



Switzerland.

# North America: Partner offering (StzM) 2023

Key Partner Day  
September, 2022

# Agenda.



1. Update on North America
2. Basic information STzM 2023
3. Our offering of partner activities

# Basis information.

## **No more predefined packages, more transparency**

Especially in those times we want to continue to give you the flexibility to choose freely in which activities you want to invest in.

## **Become a key partner and benefit from special conditions and activities**

Our Gold, Silver and Bronze partners benefit from more value for money and privileges such as availability, first refusal on additional activities throughout the year and guaranteed inclusion in oversubscribed campaigns.

- Become a Bronze partner with net investment of CHF 50'000 – CHF 89'999
- Become a Silver partner with net investment of CHF 90'000 – CHF 129'000
- Become a Gold partner with net investment of CHF 130'000+

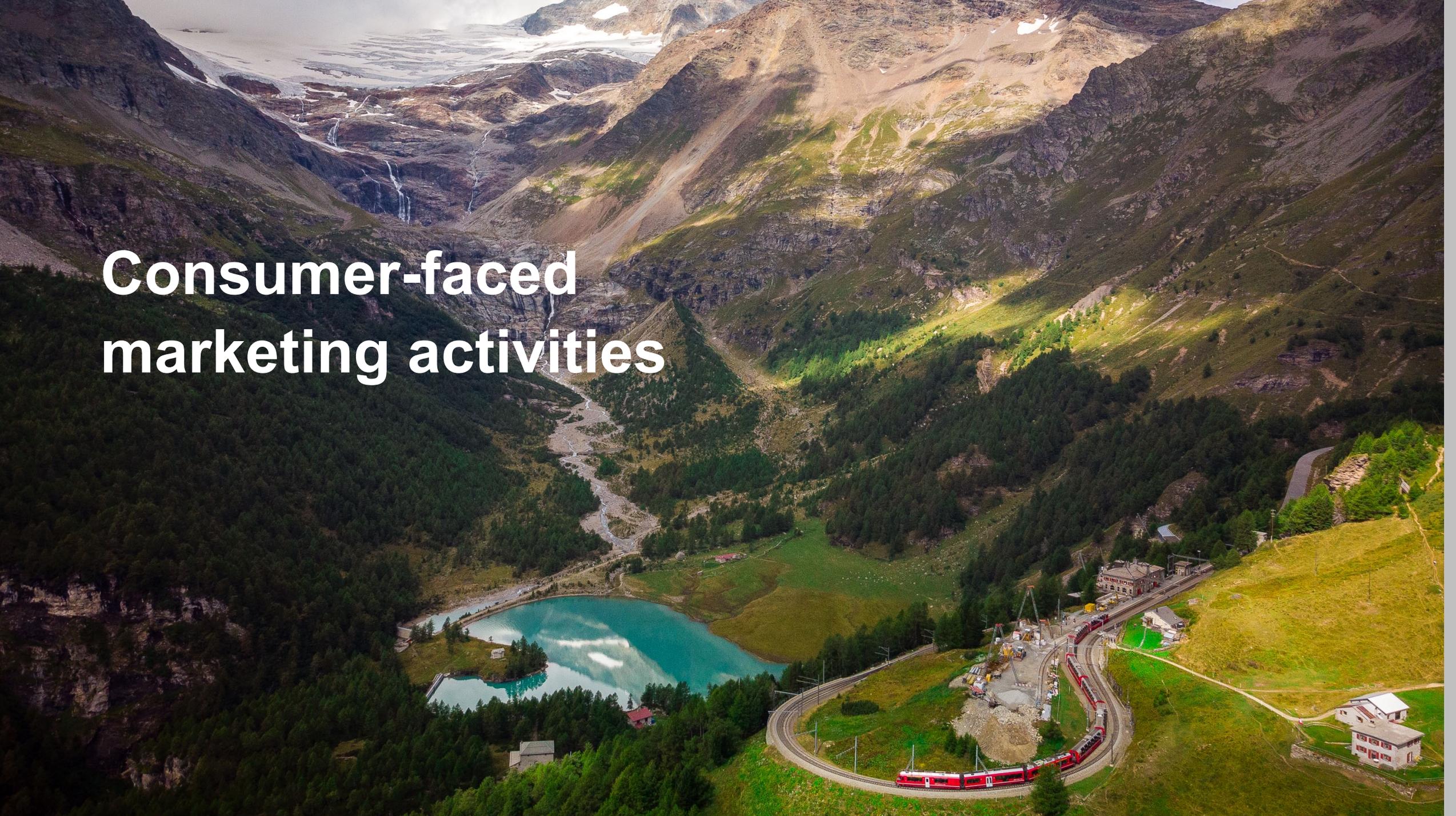
## **Good to know**

- Partners who invest in our consumer-faced campaigns, get priority access to exclusive activities such as the 24-hrs City Take-Over or Media Extravaganza
- By investing in our promotional, trade and media activities as part of our mix'n'match-partner packages, you benefit from a financial contribution by STNA of at least 20-30% (based on your key partner status)
- All 'Additional Activities' count towards your total investment and with that, influence your key partner status but will not necessarily be financially supported by STNA

## **Get an impression of the NA-market, with no minimum investment**

Of course, the North American market is not only accessible to financially strong partners, but also to all those who want to get a taste of air with some first, single activities. Be it for instance with the 4WD Starter Package.

# Consumer-faced marketing activities





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# Experience Switzerland — Pavilion, Live Events and Digital Amplification.

With a physical presence, we make Switzerland experienceable — in a new, surprising and innovative way.

- Genius bar (to advice/sell your region, e.g. in collab with AAA)
- Various B2C and B2B events
- Media collaboration and digital/social campaign for reach
- Media work and use of owned channels

**Estimated KPIs:** 45mio. B2C contacts, 5k B2B contacts

**Limitations:** 1 Main partner, max. 5 key partners

**Value:** CHF 150'000 – CHF 90'000

**Price:** CHF 42'000 – CHF 80'000

## Why invest?

- Memorable experience, beyond the usual marketing channels
- Diverse, relevant, local/international target audience (B2C + B2B)
- Interest of PresenceSuisse/Recovery to invest → high value



# End of Year Digital Campaign w/ OTA.

Collaboration with an OTA. Dedicated content (incl. products), robust display/mobile/social campaign with a strong call-to-action in order to drive sales. Additionally, all owned channels such as MyS, eNL and social are used as well.

The campaign intents to optimize on performance.

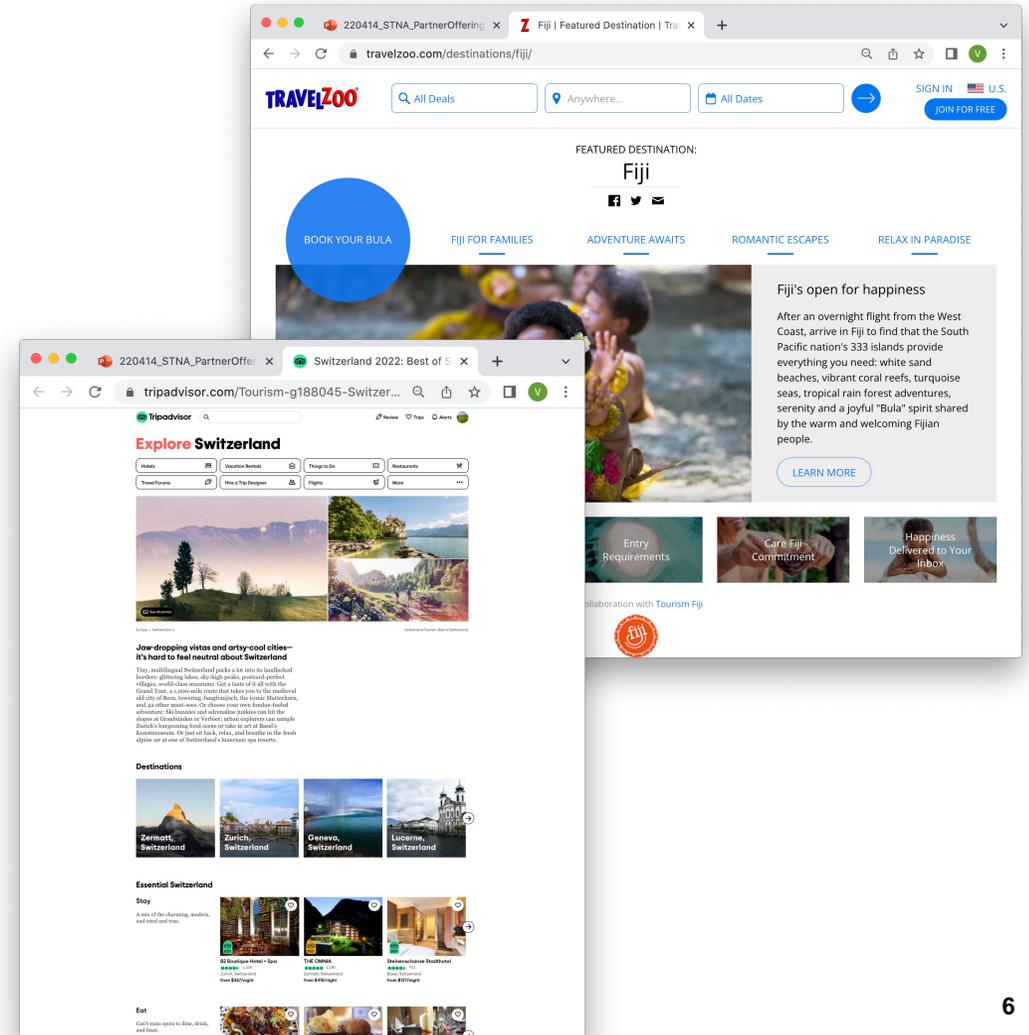
**Estimated KPIs:** 7.5 mio. B2C contacts

**Limitations:** max. 1 partner per investment (no sub-partners)

**Value and price:** CHF 33'000 — from CHF 23'000 to CHF 33'000

## Why invest?

- Multi-channel digital marketing campaign
- Relevant time (Christmas / new year), targeted audience
- Optimization on performance



# Luxury/Winter Marketing — eOOH & Digital

B2C activities that perfectly well complement each other:

- **Rideshare Advertising (eOOH)** — Full attention on your 30sec movie in Ubers and Lyfts, geo-targeted, QR code to bridge to digital
- **(Re)Targeting Digital Campaign** — Enhanced precision targeting campaign w/ T-mobile to address custom audiences

Additionally: exclusive destination partner at the **MTS 2023**

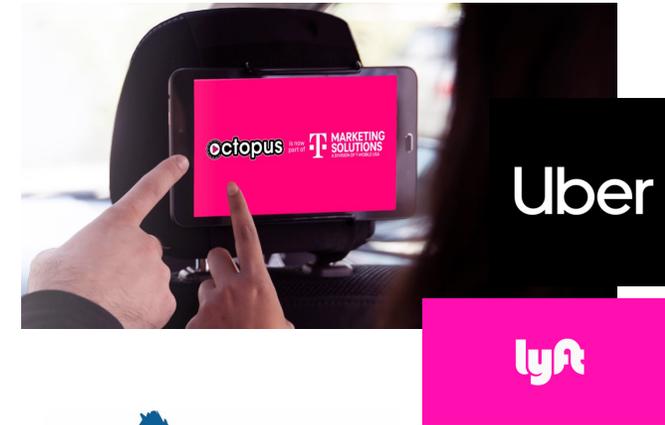
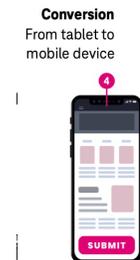
**Estimated KPIs:** 7.5 mio. B2C contacts, 250 B2B contacts

**Limitations:** max. 1 partner per investment (no sub-partners)

**Value and price:** CHF 33'000 — from CHF 23'000 to CHF 33'000

## Why invest?

- eOOH: 100% viewability and 100% video completion rate
- Digital: Ensure reach and precision targeting
- Nurture your trade relationships and mark a presence at MTS



A wide-angle photograph of a curved wooden deck overlooking a large body of water. The deck is made of light-colored wooden planks and curves from the foreground into the middle ground. In the background, a city skyline is visible across the water, with a prominent white tower. Beyond the city, there are blue mountains under a bright blue sky with scattered white clouds. The text "Canada Package" is overlaid in white on the right side of the image.

# Canada Package

# Key Partner Package Canada 2023.



- 1 seat STE Canada Roadshow Trade & Trade Media
- Media: JW visits your region in July (fall push) & promotion for 2023
- **Estimated KPIs:** 50 qualified trade, 50 qualified media contacts, 10Mio. B2C impressions
- **Value and price:** CHF 33'000 — from CHF 22'000 to CHF 26'000
- **Why invest?**
  - huge pent-up demand (Canadians did not travel during the pandemic and have saved a lot of money)
  - Key accounts such as Goway, Kensington, Travelbrands sell travel to Canadians and Americans
  - Canadians like nature, history and culture (excellent for cities and mountains) and also travel in shoulder-season
  - combine Canada with your stay in the US beforehand/afterwards



*Road Trips: Start Planning Now!*



Switzerland.

# Media: Jennifer Weatherhead.

- Canada's leading travel expert (TV and print, CTV, ABC, Toronto Star)
- Travel & Style Magazine (travel hacks, beauty, well-being tips)
- Visit your region in July 2022
- To do: We need your reply by June 1, 2022 if you want to participate
- Broadcast live from Switzerland this summer
- Digital marketing campaign



Meet Jennifer Weatherhead Harrington, On-Air Travel Expert and Journalist



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# Showcase Swiss “Hygge” in Canada.

- Highlight your destination using topics (well-being, happiness hikes/yoga, food)
  - 1 highlight video per region (IG & TikTok)
  - 2 Instagram Reels (highlights wellness/hotels/activities)
  - 1 IG post (carousels with 3 images highlights the best of your region)
  - 3 IG stories daily
  - 2 TikTok videos
  - pre-trip, packing tips, well-being tips



*Plan the Perfect Travel-Themed Picnic*

# Switzerland Travel Experience Canada.



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- **1 seat at Canada-wide roadshow**
- 1 week in June 2023
- Meet with top tour operators and trade media
- Campaign launch events (Montreal, Toronto and Vancouver)
- Option to attend combine activities in the U.S.
- Tour operator business plans





**Trade activities**

# Luxury Consortia Marketing.

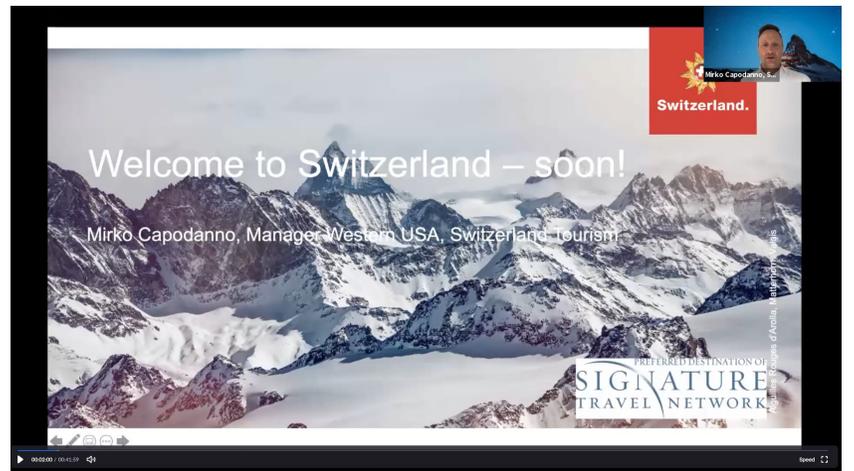


Activities that target agencies as well as end-consumers that are members of specific Consortia (ex. Virtuoso and Signature). Tactics reach a b2b/b2c audience and include a mix (print, digital, events, b2b trainings etc).

**Estimated KPIs:** 5,000 qualified contacts, 1 mio. impressions  
**Limitations:** Max. 8 partners. Only 1 unit per partner. Sub-partners to coordinate content and deliver as one.  
**Value and price:** CHF 30'000 — From CHF 21'000 to CHF 24'000

## Why invest?

- Showcase your product to some of the best performing luxury agents in the US
- Luxury segment has proven to be the strongest to come back post Covid
- Reach a target group with strong affinity for Switzerland and who still books through travel agencies



# Switzerland Travel Experience.

A Switzerland roadshow returns to the US market, new concept and name, the “Switzerland Travel Experience”. The roadshow will start with a 24h event in the New York area and will end with a 24h event in the LA area (accounts to be brought in from all East/West Coast). Group will be split in between for an additional event (smaller city).

**Estimated KPIs:** 120 qualified trade contacts

**Limitations:** Max. 25 partners. Gold partners: 3 seats, Silver: 2 seats & Bronze: 1 seat. Additional seats cannot be purchased

**Value and price:** CHF 15'000 — CHF 9'000

## Why invest?

- Showcase your product to top trade accounts in the US
- Connect and create a more meaningful relationship with clients
- Get to know key connects in a more fun way





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# Meet the Travel Trade.

As the exclusive partner of ST for a sponsoring engagement at a travel trade event in North America, you get exposure to promote your destination and meet great new contacts. Sponsorship opportunities within the conferences are a great way to enhance your messages. Event to be chosen by partner (in discussion with ST).

**Estimated KPIs:** Varies depending on the event, at least 100 qualified contacts

**Limitations:** subject to availability, 1 partner per event

**Value and price:** CHF 13'000 — From CHF 9'100 to CHF 10'400

## Why invest?

- Ideal opportunity to strengthen existing contacts and make new ones at a reduced cost
- Attend an event with highly qualified (and vetted) trade contacts
- Ability to choose an event that reaches the right target group for your destination





**Media activities**

# Meet the Press – Media Tour

Multi-city media tour, which includes attending one third-party event, such as Travel Classics, or similar, where journalists from all over North America come together. This will be followed by visiting two more cities within the markets where we connect with journalists through ST organized events, editorial visits, lunch/dinner invites etc.

**Estimated KPIs:** 100 key contacts

**Limitations:** 2 partners for Travel Classics, 5 for IMM, 3 Art Basel Miami/NYDAFF

**Value and price:** CHF 9'500 — from CHF 6'650 to CHF 7'600

## Why invest?

- Pitch your stories directly to journalist with a proven track record for producing Swiss stories.
- Build or expand your North American network.
- Feel the pulse of the market.



# Extravaganza Event NYC

Premier travel PR/media event in New York. Joint platform with ST. Flexible concept to showcase your key messages. This VIP Gala Dinner is the highlight of the ST's social calendar and gives you the opportunity to end the year together with some of our top media contacts.

**Estimated KPIs:** 100 attendees.

**Limitations:** 1 event, only available for gold, silver or bronze key partners

**Value and price:** CHF 45'000 — CHF 25'000

## Why invest?

- Well established event with our top producers and A-list editors and writers.
- Exclusive platform for one partner.
- Experienced ST team provides fulfilment of every aspect.



# Key Opinion Leader/Influencer campaign.

Full-service tailor-made Influencer Marketing. Perfect opportunity to reach clearly defined communities with your key messages. Influencers usually travel to more than one Swiss destination.

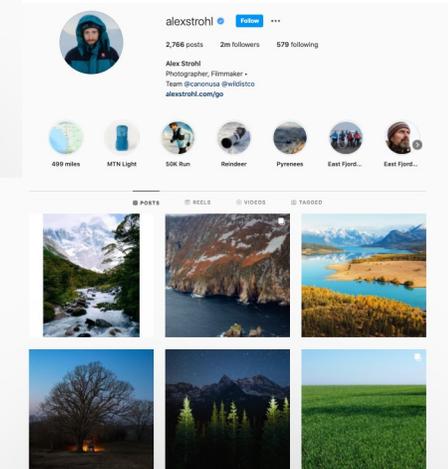
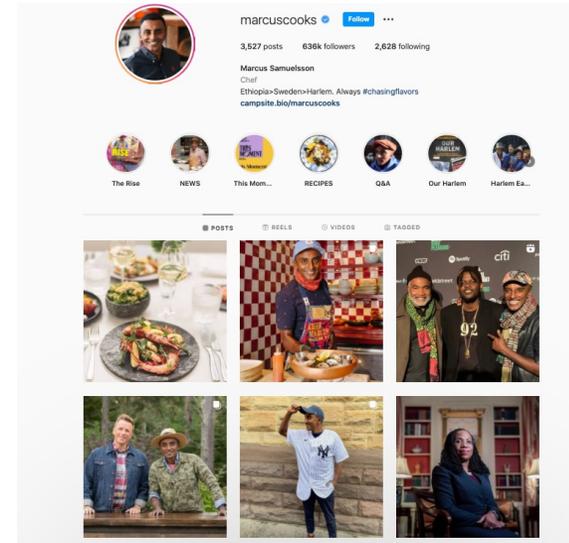
**Estimated KPIs:** 1-2 Mio. contacts

**Limitations:** Available to 2 partners

**Value and price:** CHF 30'000 — from CHF 19'600 to CHF 22'400

## Why invest?

- Full use of ST's market knowledge to reach your client.
- Sub partner integration possible
- Combinable with other activities in the market: use of assets, appearance at events, etc.





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# TV and Streaming Services production

Demand for quality content is big and we will partner with the most promising production companies with the strongest distribution channels to show case your destination. Often combined with landing page or social media campaign. We will approach you with project opportunities as they develop. Length of feature for individual partners depends on cost paid to producer.

**Estimated KPIs:** 1-2 Mio. contacts

**Limitations:** Available to 2 partners

**Value and price:** CHF 30'000— from CHF 18'500 to CHF 21'000

## Why invest?

- Longevity of content, often multiyear or multinational audience.
- Often combined with spin-off activities: editorial coverage, social media, tour operator integration
- Use of B-Roll, behind-the-scene photography, inc. worldwide copyright





**Additional  
activities**



**Switzerland.**

**Please note:**

**Besides the Starter Package, the following activities are only available for our Gold, Silver and Bronze Partners.**



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# 4WD: Starter Package

New to the US and Canada? Get a good first impression and make one with key players!

- Trade: Yodel (Sales guide), webinar, trade corner and eNL inclusion
- Media: webinar and eNL inclusion
- B2C: Promoted FB post and eNL inclusion

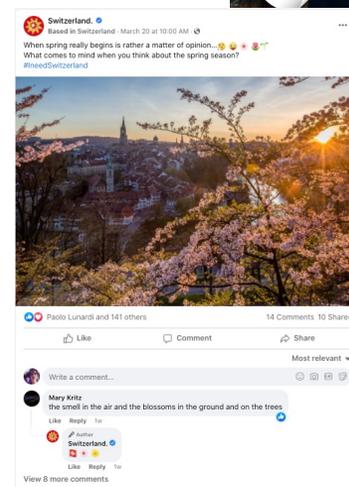
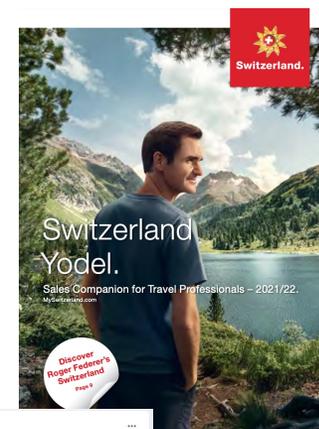
**Estimated KPIs:** 7'500 media contacts, 2-3 media results, 90k trade contacts, 160k B2C contacts

**Limitations:** Only partners who are new to the market

**Value and price:** CHF 10'000 — CHF 10'000

## Why invest?

- First, but throughout impression of the market
- Integrated, effective 4-wheel drive approach
- Exceptionally good value for money



**Grüezi**  
Wishing you all the best in the New Year – and especially good health and lots of fun travel experiences with your friends and family!

Switzerland is the perfect travel destination for everyone. Hopefully greater flexibility in planning options meant you were able to get away on holiday last year. As the New Year comes around, we are all planning our trips very carefully. That's why Switzerland is the perfect travel destination. Whether you are planning to take in the countless activities available during a Swiss winter over the next few weeks, already making plans for your summer holidays, or sustainable travel is particularly important to you, we have plenty of ideas in store.

Anticipation is half the fun

**The magic of winter.**



**Snowshoeing and winter hiking**  
Tips for snowshoe tours, winter hikes and hotel to take you far away from it all. Discover the magic of a countryside blanketed in snow when you immerse yourself in an idyllic Swiss winterscape.

**Winter bucket lists**  
The snowiest ski resorts, the trendiest hubs, the fiercest freerides and the finest family hubs – our scouts search high and low for the ultimate winter top. Here are the bucket lists for the best winter experiences.

Selected routes

The best winter has to offer

**Accommodations.**

**The most beautiful city hotels in winter.**  
Swiss cities offer a whole new perspective to discover in winter. Soak





Switzerland.

# KAM/KMM: 24hrs City Take-Over.

Unique platform to showcase your region in a key North American city. A lunch media event and an evening trade/VIP reception. Exclusive opportunity to showcase the entire destination/region in front of top media and trade accounts from a specific city.

**Estimated KPIs:** at least 25 key media contacts & 50 trade contacts

**Limitations:** Restricted cities available, first pick by strongest investor. Max. 4 take-overs. Max. delegation of 8 partners.

**Value and price:** CHF 40'000 – CHF 40'000

## Why invest?

- Unique opportunity to strengthen existing contacts and create new ones (media/trade)
- Chance to explore new source markets with big potential
- Exclusive and great added value for your sub-partners





Switzerland.

# KAM: Switzerland Campus (L).

1-page feature in the Switzerland Sales Guide, 1 exclusive webinar, 2 inclusions of news & information in trade NL (bi-monthly), trade corner & agent networking platforms. Distribution through selected travel trade publications (print & digital).

**Estimated KPIs:** 90,000 qualified contacts, 1 mio impressions

**Limitations:** Can be bought up to two times per partner

**Value and price:** CHF 8'500 — CHF 8'500

## Why invest?

- Feature in the main sales tools of ST NA, used at every event ST attends and organizes
- Travel trade in NA still has an affinity to print materials and is in need of such tools
- Opportunity to directly present your destination to top trade accounts across NA



### Lake Lucerne Navigation Company.

**A stunning setting**  
Lake Lucerne has captivated travelers for centuries due to its spectacular Alpine landscape and breathtaking scenery. There is no better way to explore the heart of Switzerland than by boat! Step aboard and travel back in time on one of the nostalgic paddle steamers or relax with contemporary amenities on one of our modern motor-veesles.



**Highlights**

- Year-round lunch cruises
- Sunset cruise including dinner on board in summer (May - September)
- Hourly connections from Lucerne to Vitznau (Mount Rigi) and to Ardenne (Mount Titlis)
- Year-round, one-hour sightseeing cruise with panoramic view of Lucerne including Lake Lucerne
- Year-round, hourly connections to Käribühl (Bürgenstock), the base station for Bergeselva Resort.

**Swiss Museum of Transport.**

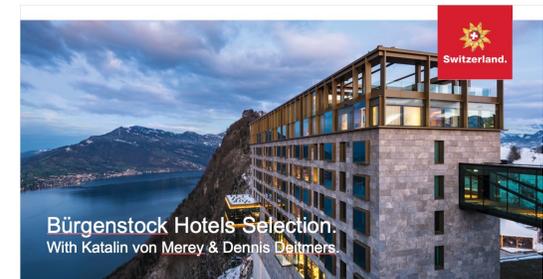
**Edutaining world of mobility**  
The main attractions of VERKEHRSHAUS are the edutaining Swiss Museum of Transport and the UNICAT Chocolate Adventure ride. The interactive mobility exhibition attracts with simulators, multimedia shows, interactive platform and more than 3,000 objects. Furthermore, a coffee entertainment with the Red Bull Media World, an IMAX sized movie theater and a planetarium.

**Highlights**

- Swiss Museum of Transport: the exhibits tell visitors of all ages an fascinating journey from the past until the future via all modes of mobility - road, rail, water, air and space.
- Chocolate Adventure: during a 35-minute interactive ride visitors learn about the production of good chocolate. After the adventure ride, you taste various candies provided by local master chocolatiers in the Lindt Boutique.
- Red Bull Media World: discover the multifaceted world of new and traditional media accompanied by virtual reality experiences.
- Movie Theater: enjoy breathtaking documentaries on the largest screen of Switzerland.
- Planetarium: take a trip to the realm of the stars.



VERKEHRSHAUS - Swiss Museum of Transport, Lucerne





Switzerland.

# KAM: Switzerland Campus (M).

½ page feature in the Switzerland Sales Guide, 1 exclusive webinar, inclusion of news & information in trade NL (bi-monthly), trade corner & agent networking platforms. Distribution through selected travel trade publications (print & digital).

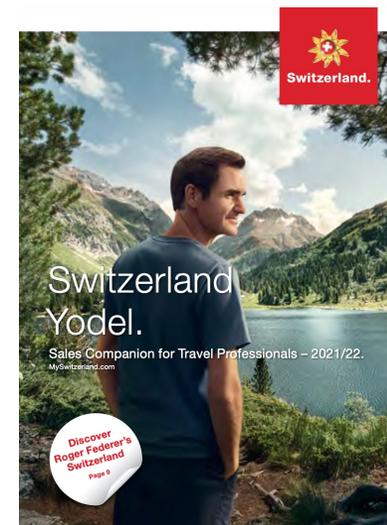
**Estimated KPIs:** 90,000 qualified contacts, 1 mio impressions

**Limitations:** Can be bought up to two times per partner

**Value and price:** CHF 7'500 — CHF 7'500

## Why invest?

- Feature in the main sales tools of ST NA, used at every event ST attends and organizes
- Travel trade in NA still has an affinity to print materials and is in need of such tools
- Opportunity to directly present your destination to top trade accounts across NA



## Glacier Express with Excellence Class.

**Alpine Chic on board of the Glacier Express**  
 Riding the Glacier Express is now more comfortable than ever. After an extensive makeover, guests are welcomed in a stylish new interior, based on the existing Excellence Class design and technology. Windows that can be opened have been added for those perfect photo-ops. And the bar car, too, features now two big windows.



Glacier Express, First Class car

- Highlights**
- 3 classes – 1st, 2nd and Excellence Class
  - Food and beverage service at your seat
  - Modern customer information system with built-in entertainment, 8 languages available (DE/FR/EN/IT/JP/CH/KR/TH/AI)
  - New: additional information about the trip on your own table top smartphone
  - New: power outlets at each seat
  - New: sun protection film on the skylights



Glacier Express  
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Dear Paolo,

In this Switzerland Update we bring a natural wonder to you that is for many people a visit to Switzerland. Our glaciers have been an attraction since decades, but with the rise, it is unsure how long we will be able to admire eternal ice, therefore, **#TogetherForGlaciers** and protect this treasure. Do you want to experience a glacial sustainable way? Take the **Bernina Express**, a scenic train, and admire the Mort from the comfort of your train seat. A few regions in Switzerland even offer all year of them is **Glacier 3000**.

Did you know that the **largest snow sculpture in the world** is built in Switzerland out where to find it, as well as discover where you can ski in the morning and sip palm tree in the afternoon. Lastly, don't miss the latest news from **Swiss Internal** and **Edelweiss**.

### COVID Update:

We are delighted to inform you that as of **February 17th, 2022**, most Covid relate within Switzerland have been lifted thanks to the sharp decline of Covid-19 cases

The following mandates are **no longer in place**:

- Mask wearing in shops, restaurants, as well as other public settings is no longer mandatory. Exception: On public transport and hospitals
- No more access restrictions regulated by electronic COVID certificates to facilities such as cinemas, theaters, restaurants, and events. Guest from the U.S. and Canada are therefore



## Onboard the Glacier Express.

The fall colors are at its peak in Switzerland and the larches in the Engadine valley and in the Valais Region are golden. Have your clients hop on the **Glacier Express**, the world's slowest express train, from St. Moritz to Zermatt and have them immerse into the fall wonderland of Switzerland.

[Find out more.](#)

# KAM: Trade Sales Calls.

5-day sales calls tour in a North American region (East Coast, West Coast and Canada/Midwest). Approximately 15 appointments with key accounts per tour. Opportunity to meet top accounts in NA on a more private setting. Meetings with product people (development) and agents (training).

**Estimated KPIs:** At least 15 qualified trade contacts

**Limitations:** 3 partners per tour, destinations only, first pick by gold partners

**Value and price:** CHF 5'000 — CHF 5'000

## Why invest?

- Increase destination's portfolio with specific key accounts
- Opportunity to create new products with selected TO's
- Strengthen relationship with NA travel trade





Switzerland.

# KAM: Business Plans with Tour Operators.

Joint marketing agreements with one or multiple NA TO's, support sales of new or existing packages. It can include digital, print and media components, targeting b2c and/or b2b audiences.

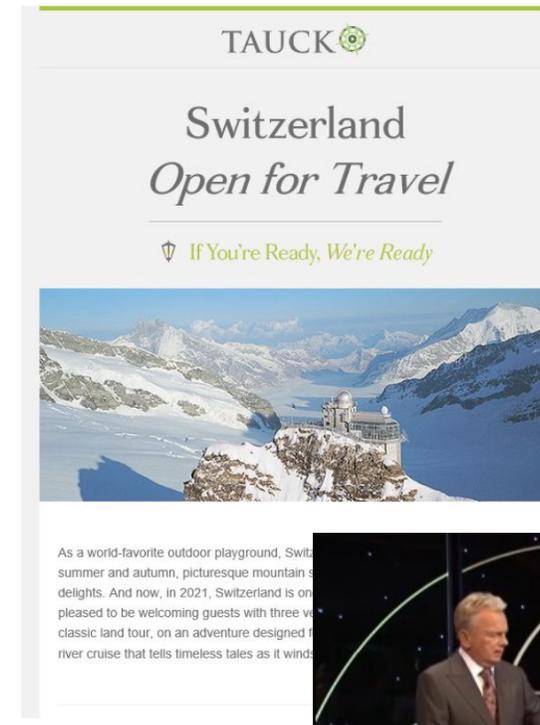
**Estimated KPIs:** At least 1 mio. Impressions and 5,000 qualified contacts

**Limitations:** Only for destination partners

**Value and price:** CHF 20'000 — CHF 20'000

## Why invest?

- Opportunity to effectively generate more sales/bookings towards your region
- Chance to create new programs or expand portfolio with specific TO's
- Long-term investment



# KMM: Exclusive Media Event

Exclusive platform for our key partners to showcase your region in a key North American city.

**Estimated KPIs:** 25 media contacts

**Limitations:** Available to 1 partners

**Value and price:** CHF 20'000 — CHF 20'000

## Why invest?

- Tailor-made media platform for your destination.
- Concepts develop around your key messages
- Good opportunity for sub-partner integration.



A scenic landscape of snow-capped mountains reflected in a calm lake at dusk or dawn. The sky is a deep blue, and the mountains are illuminated by a soft, golden light. The water is still, creating a perfect reflection of the mountains and the sky.

**Let's discuss your presence  
in the North American market!**



**Switzerland.**