Guarda, Morteratsch, Diavolezza and railway museum in Berguen. Infobox with selling 1-day RhB ticket selling promotion with QR code. Advertorial is in CZ and ENG.
- 2. 5. – Travel & Gourmet special in Marianne 5/2022: 5/1 advertorial focused on travel and gourmet possibilities in premium lifestyle magazine Marianne (edition 5/2022). Promotion of the Upper Engadin (St. Moritz Gourmet Festival, Val Roseg, cheese dairy Morteratsch with RhB), Lower Engadin (Scuol, Motta Naluns, Bogn Engiadina), Davos Klosters (Dischmatal, Sertigtal, restaurant Teufi, Clavadeleralp), Lake Lucerne Region (Pilatus, Rigi, SGV, Lucerne, Titlis), Berner Oberland



(Jungfraubahnen, Schilthorn, Niesen), Zermatt Bergbahnen (gourmet trails), Aletsch Arena (Cholera), HLG R (Lavaux, MOB).

- 2. 5. – Roger Federer in Luxury Travel Digest 5/2022: 1/1 Roger Federer touring promotion in RF visual and ST website incl. QR code placed in high-end premium travel magazine Luxury Travel Digest.

- 2. 5. – Swiss bliss & RF in Luxury Travel Digest 5/2022: 26/1 (!) travel 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, Grimesel, Susten), chocolate Laederach, Jungfrauojoch, Schilthorn, Saastal, Gstaad, Lucerne, SGV, Fassbind, Pilatus, Rigi, Gruyeres and Lavaux.

- 14. 5. – CZ participation at Mini-Intl. Media trip Swiss cities for foodies (1 PAX).

- 15. 6. – CZ participation of 2 journalists at Intl. Media trip World record attempt (100% Campaign) with connection to additional campaign at Radio Impuls.

- 20. 6. – CZ participation at Mini-Intl. Media trip Outdoor travel and nature photography (1 PAX)

- 20. 6. – RhB advertorial in Travel Life 2/2022: 6/1 RhB advertorial promotion summer possibilities with RhB (with focus on Glacier Express, Bernina Express, GTToS, STS tickets) placed in premium travel magazine Travel Life.

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

Future Activities

- ST Newsletters (B2C & B2B)

- various media trips

- various advertorials

- 1. 7. – RhB advertorial in Leo Express – Hiking with RhB

- 3. 7. – CZ participation at Intl. FAM trip “Art, Culture & Design” (1 PAX from TO Salve tour)

- 11. 7. – Shopping center Flora – TV slide promo

- 12. 7. – Davos Klosters partnership with Swiss-Czech golf tournament by HST

- 13. 7. – Sales calls for Davos Klosters in Prague with meetings with TO CEDOK and TO Experitour

- 19. 7. – Photo exhibition “Swiss architecture” in Prague Gallery Laufen

- Erste August celebration in Prague



2. Active Markets

INDIA

Market Situation

As is being seen somewhat in Europe in recent weeks, Covid cases are also manifesting a slight increase in India (now approx. 10,000/15'000 daily cases, up from 2,500/3,000 recorded in March and April). This is probably due to the cancellation of all restrictions and the vacation season offering more opportunities for contact. At present there are no plans to reintroduce precautionary or restrictive measures.

Latest figures on overnight stays and arrivals: In this case the figures of arrivals and overnight stays for the month of April. Specifically, in April this year we recorded 6,712 arrivals that resulted in 16,890 overnight stays. Compared to the figures for April 2019, there was a 77.5% decrease in arrivals and a 73.3% decrease in overnight stays. Compared to the figures for March this year, we have seen an increase in arrivals of 2,114 and overnight stays of 4,187.

The recovery of tourism to countries outside India is showing great positive signs. Both from TOs and in general there is great optimism, eagerness to go on long trips.

At present there are two major constraints that prevent the figures from being larger than they are: in first the visa issue that in general is putting a strain on all European embassies. None is able to respond to requests, causing great problems especially for groups (many of them already confirmed and booked but at risk precisely because of the uncertainty of reviewing visas in the necessary timeframe). At present, Switzerland along with France, are the two countries issuing the largest number of visas, however still insufficient.

The second problem is the price of airline flights, which in some cases cost even more than double the pre-covid prices. Many airlines also have great shortages of personnel (both flight and ground) which could turn into flight cancellations.

However, we are also getting positive signals from most TOs, this for FITs, who often turn out to be flexible and postpone their trips to Europe and Switzerland to months later in the calendar. This was a trend even before the pandemic, but given the circumstances, it may be accentuating. This would result in an influx of tourists from India less concentrated in the classic months of May and June, but more spread out over the year. In early 2023 we will be able to make a more precise analysis.

Campaigning & Activation

STS Digital Campaign

- The Swiss Travel Pass promotion was executed on Display & Facebook Newsfeed. The display platforms included in the campaign were Spotify, NDTV, Dailyhunt, Phonepe.

- The campaign targeting was targeted basis an audience profiling that included the HNI, International travel etc. and covered intent and interest-based targeting.

- Total Circulation: **13'060'075**

- Total contacts: **22'666'772**

SEG Paid Social Campaign



- The campaign was split for two different products. The two campaigns were for products namely: SHMS & CRCS

-The Newsfeed campaign on Facebook & Instagram targeted Indian students interested in International hotel management & business management universities. There were a few target segments overlapping both campaigns as the segmentation was same.

- Results:

Impressions: **3M**

Clicks: **408'177**

Double Page Print Advertisement in magazines

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

- a. GQ
- b. Robb Report
- c. India Today Spice
- d. T+L Ad
- e. Vogue Ad

- Total Circulation: **559'000**

- Total Contacts: **2'796'000**

CNT Native Article

A Native story on the World record climb was published on Conde Nast Traveller India. Cntraveller.in is website of Conde Nast Traveler India. The website has specialized content about Travel and Tourism.

The story was published to promote the World record climb and highlight the 100% Women's only campaign.

Total reach: **350'000**

KAM

May - June 2022: Sales Calls in Mumbai. Key agents met - Thomas Cook, Otila Mumbai, Kesari Tours, Kulin Kumar Holidays, Erawan Travels, Amazing Vacations, Pangea Travel, A Travel Duet, Atlas Tours & Travels, Eastern Travels, SWISStours, Star Holidays, SOTC, JourneyLabel, The Backpackers Co., Custom Holidays, East West Travels, Foram Worldwide, World Travel Studio, Explorience, Youcations, Cozy Air Links, BlueBerry Travels, Classic Holidays, etc.

31st May 2022 - 2nd June 2022: Sales Calls in Delhi with Key Agents - MakeMyTrip.com, Welgrow Travels, Encompass Experiences, Lighthouse, D'Pauls, Otila Delhi, Eurocursions, Maurya Travels, Rising Star Tours & Travels and Travel Engineers.

8th June 2022: Exclusive destination training for Mumbai-based TA, BlueBerry Travels. Hybrid model where Mumbai Team were present physically while team from Surat and PNQ attended via Zoom.



Total no. of attendees = 7.

13th - 19th June 2022: 15 key leisure buyers from India were invited to participate at the Asia-Pacific Workshop 2022 in Zurich. The event comprised of pre-convention tours (13th - 16th June 2022) and the workshop in Zurich (16th - 19th June 2022).

SCIB

Sales call in Ahmedabad - mix of Corporate & MICE agencies.

Pre IMEX tour to Geneva, Interlaken and Zurich with 10 clients. SCIB India presence at IMEX Frankfurt.

KMM

Press release for 100% Women's World record

The Media houses were pre-intimated about a big record climb days before the actual climb. The press release was translated into regional languages including Hindi.

On intimation from HO about the world record being achieved, the press release was disseminated to all media houses across India, with follow-up.

Top publications & news channels to cover the news were namely – Mid day, Elle, Dailyhunt, Travel + Leisure, DNA etc.

Total: **195 Clips (Print- 49, Online- 25)**

Total Contacts: **34'316'423**

Future Activities

KAM:

- Destination trainings across various Tier II and Tier III cities in India (July- November)
- Sales calls in Mumbai, Ahmedabad and Bangalore (July onwards)

SCIB/MICE:

Sales call to corporate clients and MICE agencies in Chennai, Delhi and Pune.

MILT Congress in Mumbai. One to one meetings with Corporate clients over two days.

CAMPAIGNING & ACTIVATION:

- STS Promo digital campaign (October)
- Joint promotion with CNBCTV18 for woman's only world record climb
- Olympic Gold medalist Neeraj Chopra collaboration
- Integration with Chef Chinu for Family holidays in Switzerland
- Advertisements in Magazines
- Media/Influencer group Trip for a mix genre summit.



2. Active Markets

JAPAN

Market Situation

Japan has put Switzerland on the so-called blue list. This means that returning travellers do not have to quarantine no matter their vaccination status. Incoming tourism into Japan is still not possible. Japanese still need a negative PCR test within 72h before their flight back to Japan. Travel agents have resumed sales and the first groups are departing in July. However, the PCR test and the risk of getting infected are still seen as major hurdles. Japan has elections in July and further easing of measurements are expected shortly after.

Campaigning & Activation

- ST Japan launched Japanese Instagram and Twitter @myswitzerlandjp on May 26.
- June: Joint advertising campaign with travel agents HIS and Hankyu in main daily newspapers, reaching over 10 million Japanese.

KAM

- 16 buyers from Japan took part in the Asia Pacific Workshop in Switzerland
- 7-13 Juni: Hankyu did a study trip to inspect all details of their main product in Switzerland.
- 19-23 Juni: Fam trip for Alpine Services and Eurasia.

KMM

Media Trip

- 'Colourful' magazine to visit Lavaux in Lake Geneva Region and Jungfrau in Jungfrau Region to feature UNESCO World Heritage sites.
- Intl media trip 'Swiss Cities for Foodies' to visit Geneva, Basel and Lugano.
- Influencer @shewhoeasts to discover TI, Engadin, Glacier Express Excellence Class, Zermatt, Kandersteg and Zurich as the post trip of Intl media trip.
- '100% Women' peak challenge world record trip in Saas-Fee and Zermatt.
- Content Creator Summit in Lucerne Region.
- Asahi TV 'See the world by train' filming trip in Zurich, Chur, Maienfeld, St. Moritz, Bernina Express, Glacier Express, Andermatt, Zermatt, Jungfrau Region.
- Virtual media trip to Jungfrau Region First with 10 participants.



Media Event

- Media summer launch in Tokyo on May 27 to introduce summer news and campaigns with 28 journalists as the 1st media event since pandemic.

Media Result

Magazine:

- 'JB-Style' magazine, the membership magazine of JCB credit card features Alpinism, summer highlights in Jungfrau Region and Zermatt.

- 'TRANSIT' magazine features alpine beauty, Britannia mountain hut and restaurant Allalin in Saas-Fee.

Online:

- BE-PAL, the outdoor online magazine reports winter hiking and gastronomy in Zermatt.

- Travel Voice, travel trade media introduces ST's media summer launch.

- Travel Voice, travel trade media introduces ST's PR movie by Roger Federe and Anne Hathaway.

- 'My Pleasure', membership site of JTB features Glacier Express.

Interesting observations

Despite the younger generation wanting to travel, the fear of being stuck in another country due to a positive PCR test, prevents them from booking. However, Switzerland is for most travel agents the best selling destination.



2. Active Markets

KOREA

Market Situation

[Covid-19 Update]

The number of daily confirmed cases of COVID-19 is 18,511 as of 6 July and the average number of the last 7 days is 13,229. The number has increased over the last few days. As of June 2022, Korean government has taken several steps in easing its entry restrictions for international travelers. Airports are now operating at pre-pandemic levels as the country aims to encourage tourism for summer 2022. Unvaccinated individuals no longer have to quarantine on arrival. In local, mask-wearing is only mandatory in indoor spaces and the vaccine pass is no longer mandatory to enter public places.

[Politics]

President Yoon Suk-yeol attended a NATO summit, joining national NATO leaders as an observer at a meeting in Spain as Russian forces intensified attacks in Ukraine. The president promoted international cooperation on North Korea's nuclear ambitions as well.

[Economy]

The Korean inflation rate rose 6.0% in June compared to the same time in 2021. According to the announcement of Korea Development Institute in July 2022, Korean economy growth rate is projected 2.8 percent in 2022. The inflation rate is forecasted at 4.2 percent, export growth is likely to slow to 5.1 percent in 2022 from 9.9 percent last year, amid a fall in global demand, supply chain disruptions as well as high fuel and commodity prices.

[Tourism]

According to the major TAs in Korea, the overall outbound tourism has been back on track after reducing Covid-19 travel restrictions. However, for the long-haul destinations, especially for Europe is not in the case due to the seat capacity and higher price of the flights. This trend is expected to continue until autumn season in connection with the flight capacity and the price.

Campaigning & Activation

Swisstainable Campaign promotion with Giant Penguin 'Pengsoo'

- Period: 31 May – 8 June
- Partners : Lake Luzern Region (Luzern, Rigi, Titlis), Zermatt
- Channel : EBS TV program, 'Giant Peng' Youtube (3M subscribers), 'Giant Peng' IG (467K)
- 3 Episodes on TV & Youtube + Swisstainable highlight Reels video + Shorts
- Media Contacts : 10M

SongKang Switzerland Trip Video SoMe AD

- Period: 29 Jun 2022 – 30 Jun 2022



-Channel : Facebook & Instagram

-KPI : Total Reach 38,205 / Total engagement 1,398 / Total Impression 44,011

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

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, Swisustainable, 100% Women

- Swiss partners: Jungfrau Region, Lake Luzern Region, Matterhorn Region, RhB, Schilthorn, Zermatt and Zurich

KMM

Media newsletters to 650 journalists in May & June respectively

Press release for '100% Women' World record participation

with KR Swiss Friends 'Siyong Lee'

- Press release date: 20 June 2022

- Coverage: 90 articles

- Media Contacts: 54M



Media Coverages in May & June 2022: 229 articles / Online & Offline media

- Major results:

Siyoung Lee's participation on 100% women world record (20 June)

Pengsoo's travel to Switzerland (16 June)

Switzerland Landmark Hotel promotion 'Kempinski Engelberg' (30 June)

Song Kang's Trip to Switzerland Murren & Luzern (23 June)

Sustainable Switzerland - Organic food & wine (30 June)

Future Activities

STA 2022

- 2nd seminar in Jul. & Aug.



2. Active Markets

NORDICS

Market Situation

The demand for travel cannot be met by the local service providers. Lack of staff prevails along the entire booking and travel chain. Airports are overwhelmed, thousands of Nordic guests have not received their passports on time. SAS pilots will most likely go on strike beginning of July.

The rampant inflation coupled to the known phenomenon of strengthened Swiss franc will most likely impact the second half of the year as many will have met their most urgent travel needs.

Campaigning & Activation

SE-DN.se

Digital Native x 2 weeks

Partners: Basel & Ticino

Readings: 11'195

Reading average time 01:49 (Bench mark reading time on DN is 1.28)

SE-Utemagasinet

Advertorial, Double spread

Partner: Valais

SE-Allt Om Mat

Digital Native

Partner: Ticino

Readings: 21'720

NO-Runnersworld

Digital Native

Partner: Schilthorn Mürren

SE-Runnersworld

Advertorial, 3 pages + corresponding digital article

Partner: Valais

SE-Vagabond-Recovery

Native & Newsletter



Topic: Scenic train tours

KAM

Trade

Ticino VIP Food Event - Stockholm, May 11th

Cooking class for 12 clients

After Work - Stockholm, June 21st

Event that organized on the occasion of Simon Bosshart's visit to Stockholm. Mix of KAM/ KMM/SCIB

Fam Trips

Ticino - May 19-22

5 participants form SE & FI

Newsletter

Valais - May 3rd, 591 recipients

Ticino - May 10th, 561 recipients

SCIB

Newsletter, 1200 recipients

Nordic MICE Summit event Copenhagen (Swiss partners only)

KMM

Media Trips:

FI-Laura Vuoma, Mondo

Basel, Zrh, Luzern 11-20 May

SE-Fanny Ahlfors & Patrik Widell - Influencer

Engelberg, 22-26 May

SE-Lottie Knutson - Influencer

Basel, 25-28 May

SE-Baluba TV Romantik (TV production)

Davos, 6-16 June

SE- World Record, 100%Women , Emma Svensson & Eva Röse



Saas-Fee, 15-18 June

SE-Allt om Resor (Related PR)

Grindelwald, 13-19 June



2. Active Markets

POLAND

Market Situation

Poland moved one step closer to receiving 35,4 mln € for investments and reforms in order to overcome the consequences of the Corona pandemic. The money - of which 11,5 mln € is a loan - was being blocked by the EU commission until Poland implements corrections to their justice reforms. The EU believes those reforms hurt the rule of law and the independence of courts and judges in Poland. One of the most controversial changes to the judicial system has now been taken back by Warsaw.

Since the end of February, when Russian forces invaded the Ukraine, until the end of June, ca. 4,4 mln people crossed the border from the Ukraine into Poland. In the meantime, 2,4 mln have returned to the Ukraine. Most of the people who didn't return, stayed in Poland, the number is estimated at 1 -1,5 mln people. Poland and the Baltic Countries are now seen as the most vulnerable of the NATO members when it comes to the unstable situation surrounding the Kaliningrad enclave that is Russian territory but is surrounded by Poland, Lithuania and the Baltic Sea.

Inflation in Poland is estimated to have reached up to 16% with no end of the rise in sight. The Polish National Bank raised interest rates by another 75 basis points to 6% in early June. Further increases are being expected. In 2020, the rate stood at just over 0,00%.

For now, at least in the private sector, average wages and salaries can almost keep up with inflation, climbing ca. 13% year on year so far in 2022.

Campaigning & Activation

- Swiss supplement in Gazeta Wyborcza, daily newspaper, May 27th, 24 pages

Trends – Swisustainable, partner's: Pilatus, Schilthorn, Zermatt, Davos Klosters and RhB, 148'000 copies, 530'000 readers

- Travelling, 100% Switzerland, 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

- Embassy fence, ST summer exhibition, from May 1st, a very prominent location, Swisustainable info poster, focus on cities, nature, bikes, trains

QR code on each poster leading to respective MyS pages

- ST map Swisustainable, 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, into a double page of advertorial

- Advertisement in magazine Na szczycie. Mountain monthly magazine

May edition. Advertorial on two pages with Swisustainable topic, QR code and link to MyS. Our outdoor hiking map inserted. 8'000 copies



- Advertisement in bimonthly Forbes Women incl. insert of our map.

May-June edition. Two pages with focus on Swisstainable topic, QR code and link to MyS. RhB and summer maps inserted. 25'000 copies

- 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

- Weekend on gazeta.pl, (Fr-Su, May 27-29). 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 with 5'700'000 views

- Weekend on gazeta.pl, Fr-Su, June 24-26. Article on gazeta.pl, main page, topic: GToS. UU 117'333, display promotion with 5'043'333 views

- Campaign with Camprest, camping and caravanning website, focus on camper trip to Switzerland 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, nstagram activities, reach 760'000

- Online contest in Gazeta Wyborcza, "Switzerland – places I return to", FB promotion, 400 participants, prize: swisstainable trip to Switzerland in September

- SoMe activities for partners, paid campaigns for Zermatt, Pilatus and Schilthorn with posts promoted on our FB and content delivered by partners, reach by the end of May 750'000

- Partner's week on our FB, 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

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

- Madame Edith, new version of ebook about Switzerland, take over ST FB for one week, over 1'000 downloads in 1st day

- Forbes - adveroarial, double page, May, insert of ST map

- Wyborcza.pl -branding, June 4-5

- Display Campaign for RhB

- Display Campaign Summer

- Regular B2C, B2B and Media NLs

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



- KMM and 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

- RhB fam trip, June 9-12, with 5 touroperatores, BEX and GEX

- Luxury Fam Trip, 1 pax

- City Culture Fam Trip, 1 pax

KMM

- Summer media meeting Warsaw, May 10th, 22 participants, residence of Swiss Ambassador, with presentation of ST Summer campaign, partners' news, GToS new movie – RF and Ann. 4 market partners: Davos Klosters, Pilatus, RhB and Schilthorn

- Mini Int. Media Trip. May, focus on Swiss Cities and Food, Geneva, Basel, Lugano, 1 influencer from Poland – MadameEdith blogger, food and travel, reach: 560'000

- Mini Int. Media trip outood and nature photography, 1 pax, Gazeta Wyborcza

- eGTToS guide with NGTraveler, bloggers trips, 3 x bloggers trips in May with focus on different parts of GTToS: Szumeg, Zlota Proporcja and Michal Cessanis. Posts on Instagram and Facebook during and after the trip. Input for our eguide GTToS with NGT. Articles in NGT in June

- eGToS with Agora (editor house with div. media - radio, daily, magazine), 7 pax, 2 ecars, May 25-June 2

- 100% women - world recors, 1 pax, Kobieta gorom

- 100% women hiking, Via Berna, June 18 -22, 5 female influencers, in cooperation with Eurotrek

- 100% women, biking, June 23-27, 5 female influencers, in cooperation with BMC and Eurotrek

- Content creator meeting in Lucerne, 1 pax

Future Activities

- eGuide GTToS with NGTraveler and promotion

- eGToS with wp.pl

- trailrunning projects - Aletsch, Crossing Switzerland with Kingrunner magazine, PUT and Engelberg

- trailrunner trip with ON in September

- Madame Edith and Friends - ebike trip in September

- Kamila and friends - influencer trip in July

- other div. media and influencer trips

- invitations for our Middle European Workshop in September

- Margaret and eGToS, festivals



2. Active Markets

RUSSIA

Market Situation

Amidst continuation of the conflict between Russia and Ukraine and the vague prospects for the future the travel industry in Russia is undergoing the dramatic change. Strong development of the domestic travel supported by the Government is in place. Huge improvement of the air and railroad connections to the neighbouring countries of Central Asia and Caucasus and promotion of their attractive for Leisure, Meetings and Health destinations can be seen. The most popular countries for summer holidays in 2022 are Turkey and the countries of the Schengen zone, followed by the domestic trips in Russia. Among the popular destinations are Israel and Georgia, as well as the United Arab Emirates and Abkhazia. The duration of a summer trip has not changed despite the current restrictions and remains in average 20 days. Russian tourists prefer to stay in the Schengen countries: Greece (23 days), Spain and France (19 days). Most Russians book a trip literally a day in advance. Obviously, this is due to possible cancellations and rescheduling of flights. The most frequent connections en route to Europe are in Istanbul and other Turkish cities, but also Dubai, Tashkent and Cairo. Switzerland is present in the packages of the luxury travel trade with the Cities, Summer in the mountains and Kids Summer camps. Health Travel and Education is actively promoted by the travel agents.

All marketing activities of Switzerland Tourism have been reduced to monitoring of the travel trade industry and basic networking to maintain the key connections in Russia.

Best practice competitors

N/A

Campaigning & Activation

N/A

KAM

- Meetings with the key medical agents to support further Swiss medical institutions promotion.
- Talking with the key travel trade to receive updates on current business and keep the relations.

KMM

- Monitoring of the media world transformation and staying in contact with the relevant key medias for the future.



Future Activities

Monitoring the travel-related news from Russia.
Maintaining connections with the luxury travel trade, key Health & MICE operators and the medias.
Monitoring the digital channels and media transformations.

Interesting observations

N/A



2. Active Markets

SOUTH EAST ASIA

Market Situation

Since June 2022, all border restrictions are lifted in Southeast Asia's main markets.

As a result, Singapore, Thailand, Indonesia, Malaysia, Vietnam and the Philippines are open to vaccinated travelers, without any test nor quarantine requirements.

Q1/2022 closed with a -45% of 2019 level, confirming the trend towards recovery.

Within the 4 main markets:

- Singapore has the best performance, closing with 84% of 2019 level
- Malaysia also recovered 50% of 2019 level
- Thailand and Indonesia are still on 40% of 2019 level, due to more hurdles in terms of travel restriction and visa requirements.

The outlook over Q2 is positive and should continue to narrow the gap with pre-covid performance.

However, limited flight availability and increasing prices may hinder the pace of recovery.

Campaigning & Activation

- ST/STS Digital Campaign STP Promotion SEA
- Facebook Livestreaming Illustrators in Switzerland
- WeTransfer takeover campaign - SG/MY/ID
- SG/THKOL Trip 100% Women
- TH KOL Trip - Tieweng

KAM

- SCIB ID - 90 overnights - KBSS
- SCIB ID - 245 overnights - Massindo
- SCIB TH - 180 overnights - IRDP
- SCIB SG - 716 overnights - HSBC Life
- SCIB SG - 204 overnights - Daikin Singapore
- SCIB MY - 150 overnights - Kananga



- SCIB VN - 306 overnights - Long Son Ltd
- SCIB KH/TH - 261 overnights - SCG Cement
- ST/STS: Kuoni GTToS mini-group FAM trip SEA
- TH KAM Citrin Tour Promotions
- TH Business Plan Partnerships with One World Tours & Travel
- TH Business Plan Partnership with World Traveler Agency
- SEA Travel Trade Webinar Spring Campaign
- ID Webinar with Indonesian Tour Leader Association
- SEA Asia Pacific Workshop: 33 Delegates from SEA: 6 Singaporean, 7 Malaysian, 8 Indonesian, and 12 Thai buyers

KMM

- MY Media Trip Premier Travel
- MY Penang Mixed Media Trip
- SG Content cooperation Motorcycle Fly & Ride Switzerland
- ID Talk Show on Tivi Tour Travel TV
- SG Summer launch media afternoon tea

Future Activities

July

- Summer mixed media trip
- Summer trade webinar
- Release content distribution summer outdoor on World Traveler
- STS KOL Trip

August

- 1st August public event in Jakarta
- 1st August advertisement and content in Singapore's Business Times
- 100% women consumer event
- ST/STS/RE seminar in Bangkok
- SCIB Thailand Handover event
- Autumn Media Launch in Bangkok



2. Active Markets

SPAIN

Market Situation

Both inbound and outbound tourism in Spain is currently experiencing an unprecedented revival. The 2019 figures are closer than ever, all companies are organising events and everyone wants to travel.

While waiting to know if all this translates into ON in our country, Swiss Travel System confirms that sales of its products between January and May in the Spanish market are already +223% compared to 2019

Campaigning & Activation

Digital advertorial + printed illustrated map about Zurich with El Duende a niche magazine for citytrips lovers reaching 142'000 marketing contacts

Sketching with Alicia - a famous illustrator traveled to Fribourg Region

and share her amazing live sketches that ended up in a beautiful IG guide

650k marketing contacts

A very interesting project to promote our cities and the Art Museums of Switzerland through a **fiction podcast: BLUM**. A thriller with famous script writers and voices that takes you along our cities and museums. After only one week after the launch, BLUM reached the No 1 position on Apple podcast ranking. Check the microsite [MySwitzerland.com/BLUM](https://www.myswitzerland.com/BLUM)

The «**Swisstainable on Tour**» **campaign** was an activity composed of three main elements: An innovative ExpoBike, a map and a Microsite. The ExpoBike was a mobile exhibition that tried to bring the Swisstainable idea closer to the people. An electric bike carried the exhibition within a foldable trailer becoming a portable Ad while traveling. We started the tour in Madrid with our

Swiss Ambassador, Hans Peter Mock, and then we visited the cities of Barcelona, Valencia and Bilbao. Four cities with a zero-emissions travelling exhibition system, completely sustainable and reusable.

Additionally we created a map that was distributed to the visitors of the Expobike and as a supplement in important magazines like Muy Interesante and CuerpoMente 118'000 copies. Both, the ExpoBike and the map, lead with QR codes to a special microsite: [MySwitzerland.com/VerdeAlpino](https://www.myswitzerland.com/VerdeAlpino)

KAM

Various B2C trade campaigns with the big TO's in the market like CATAI, Viajes el Corte Ingles and Icarion. A sales oriented cooperation including the production of digital brochures, displays, microsites, emailings, newspapers ads, etc.

Dedicated emailings with Hosteltur and Agentravel to promote the digital edition of our Sales Manual



KMM

Media events:

Zurich Tourism in Barcelona

Geneva Tourism in Madrid

Launch podcast BLUM in Madrid

Mediatrips:

El País, ABC and La Vanguardia to Kunstmuseum Basel, 8.-9.6

Program "Piérdete y disfruta" radio program in ES Radio to Geneva, 9.-12.6

Influencertrip Alicia Aradilla to Fribourg Region, 13.-19.6

El Mundo daily newspaper to 100%Women World Record to Saas-Fee, 15.-18.6

Libertad Digital online newspaper & ES Radio to Basel and GToS Basel, Neuchâtel, Schilthorn and Lucerne, 21.-28.6

Content Creator Summit Sofia Pozuelo to Lucerne, 24.-28.6

Top Coverage:

Viajar.es, online travel magazine, "Viaje a los sabores de Friburgo", 127'152 media contacts

Tendencias.com, online travel magazine, "8 días para recorrer los paisajes de tren más espectaculares de Suiza", 75'000 media contacts

Hola Viajes, travel magazine, "Berna, medieval e inspiradora", 396'182 media contacts

Marca Paralelo 20, Radio program, "Anne Hathaway y Roger Federer, encajan una derrota", 375'000 media contacts

Elpais.com, "Arquitectura y croquetas en Basilea", 1'419'250 media contacts

Elperiodico.com, "Zúrich muestra las infinitas posibilidades del verano suizo", 127'152 media contacts

Viajes National Geographic Online, online travel magazine, "Suiza acogerá la mayor cordada femenina de la historia del alpinismo", 417'601 media contacts

Destinos, monthly travel magazine from El Periodico, "Zúrich al aire libre", 277'931 media contacts

El Periódico, daily newspaper, "Federer, guía turístico de una ruta circular por Suiza", 277'931 media contacts

Lugares de aventura, online outdoor magazine, "Una bicicleta verde recorre España para promocionar swisstainable", 450'000 media contacts

Viajes National Geographic Online, online travel magazine, "Zúrich en verano se tira a la piscina", 417'601 media contacts

Piérdete y Disfruta, radio program, "Ginebra", 87'789 media contacts

Elmundo.es, online daily newspaper, "80 mujeres a la conquista de un cuatromil suizo", 1'250'000 media contacts



Total: 5'420'658 media contacts