

International.



Switzerland.





Switzerland.

ASO: Annual Congress in Lugano.

- Cooperation agreement between ASO und ST since 15 years
- 19 August: Ratstizung - Simon as a speaker (200 pax)
- 20 August: Congress in Lugano (350 pax)
- 21 August: Excursion to Monte Generoso (125 pax)





Switzerland.

BoKo 2022: Extratrain on RhB between Pontresina and Landquart on 24 August 2022.

- Botschafterkonferenz:
 - Annual gathering/cocktail between Swiss Ambassadors and ST Management (150 pax)
 - Goals: appreciation of cooperation worldwide and networking
 - 2022: Extra train of RhB between Pontresina and Landquart; "Durchsage" Martin + Roger
 - Theme: Grand Train Tour of Switzerland
 - Excellent feedback of participants distributed in 2 Capricorn-Zugskompositionen
- Hosts:
 - Brigitta Gadiant, Martin, Simon, Federico, Sara Roloff, Maurus STS, Renato RhB
 - Support: Bruno, Sara G and Stefanie (thx)



Markets East.

Germany.



Switzerland.

Summer Komoot Campaign Matterhorn Region.



Switzerland.

- Campaign: Content marketing campaign with the App Komoot
- Campaign time: 26.05.- 10.08.2022 (10 weeks)
- Key Partners: Matterhorn Region
- Target group: Outdoor Enthusiast
- Content: 4 Collections were produced with around 7 different hiking routes in the Valais
- Distribution: Komoot App - Plattform for hiking tours and route planning
- Budget: 20'000 EUR
- **Results:**
 - Views: 4'131'224
 - Clicks: 29'760
 - Interactions: 8'573
 - Interaction quote: 28,8 %



KMM: E-Grand tour with ADAC Reisemagazin.



Switzerland.

- In June 2022, the chief editor of the ADAC Reisemagazin, Diddo Ramm, and the photographer, Fabian Fiechter, travelled 4 days along the "Grand Tour of Switzerland" (Appenzell, St. Moritz, Bellinzona, Aletsch Arena) with his e-car Audio Q4 e-tron
- In the September/October issue of the travel magazine, his **16 pages** article was published
- Mediacontacts: 0,71 Mio readers.



Promotion: Interlaken Event in Southern Germany

- July 14, 2022
- Location: Press house in Stuttgart / headquarters of Südwest Media Network
- Partners: Interlaken & Jungfrau bahnen, Stuttgarter Nachrichten/Zeitung
- More than 150 guests
- Kick-off event for a Campaign «Gipfelglück in Interlaken» (July 14 - October 31, 2022)
- Acts: Pop singer Francine Jordi and Swiss musician Dr Eidgenoss
- Goal: Position Interlaken in Southern Germany as a dream destination, generate traffic & activate readers to book the offer



FVW Swiss Ambassadors.



Switzerland.

- July 05 to July 10
- 10 participants from trade.
- Six days and program in six different destinations.
 - Arosa Lenzerheide, Engadin St. Moritz, Lucerne, Bern, Berner Oberland, Tessin
- Daily update on FVW Media
- Story of four pages in FVW-Print



44 Destination & Produkt FVWTRAVELTALK TAM TRIP

Diese Berge, diese Farben, dieses Licht

In sechs Tagen durch die Schweiz: Beim FvW | Travel Talk Fam Trip erkunden Reisebüros die Vielfalt unseres Nachbarlands.

Dies ist ein Fam Trip der ungewöhnlichen Art. Denn es wird nicht „genauso wie die Zeit, die Schweiz, über dem Meeresspiegel“ abgehandelt, sondern es wird über die Reiseleiter der Schweiz, welche sich unter anderem in der Schweiz befinden, berichtet. Die Reiseleiter der Schweiz sind die Schweizer auf dem Weg, die Schweiz und den Berg zu erleben. Die Reiseleiter der Schweiz sind die Schweizer auf dem Weg, die Schweiz und den Berg zu erleben. Die Reiseleiter der Schweiz sind die Schweizer auf dem Weg, die Schweiz und den Berg zu erleben.

Langtau-Region und Interaktion: Nicht für schwache Nerven. Die Teilnehmerinnen der Gruppe Berner Oberland werden auf schneebedeckten Gipfeln in schneebedeckten Höhen. Die Teilnehmerinnen der Gruppe Berner Oberland werden auf schneebedeckten Gipfeln in schneebedeckten Höhen.

Wo Sherlock Holmes ermittelt

Phleggenz – oben die Aussichtsweite, unten die Faszination. Die Teilnehmerinnen der Gruppe Berner Oberland werden auf schneebedeckten Gipfeln in schneebedeckten Höhen.

Ein einmaliges Panorama, das man stundenlang genießen könnte.

„Einfach ein einmaliges Panorama, das man stundenlang genießen könnte.“

45

SCIB: „MICE by Melody“ Roadshow.

- Timeframe: August, 30th to September 1st, 2022
- After work events in 3 German cities:
Duesseldorf, Frankfurt, Munich
- Event planner from Germany & Austria
- 40 hosted buyers per city
- 7 Swiss partners joined this event



SCIB: Sales Call with Lucerne Region.

- Timeframe: September, 13th to 15th, 2022
- 15 appointments are planned
- Employees of MICE agencies and corporate accounts
- Munich and Nuremberg
- Partners:
 - Lucerne Region
 - Radisson Blu Andermatt Reussen
 - PILATUS-BAHNEN AG



SCIB: VIP FAM Trip: BlachReportDialog 2022.

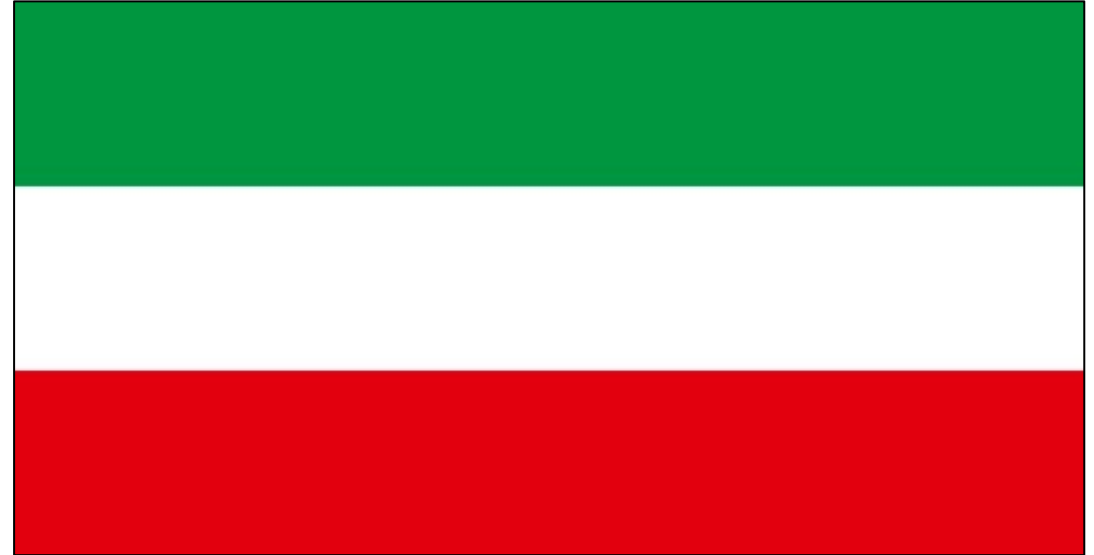
- Timeframe: September, 16th to 18th, 2022
- Destination: Davos
- Format: Educational trip
- Participants: 8 managing directors of German MICE agencies
- Highlights of the trip:
 - Corporate volunteering
 - Roundtable discussion
 - Schatzalp
 - Sertigtal
 - Madrisa Hütte



Austria/Hungary.



Switzerland.





Switzerland.

Austria: Falstaff – Swisstainable.

- 2-page advertorial in AT / DE / CH issue 2022/5 (ET: early July 2022)
- Additional 12 pages editorial
- Circulation: Total 142,000 (DE: 70k / CH 26K / AT 46K)
- Total approx. 1,500,000 marketing contacts
- Investment: CHF 38,000
- 2023: Entire magazine “Switzerland” - if sufficient Swiss destinations can be acquired.



Lugano liegt am Ufer des Luganersees. Dank des milden, vom Mittelmeer geprägten Klimas, wachsen hier sogar Zitrusfrüchte und die Gäste können im Schatten von Palmen entspannen.

Zahnradbahn auf das Junfraujoch auf über 3454 Metern Seehöhe hinauf. Umrahmt von mehreren Viertausendern eröffnet sich am sogenannten »Top of Europe« ein atemberaubender Ausblick auf die Schweizer Bergwelt. Und weil Höhenluft bekanntlich hungrig macht, wird in den Restaurants am Jungfraujoch auch bestens für den kulinarischen Genuss gesorgt. Möchte man dem ewigen Eis begegnen, sollte man die Gletscher in den Walliser und Bündner Alpen sowie im Berner Oberland auf keinen Fall verpassen. Wie zum Beispiel der Aletschgletscher, der zum UNESCO-Welterbe gehört und als mächtigster Eistrom der Alpen gilt. Einfach zugänglich eignet er sich optimal für ausgedehnte Wanderungen und Naturexkursionen. Ein weiteres Gletscher-Highlight ist zweifellos die Rhonegletscher-Eisrotte, wo man tief in die Welt der Gletscher eintauchen kann. Und viele weitere Bergkulissen der Schweiz warten nur darauf, entdeckt zu werden.

AM PULS DER STADT Auch wenn man bei der Schweiz vielleicht zuerst an Berge denkt, lohnt es sich allemal, einen Abstecher in eine Stadt zu machen. Mit abwechslungsreichen Kulturangeboten, Genuss- und Einkaufserlebnissen vereinen sie das Beste auf engstem Raum. Und auch wenn die Boutiquestädte aufgrund ihres spannenden Ambientes beschaulich erscheinen, darf man sich davon keinesfalls täuschen lassen: In den Schweizer Städten pulsiert das Leben! Neben bekannten Städten wie Bern, Zürich oder Winterthur lassen sich auch noch versteckte Städtejuwelen finden. Als eine der besonderen Städte und heute noch als kleiner Geheimtipp gilt Lugano im Süden der Schweiz. Lugano ist die größte Stadt in der Region Tessin, liegt am Nordufer des Luganersees und ist umgeben



Die Berner Altstadt zählt zum UNESCO-Welterbe und begeistert mit mittelalterlicher Atmosphäre. Auf den Plätzen der Innenstadt finden regelmäßig Wochenmärkte statt, bei denen man sich mit traditionellen Köstlichkeiten verwöhnen lassen kann.



von traumhafter Naturkulisse und zahlreichen Aussichtsbergen. Die Lage macht Lugano zu einem 365-Tage-Ferienort – hier fühlt sich der Winter wie Frühling an.

Mit der stoltesten Zahnradbahn der Welt kommt man von Aarau nach zur Bergstation Pilatus Kulm. Auf dem aussichtsreichen Hausberg von Luzern, dem Pilatus, kann man eine traumhafte Aussicht inmitten der Schweizer Bergwelt genießen.



NACHHALTIGKEITS-LEADER Nachhaltiges Reisen bedeutet nicht, zu Hause bleiben zu müssen, denn die Schweiz legt unter dem Motto »Swisstainable« großen Wert auf Nachhaltigkeit und bringt den Gästen mit Empfehlungen bewusstes und genussvolles Reisen näher. Die Schweiz hat eines der dichtesten Schienennetze der Welt, gilt als Recycling-Champion und verfügt über eine Luft- und Wasserqualität, die eines ins Staunen versetzt. Dies gilt auch für die Grand Tour of Switzerland: die Strecke kann ganz einfach mit dem Elektrofahrzeug bestreiten werden. Ein dichtes Netz an Ladestationen garantiert auf über 1600 Kilometern ein ebenso bequemes wie sauberes Fahrerlebnis.

INFO

Swiss Tourismus
T: 00800 100 200 30, info@myswitzerland.com
MySwitzerland.com

jul.2022 falstaff 253

GRAND TOUR OF SWITZERLAND

Die Schweiz in all ihren Facetten zu erleben, verspricht die Grand Tour of Switzerland. Auf über 1643 Kilometern kann man alle Highlights der Schweiz hautnah erleben.

Einmal im Leben den Sonnenaufgang am Matterhorn bewundern oder durch die Weinberge und die historischen Winzerdörfer der Lavaux streifen, wo man in jahrhundertalten Weingemäuern die Arbeit prästige-trächtiger Winzer bestaunen und sich durch die Vielfalt der Schweizer Weinwelt kosten kann. Oder kulturelle Highlights und urbanes Flair in einer der Schweizer Städte erleben. Ganz egal, ob man auf der Suche nach frischer Landluft oder Großstadtflüster ist: In kaum einem anderen Land liegen Bergwelten und einzigartiges

Städteerlebnis so nahe beieinander wie in der Schweiz. All diese Highlights werden mit der Grand Tour of Switzerland auf einer einzigen Strecke erlebbar gemacht. Mit dem Auto oder Motorrad befahrbar, erstreckt sich die schönste Route der Schweiz auf über 1643 Kilometern und acht Einzeletappen quer durch das ganze Land. Die Tour führt nicht nur durch fünf Alpenpässe, vorbei an 46 Top-Attraktionen und 22 Seen, sondern auch vorbei an 13 UNESCO-Welterbestätten und zahlreichen Fotospots, damit die besonderen Erinnerungen für die Ewigkeit eingefangen werden können.

ROADTRIP DURCH DIE ALPEN Die Schweiz ist bekannt für die spektakuläre Bergwelt wie kein anderes Land. Über 65.000 Kilometer bestens markierte Wanderwege zeigen den Weg auf zahlreiche Berggipfel, vorbei an traumhaften Naturkulissen und vielen Restaurants und Berghütten, die für die nötige kulinarische Stärkung sorgen. Neben dem berühmtesten Berg, dem Matterhorn in Zermatt, sollte man unter anderem auch das eindrucksvolle Dreigestirn Jungfrau, Mönch und Eiger gesehen haben. Um den berühmten Gipfel so nahe wie möglich zu kommen, führt eine

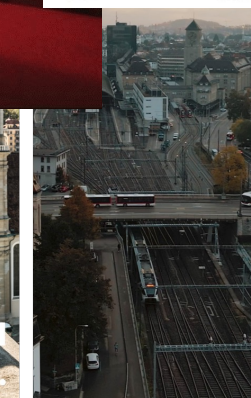
ADVERTORIAL Foto: © Switzerland Tourism / Stefano Zeller /



Switzerland.

Austria: St. Gallen Digital Partner Campaign.

- Digital campaign in cooperation with St.Gallen-Bodensee Tourism.
- The promotion takes place by means of:
 - Display Ads in Austrian premium portals
 - Social Media Ads as well as
 - Native ads on Outbrain & Taboola
- Linking to a campaign microsite on MySwitzerland.com incl. bookable offer of the region
- Duration: 15.8. - 2.9.2022
- Contact targets: at least 28,000 clicks with approx. 6 million ad impressions





Switzerland.

Austria: Recovery City Autumn Campaign.

- Recovery digital campaign to promote autumn in Swiss cities with a focus on Basel, Bern, Lucerne and St.Gallen
- The promotion takes place by means of
 - Display Ads in Austrian premium portals and
 - Native Ads on Outbrain & Taboola.
- Linking to the campaign microsite MySwitzerland.com/staedteherbst incl. with bookable (KAM) city offers.
- Duration: 15.8. - 2.9.2022
- Contact targets: min. 30,000 clicks with approx. 6.4 million ad impressions





Switzerland.

Austria: Int. conference of German teachers.

Internationale Tagung der DeutschlehrerInnen (IDT) in Vienna

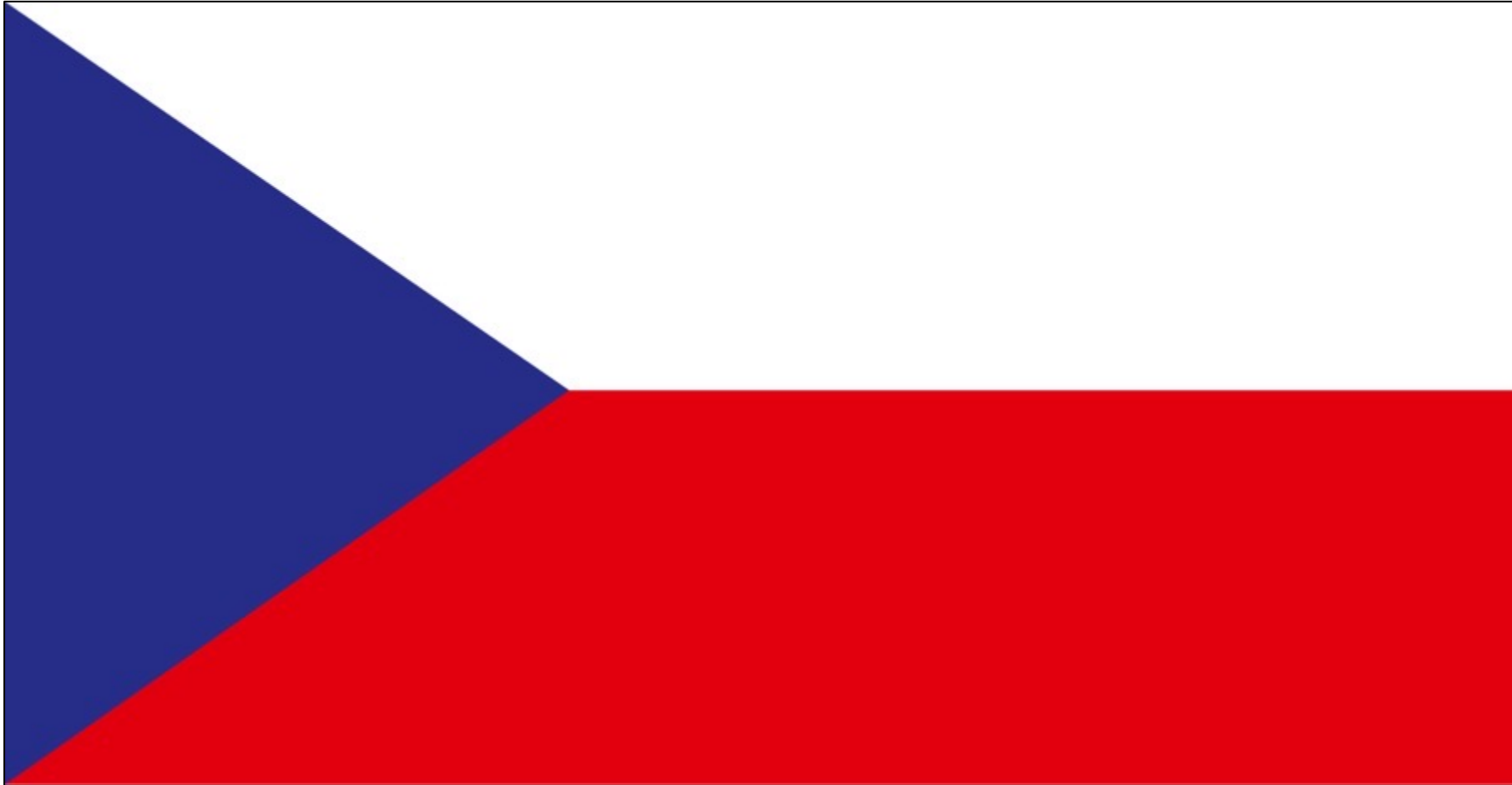
- 15. August to 20. August 2022; 3.000 participating German teachers
- The motto of Switzerland's presentation is "Participating with languages". 4x Hololenses for ST- & BEX-movies
- Corporation with EDA & the Swiss Embassy in Austria; no staff presence by ST Vienna.



Czech Republic.



Switzerland.





Switzerland.

Davos Klosters at Swiss-Czech golf tournament.

- 12. 7. 2022, Beroun
- Davos Klosters partnership (with active participation) and promotion its Summer possibilities to participants of annual Swiss-Czech Golf tournament organized by HST Chamber of Commerce Switzerland – Czech Republic for its members and VIP guests in exclusive golf club Beroun.
- 80 participants



Sales calls for Destinationa Davos Klosters.



Switzerland.

- 13. 7. 2022, Prague
- Individual Sales calls organized for Davos Klosters representative for CZ market, Andreas Stoffel, with face-to-face meeting with:
 - third biggest and oldest tour operator in the market – TO ČEDOK
 - TO Experitour with special winter offers and promotion in its catalogue (part of ST KAM campaign)



EXPERITOUR

Photo exhibition Swiss architecture in Laufen.

- 19. 7. 2022, Prague
- 6 weeks photo exhibition focused on Swiss architecture placed in art gallery and showroom of Laufen in center of Prague.
- Grand opening for 24 VIP guests with guided tour.
- Expectation total of 800 visitors during whole exhibition

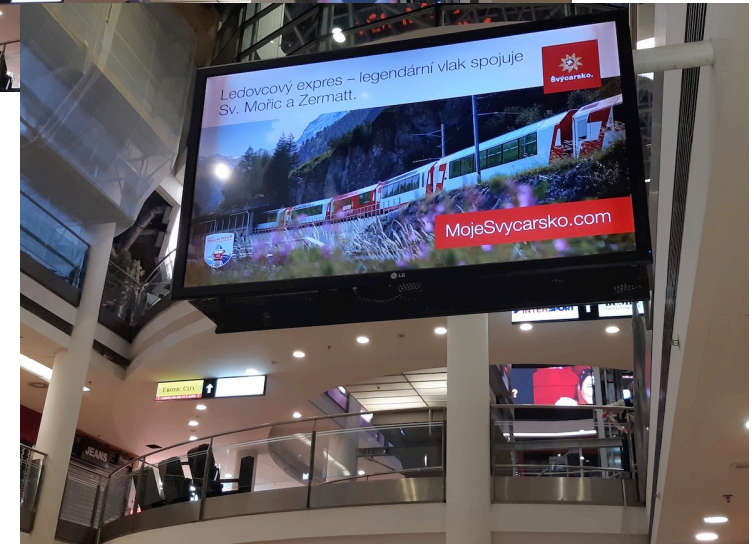




Switzerland.

GToS / GTToS TV promotion in OC Atrium Flora.

- 18. 7. – 18. 9. 2022, Prague
- GToS and GTToS promotion in form of photo slides played in 16 TV screens in shopping center OC Atrium Flora in Prague focused on:
 - ESSVM, DDK, Schilthorn, Pilatus, Aletsch Arena, Zermatt Bergbahnen, Niesen, SGV, JFB, Rigi, RhB, Gruyères, Bern, Zurich, Rhine waterfalls, Tremola, Chillon, Geneva and Basel.
- Each spot is played for 10 sec. and consists of 3 slides (3 news / offers by partner) – played every 12 sec.
- Expectation: 1.340.000 Marketing Contacts





Switzerland.

RhB contest with HbbTV banner campaign.

- 1. – 14. 8. 2022
- RhB TV & Digital promotion in form of: HbbTV banner with QR linked to RhB educational contest at MojeSvycarsko.com (broadcasted at TV Retro), on-line banner campaign at website of the TV station and SOM promotion at TV FB page.
- Expectation of 300.000 Marketing Contacts



Poland.



Switzerland.





Switzerland.

Future activities.

- Winners' trip – Gazeta Wyborcza, Lake Lucerne Region, September
- GToS promotion, September
- E-bike trip with travel, lifestyle and cook bloggers, Eurotrek, Fribourg, September
- ON running in Zurich/Engadin, September
- Middle European Workshop, Mürren, September
- Veggie Day, media trip and activities
- Photo influencer trip, Ticino, October





Switzerland.

KMM: media trips – GTToS project with NGT (I).

- 3 x blogger trips with focus on different parts of GTToS
- June
- 6 days of train travels, most spectacular routes and attractions along the route
- Posts on Instagram and Facebook during and after the trip
- Posts reach: 570'000

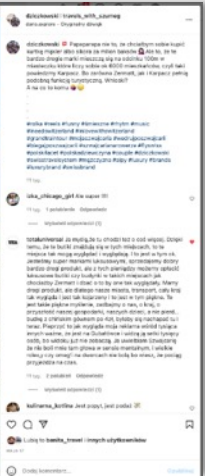
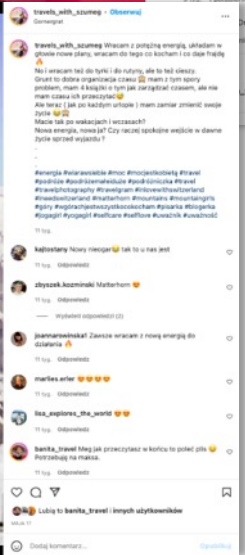
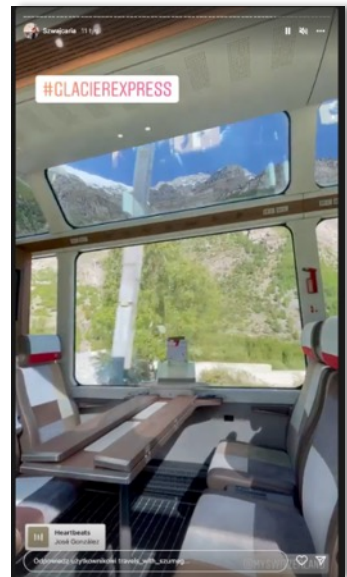




Switzerland.

KMM: media trips – GTToS project with NGT (II).

- Bloggers: Michał Cessanis, Złota Proporcja, Szumeg
- Posts on Instagram and Facebook during and after the trip
- Articles print and online *NG* and *NGTraveler*
- Input for our e-guide

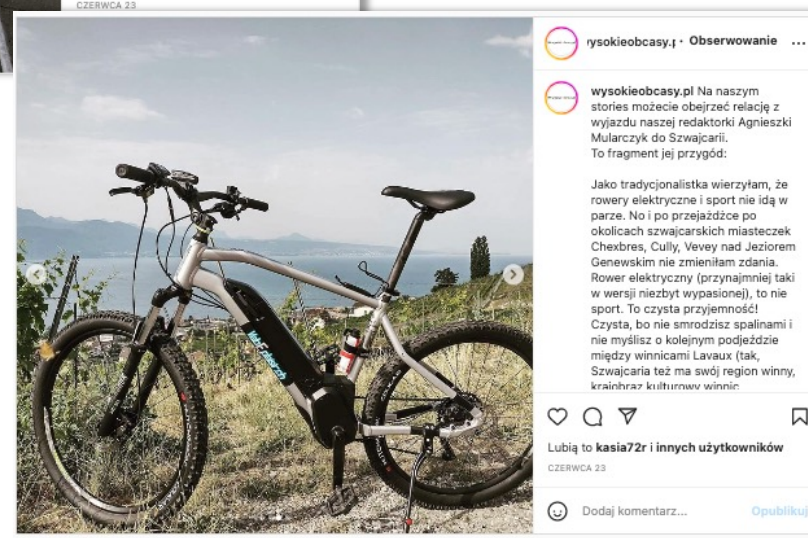
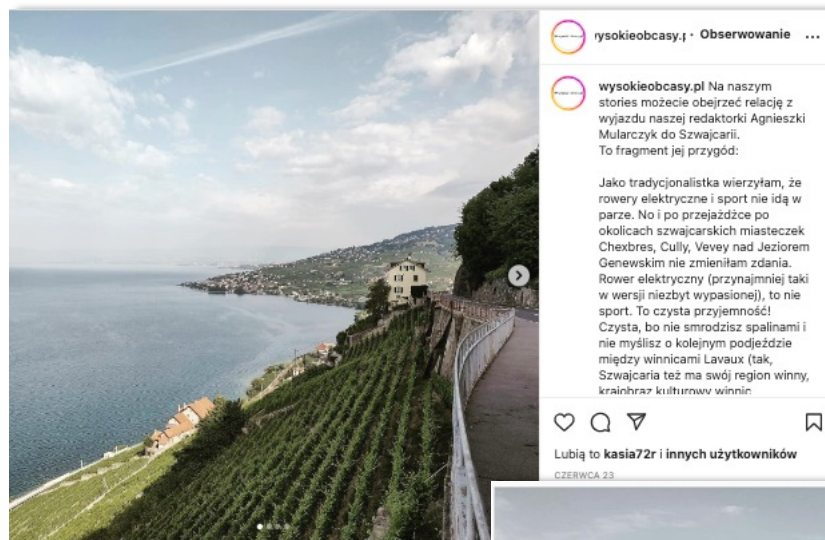




Switzerland.

KMM: mini int. media trip „Outdoor and photo”.

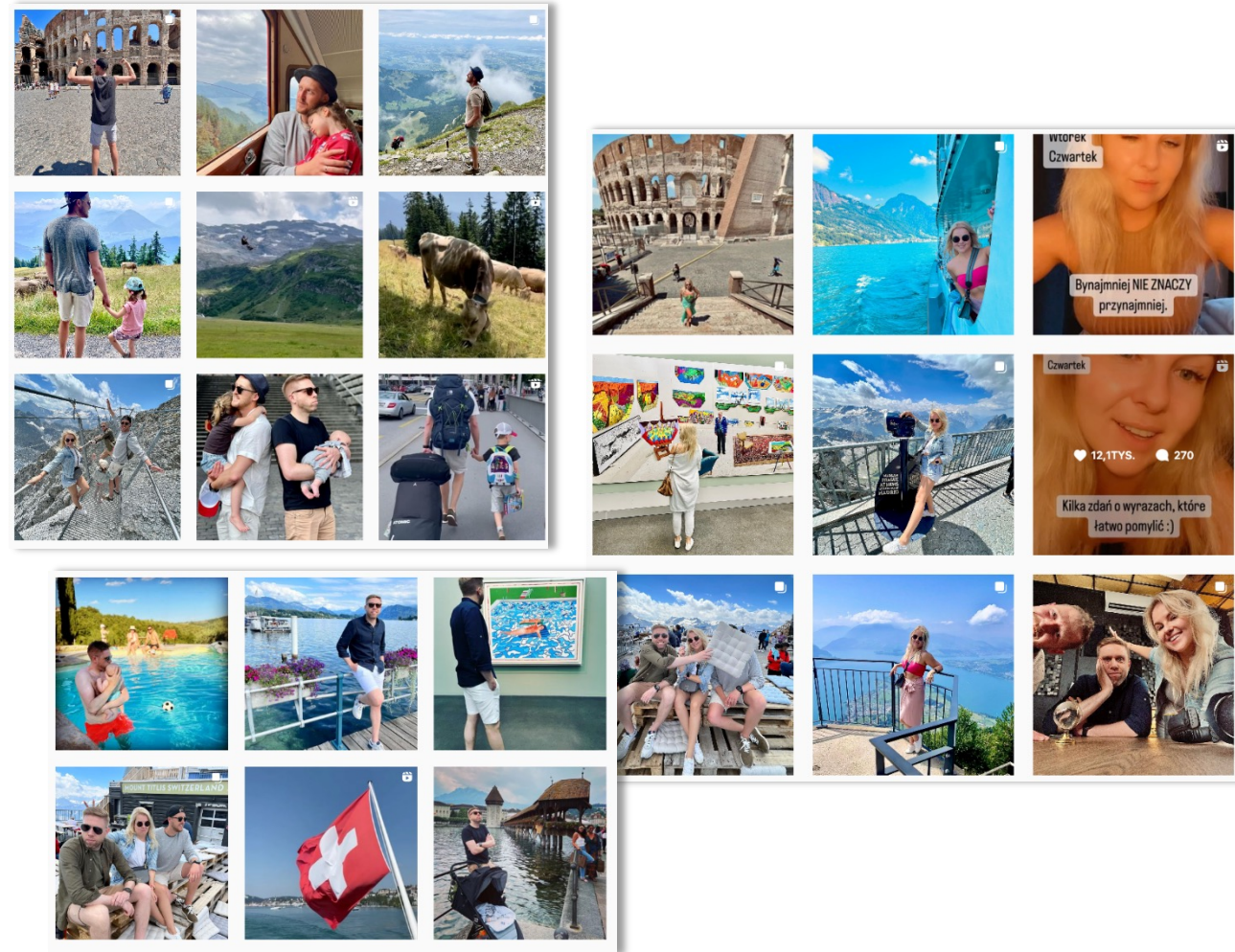
- 20-24 June
- 1 pax
- *Wysokie Obcasy*, weekly women's magazine
- SoMe activities: stories reach 20'000
- Post on Instagram, reach 8'000
- Online and print article in July





KMM: *Kamila and Friends* in Lake Lucerne Region **Switzerland.**

- 23-28 July
- Lucerne and Lake Lucerne Region
- Pilatus, Titlis and Lucerne supported trip with tickets
- SoMe activities (Facebook, Instagram)
- Kamila Kalińczak – TV personality
- Her friends - also media personalities
- Promotion of e-guide by Kamila
- Reach: 620'000

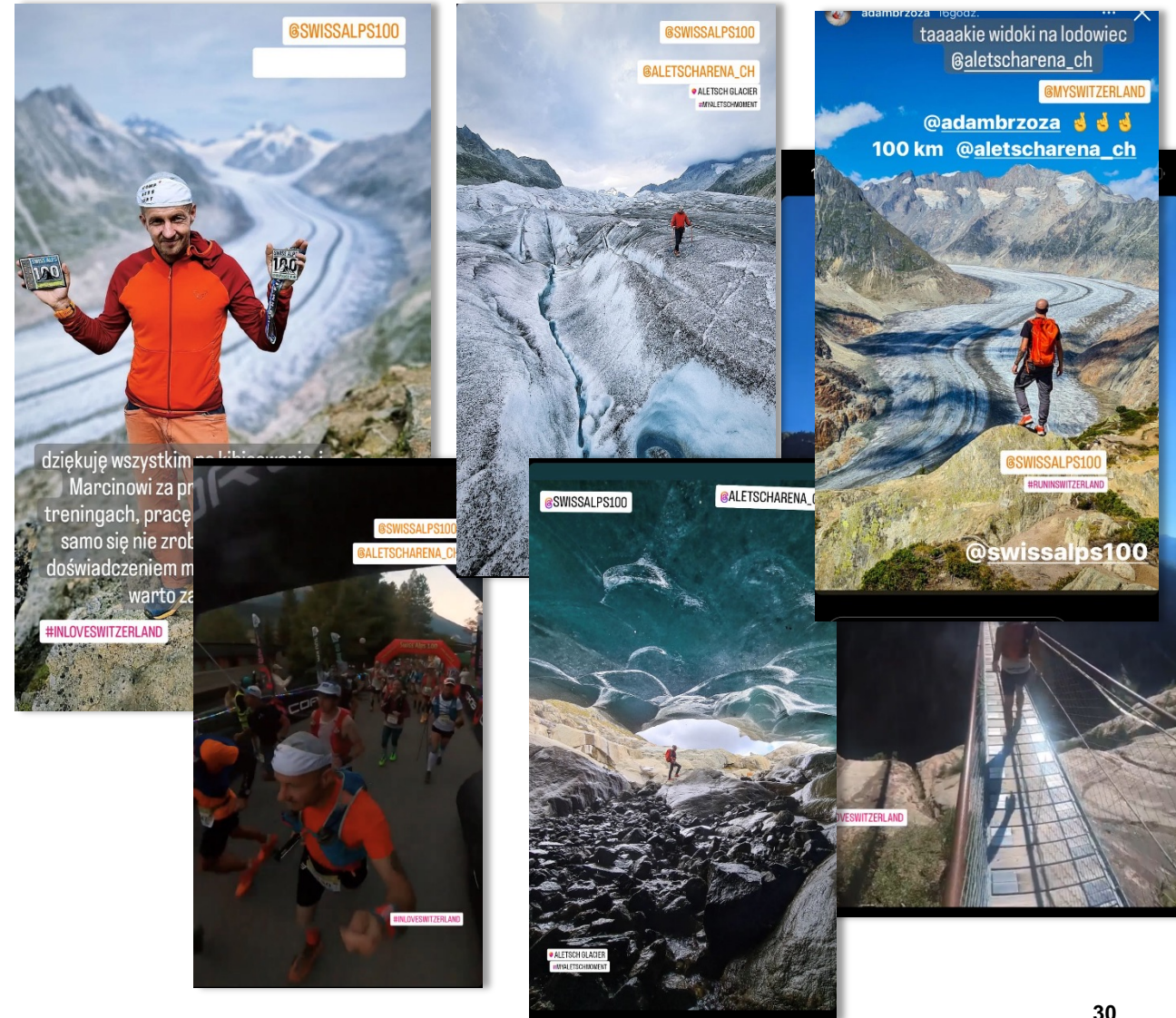




Switzerland.

KMM: Trail running – race in Aletsch Arena.

- 7-12 August
- 2 pax
- *SwissAlps100km* race – participation
- 1st place in his age category (50+) by our photographer/influencer Adam Brzoza (also in NG pool)
- Also program on spot – glacier visit
- Before during and after race content in his SoMe (Instagram)
- YouTube video planned after return

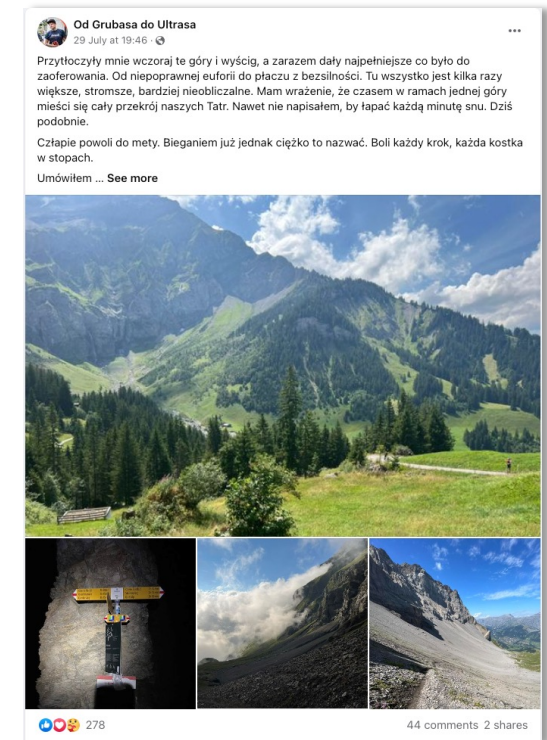
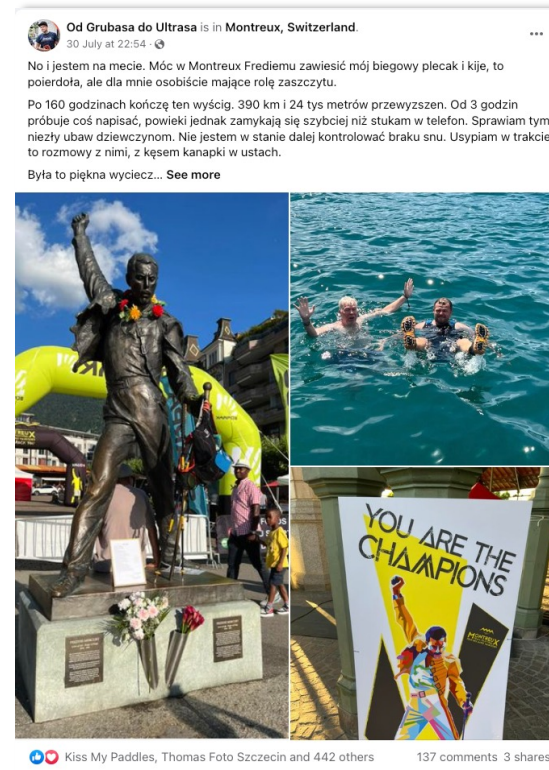


KMM: Trail running – race *Crossing Switzerland.*



Switzerland.

- 20-27 July
- 1 pax
- Via Alpina *Crossing Switzerland* race
- 350 km
- Magazine *Kingrunner ULTRA* for runners
- Some activities on official magazine's channel and participant's channel

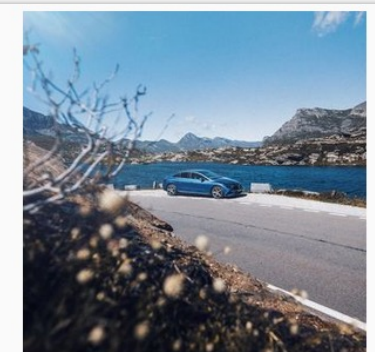
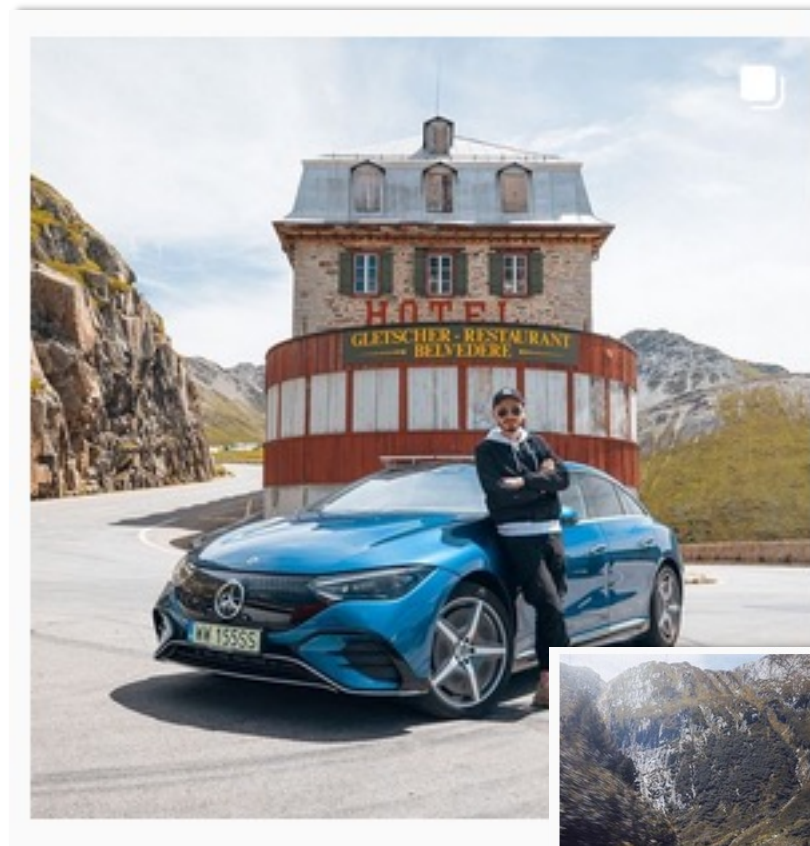




Switzerland.

KMM: On e-GToS with *wp.pl*.

- One of the biggest news portals in Poland
- E-Mercedes trip on e-GToS
- 5-10 July
- 2 pax
- Online SoMe (IG) activities by participants
- Content for our special service and articles after return
- Recovery project

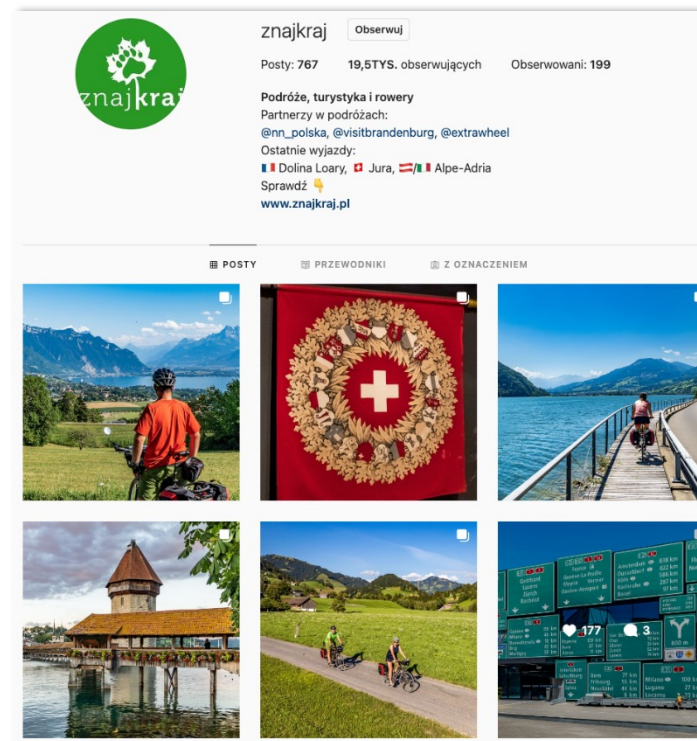




Switzerland.

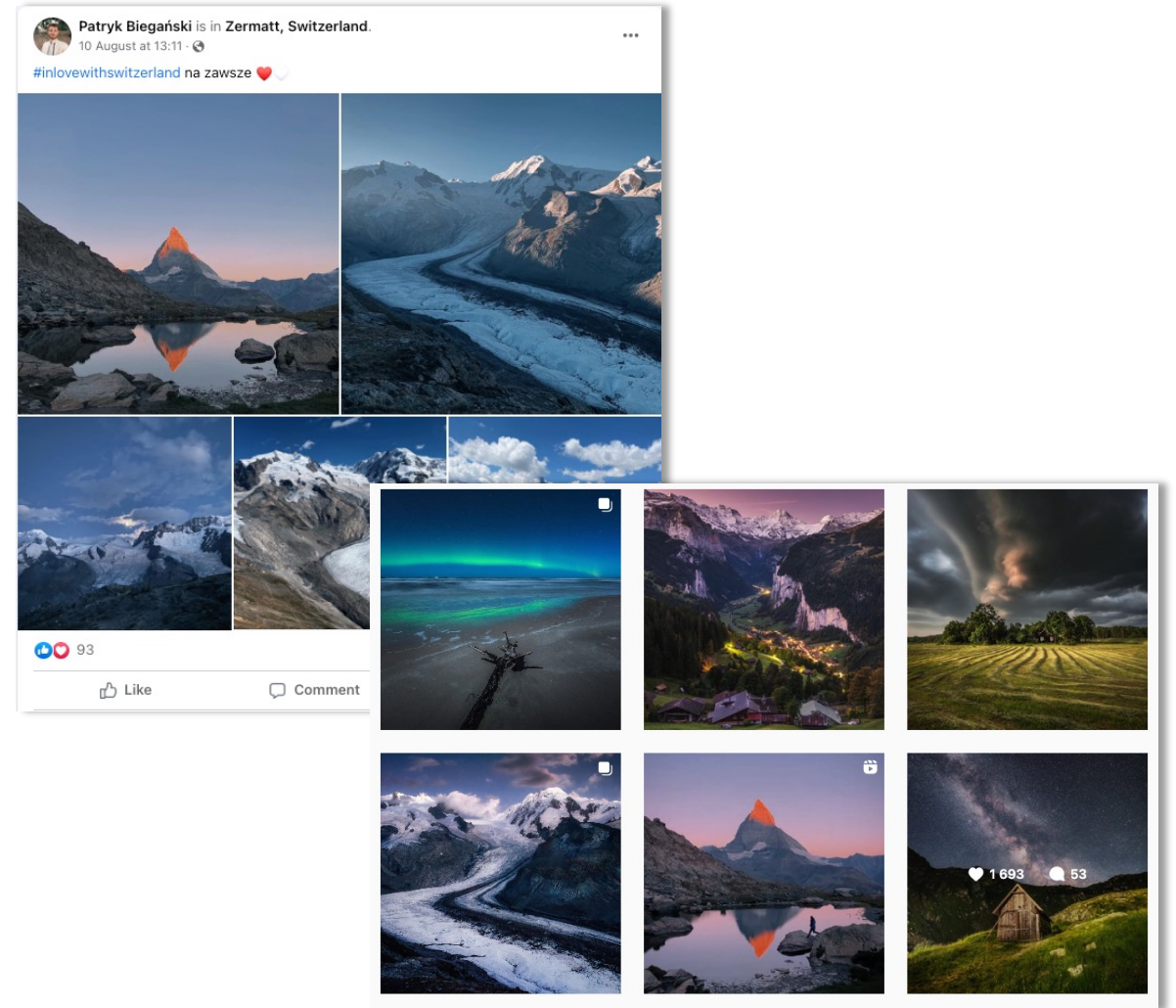
KMM: *Znaj Kraj* – blogger's bike trip.

- By the blogger Szymon Nitka
- 9-19 July
- 10 days biking trip to Switzerland
- Two national routes explored
- Jura Route and Lakes Route
- Facebook and Instagram activities during and after return
- Promo posts in SoMe
- Blog posts after the trip



KMM: Zermatt by Patryk Biegański.

- 7-12 August
- 1 pax
- Zermatt hiking and photography
- Summer content
- SoMe activities (Facebook, Instagram) during and after return, stories
- Blog post planned
- Reach so far 210'000

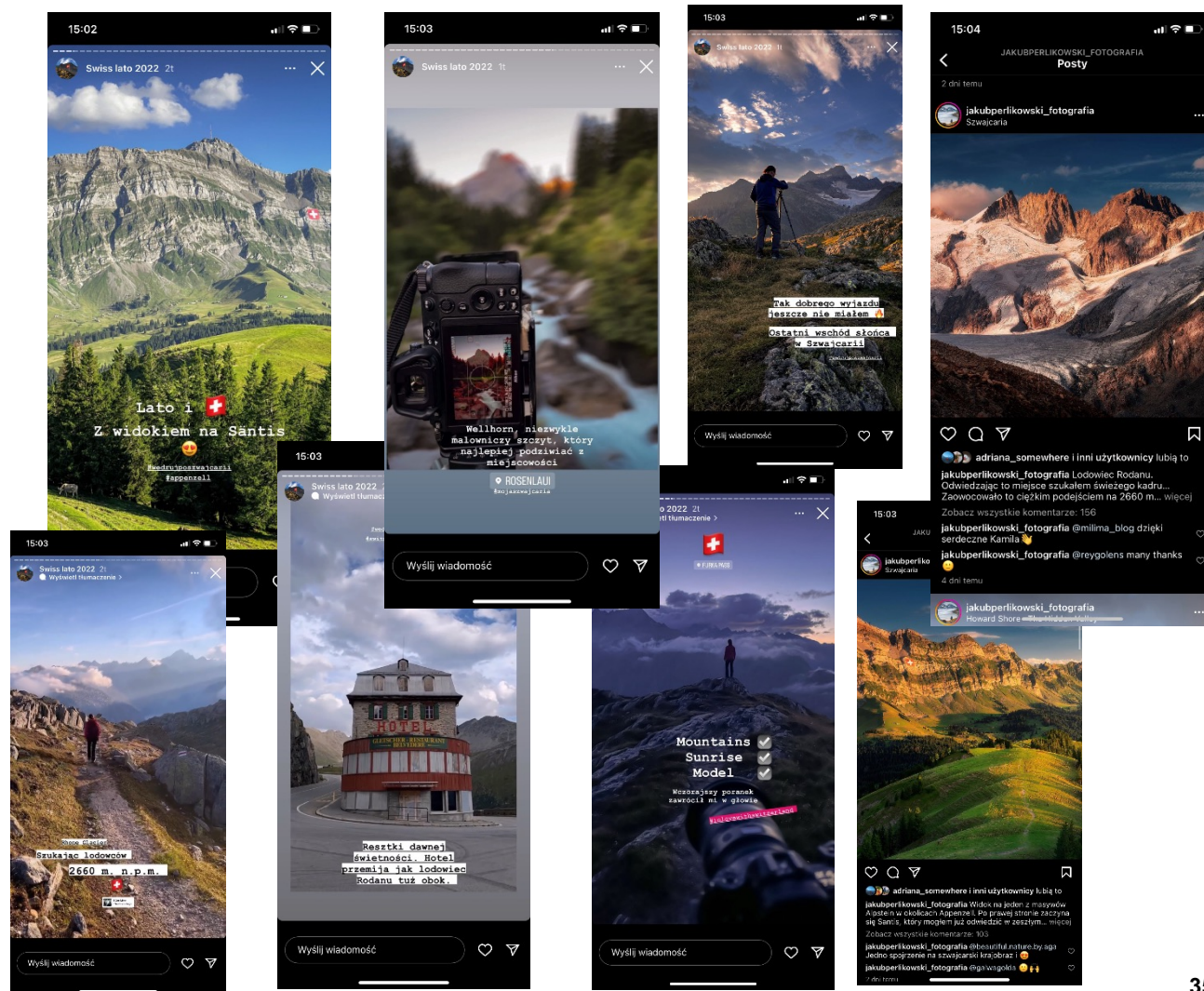




Switzerland.

KMM: Alpine passes by Jakub Perlikowski.

- Photographer's trip to Switzerland
- 20.07 – 08.08
- Hiking and outdoor activities
- Research regarding spots for commercial photo trip in September
- SoMe activities: posts and stories reach 220'000





Switzerland.

KMM & KAM: International trips.

- City fam trips, July
 - Luxury, 1 pax
 - City and local vibe 1 pax
- Mini media trip, August
 - Swisstainable travel
 - 1 pax





Switzerland.

Campaigning & Activ.: e-GToS by wp.pl.

- www.szwajcaria.wp.pl
- Articles, pictures and infographics
- Input after the trip by e-car
- Mercedes as a partner of wp.pl
- SoMe (Facebook and IG) promoting special service
- Focus on GToS eguide and app
- 2 months campaign starting in August
- 150'000 UU expected
- Recovery project

Nasza wielka szwajcarska e-Grand Tour of Switzerland

Z oficjalnej strony internetowej MojaSzwajcaria.pl możecie pobrać darmowy przewodnik po trasie Grand Tour w języku polskim. To ponad 200 stron, więc zdecydowanie się na całą masę aktywności, a nawet garść informacji historycznych! My, z powodu ograniczeń w osobistych terminarzach, nie mogliśmy pozwolić sobie na przejechanie całej zaplanowanej trasy – nieco ją skróciliśmy. Jednak już teraz wiemy, że do Szwajcarii na pewno jeszcze wrócimy. Ale zaczynajmy od początku!

Kliknij, żeby zobaczyć mapę poszczególnych odcinków Grand Tour

Ktoś zapytał, dlaczego w tytule przed Grand Tour widzicie litera "e"? Otóż na wielką wyprawę po Szwajcarii możecie wybrać się nie tylko samochodem o tradycyjnym, spaliniowym napędzie. Duża ilość punktów ładowania, nawet takich, które oznaczone są e-grandtourową tabliczką, sprawia, że żadnego problemu nie przysporzy Wam przejazd tzw. "elektrykiem". Właśnie ten rodzaj "paliwa" (zasilania) towarzyszył nam przez cały tydzień spędzony na ziemi Helweckiej. Powiem Wam, że to był strzał w dziesiątkę!

#1 U podnóża Alp, czyli trasą wzdłuż Jeziora Bodeńskiego

Petrolhead. Takim angielskim złąpkim słów określa się człowieka zainteresowanego samochodami, motocyklami i motoryzacją – przeważnie tej z kategorii czterech kół. Jazda za kierownicą, dalekie drogowe wyprawy, podróże, w których celem jest sam proces, a nie określona destynacja, są dla

Chcesz doświadczyć tego, co my? Czekają na Ciebie ponad 1600 km najpiękniejszych dróg Szwajcarii. Odkryj lazurowe jeziora, alpejskie malownicze wioski i wiele więcej!

Kliknij "Sprawdź" i przejdź do strony oficjalnej aplikacji Grand Tour, która pomoże Ci zaplanować i odległości podróży, a także podpowie, jakie atrakcje możesz odwiedzić. Pobierz też oficjalny, polski przewodnik po trasie Grand Tour - znajdziesz w nim wiele informacji i cennych podpowiedzi.

Chcesz doświadczyć tego, co my? Czekają na Ciebie ponad 1600 km najpiękniejszych dróg Szwajcarii. Odkryj lazurowe jeziora, alpejskie przełęcze, malownicze wioski i wiele więcej!

Kliknij "Sprawdź" i przejdź do strony, gdzie pobierzesz bezpłatnie oficjalną aplikację Grand Tour, która pomoże Ci zaplanować i odległości podróży, a także podpowie, jakie atrakcje możesz odwiedzić. Pobierz też oficjalny, polski przewodnik po trasie Grand Tour - znajdziesz w nim wiele informacji i cennych podpowiedzi.

Campaigning & Activ.: Special for RhB.



Switzerland.

- 8 pages advertorial
- 14th July
- Monthly magazine for women
Wysokie Obcasy Extra (WOE)
- Bernina and Glacier Express
- Swisstainable topic
- 106'000 copies
- 564'000 readers

Campaigning & Activ.: article in Kingrunner *ULTRA*.



- 4 pages
- Bimonthly magazine for trail runners
- July – August edition
- Focus on *Crossing Switzerland* race - Via Alpina route
- Topic – before the start, what is this race?
- 8'000 copies, 24'000 readers
- Podcast promoting magazine



Campaigning & Activ.: eBook by Kamila.



Switzerland.

- eBook prepared by TV personality Kamila Kalinczak
- Free download
- Promoted via Kamila's and her friends' social media channels
- Supported by ST promotion
- Incl. media trip *Kamila and Friends*
- Planned download 2'500
- This eBook is here



Campaigning & Activ.: eBook by *MadameEdith*.



Switzerland.

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



Campaigning & Activ.: article in *Wysokie Obcasy*.



Switzerland.

- 2 pages
- Weekly women's magazine
- Topic: Sustainable travel, eGToS, route attractions
- 120'000 copies
- 550'000 readers

32 / KOBIETY W PODRÓŻY

Średniowieczny zamek Chillon w kantonie Vaud



Szwajcarskie zrównowazenie

Grand Tour to 1643 km malowniczymi drogami Szwajcarii – przez cztery regiony językowe, pięć alpejskich przełęczy, do 11 miejsc z listy dziedzictwa UNESCO

SANDRA ZAKRZEWSKA

Szwajcaria od zawsze kojarzyła mi się z Alpami, serem i niedostępnym w Polsce szwajcarskim winem. Z tyłu głowy zawsze miałam horrendalnie wysokie ceny i głównie to sprawiło, że nigdy nie zdecydowałam się poszukać biletów lotniczych do któregoś ze szwajcarskich miast. A był to błąd.

Według Szwajcarów powinniśmy podróżować odpowiedzialnie, wywierając jak najmniejszy wpływ na środowisko. Nierzadko to „awistainable”, co nie oznacza wcale, że od razu musimy zrezygnować z przyjemności, lecz jedynie świadomie je wybierać. Na przykład można policzyc swój ślad węglowy i dopłacić do biletu lotniczego. Pieniądz zostanie przeznaczony na zakup zrównoważonego paliwa lotniczego (SAF w porównaniu z paliwami lotnymi redukuje emisję dwutlenku węgla nawet o 80 proc.) albo wsparcie organizacji ekologicznych, które sadzą drzewa pochłaniające dwutlenek węgla. My przemierzaliśmy zachodnią część trasy Grand Tour elektrycznymi samochodami – w duchu „awistainable”.

SERCE RIWIERY

Zaczęliśmy od malowniczych winnych tarasów 830 hektarów winnic Lavaux to największy jednolity teren uprawy winorośli w Szwajcarii. Porastające łaczny winne krzewy winiki winiarni i malowniczy brąz jeziora Genewskiego – to wszystko zostało wpisane na listę światowego dziedzictwa UNESCO. Co ciekawe, w Polsce bardzo trudno trafić na szwajcarskie wino, bo tylko ok. 1 proc. trafiła na eksport. Wszędzie drugo, że Szwajcarzy wolą wypić swoje wino sami. Lokalne zapotrzebowanie jest tak wysokie, że eksport staje się niemożliwy.

Wieczornym przystankiem było dla nas położone nad Jeziorem Genewskim Montreux, czyli serce Riwiery Szwajcarskiej. Ze względu na wyjątkowo łagodny klimat niespotykaną w centrum kraju roślinność Montreux może nam się kojarzyć ze śródziemnomorskimi miasteczkami. Ta część Szwajcarii porośnięta jest nie tylko różnymi lasami, ale też cyprysami i palmami. To tu mieszkał klejdyt Charlie Chaplin czy Freddie Mercury. Nadal w mieście swoją siedzibę ma studio nagraniowe Mountain Studios, gdzie nagrywały zespoły Queen i The Rolling Stones czy David Bowie.

wysokieobcasy.pl / 21 CZERWCA 2022

34 / KOBIETY W PODRÓŻY

W Montreux co roku odbywa się jeden z najważniejszych festiwali jazzowych na świecie. Montreux Jazz Festival liczy już 65 lat. Wydarzenie ma miejsce w lipcu.

Długa, porośnięta kwietnikami i drzewami promenada nad malowniczym jeziorem, która łączy Wewy i Montreux, prowadzi do słynnego zamku Chillon. Średniowieczna budowla jest jedną z największych turystycznych atrakcji Szwajcarii. Zamek Chillon znany jest też z tajemniczych podziemi, w których przez blisko sześć lat przetrzymywany był słynny genewski patriota François Bonnard. Jego losy opisał George Byron w poemacie „Wizycja Cezylia”.

Pisząc o Riwiery Szwajcarskiej, nie mogę pominąć opowieści o jej nieoficjalnej stolicy, czyli Lozannie. Mimo że na tym etapie podróży prezentała nam dopływając pogoda, miasto nie straciło swojego uroku.

W 1839 roku Adam Mickiewicz, profesor lozańskich akademii, wyznał Janowi Scovazziemu, nowo poznanemu przyjacielowi, wioślarstwo emigrantów. „Jak swobodnie oddech się w tym mieście”. Lozannę docenił też młody twórca światowej kultury. Maskała tu: Wiktor Hugo, Karol Dickens, Igor Strawiński, Aleksander Dumas, Jean Cocteau, Georges Simenon czy Maurice Béjart. Nie ma się co dziwić. Lozanna, mimo że liczy około 400 tys. mieszkańców, wciąż sprawia wrażenie może już nieco bardziej wielkomiejskiego, ale wciąż niewielkiego miasteczka.

Przemierzając trasę Grand Tour, nie ustannie ma się poczucie, że warto się zatrzymać, by zrobić zdjęcie, bo widoki zapierają dech w piersiach. Szwajcarzy ustawili podróżnikom wybór i w najbardziej charakterystycznych miejscach trasy ustawili czerwone ramki. Jest ich kilkadziesiąt.

niezależnie od tego, czy to miasto Ceres, czyli Wiśni. Jej opowieści o historii okolicy i procesie powstania sera posłuchac można również w języku polskim. Nie mogliśmy odmówić sobie też spróbowania tradycyjnego fondue, które jest elementem menu każdego lokalnej restauracji. Ropotyni, ciagnący się ser je z kawałkami pieczywa lub warzyw, w naszym przypadku byłoby ziemniaki.

Co ciekawe, Szwajcaria to nie tylko czekolada, wino, ser, ale też... autobus, który bardziej niż ze Szwajcarii kojarzy nam się z Francją albo Czechami. Autorem receptury stworzonej na potrzeby leżnicze miał być XVIII wieczy francuski lekarz Pierre Ordinaire, praktykujący w szwajcarskiej miejscowości Couvet. To on przekazał przepis na swoje nienajmniej słodkim Henriod, które zainwazyły się jego domem. Kobiety recepturę popularyzowały i spieniężyły, dystrybuując mieszankę do okolicznych aptek. Te historie poznałyśmy w Maison de l'Abbatiale w Môtiers. Muzeum, a właściwie dom absyntu, pozwala dowiedzieć się więcej o historii trunku nazywanego „zielona wódka”, który od 1900 do 2005 roku był w Szwajcarii zakazany. Van Gogh czy Picasso to tylko nieliczni artyści, którzy absyntowi przypisywali niemal magiczne działanie.

Po pięciu dniach naszej podróży malowniczymi drogami zachodniej części Grand Tour wernis na pewno, że warto tu wrócić. Ale wiem też, że kolejny raz nie będzie to długa podróż. Tak jak wielokrotnie zaskakiwało mnie szwajcarski entourage, tak cenny już niekomunikacja, bo wszystko, co dobrane zamyka w przewodnikach, jest prawdziwe – jest tu znacznie drożej niż w innych europejskich krajach. Mimo to Szwajcarzy warto poznać: nawet niewielkimi fragmentami. ■

Włoczek Szwajcarii na m.wysokieobcasy.pl

Włoczek Szwajcarii na m.wysokieobcasy.pl / 21 CZERWCA 2022



Od lewej: widok na Jezioro Genewskie i Alpy, Autorka na tarasie widokowym w Lozannie

przeróżne figury, np. olbrzym polujący małe dzieci, dudziarz, strzelec, Mojżesz, znani berneńczycy. Jednym z nich był Albert Einstein. Mieszkał przy ulicy Kramgasse pod numerem 49 i tu właśnie opublikował teorię względności. Teraz pod tym adresem znajduje się muzeum noblisty.

Kolejnym miejscem, przy którym warto się zatrzymać, jest zegar na wieży przy dawnej bramie miejskiej. Oprócz godziny wskazują m.in. dzień tygodnia, fazę Księżyca i znak zodiaku, a o pełnej godzinie ruchome figury odgrywiają minipredstawienie. Borno jest nie tylko stołką kraju, ale też piwa kraftowego. Zarejestrowano w nim około 200 browarów i minibrowarów, czyli i więcej niż gdziekolwiek indziej w kraju. Warzenie odbywa się w piwnicach, garażach, a nawet w pralniach.

STOLICA KRAJU I PIWA KRAFTOWEGO

Dawna Szwajcaria nie miała jednej stolicy. Jej funkcje pełniły kolejne stolice kantonów, jednak w połowie XIX wieku uznano, że trzeba je zmniejszyć i tu zaoferowano, w głosowaniu zwyciężyło niewielkie, niemieckojęzyczne Berno, które było też jedynym przystankiem na naszej trasie.

Charakterystyczne dla Berna są zadziorno archydaż ciągnące się wzdłuż kamienic. Liczą sześć kilometrów, jednocześnie tworząc najdłuższy zadziorny deptak handlowy Europy pełen barów, klubów, kawiarni i sklepów. Na placach raz w tygodniu odbywają się targi i domowe wydarzenia, na przykład Targ Cebusowy (Gibbermarkt) w czwarty poniedziałek listopada.

Innym typowym turystycznym punktem Berna są fontanny. Jest ich 11, powstają w XVI wieku i stanowią obiek drogi przy ulicach Marktgasse i Kramgasse Zdoblił je

SEROWE FONDUE I ABSYNT

Po drodze zatrzymaliśmy się w serowarni La Maison du Gruyère. Otworzona w 1969 roku serowarnia pokazowa znajduje się w Pringy, u stóp zamkowego wzgórza. To tutaj dostrzelić się można wspaniałego na temat tradycyjnej produkcji sera Le Gruyère AOP, którego receptura była przekazywana z pokolenia na pokolenie. Dwa razy dziennie gospodarze dostarczają tutaj mleko, które mistrzowie serowarstwa przetwarzają na serowe kążki. Interaktywna wystawa w serowarni prezentuje proces powstawania sera za pośrednictwem zmysłów – można m.in. pomakować sera w trzech stanach dojrzalności. „Przewodniczką” po muzeum

KOBIETY W PODRÓŻY

wysokieobcasy.pl / 21 CZERWCA 2022



Switzerland.

Campaigning & Activ.: eGuide GTToS with *NGT*.

- eGuide about the GTToS route
- With *National Geographic Traveler*
- Download here: [issuu link](#)
- Extra pages with influencers' recommendations and experiences after their trips in May-June
- Published end of June
- Promotion by *NGT* in print, online, SoMe end of June and July-August





Switzerland.

Campaigning & Activ.: Advertorial in NG.

- 2 pages, *National Geographic*
- August magazine edition
- On sale from middle of July
- Topic: Grand Train Tour of Switzerland,
- Promotion of our eGuide and application
- 28'000 copies, 406'000 readers

POZNAJ NAJPIĘKNIEJSZE TRASY KOLEJOWE W SZWAJCARI! DZIĘKI GRAND TRAIN TOUR OF SWITZERLAND

Wszystko do poznania i planowania znajdziesz w podręczniku Grand Train Tour of Switzerland. Przed Tobą poradnik i mapa tras kolejowych w Alpach. W podręczniku znajdziesz informacje o najpiękniejszych trasach kolejowych Szwajcarii. Znajdziesz w nim podział na odcinki oraz podpowiedzi, gdzie zobaczyć malownicze pejzaże, popularne atrakcje turystyczne. Pełnowartościowe podręczniki w formie e-booka.

WYJĄTKOWY PRZEWODNIK PO NAJPIĘKNIEJSZYCH TRASACH KOLEJOWYCH SZWAJCARI! GRAND TRAIN TOUR OF SWITZERLAND

- Pobierz darmowego e-book'a i wyrusz w niezapomnianą podróż zycia!
- Skorzystaj ze sprawdzonych patentów, relacji blogerów i zaplanuj podróż pociągami z biletem Swiss Travel Pass

Wyjątkowy przewodnik po najpiękniejszych trasach kolejowych Szwajcarii! GRAND TRAIN TOUR OF SWITZERLAND

- Pobierz darmowy e-book i wyrusz w niezapomnianą podróż życia!
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- Poznaj atrakcje i zabijki szwajcarskich miast
- Zachwyć się naturą, przemierzając Szwajcarię pociągami panoramicznymi: Ekspresem Bernina, Ekspresem Lodowcowym czy Ekspresem św. Gotarda

KOLEJĄ PRZEZ SZWAJCARIĘ
Grand Train Tour of Switzerland to połączenie najpiękniejszych tras kolejowych w jedną unikatową Dystans 1280 kilometrów pokonujemy w wygodnych, komfortowych warunkach, po drodze miając niezwykłe widoki i kulturowe miejsca, które znane z wakacji i przewodników turystycznych. Już sam przejazd pociągami jest słodką odmianą doświadczenia – w końcu kolej to jeden z symboli Szwajcarii.

W przewodniku znajdziesz się również propozycje gotowych tras z praktycznymi poradami:

- Trasa Klugiana,
- Trasa Największych Atrakcji,
- Trasa Lodowców i Talmi,
- Trasa Niszowych Wodociągów,
- Trasa Ukrytych Skarbów,
- Trasa Zimowej Magii.

TWÓJ PRZEWODNIK PO SZWAJCARI!
Do wyboru mamy pociągi panoramiczne. Podróżując nimi, możemy zachwycać się okolicą i robić zdjęcia nie wstając z fotela. To między innymi: Ekspres Lucerna – Interlaken, Ekspres Panoramiczny Gotarda i Ekspres Pradolpęgi.

Przewodnik pomoże nam w zaplanowaniu wyjazdu, nawet jeśli kolej nie będzie stornującym środkiem transportu w naszej podróży. Dobry najciekawszych miast Szwajcarii, w tym Zurychu, Monachium czy Zermatt, uwzględniają podróży i propozycje odwiedzenia najpiękniejszych atrakcji.

PROFIZYJA NIE TYLKO NA LATO
Jeden z najbardziej unikatowych odcinków łączy miasta St. Moritz, Triesen i Lugano. Podróż słynnym Ekspresem Bernina to doświadczenie łączące różnorodność kultury, języki i widoki. Od lodowca Morteretsch po palmy nad słynnym jeziorem Como we Włoszech.

Grand Train Tour of Switzerland to nie tylko pociągi. Przykładem z Triesen do Lugano pojedziemy autobusem Ekspres Bernina. Z kolei ostatni etap odcinka Lugano – Bellinzona – Riello – Lugano można przepłynąć statkiem po wodach jeziora Czarnych Kantonów.

PROFIZYJA NIE TYLKO NA LATO
Do wyboru mamy pociągi panoramiczne. Podróżując nimi, możemy zachwycać się okolicą i robić zdjęcia nie wstając z fotela. To między innymi: Ekspres Lucerna – Interlaken, Ekspres Panoramiczny Gotarda i Ekspres Pradolpęgi.

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WYJĄTKOWY PRZEWODNIK PO NAJPIĘKNIEJSZYCH TRASACH KOLEJOWYCH SZWAJCARI! GRAND TRAIN TOUR OF SWITZERLAND

- Pobierz darmowego e-book'a i wyrusz w niezapomnianą podróż życia!
- Skorzystaj ze sprawdzonych patentów i zaplanuj podróż pociągami z biletem Swiss Travel Pass

Wyjątkowy przewodnik po najpiękniejszych trasach kolejowych Szwajcarii! GRAND TRAIN TOUR OF SWITZERLAND

- Pobierz darmowy e-book i wyrusz w niezapomnianą podróż życia!
- Skorzystaj ze sprawdzonych patentów, relacji blogerów i zaplanuj podróż pociągami z biletem Swiss Travel Pass
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Zobacz też QR i pobierz e-book

Campaigning & Activ.: Articles in NGT.



Switzerland.

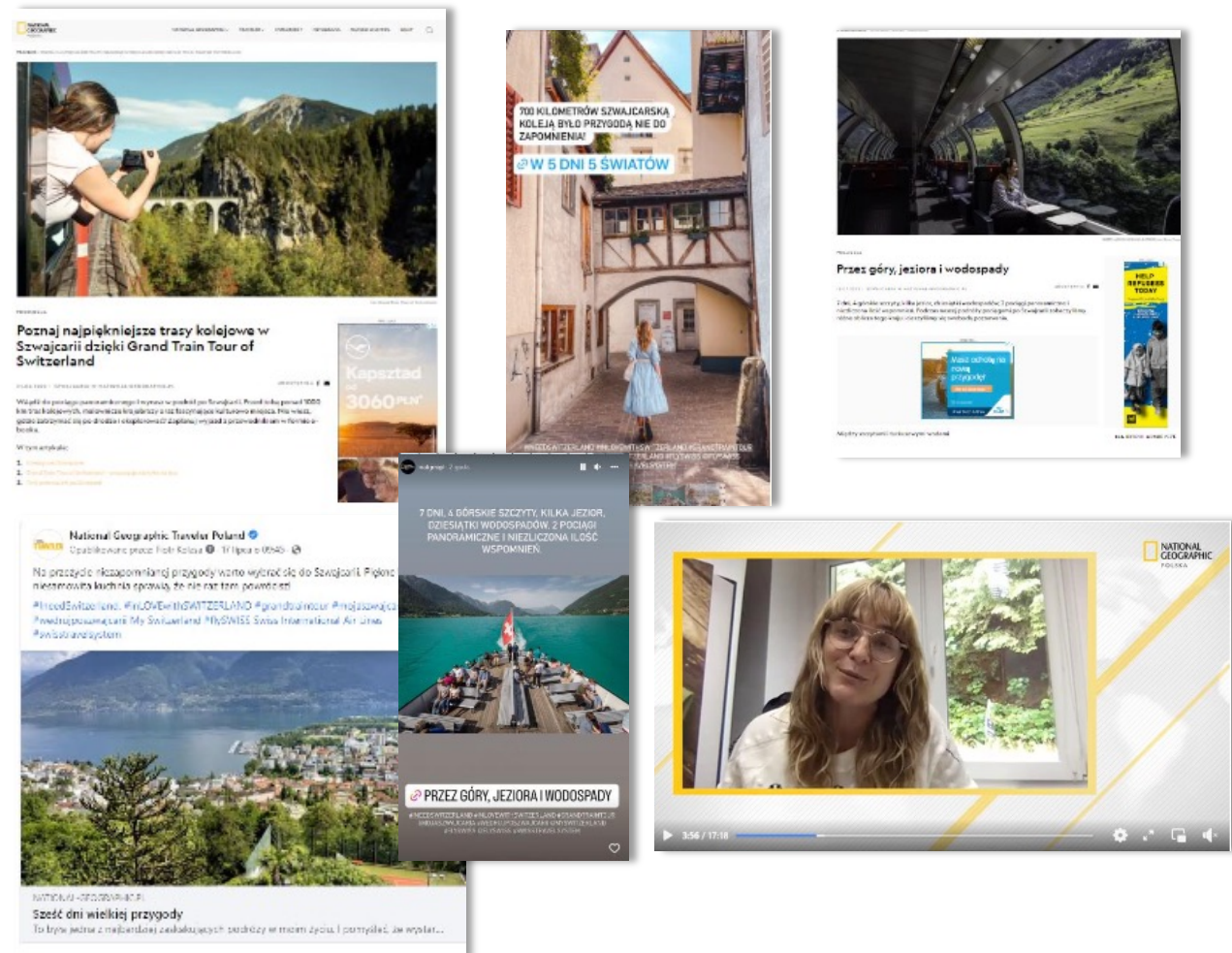
- 6 pages
- August edition of *NGT*
- On sale middle of July
- Topic: GTToS experience by influencers after their trips
- Promotion of our e-guide with QR code to download pdf
- 28'000 copies, 395'000 readers





Campaigning & Activ.: promoting e-guide GTToS. Switzerland.

- *NG* and *NGT* promotion
- Online campaign in SoMe promoting GTToS e-guide
- 4 FB posts, 5 IG stories
- 4 articles online, 12'300 UU
- Widget campaign e-commerce with 812 clicks
- Facebook posts reach 350'000 and IG stories reach 25'000
- Video chat with reach of 5'400





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

- Branding weekend with quality news site *wyborcza.pl*
- 16-17 July
- Summer, GToS
- Display campaign
- Reach over 1'600'000 views
- 4'300 clicks





Switzerland.

Campaigning & Activ.: online activities with *wyborcza.pl* and *wysokieobcasy.pl*.

- After eGToS trip in June
- Online articles, 190'000 UU
- 2 podcasts July & August with avg. 12'000 listeners
- 2x video with over 450'000 views
- 4 NL posts, 290'000 subscribers
- SoMe activities, 370'000
- Short stories in radio, 11'000'000

Szwajcarska kraina wina jak z bajki. Słynne winnice przetrwają kryzys klimatyczny?
 KLIMAT I ŚRODOWISKO ANITA DMITRUCZUK, ROBERT JURSZO
 O Lavaux Prince nagrał piosenkę, szwajcarska poczta wydała trzy znaczki z widokiem słynnych winnic, a turyści co roku ciągną do nich tłumami, by napić się wina, patrząc na Jezioro Genewskie. Ale winorośl to także jedna z...

27.07.2022 | 13:53

Alpejskie lodowce topnieją. Meteorolodzy zarejestrowali granicę zamarzania rekordowo daleko ponad szczytami
 KLIMAT I ŚRODOWISKO ANITA DMI
 Nowy rekord zarejestrowany przez sonda meteorologiczna zarejestr...

Strefa oglądania i czytania

Wideo
 WERONIKA WALENCIAK, MICHAŁ TOC
 W tych miejscach zakochali się Freddy Mercury, Rolling S...

Instagram post:
 gaweta_wyborcza • Obserwuj
 gaweta_wyborcza • Trzeciogi dnia wyprawa do Szwajcarii zobaczyć słynne winnice w regionie Lavaux i Murten. Trasa Grandtour jest doskonała przygotowana pod samochody elektryczne, co sprawia, że podróż jest jeszcze przyjemniejsza.
 #swajcaryja #grandtour #szwajcarska #szwajcarska #szwajcarska #szwajcarska #szwajcarska #szwajcarska #szwajcarska #szwajcarska
 9 lip
 angielki_2_uk samochód elektryczny jest niezgodnie warunkom pobytu w szwajcarii
 9 lip • Obserwuj
 Innowacyjny film tanusoid
 Liczba polubień: 393
 Zaloguj się, aby polubić lub skomentować.

Instagram post:
 GenevaKlim nie zmieniać zżania. Rowery elektryczne (przynajmniej) tak w wężej drodze wyposazone), to nie sport. To czysta przyjemność! Czysta, bo nie emitują spalin i nie ma zanieczyszczenia powietrza między winnicami Lavaux (SA, Szwajcaria też ma swój region winny). Anegdota: kulturalowy wino: tarasowych w Lavaux
 Liczba polubień: 141
 23 czerwca
 Zaloguj się, aby polubić lub skomentować.



Switzerland.

Campaigning & Activ.: #fromPUTtoEngelberg.

- PUT - ultra running event around Rzeszów, southern Poland
- ST brochures and materials distributed in packages for runners and also during event for visitors, 500 copies
- Special prize for 60km run winner: start in trail running *Cirque Series* in Engelberg, September
- SoMe activities promoting event and prizes: pictures, movies

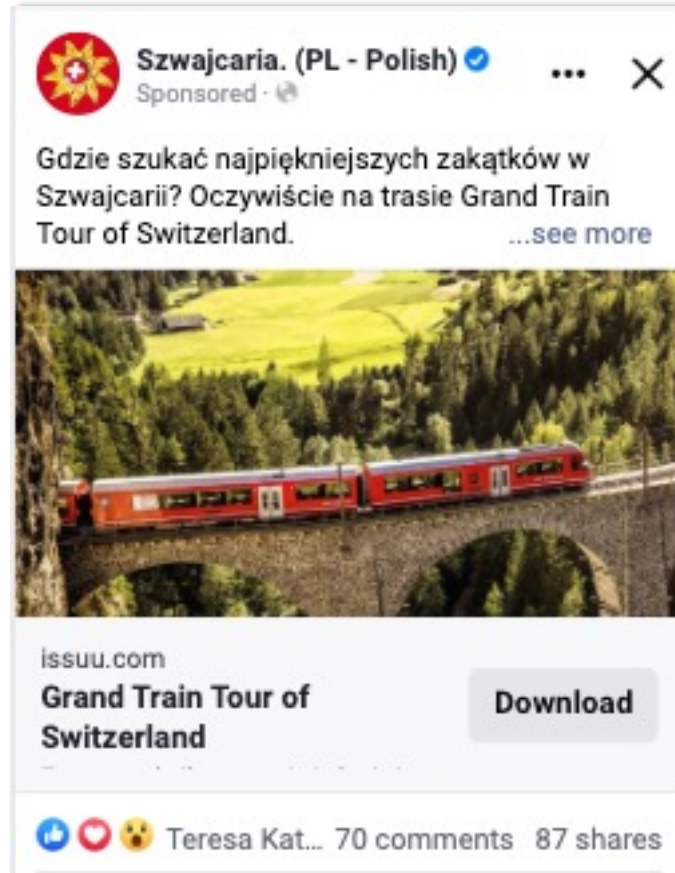




Switzerland.

Campaigning & Activ.: SoMe activities ST FB.

- Paid campaign for market partners
- Posts promoted on our Facebook page
- Content delivered by partners
- ST content – GTToS promoted
- Average monthly reach 800'000



GCC.



Switzerland.





Switzerland.

Recovery: OOH Roger Federer.

- 15MAY-31AUG
- 16 large billboards in Riyadh (10), Jeddah (1) and Dubai (5).
- Most of them allong the most prestigious roads: Sheikh Zayed Road (DXB), King Fahd Road (RUH)
- Biggest one over 100 meter wide.
- Expected contacts: 150Mio





Switzerland.

Campaigning: VIP Celebrity trip.

- Date: 12 -18 JUL 2022
- Emirati Actor/Anchor/celebrity Saoud Al Kaabi visited Switzerland to highlight Geneva, Vaud and Interlaken targeting Emirati nationals.
- Instagram: 161,051k likes and comments
- Insta - and Snapchat Stories: 7.5Mio
- Total contacts: 7.7 Mio
- Partner: Geneva, Vaud and Interlaken.





Switzerland.

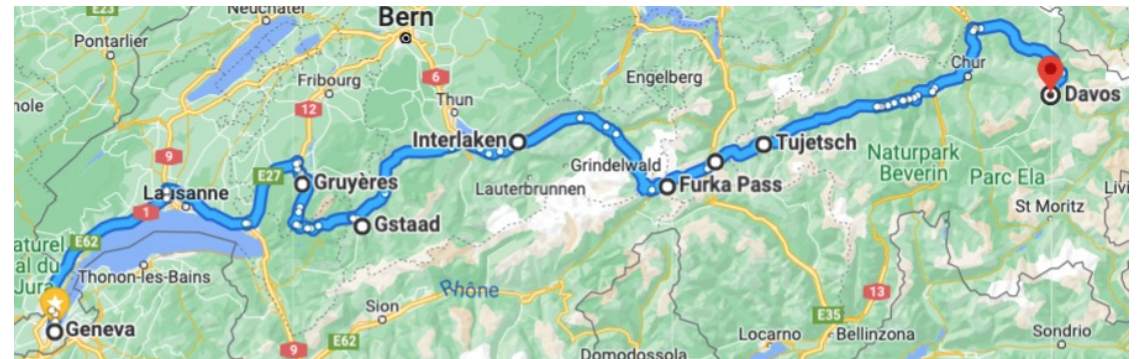
KMM: TV Team MBC1 in Gstaad, Lugano and Zurich. Main Topic: Swisstainable.

- TV Team MBC1 in Gstaad, Lugano and Zurich.
- MBC1 is probably the most prominent TV channel covering the whole Arabic world.
- Main Topic: Swisstainable.
- Date: 1-9 July 2022
- 3 episodes, being broadcasted on 22 AUG, 29th AUG and 5th SEP.
- Expected views: 15Mio



Campaigning: ArabGT Swisstainable GToS Trip by E-Cars.

- ArabGT Swisstainable GToS by luxury Electric cars.
- 10-16 June shooting.
- First two episodes have been released. 2 more will be coming.
- Posts on different social media channels.
- Partners: Geneva, Interlaken & Davos.





Switzerland.

KAM: Summer Promotion with AIRais Travel-UAE.

- From 1st June – 31 July.
- 40 radio spots at Noor .
- 15000 flyer to be distributed at AlKhaleej Newspaper.
- Social media posts on AIRais Instagram, Facebook & Twitter.
- 2 Ads at Gulf today.
- Partners: Interlaken, ZRH, LAAX, LUG
- Total contacts: 2'373'000

Explore & Experience
SWITZERLAND

08 Nights / 09 Days
SELF DRIVE GRAND TOUR

★★★★★
Starting From **AED 7,900**

- ✈️ EMIRATES AIRLINE
- 🏨 HOTEL
- 🍳 BREAKFAST
- 🚆 ZERMATT TRAIN TICKET
- 🚗 STANDARD CAR
- 🎫 SWISS COUPON PASS

➤ ZÜRICH
➤ ST. GALLEN
➤ DAVOS
➤ LUGANO

➤ ZERMATT
➤ MONTREUX
➤ GSTAAD
➤ LUCERNE

* Train Tickets for Zermatt only
* Standard carpool per rental for 09 Days from Zurich Airport
* Hotels City Taxes direct payment not included

07 Nights / 08 Days
GRAND TRAIN TOUR

★★★★★
Starting From **AED 8,150**

- ✈️ EMIRATES AIRLINE
- 🏨 HOTEL
- 🍳 BREAKFAST
- 🎫 SWISS TRAVEL PASS
- 🎫 SWISS COUPON PASS

➤ INTERLAKEN
➤ MONTREUX
➤ ZERMATT
➤ ST. MORITZ

➤ LUGANO
➤ LUCERNE
➤ ST. GALLEN

* Swiss Travel Pass
* Hotels City Taxes direct payment not included

For booking inquiries please call any Al Rais Travel Outlets

Abra : 04-223 6060	Bur Dubai : 04-352 0200	Fujairah : 09-223 1112
Dubai : 04-393 4444	Wafi Mall : 04-396 0988	Holidays : 04-355 7700
Al Jaleel : 04-881 7766	Abu Dhabi : 02-645 4050	Sharjah : 06-572 4421

For online bookings of flights or hotels visit: www.alraisstravel.com

Switzerland. **الريس للسفرات AL RAIS TRAVEL**

www.alraisholidays.com

Explore & Experience
SWITZERLAND
03 Nights / 04 Days

LAAX
Rocks Resort
Room Only

Starting From **AED 5,350**

INTERLAKEN
Linder Grand
Hotel Beau Rivage

Starting From **AED 6,900**

TICINO
Grand Hotel
Villa Castagnola

Starting From **AED 6,750**

ZURICH
Hotel Park
Hyatt Zurich

Starting From **AED 8,250**

- ✈️ EMIRATES AIRLINE
- 🍳 BREAKFAST
- 🏨 HOTEL
- 🎫 SWISS TRAVEL PASS

* All package rates are starting from per person on sharing basis
* 03 Days Swiss Travel Pass
* Hotels City Taxes direct payment not included
* Booking terms & conditions apply

For booking inquiries please call any Al Rais Travel Outlets

Abra : 04-223 6060	Bur Dubai : 04-352 0200	Fujairah : 09-223 1112
Dubai : 04-393 4444	Wafi Mall : 04-396 0988	Holidays : 04-355 7700
Al Jaleel : 04-881 7766	Abu Dhabi : 02-645 4050	Sharjah : 06-572 4421

For online bookings of flights or hotels visit: www.alraisstravel.com

Switzerland. **الريس للسفرات AL RAIS TRAVEL**

www.alraisholidays.com



Switzerland.

KAM: Family Promotion with ITL Travel-KSA.

- From 1st June – 31 July
- Paid Ads on Facebook and Instagram, linkedin & Youtube.
- Emails broadcast/Indoors displays.
- 47 Radio spots on MIXFM.
- Partners: GVA, LGR, LUV, INTLN, ZRH, TIC, CM, ZRMT, GRF, JR, DVS.
- Contacts: Radio 2.35M. Social media 399,841. Total: 2.75M





Switzerland.

KAM: Family Summer Promotion with ITL Travel-KW.

- From 1st June – 31 July.
- Paid Ads on Facebook and Instagram, linkedin & Youtube.
- Emails broadcast.
- 21 Radio spots on MarinaFM.
- Indoors displays.
- Partners: Interlaken, Zurich & Ticino.
- Contacts: Radio 1.05M, Social media 130,939.
- Total contacts: 1'180'939





Switzerland.

KAM: Summer Promotion with SITA Travel-KSA.

- From 1st June – 31 July.
- 90 radio spots on UFM.
- 3000 brochures / tickets jackets.
- Social media Ads.
- Partners: Interlaken, Zurich , GRF & Ticino.
- Contacts: Radio 4.5M, Social media 325K.
- Total: 4'825'000



KAM: Luxury Promotion with Omeir Travel-UAE.



Switzerland.

- From 1st June – 31 July
- 30 radio spots on EmaratFM.
- 2 paid digital Ads on Barq UAE.
- Social media Ads.
- 3000 flyers for inhouse distribution.
- Email to Omeir database.
- Partners: Geneva, LGR, LUV, Interlaken, Zurich & GRF.
- Contacts: Radio 1.5M, Social media 221K emailers 17K. Total 1'738'000





Switzerland.

KAM: Luxury Promotion with Regency Travel- Qatar.

- From 1st June – 31 July
- 30000 flyers distribution in AlSharq and AlRaya Newspapers.
- Digital posts on regency web/social media platforms.
- Partners: Geneva, LGR, LUV, Interlaken, Zurich & GRF.
- Contacts: Newspaper 245K, Social media 120K
- Total 365K.



سويسرا الفاخرة

سويسرا أفضل الأماكن للزيارة
٥ أيام / ٤ ليالي



لوسيرن
رق ٢٧٧٠

دافوس
رق ٢٦٥٠

جنيف
رق ٢٢١٠



غشتاد
رق ٥٢١٠

لوزان
رق ٤٢١٠

زيورخ
رق ٣٧٩٠

إنترلاكن
رق ٢٨٣٠

تشمّل: إقامة فندقية في فنادق ٤ و ٥ نجوم لمدة ٤ ليالي مع إفطار يومي وسويس ترافل باس

تمتع بجولة في سويسرا بالقطار

تشمّل:
إقامة فندقية في فنادق ٤ و ٥ نجوم مع إفطار يومي وسويس ترافل باس

١٣ يوما /
١٢ ليلة
ابتداء من
٧٧١٠ ر ق
للشخص

٣ ليالي في زيورخ
٣ ليالي في غشتاد
٣ ليالي في جنيف

ليلتين في لوزان
ليلتين في إنترلاكن

اكتشف رحلة برية إلى سويسرا

تشمّل:
إقامة فندقية في فنادق 4 و 5 نجوم مع إفطار يومي و تأجير سيارة من غير سائق

١٣ يوما /
١٢ ليلة
ابتداء من
٩٦٠٠ ر ق
للشخص

٣ ليالي في زيورخ
٣ ليالي في غشتاد
٣ ليالي في جنيف

ليلتين في إنترلاكن
ليلتين في مونترو

الأسعار المذكورة أعلاه للشخص الواحد في الغرفة المزدوجة (شخصين على الأقل). الأسعار قابلة للتغيير عند وقت الحجز. الباقات أعلاه صالحة حتى ١٥ أغسطس ٢٠٢٢. تطبق الشروط والأحكام.



Switzerland.

KAM: Luxury Promotion with AlTayer Travel-UAE.

- From 15 June– 31st July.
- 10000 flyers distribution Gulf News Newspaper.
- Digital posts on facebook/Instagram.
- 30 radiospots on AlArabia Channel.
- Partners: Ticino, Interlaken, Zurich.
- Contacts: Newspaper 25K, Social media 150K, Radio 1.5M. 15K emailers.
- Total Contacts: 1'680'000

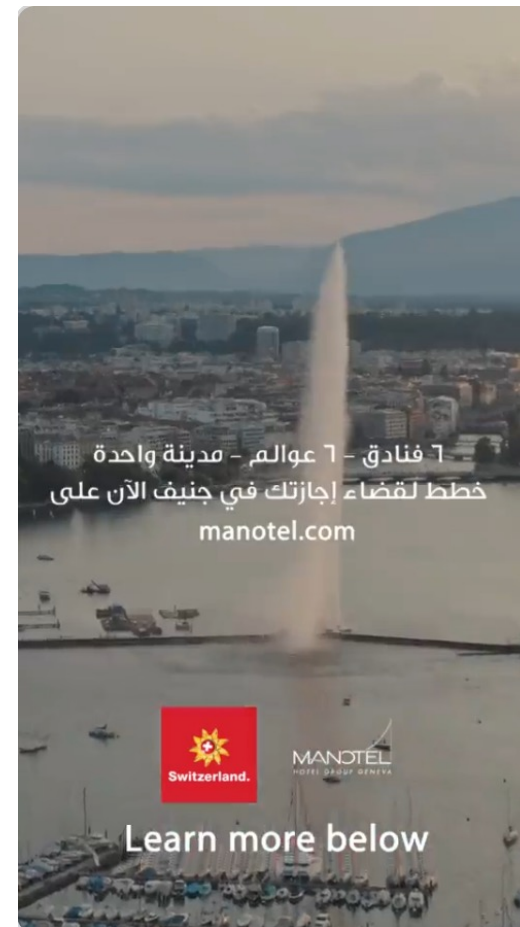
The advertisement features the Switzerland logo (a golden sunburst with a red cross) and the text "Switzerland." in the top left. In the top right is the "al tayer holidays" logo, which consists of a colorful, stylized sunburst icon and the text "al tayer holidays" in blue and orange. The main headline is "Enjoy & experience the best Summer now in Switzerland!" written in a red, cursive font. Below the headline is a photograph of a family (a man, a woman, and a child) standing on a wooden balcony overlooking a vast, snow-capped mountain range under a blue sky. At the bottom of the ad, there are two red buttons: "BOOK NOW" on the left and "AED Starting from 6,190/-*pp" on the right. The text "T&C apply." is visible in small letters on the left side of the image.



Switzerland.

Campaigning: Manotel Snapchat Campaign.

- Snapchat video campaign for snapchat targeting Saudi Arabia and UAE nationals
- Date: 4 – 31 JUL, 2022
- Impressions: 8,391,272
- Swipe ups: 130,098
- Swipe up rate: 1.5%
- Manotel Geneva






Switzerland.

Campaigning: Crans Montana Snapchat Campaign.

- Date: 1 – 31 JUL, 2022
- 12 snap videos and coverage on Social Media (layalina, sa2eh and ra2ej) generating a total of 2,574,300 views
- Total of 7 Traditional media articles on (layalina, sa2eh, ra2ej and XYZ moments)
- Crans-Montana

رقم 2 Snap مقطع

Unique Viewers: 421k
Unique Subscriber Viewers: 103k
Unique Non-Subscriber Viewers: 317k



الرئيسية | سياسة | مجلة الصيف في الجبال السويسرية | Crans Montana هي الوجهة المناسبة لك

عطلة الصيف في الجبال السويسرية: Crans Montana، هي الوجهة المناسبة لك

14 يونيو 2022



مقالات ذات صلة

- صور أسمر وحمل طبيعة بولانيا. مناسبة لقضاء عطلة رائعة
- بالصور: من أجرب الجبال في العالم جبال البنتو
- أجرب جبال المغرب

من منا لم يشاهد واحدة من تلك المنطلقات الجميلة التي توضع أجمل المعالم في سويسرا؟ Crans Montana هي بالتأكيد إحدى وجهات المنطلقات الجميلة الرائجة التي طالما كنت تحلم بها. في Crans Montana، سوف تكون قادرًا على رؤية الكثير من عتبات الطبيعة مثل المناظر الطبيعية الخلابة الجبال اللآلئ والشلالات ذات المياه الشاهقة.

يتمتع المنتجع من السهول على ارتفاع 900 متر إلى الجبل الطبيعي على ارتفاع 3000 مترًا. يقدم النزول ثلاث وجهات أصالة إنقاذية وصيفية اللذة العظيمة في الجبال وقرم الطبيعة في جبال الألب.

بيئة طبيعية رائعة

تشتهر Crans Montana ببيئة مواتها النحاس وسهول الشمس على مدار 300 يوم بأسياسة زيارة Crans Montana قبل فصل الصيف أو الصيف أو تعاقب مشاهدة الطبيعة الرائجة فقط. بل كونها على ما بين أي حد المكان الرابع سيكون مكانًا استثنائيًا لممارسة الأنشطة المتنوعة مثل التزلج وركوب الدراجات والتخييم والتساقط والقفز بالهليكوبتر والتساقط والقفز بالهليكوبتر. وكونها من الوجهات الأخرى.



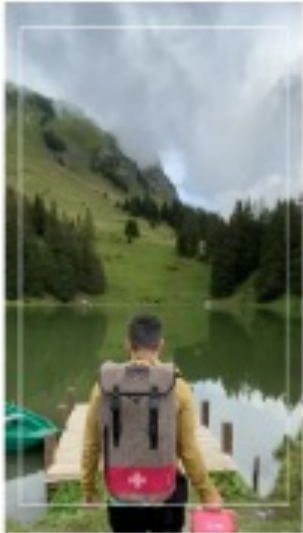
Switzerland.

Campaigning: Made in Bern Snapchat Campaign.


- Date: 1 – 31 JUL, 2022
- 12 snap videos and coverage on Social Media (layalina, sa2eh and ra2ej) generating a total of 4,898,500 views
- Total of 7 Traditional media articles on (layalina, sa2eh, ra2ej and XYZ moments)
- Made in Bern

رقم 2 Snap مقطع

Unique Viewers:	393k
Unique Subscriber Viewers:	116k
Unique Non-Subscriber Viewers:	277k



عطلات منعشة في سويسرا




مقالات ذات صلة

- هورن سويسرا
- السياحة الشتوية في سويسرا
- شتر التسلق في سويسرا

من المدن التي المشهور عالمياً بجمالها وطقسها المعتدل وشلالاتها العظيمة - ستجودون في ما يشبهه الكثير في بلدنا كورنادا الفشلطو سنة الشمامة صيفية معيشة تلجون من فالنجر كل جنتك صيفية.

الاسترخاء في بيئة هادئة

إذا كنتم تطلون من الاسترخاء في بيئة هادئة من العناب في بيئة هادئة على من فربس. حيث تلج بحدة بزيارة من العناب في كل بلدا كورنادا والتحكم بآلية له الشمس في بيئة هادئة حيث ستجدهم بكر العناب الطبيعية الخضراء والهدوء الطويلة والثر تلجون تلجون تلجون العناب والشمامات العظيمة.





Switzerland.

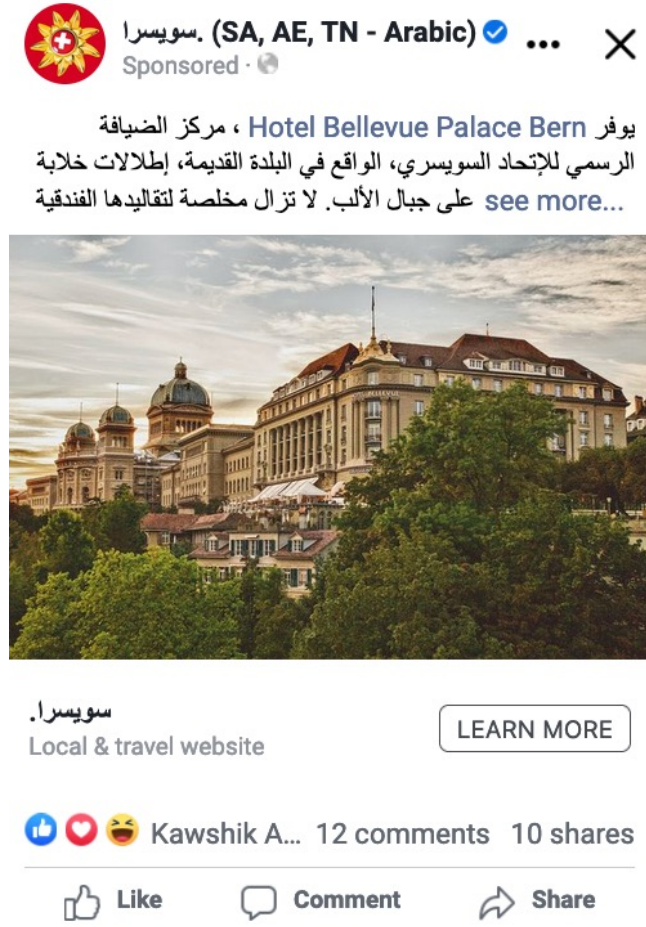
Campaigning: Health Issuu brochure. Digital distribution.




- Date: 15 – 31 JUL, 2022
- Partnership with 7awi to Generate 100,000 users for Issuu version health brochure.
- 136,775 reads




Campaigning: Luxury Hotel digital push.

- Date: 4 – 11 JUL, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 820,757
- Clicks 1,772
- Reach: 384,127
- Bellevue Palace Hotel









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

يوفّر Hotel Bellevue Palace Bern ، مركز الضيافة الرسمي للإتحاد السويسري، الواقع في البلدة القديمة، إطلاقات خلاصة على جبال الألب. لا تزال مخلصاً لتقاليد الفندقية see more...



سويسرا.
Local & travel website [LEARN MORE](#)

   Kawshik A... 12 comments 10 shares

 Like  Comment  Share



Switzerland.

Campaigning: Luxury Hotel digital push.

- Date: 23 – 27 JUN, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 579,323
- Clicks: 875
- Reach: 310,974
- Park Hyatt Zurich

 **سويسرا. (SA, AE, TN - Arabic)** ✓ ... ✕
Sponsored · 🌐

خلال الإقامة في **Park Hyatt Zürich** يجرب السائح كل ما تقدمه مدينة زيوريخ الفريدة، خارج الفندق مباشرة. التسوق في متاجر شارع بانهورشتراسه المتطورة، أو زيارة المتاحف [see more...](#)



سويسرا.
Local & travel website [LEARN MORE](#)

  المستعدين بالله and ... 11 comments 2 shares

 Like  Comment  Share



Switzerland.

Campaigning: Medical Facebook Campaign.

- Facebook campaign. Several posts.
Various targeting.
- Date: 23 – 28 JUN, 2022
- Impressions: 1,002,131
- Clicks: 4,056
- Reach: 396,160
- Clinique la Prairie

سويسرا. (SA, AE, TN - Arabic) Published by Elias Sabella · 23 June ·

يدور نهج كلينيك لابريري حول عيش حياة أطول وأكثر صحة. اكتشف إمكاناتك مع إقامة تجمع بين الخبرة الطبية وخطط العافية والتغذية والحركة الفريدة.

تمتّع بالحيوية في كلينيك لابريري [Learn More](#)

اكتشف المنتجع الصحي [Learn More](#)

107 likes 5 shares

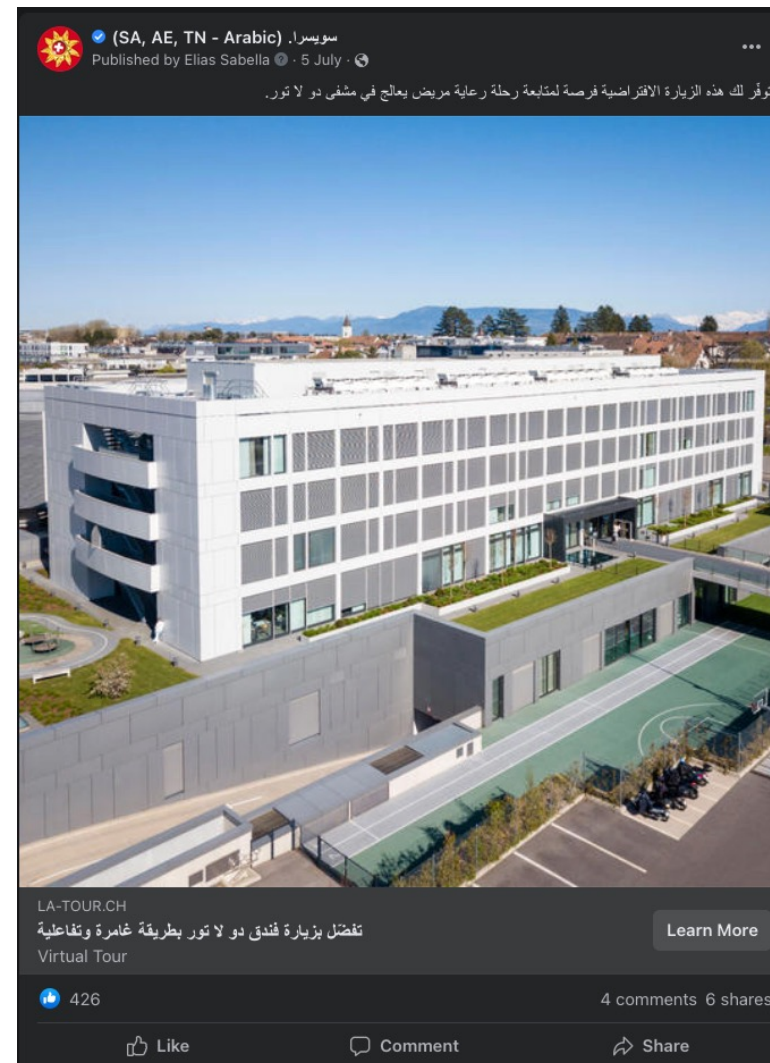
Like Comment Share



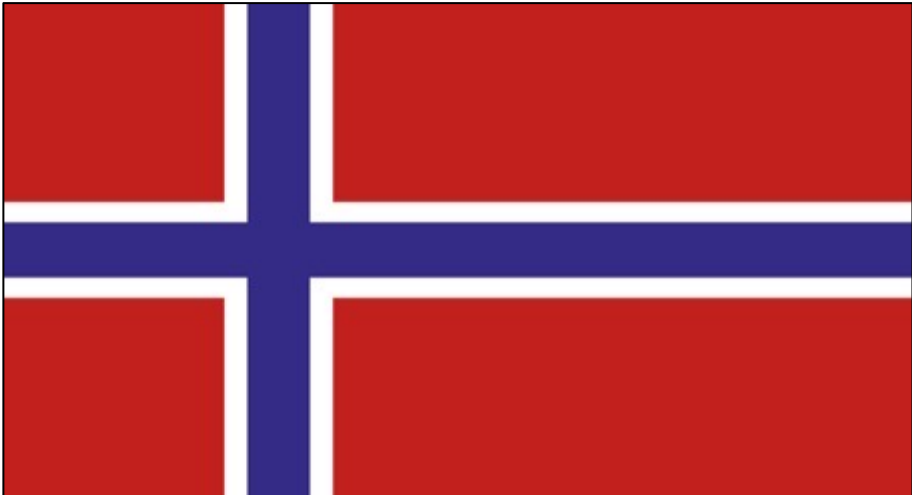
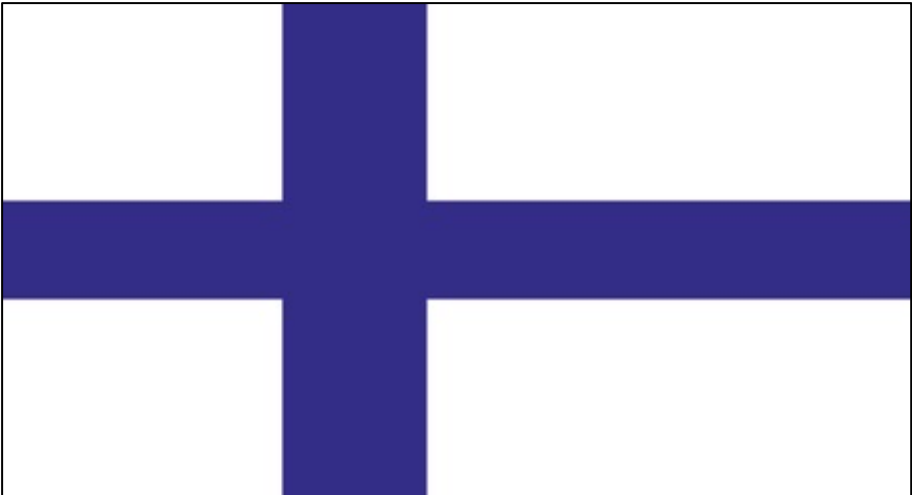
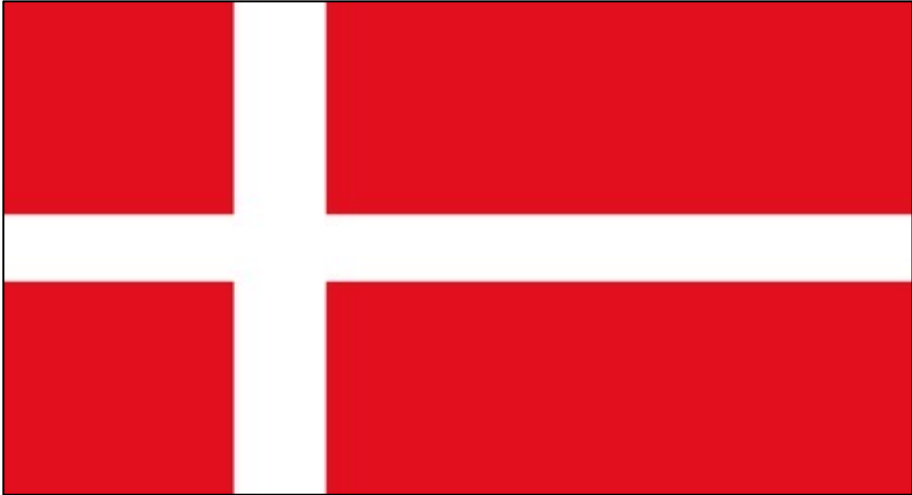
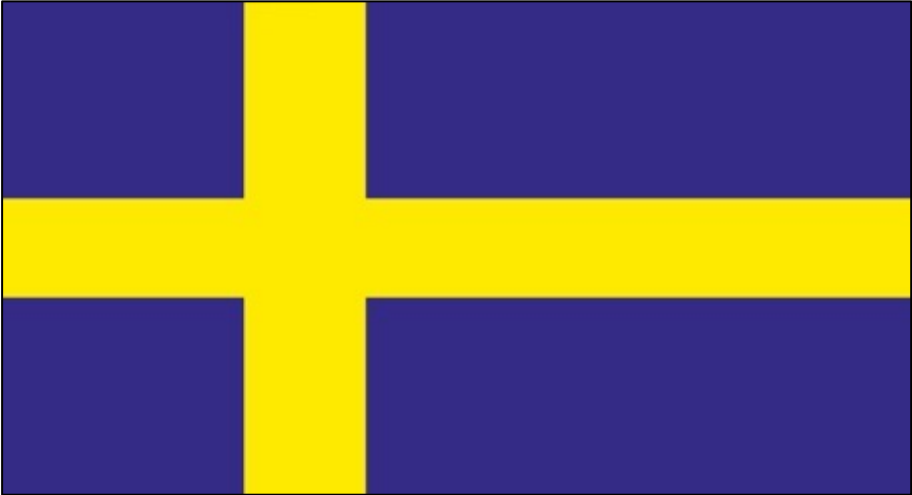
Switzerland.

Campaigning: Medical Facebook Campaign.

- Facebook campaign. Several posts.
Various targeting.
- Date: 6 – 12 JUL, 2022
- Impressions: 1,587,396
- Clicks: 8,397
- Reach: 590,476
- La Tour



Nordics.



Engadin Women's Camp – 100% Women.

100%
Women.



Switzerland.

Engadin 20-24 July

- We created an outdoor women's camp in co-operation with Engadin for Nordic influencers/athletes. The camp lasted for 4 days, the participants experienced hiking, climbing and via ferrata. The content was pushed on their Instagram channels and the core message was: **sisterhood in the mountains.**



Figures.

Feed:

- Total posts: 18
- Total likes: 49'039
- Total comments: 565
- Average reach per post: 100'000

Story:

- Total Storys: 10 day p/p
- Average reach: 7000 views/story

- Total reach: Approx 1.9 million

Participants:

- Emma Svensson
- Kajsa Larsson
- Ebba Forsgren
- Elisbeth Mathisen
- Hildur Karlsson



Switzerland.

SoMe Influencer – Agnes Maltesdotter “Undanflykter”.

Engadin 9-13 July

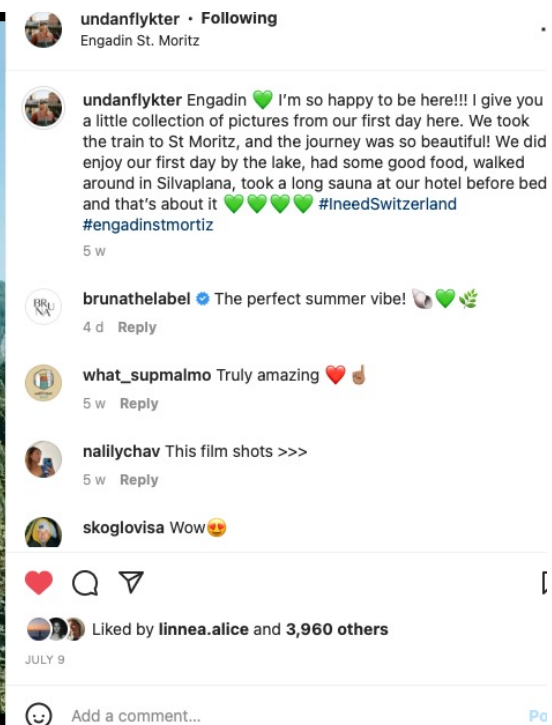
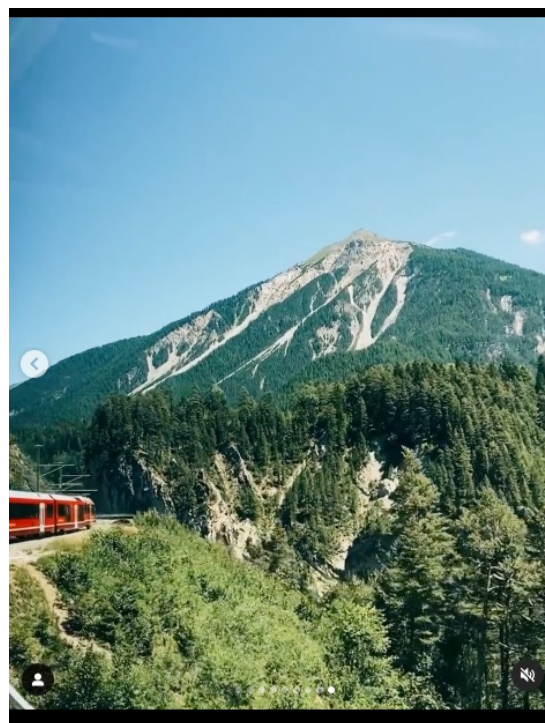
- Agnes Maltesdotter is a photographer and content creator from Sweden. She went to Engadin to participate in the “Swimrun ÖtillÖ” sport event and extended her stay to showcase activities such as biking and trail running.

Feed:

- Total posts: 2
- Reach per post: 70'000

Story:

- Total Stories: 40
- Total reach of 3 days: 25'000
- Total reach: approx. 165'000



SoMe content trip – MTB.

Davos 11-15 July

- Swedish photographer Emrik Jansson went to Davos with bikers Ida Jansson and Ida Löfqvist to create content for Specialized SoMe-channels. The content will be used for story pitching for various media in the Nordics as well.



SE - TV4: Nyhetsmorgon.

- On Sunday July 21st, journalist Kajsa Beausang presented tips for late summer trips, among others Ticino. We delivered press pictures and corresponding content.
- Reach: 600'000



China.



Switzerland.





Switzerland.

KAM: HiSeas Product Training.

- 08 July on Tencent live, 55 Teachers from Chengdu Tourism School, organized by HiSeas Group
- ST – Swisstainable, Vaud, GBF, MRAG, STS, MICE and Destination Wedding for 7 courses of product training
- PPT, videos, ST sales manuel and STS maps distributed





Switzerland.

Culture Destination Switzerland: FM97.4 Livestreaming Xiaoming.

- 23 July, 15:00 – 17:00
- Topic: Swiss Music Tour
- By Wang Xiaoming – Swiss Culture Tourism Spokesman
- Zurich, Luzern, Basel, Geneva, Vaud etc has been covered
- Video, content by ST

上海人民广播电台
RADIO SHANGHAI

fm94.7
Classic

阿基米德

经典947
音乐加座

7月23日 15:00

啾啾:
流淌在山水间的音符
瑞士音乐之旅分享

嘉宾:
王小明 | 旅瑞小提琴家

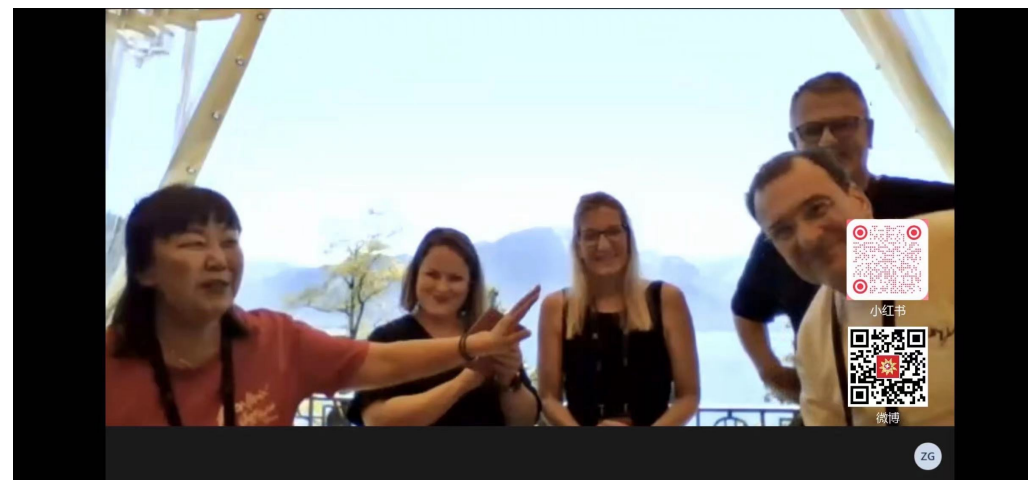
扫码关注“经典947视频号”
提前预约直播



Switzerland.

Montreux Jazz Festival ZaiArt Livestreaming.

- Live-Stream on Zai Yi with members of the Montreux Jazz Festival
- Almost 10'000 viewers on WeChat!





Switzerland.

Swisstainable: Livestreaming.

- Organize by Lishui Tourism Bureau
- 15:00 – 17:30 26July
- 7 speakers, 50+ local government, tourism industry representatives, medias, etc, workshop in Lishui
- 10,000+ online viewers on Lishui TV, CCTV mobile app etc
- ST present Swisstainable slides and video



Top media coverage Swisstainable.

- Traveling Scope Jun Edition
- Swisstainable topic
- 10 pages feature

FEATURE 特别策划






可持续发展的全球先锋

凭借纯净的自然、连绵起伏的山丘、壮丽的高山景色、清澈的湖泊与河流，再加之可靠的公共交通系统，瑞士成了无数人心中理想的旅游目的地。如今“蓝和绿”大受欢迎，有越来越多到瑞士的游客认为品质比数量更为重要，生态环保及可持续发展在旅行中日益受到重视。

到过瑞士的人一定对这里的青山绿水印象深刻。早在120多年前瑞士就制定了法律，确保国土面积的30%被森林和林地覆盖，如今这个比例还在逐渐增加。除了赏心悦目和美化环境，郁郁葱葱的森林还可以防止雪崩并有效降低二氧化碳水平。此外，瑞士还建立了许多风景优美的国家公园，有助于保护自然栖息地和动植物。已开放和规划中的18个国家公园占地6109平方公里，占瑞士国土总面积的14.8%。

生态平衡在瑞士受到了高度重视，众多研究表明，瑞士在可持续发展方面位居全球前列。Switzerland Mobility在瑞士大力推广远足、自行车、高山自行车、溜冰和划木舟等休闲运动，并将这些运动与旅游结合在一起。在整个瑞士的铁路网络长达2.7万公里，并与公共交通系统完美对接，确保在游客的行程里无缝整合。

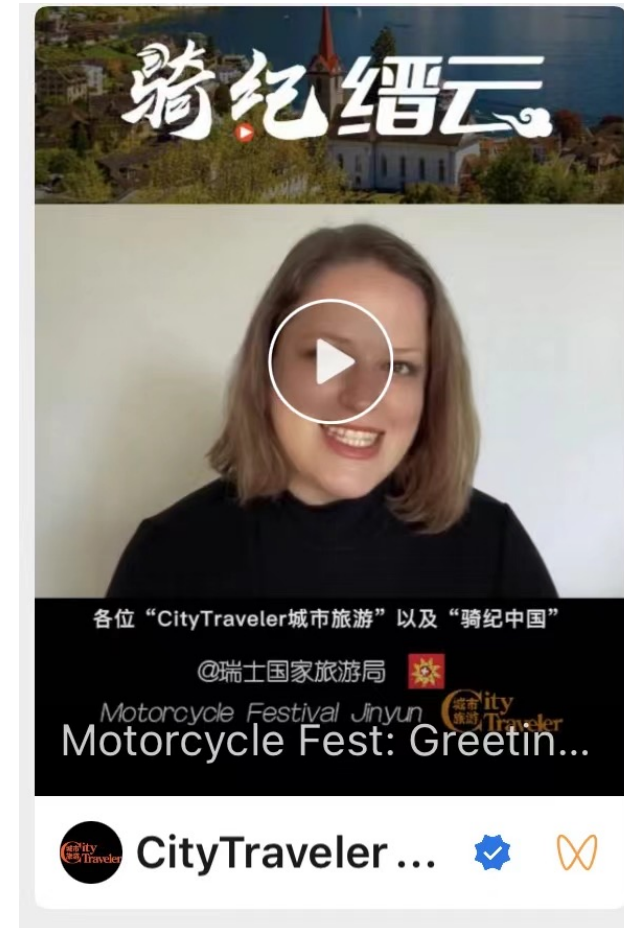
瑞士也是十分重视资源回收的国度，瑞士公民是资源回收的坚定支持者。据统计，当地94%的旧玻璃和81%的PET（俗称涤纶树脂）容器都被送至特定的回收点，而不是被扔进垃圾箱。对瑞士人而言，环保不仅仅是垃圾分类回收这一个主题，而是涉及日常各个方面的生活方式。

KMM: Motorcycle Fest.

- July 19-20, Motorcycle Fest organized by City Travller in Jiyun
- Daniela delivery a greeting speech and introuduce GtoS
- City Traveler publish on its wechat channels



Switzerland.



Trade webinar – Webinar July.

- 19 July, monthly webinar course
- Geneva / VAUD
- Reservation: 22, Live participants: 95



瑞士 

瑞士日内瓦/沃州日内瓦湖区培训课程

直播时间：2022年7月19日 16:00

课程摘要：
日内瓦最新旅游信息
沃州-日内瓦湖区最新资讯

嘉宾信息：

 赵蕾女士 日内瓦旅游局 中国市场负责人	 王天舒先生 沃州-日内瓦湖区 中国区代表
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抽奖礼品：定制浴巾、天鹅
(礼品由日内瓦旅游局提供)



扫码参与课程

KAM: Digital Sales Calls.

- 20 July
- Swiss Partners:
 1. RhB
 2. Schilthorn (no show)

- Markets involved: HK, TW
- Total: 4 calls





Switzerland.

Swisstainable: Livestreaming.

- Organize by Lishui Tourism Bureau
- 15:00 – 17:30 26July
- 7 speakers, 50+ local government, tourism industry representatives, medias, etc, workshop in Lishui
- 10,000+ online viewers on Lishui TV, CCTV mobile app etc
- ST present Swisstainable slides and video





Switzerland.

ST Travel TV 2022 Episode 2: STS/GRF.

- Fliggy travel TV On 8th July 2022
- Guest Speaker STS + GRF
- No. of Audiences: 6217
- STC shop page visitors from live streaming: 11742
- STC shop page view from live streaming:30871



ST Travel TV 2022 Episode 3: LLR/Titlis.



- Fliggy travel TV On 22nd July 2022
- Guest Speaker: LLR/Titlis
- No. of Audiences: 6325
- STC shop page visitors from live streaming: 12003
- STC shop page view from live streaming: 33702

stc 琉森 LUCERNE 铁力士

瑞士中部名城琉森
瑞士铁力士山之旅
你需要假期，你需要瑞士

王天舒 瑞士国家旅游中心中国区商务拓展经理

7月22日 (周五) 20:00

深度体验铁力士山340度的壮丽景观，从博夫山堡的缆车开始皮拉图斯山金色环游，领略山峦叠嶂奇山，
或不能错过的百年老庄瑞士奶酪博物馆！
观看指南：保存海报，打开淘宝扫一扫，进入直播间

CITM speech Daniela.

- On China International Travel Mart
- Smart City Tourism speech
- Daniela Chiani on behalf of ST



Lifestyle magazine advertisement.



- Advertisement of ST
- Life Style Magazine
- 650,000 circulation

Media trip: Trail Runner.



Switzerland.



- Chinese trail runner YUN Yanqiao
- Eiger Ultra Trail on 16th July in Jungfrau Region
- Post visit to Jungfraujoch and Jungfrau region
- Segmentation media reportings among outdoor enthusiasts

Media trip: Hiking.



- influencer trip in Laax and Valais
- June 28th - July 5th 2022
- Hiking theme



Switzerland.

Media trip: Douyin Livestreaming.



- Douyin and wechat video channel livestreaming influencer trip
- July 1st to July 15th
- Jungfrau region, LAAX, Chur, St.Moritz, Lucerne, Titlis, Rigi, Pilatus, Ticino

Media trip: Swiss Youth Hostel.

- Media trip Swiss Youth Hostel
- Art and Design manazine/China outdoor magazine,
- in Burgdorf, Mariastein, Sils, Saas fee, Zermatt, St.Moritz





Switzerland.

HKG: LX Study Trip.

- Date: 05-14 July (5-9 July @ CH)
- Support: ST supported the land arrangement of CH part
- Participant: 6 KAM + 2 LX/LHG
- Program: LAAX & Graubunden, then onward to Austria
- Remarks: all enjoyed the most is CH part as they impressed by the nature beauty of Switzerland, specially cycling experience at LAAX





Switzerland.

HKG: Book Fair 2022 – public promotion.

- Date: 20-26 July 2022
- Organizer: CG, fully supported by ST
- Theme: Museums in Switzerland
- ST Support: scenic images, travel booklets (STS map, AMoS, PG...etc) & duty on spot
- Visitor: since more & more restrictions to those Booksellers with sensitive topics in which less visitors this year. However, visitors to our booth remain the same, popular & busy, 90% inquiry is Travel.





Switzerland.

HKG: Public Seminar @ Book Fair.

- Date: 23 July 2022 @ Book Fair HK
- Organizer: CG and ST support
- Speaker: ST HKG & STS/RE
- Theme: 火車遊瑞士-用最地道的方式探索瑞士 with 1hr PPT presentation
- Giveaways: STS map, AMoS magazine, CG cap, CH pin & Swiss-made pencil
- Remarks: over 80 public visitors with 96% fully attention and lots of questions



SCIB: Webinar training Zurich.



- Date: 15 July 2022
- MICE information updates
- Partner: Zurich
- Duration: 1 hour
- 61 participants



扫码参与课程



Switzerland.

Culture Destination Switzerland: FM97.4 Livestreaming Swiss Summer Music Tour.

- 02 August 20:00-22:00 by Grace Gao
- Topic: Swiss summer music festivals, STS, LLR, Zurich, AMOS, Vaud, etc
- 2505 watch, 8480 likes, average stay 6m31seconds, share 236

上海人民广播电台 | 经典94.7 | 阿基米德
RADIO SHANGHAI | f94.7 | 阿基米德

经典947
音乐加座

8月2日 20:00

啾啾:
瑞士夏季音乐节之旅

嘉宾:
高鹏滢 | 瑞士旅游达人

扫码关注“经典947视频号”
提前预约直播

2022 Shanghai International Health Forum.



Switzerland.

- Short introductory speech at the Shanghai International Health Forum on the Health Destination Switzerland.
- Invitation on behalf of the Shanghai Medical Service Committee Special Assembly



Changshah Starlight City Travelers Forum.

- Short speech on the importance of content marketing for travel.
- Invitation on behalf of Trip.com

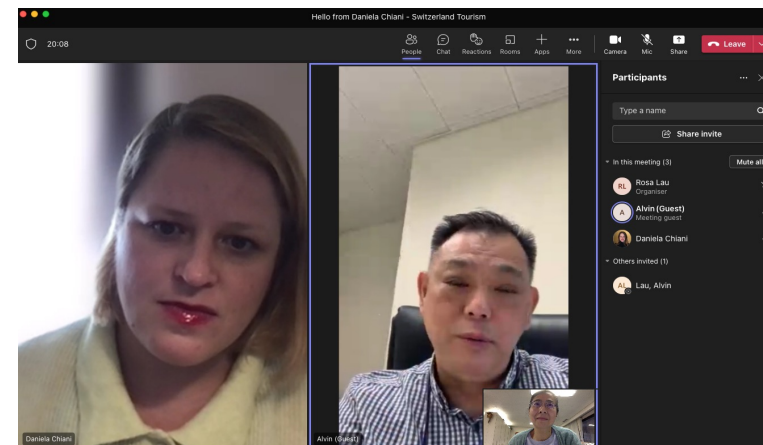
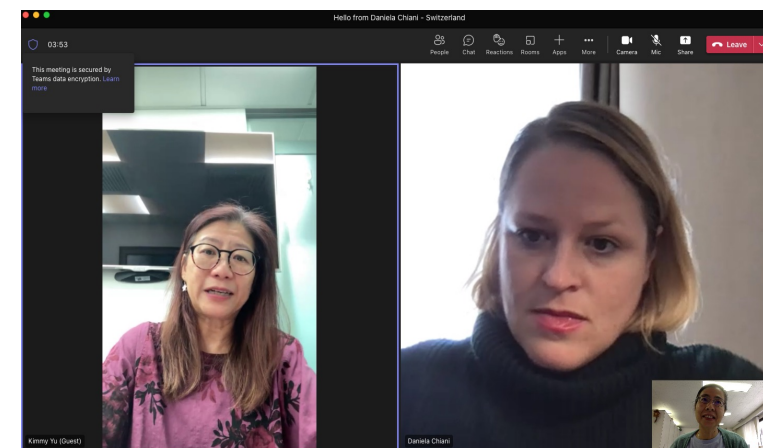




Switzerland.

HKG: Courtesy e-meetings with KAM HK.

- Date: 05 & 12 Aug
- E-meeting: 30mins individual meeting & greeting from DC to 5 KAM
- Aim: networking → introduction & exchange
- KAM:
 - Europerail (FIT/Biking/Incentive)
 - TCI (Groups/mono CH)
 - Premium Holidays (mono Train/Hiking Group)
 - KKday (e-commerce FIT)
 - TCA (Land Operator)



SCIB: Webinar training Geneva.



- Date: 25 August 2022
- MICE information updates
- Partner: Geneva, President Wilson Hotel
- Duration: 1 hour
- participants





SCIB: Sales Call Tour with SCIB Partners Beijing. Switzerland.

- Door-to-door sales call tour with partners(online & offline participation)
- Location: Beijing
- Date: 15 & 19 August
- Partners: Zurich, Vaud Promotion
- Updates and exchange with MICE agencies.





Switzerland.

SCIB: Promotion on Chinese Valentine's Day.

- A new try at the Beijing Shijingshan Marriage Registration Office on Chinese Valentine's Day (Aug 4) and "double 8" (Aug 8).
- With Swiss backboard and decoration in the garden of the office with selfie photo.
- Distribution: incl. the flyer of DW welcome package for Chinese couple in the goodie bags until 2023.
- 55 couples for 2 days' promotion.



Korea.



Switzerland.





Switzerland.

KAM: Swiss Travel Academy 2022.

- 2nd seminar for 16th STA
- Date: July 6th, 2022
- Venue: Swiss Embassy in Seoul
- Participants: 16 pax incl. HanaTour, ModeTour, Hyecho, NaeilTour, etc.
- Introductions of themed travel
 - Panoramic train tour
 - Hiking suggestions
 - Wellness – SPA, gourmet





Switzerland.

Social Media Influencers' Trip to Switzerland.

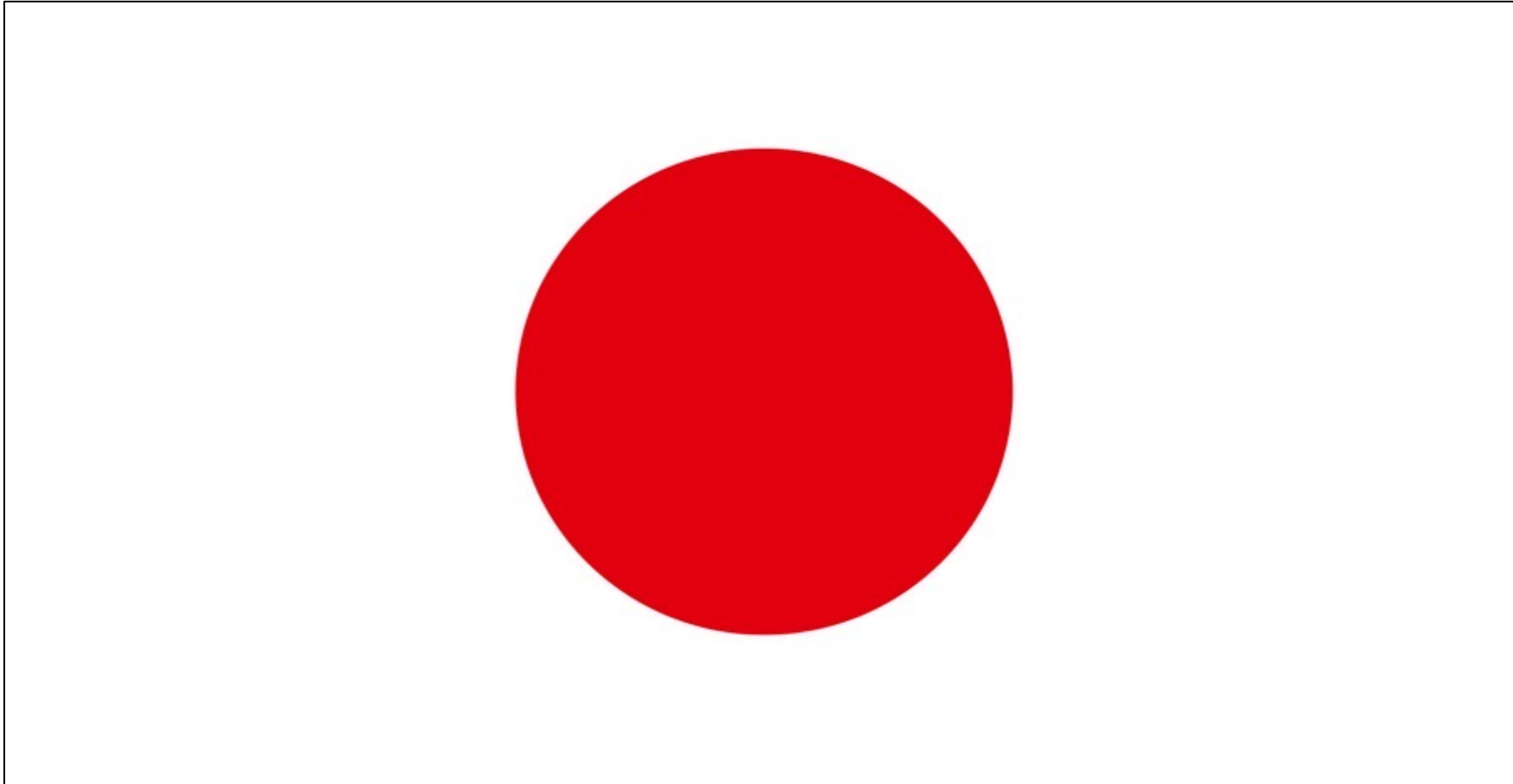
- Social media influencers' trip to Switzerland and feature the outdoor enthusiasts/nature lover/cities in form of the IG Reels, Stories and posts including the activities such as swimming in the lake and mountain hiking.
- Trip Period:
 - July 14th – Aug 1st , 2022
- Destinations:
 - Zurich, LLR (Pilatus, Rigi), Jungfrau region, Interlaken, Schilthorn, Kandersteg, St. Moritz, St. Gallen, Appenzell, Zermatt
- 4 pax, 607,000 followers
- KPI: 30,495,171 contacts



Japan.



Switzerland.





Switzerland.

KAM – Top Client event Fellow Travel.

- Event for the most loyal clients of Fellow Travel to promote the re-start of tourism and generate sales.
- Date: 29 July 2022
- Guests: 50 VIP clients
- Focus on active holidays (hiking, biking and skiing) held at the residence of the Embassy.
- SWISS and BMC include in the event.





Switzerland.

Campaigning – Hakone Courtesy Visit.

- Courtesy visit to Hakone (popular tourism region) together with the Swiss Ambassador to strengthen the collaboration.
- 22 July 2022
- Meetings with the tourism responsables and the directors of RhB's sister railway.
- Inspection of ST's presence at the various stations of the railway.





Switzerland.

Campaigning – Mangaka Trip.

- Part of Mangaka recovery project.
- Mangaka Keisuke Sawaguchi travelled to Switzerland to get inspiration for the 'how to travel Switzerland' Manga.
- Dates: 4-8 July 2022
- Mangaka travelled to Basel, Bern and Schilthorn.
- Media coverage in Switzerland by SRF and Le Matin Dimance.
- Campaign launch in November.



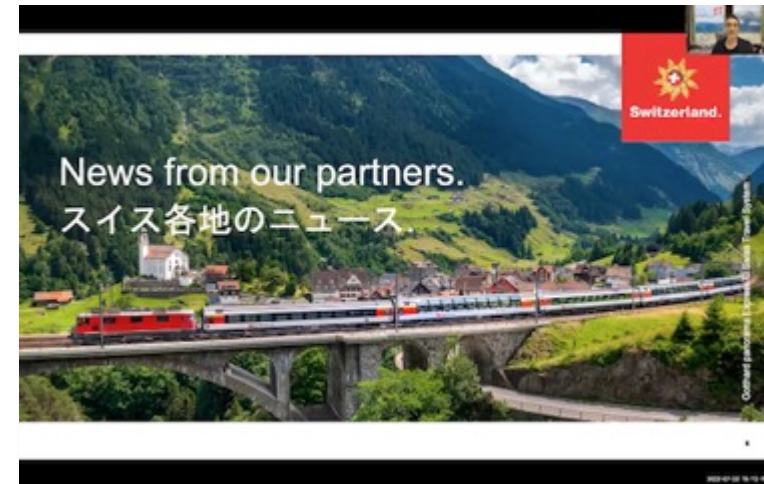
定額制システム



Switzerland.

KAM – JATA Webinar.

- Japanese Association of Travel Agents (JATA) organised series of webinars for travel agents and ST held a Swiss webinar for 30 min.
- Date: 22 July 2022
- Participants: 336 pax
- Presented about the latest travel requirements, Swisstainable, Magic of Beautiful Places, RF & GToS, ST Japan's new IG and Twitter and news from partners.





Switzerland.

KAM / C&A – WAS consumer seminar.

- World Air Sea (WAS) travel agency held a consumer event for selling their tour products.
- ST participated in the event to have a booth to provide information and distributed our brochures directly to consumers.
- Date: 5 July, 2022
- Venue: Hibiya Library in Tokyo.
- Visitors: 30 pax.





Switzerland.

Campaigning – Hokkaido courtesy visit.

- Courtesy calls with Ambassador of Switzerland to Japan.
- Date: 6-7 July, 2022.
- Visited Kuchan town mayor (sister city of St. Moritz), Sapporo city mayor and Hokkaido governor.
- Agenda: Sister city relationship between Kutchan and St. Moritz, common topics of sustainable tourism, Winter Olympic, future exchange etc.





Switzerland.

C&A – JATA ‘Restart Overseas Campaign’.

JATA’s ‘Restart Overseas Travel’ campaign on 15 July with 3 elements.

- 1. Yomiuri Newspaper 1 full page AD: 7 mio. copies.
- 2. Sampling event at 8 stations in major cities and distributed 30,000 flyers as well as our image on digital signage which was posted at Tokyo station. 58,000 contacts.
- 3. Twitter campaign with 5,953 applicants between 15-29 July. ST sponsored prizes. Official campaign website with introduction video of sponsor - PV: 30,068.

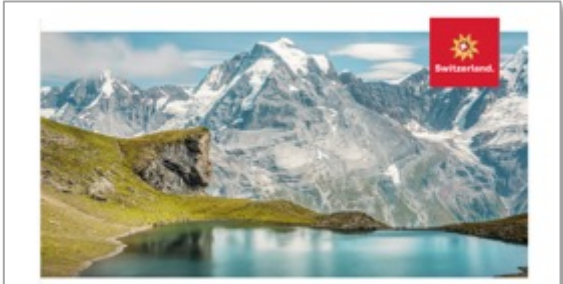




Switzerland.

KMM – Media eNewsletter.

- The 2nd media eNewsletter in 2022.
- Sent out on July 19, 2022.
- Delivered to 665 addresses.
- Integration of news and stories of our partners, ST's global projects, news from ST Japan etc.
- Opening rate: 40%
- Qualified reactions: 40



メディア業界のみなさま

スイス各地は夏真っ盛り。湖や山ではアクティブに過ごす人や賑わっています。皆様におかれましては、いかがお過ごしですか。

スイスは新型コロナウイルス感染症対策の制限が3月末に全て撤廃され、パンデミック前の日常に戻っています。また、7月1日には、日本の外務省による感染危険情報レベルにおいても、スイス社による海外

今回、スイスエクトをこの秋から秋スイス政府メディアマ



プラットフォーム10

ローザンヌ国鉄駅隣の再開発地に新しいアート地区「プラットフォーム10」が誕生しました。今まで別々の場所にあった3つのミュージアムを集約し、さらに魅力的な文化体験が可能になりました。まずは2019年にパロツィ・ヴェイガの建築ユニットによるローザンヌ州立美術館 (MCBA) がオープン。そして今年6月、アイレス・マテウスのデザインによるエリゼ写真博物館と、現代デザイン応用芸術美術館 (mudac) が完成。これをもって全部オープン運びとなりました。フェリックス・ヴァロットン財団やトムス・ポリー財団を迎え、充実したコレクションはもちろん、様々な企画展も楽しめます。ローザンヌ駅の鉄道プラットフォームは9階層まで「プラットフォーム10」と名付けられた10層目の文化のプラットフォームは、元機関車用倉庫の敷地には旧線路の名残や、州立美術館から実際の鉄道駅の鉄道が見えるなど、鉄道駅との関係も感じられる場所です。

プラットフォーム10



アレッチ地方のアドベンチャートレイル

アルプス最大の氷河を歩くアレッチ地方は、この夏、ハイキングやトレイルランニングファンにぴったりのプログラム「Stoneman Glaciara Hike」を開催します。標高3,150m、65kmのルートは1日のトレイルランとして、または1日〜3日間のハイキングとして挑戦するプログラムです。参加費、基本情報、ルート案内、記録証などからなる基本パッケージ、または役立つグッズやアクセサリーを加えたセットの異なるスターター・バックを選んで参加することができます。完走者には記録証の他に、ケルンをモチーフにしたトロフィーが用意され、1日で完走した者にはゴールドストーン、2日はシルバー、3日はブロンズと、レベルによって独自のケルン型のトロフィーを手にすることができます。自分の好きな日に自分のペースで挑戦できるStoneman Glaciara Hikeは、季節も内容もダイナミックで、アルプスの醍醐味満載の素晴らしい体験となることでしょう。

Stoneman Glaciara Hike



木彫り体験のトラウファール

素朴な木彫りの中は有名なスイスのお土産のひとつです。この木彫り制作をしているブリエンツ近郊のトラウファール社が、2022年6月、体験型施設「トラウファール・ワールド・オブ・エクスペリエンス」と「プレッターホテル」をオープンしました。制作工程や歴史を知ることができるミュージアムの見学や、木彫り体験ができるワークショップの参加ができるほか、ビストロやショップも備えています。敷地内のプレッターホテルは、客室31室、合計103ベッド、シンパルで温かみのあるデザインで、静かな環境と在を歴史の歴史がルグ野を体験す



SWISS プレミアム・エコノミー・クラス

スイスと日本を唯一直行便で結ぶスイスインターナショナル エアラインズ。2022年5月末より日本路線機材B777-330ERにおいて、プレミアム・エコノミー・クラスを導入しました。これは成田〜チューリッヒ路線におけるエコノミー、ビジネス、ファーストクラスに加えた、新しいカテゴリーで、フライトシールド確保による機内での快適性が向上したほか、幅広い種類の機内食の選択数、エコノミークラスの2倍の手荷物許容量や、エコノミークラスよりも高級な機内環境と

交通ニュース



スイス鉄道175周年

1847年、チューリッヒ〜バーデン間にスイスで初の鉄道が開業してから、今年で175年を迎えます。19世紀にスイス山岳観光が盛んになると共に、鉄道や登山鉄道が各地に施設されて発展し、1902年にはスイス国鉄が設立されました。アルプスを貫くトンネルの建設や山岳を切り開いた鉄道技術は世界に誇るマスターピースとして知られ、世界でも珍しい鉄道遺産を有する国となりました。1969年には公共交通機関が乗り放題になるバス「スイスバス (現スイストラベルバス)」が登場。数々のパノラマ列車下の乗客も手軽になり、鉄道旅行は単なる移動手段から旅のハイライトになりました。現在、毎日130万人を運ぶ鉄道は、電力需要の90%を水力発電でまかなう持続可能な乗り物としても近年注目されています。175年の節目の年、スイス各地、鉄道会社ごとに様々な特別イベントが開催されます。

スイス鉄道175周年



レーティッシュ鉄道 世界記録に挑戦

スイス鉄道175周年行事の一環として、10月29日、私鉄最大のレーティッシュ鉄道は世界記録に挑戦します。レーティッシュ鉄道の最新車両で4両編成のカプリコンを25台連結し、合計100両編成、全長1,910mの鉄道を運行し、世界最長の旅客鉄道としてギネスに挑戦しようというものです。運行ルートは、山深くトンネルや橋が続く世界遺産アルプス線のプラーダ〜エルグエン間で、有名な高架橋ランドヴァッファールも通過します。安全上の観点からこの電車への乗車はできませんが、ビューポイントからの見学やベルギューン村でのイベントが予定されています。イベントチケットは8月2日より公式サイトにて販売予定です。

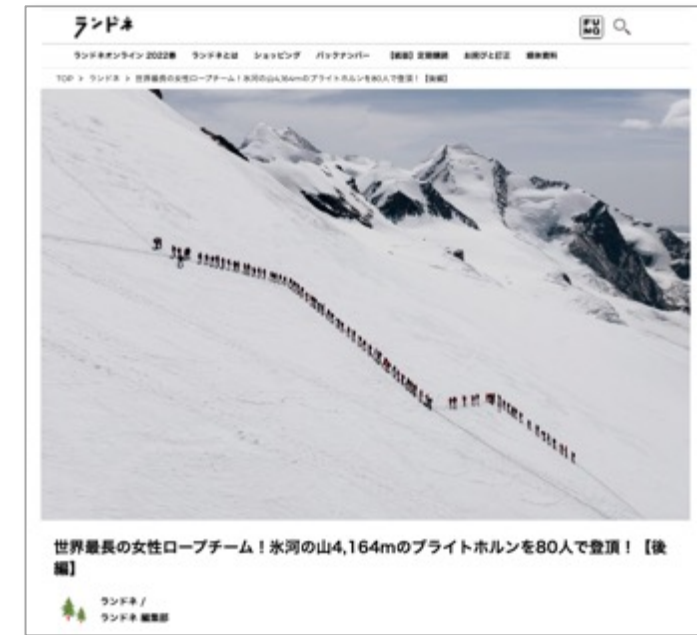
RnB世界記録に挑戦



Switzerland.

KMM – Online ‘Randonnée’.

- ‘Randonnée’ is the online outdoor magazine.
- Contacts: 200,000
- Pages: 9 pages x 2 times
- Published: 10 July 2022
- Report about the 100% Women World Record attempt media trip – Glacier training in Saas-Fee and climbing the peak of Briethorn in Zermatt.

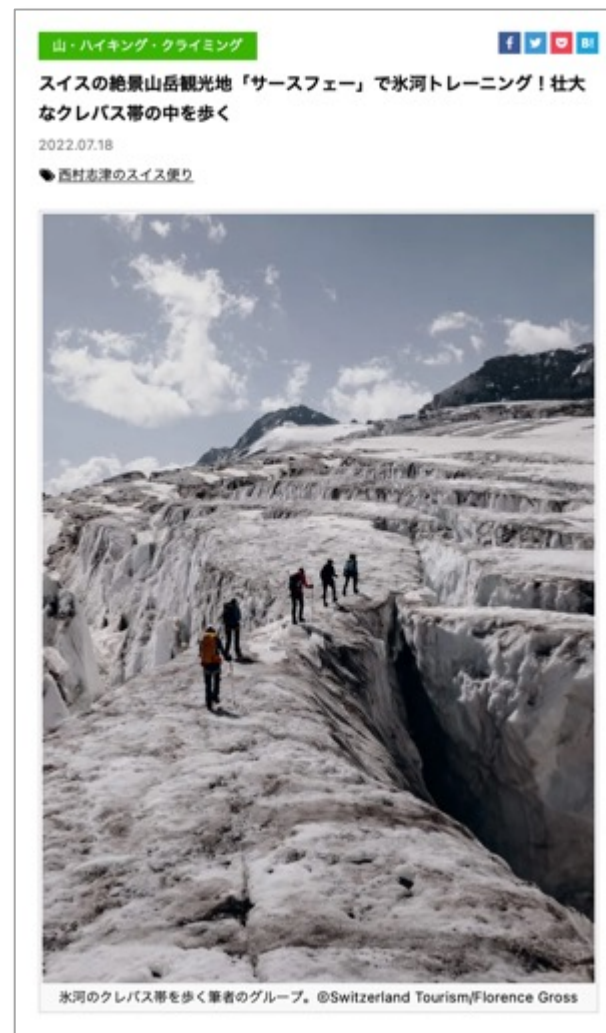




Switzerland.

KMM – Online ‘BE-PAL’.

- ‘BE-PAL’ is an online outdoor media.
- Contacts: 435,000
- Pages: 18 pages
- Published: 18 July 2022
- Report about the 100% Women World Record attempt media trip – Glacier training and stay in Saas-Fee.





Switzerland.

KMM – Magazine ‘Bi-Premium’.

- ‘Bi-Premium’ is a quarterly lifestyle magazine.
- Circulation: 80,000
- Pages: 2 pages
- Published: 11 July 2022
- Introducing the variety of activities on Grindelwald First as the result of ST/JB joint virtual media trip in May.

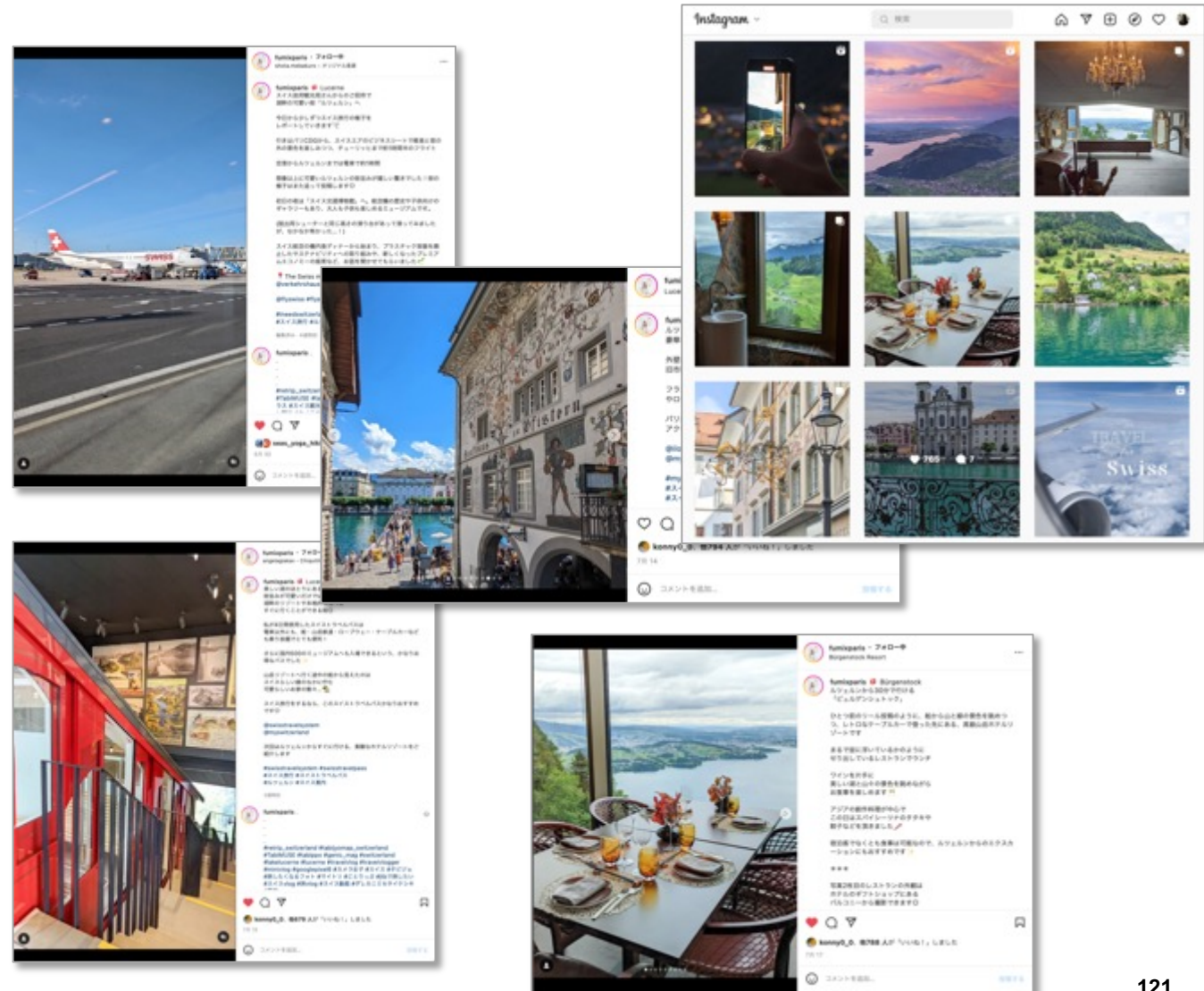




Switzerland.

Digital / KMM: Contents Creator @fumixparis.

- Instagram posts by @fumixparis who has 18,000 followers.
- Results are from the trip of Contents Creator Summit 2022.
- 9 Instagram posts between 30 June and 24 July, 2022.
- Total 6,132 likes, 75 comments.
- Photo and reels of SWISS, Lucerne city, Transport Museum, Stanserhorn, Bürgenstock Resorts as well as Instagram stories highlights.

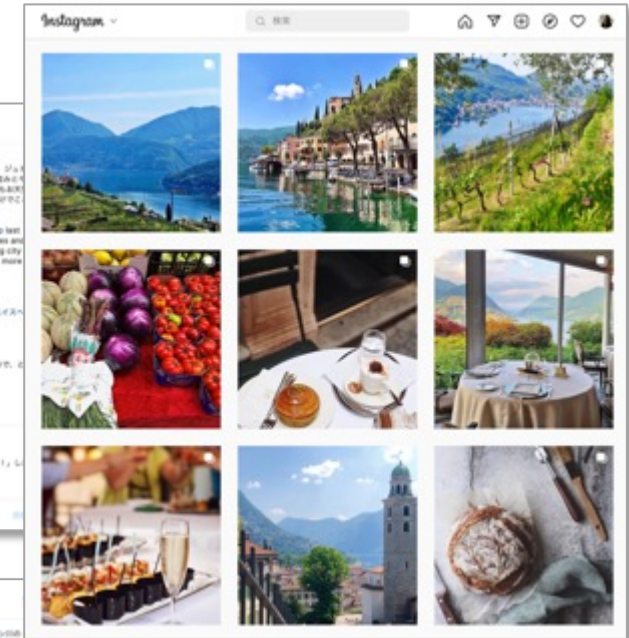




Switzerland.

Digital / KMM: Influencer @shewhoeats.

- Instagram posts by @shewhoeats who has 82,000 followers.
- Results are from the trip of Int'l Media trip Swiss Cities for Foodies 2022.
- 21 Instagram posts between 31 May and 4 August 2022
- Total 6,865 likes, 98 comments.
- Photo of SWISS, Geneva, Basel, Lugano as well as Instagram story highlights.

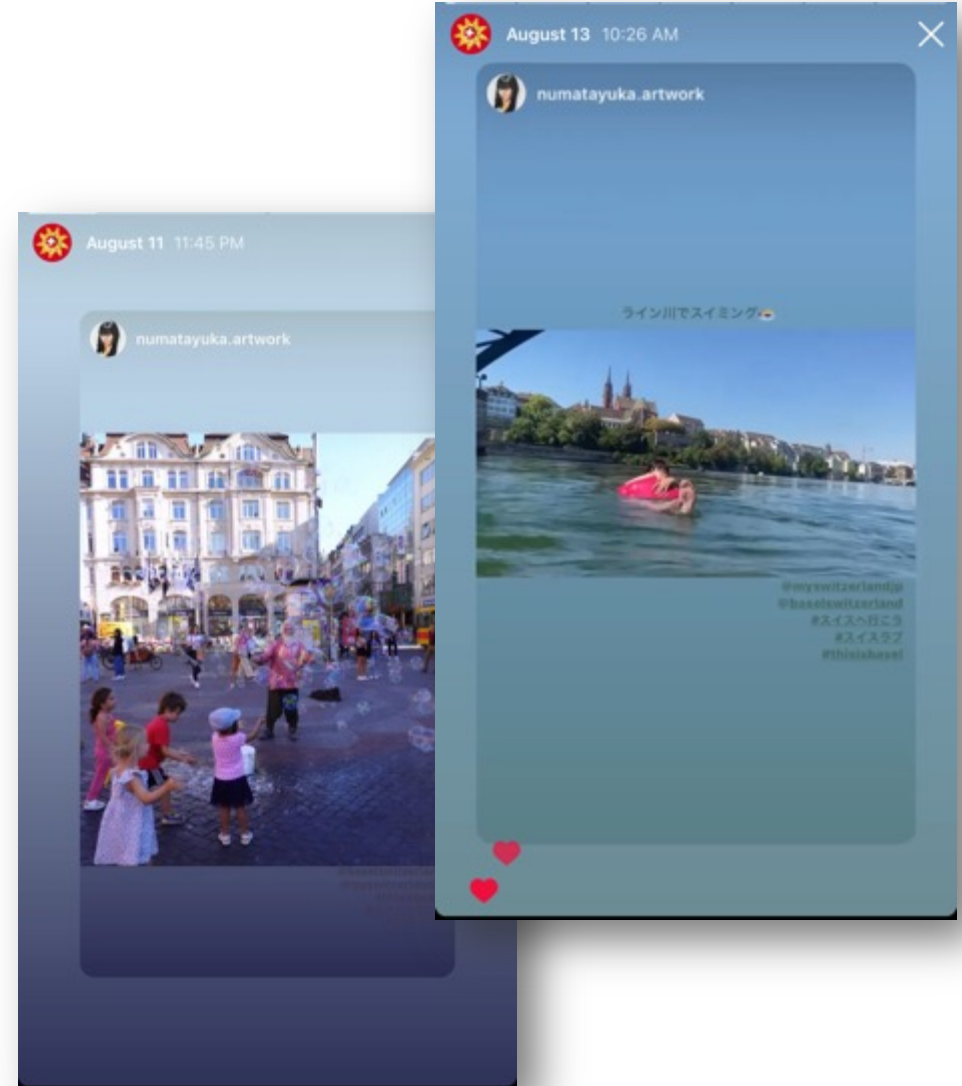




Switzerland.

Campaigning – Artist Ambassador trip.

- Part of a community marketing campaign for Basel.
- Millennial Artist Yuka Numata travelled to Basel.
- 8-13 August 2022
- Besides sharing her experience on her SoMe channels, she will create content that will be used for an online campaign focusing on Millennial art lovers.
- She will also share her experience at an Art focused Basel event in September.





Switzerland.

Campaigning – Swisstainable Brochure.

- Launch of the Japanese Swisstainable Brochure.
- Overview of the Swisstainable movement and concrete Swisstainable travel itineraries.
- Brochure for B2C and B2B use online as well as print.

サステナブルはスイスのDNA

国土の7割を山地、約3割を森林が占め、アルプスから生まれる水がヨーロッパの命がけといわれる大自然とともに暮らす国で、小国でありながら、ミニチュアヨーロッパといわれる文化と歴史を愛わらない旅情を受け継いでスイスは、「サステナブル」(持続可能性)は、実証されたことではなく、「サステナブル」であることは、長年にわたりスイスの国をカタチづけてきたもので、DNAの一部なのです。



サステナブルのリーダー

研究者や専門家の中では、環境先進国としてよく知られているスイス。2019年の世界経済フォーラムで発表された「旅行観光競争力に関する報告書」の中で、スイスは「最高の持続可能性」で世界第1位に選ばれており、この分野で世界のリーダーと見なされています。



“サステナブル”でより魅力的な旅へ

サステナブルな旅は、地球環境を守ることであり、何かを消費するのではなく、むしろ観光の魅力が広がることで、自然を近く感じ、教養を払い、その大切や楽しさを意識しながら環境にやさしく旅することで、より深くスイスの魅力を感じ、忘れたい思い出が長く続く感動の旅ができるでしょう。



- ・自然をより近くに感じ、その大切や楽しさを体感する
- ・美しくその土地で旅行ができた文化・伝統を体験する
- ・地産地消、地元ならではの観光の味、グルメを楽しむ
- ・より長く滞在し、魅力を深く取り上げることができる

Swisstainable

スイステナブル

スイス人にとってあまりに日常に溶け込んで「あたりまえ」な存在のことになっているサステナブルな取り組み。近年ではいろいろな団体のさまざまな認証マークがあり、地球にやさしいサステナブルな旅を促すのが難しくなっています。そこで、スイス政府観光局では観光業界のサステナブルの共通ブランドを制定。Swiss (スイス) + Sustainable (サステナブル)を組み合わせた「スイステナブル Swisstainable」という言葉をブランドにして、サステナブルなプロジェクトに積極的に取り組んでいるホテルやレストラン、ミュージアムなどの施設、交通機関などの観光サービス企業・団体を認証し、可視化します。観光客の皆様へのわかりやすいガイドラインの提供が主たる目的ですが、同時にスイスの観光業界の振興活動、さらなるムーブメントの盛り上げを目指しています。



スイスのサステナブル
Sustainable Travel in Switzerland.
www.myswiss.jp

サステナブル×観光

環境に配慮した「サステナブル」な旅を実現する「サステナブル」な旅は、各地の自然や文化、歴史などの施設で観光を楽しむ。大自然に囲まれたロケーションで、地元産の木材や石材を併用し、エネルギーを太陽光や再生可能エネルギーを利用して建築。食品廃棄物の削減や木のアメニティやペーパー用品の再利用がラスのホリスティックな旅のスタイル。観光客の持続可能な旅を応援する。洗練されたデザインと快適な旅スタイルで、最高の旅を実現することができます。最高の旅を実現することができます。

スイステナブル認証

すでに世界的に持続可能性のプロジェクトに取り組んでくれるパートナーから、これらも認証されるまで、スイスサービスに変わるすべての旅が参加できる認証プログラムになっています。レベルに応じてのレベルがあります。

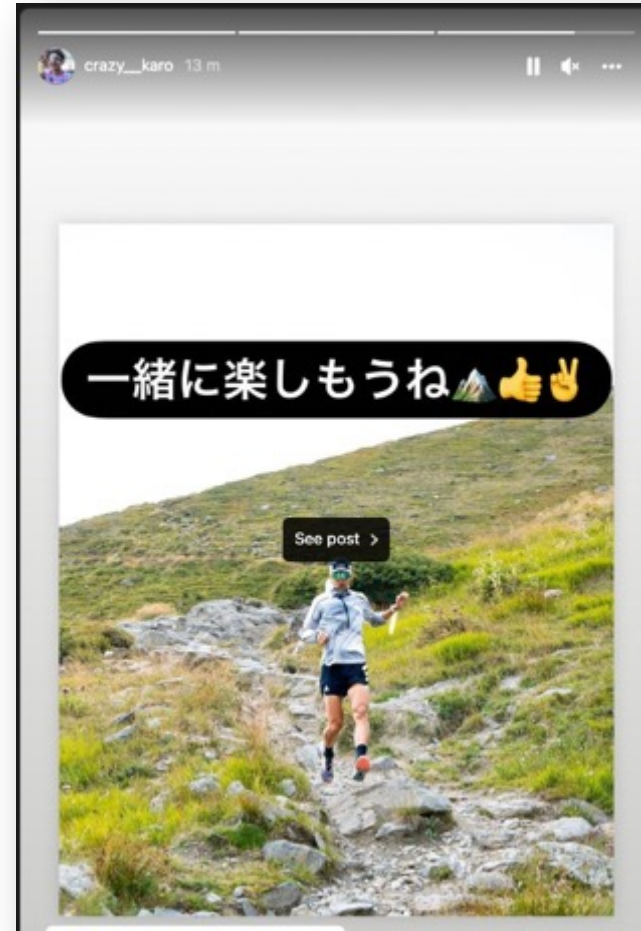


肉食よりも菜食、ベジタリアンよりはるかに地球環境にやさしいサステナブル(持続可能な)食生活があります。スイス連邦工科大学の調査によると、約660万人のスイス国民全員が1週間に1日だけ菜食にすると、わずか1年で地球5万頭に相当する自動車の排出量を節約できること、国民の5%以上がベジタリアンで、約100種類の野菜が栽培されていることは、1998年に世界初のベジタリアンレストラン「ヒストル(Histor)」が誕生した国で、欧州でもベジタリアンレストランの密度が高い国のひとつです。



Campaigning – SSCA.

- Swiss Summer Camp Asia in St. Moritz with post camp tours to Nendaz, Saas-Fee and Grindelwald.
- 20-27 August 2022
- 15 trail runners from APAC (Greater China, Japan and Australia) travelled to Switzerland to experience the Swiss trails.
- Camp organised in cooperation with On Running.





Switzerland.

KMM – Magazine ‘Colorful’.

- ‘Colorful’ is a monthly membership magazine of Postal Club.
- Circulation: 800,000 copies.
- Pages: 6 pages.
- Published: 1 August 2022.
- Feature 2 UNESCO world heritage sites - Jungfrau and Lavaux.





Switzerland.

KMM – BSS Radio ‘Around the World’.

- BSS Radio ‘Around the World’ is the regular radio program targeted to senior citizens in Sanin region.
- Contacts: 470,000.
- Duration: 11 minutes.
- Aired on: 6 August 2022.
- Interview to Masayo Oshio, ST Tokyo about news and highlights such as 100 % Women world record, RhB world record challenge, panorama ride of GEX, hiking in Mürren/Schilthorn etc.



South East Asia.



Switzerland.



KMM: "Summer Outdoors" Mixed Media Trip.

- 19-26 July 2022
- 5 participating media:
 - Indonesia: IDN Media, NOW! Jakarta
 - Malaysia: New Straits Times
 - Singapore: TripZilla.com
 - Thailand: Travel around the World
- Partners featured:
STS, RhB, Jungfrau, Lake Lucerne
Region, Titlis, Matterhorn Region,
Zermatt, Schilthorn, Vaud





Switzerland.

B2B Media Story on TTG Asia.

- Published on 25 July 2022
- Partners featured:
STS, RhB, Jungfrau, Lake Lucerne
Region, Titlis, Matterhorn Region,
Zermatt, Schilthorn, Vaud
- <https://www.ttgasia.com/2022/07/25/summer-fun-in-switzerland/>

The screenshot shows a website interface with a dark red header containing navigation links: HOME, PRINT EDITION, SHOW DAILY, SOCIAL, VIDEOS, and a Subscribe button. Below the header is a secondary navigation bar with links for Destination, Hotel, Transportation, Appointments, Gallery, Trade Calendar, and News Archive, along with social media icons for Facebook, Instagram, Email, RSS, and Twitter. The main content area features a breadcrumb trail: Home > Advertorial > Summer Fun in Switzerland. A red 'Advertorial' tag is positioned above the article title 'Summer Fun in Switzerland', which is attributed to 'By TTG / Posted on 25 July, 2022 0:01'. The article's main image is a scenic mountain landscape with a hiker on a trail, overlaid with the text 'I need summer power.' and 'I need Switzerland.' in white. A small Switzerland logo is visible in the bottom left corner of the image. To the right of the article, there are two sections: 'Latest Issues' featuring a magazine cover titled 'The spirit of adventure' and 'TTG Asia July-August 2022', and 'Digital Flipbooks' featuring a brochure titled 'THE ULTIMATE REWARD' for 'Tourism New Zealand Incentive Brochure'. At the bottom of the page, a footer reads 'Brought to you by Switzerland Tourism'.



Online – July Summary.

- July 2022, FB ST SEA
Monthly SoMe Report
- July 5 – 4 Reasons RhB Is Perfect For Next Nature Excursion
- July 6 – Zermatt’s Best Hiking Trails
- July 13 – Jungfrau For Every Midweek Mood
- July 21 – Jungfrau Railways
- July 27 – Summer Livestream Teaser Post
- July 30 – Zurich for International Day of Friendship

	June	July
Page Likes	73,216	73,452
Growth of Page Fans	+413	+236
Page Followers (Page Fans)	73,220	73,439



Switzerland.

Online – Monthly Posts.

🌟 Only 1 week left till LIVE From Switzerland! 🌟

Summer is finally here and we're so thrilled to explore the nature that Switzerland offers. This time, we join Christine Amour-Levar, Cindy Bishop, Paul Foster, Victoria Cheng, Mike Lewis, Natalia Ng, Taya Rogers and Jeremy Favia, who hail from all over South East Asia, as they head into the Swiss outdoors to get all of our adrenaline pumping!

A lucky winner will have the chance to win the Grand Prize: A 8-Dav First-



32 Interactions	32 Reactions	0 Comments	0 Shares	0.44 Interactions per 1k Fans
20.6k Reach	18.6k Paid Reach	1.9k Organic Reach		
161.0 Engaged Users		127 Post Clicks		

Looking for the perfect summer companion when visiting Jungfrau's most remarkable spots? 🥰

Easily hop on and off the Jungfrau Railways for utmost ease, convenience and affordability when travelling with loved ones!

Learn more about what Jungfrau has to offer here 🖱️
<https://www.myswitzerland.com/en-my/destinations/jungfraujoeh/>



1 124 Interactions	1 112 Reactions	3 Comments	9 Shares	15.32 Interactions per 1k Fans
24.7k Reach	23.1k Paid Reach	2.1k Organic Reach		
1.8k Engaged Users		731 Post Clicks		

Feeling the midweek blues?

Don't fret - take a break from the hustle and bustle of life with an adventure like no other in Jungfrau! 🌿🥰

After all, what is better than spending your days in nature, regardless of your mood? Let us know your mood of the week down below and we'll suggest the perfect activity for you! 😊

Learn more about Jungfrau here 🖱️ <https://www.myswitzerland.com/en-sg/destinations/jungfrau-region/>

#IneedSwitzerland #inlovewithSwitzerland



3 062 Interactions	3 053 Reactions	6 Comments	3 Shares	41.77 Interactions per 1k Fans
35.7k Reach	34.4k Paid Reach	1.6k Organic Reach		
3.5k Engaged Users		440 Post Clicks		

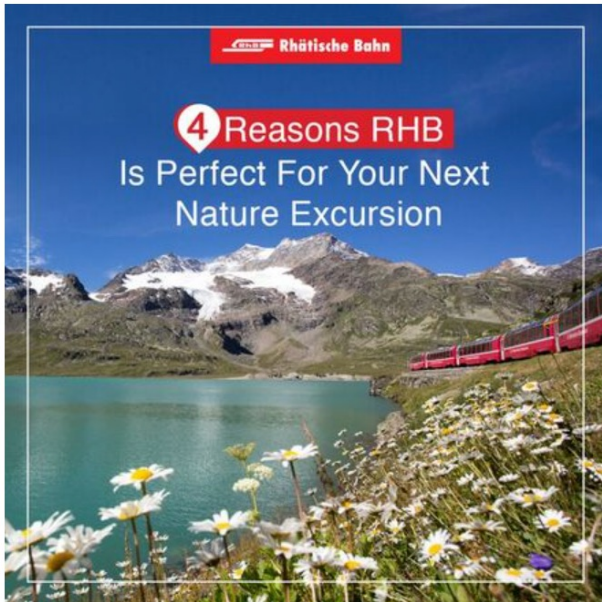
Online – Monthly Posts.

Calling all outdoor enthusiasts: discover the beautiful wonders of Switzerland effortlessly with Rhaetian Railways trains! 🚂

Conveniently hop on and off our Swisustainable trains for a hassle-free Switzerland excursion today! 🌿

Book your tickets here ➡ <https://www.rhb.ch/en/home>

#IneedSwitzerland #inlovewithSwitzerland



58 Interactions	48 Reactions	5 Comments	5 Shares	0.79 Interactions per 1k Fans
3.4k Reach	0.00 Paid Reach	3.4k Organic Reach		
93.00 Engaged Users		46 Post Clicks		

Happy International Friendship Day! 🧑🏻🧑🏻❤️

No matter the type of friend you are, Zürich is perfect to celebrate the bonds of friendship with the ones you love the most! After all, a journey well shared is a journey well enjoyed. 😊

Tag someone you'd like to do these activities with this summer!

#IneedSwitzerland #inlovewithSwitzerland



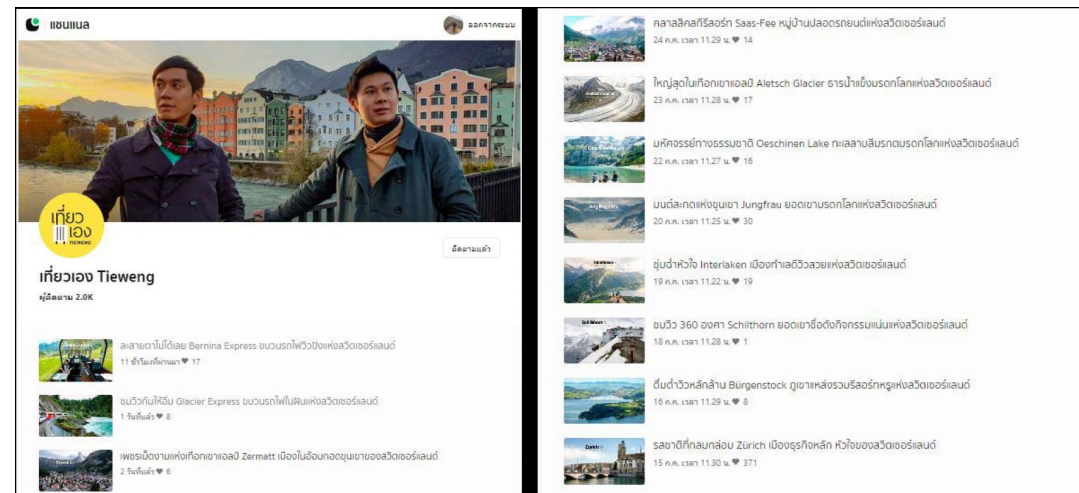
2 648 Interactions	2 642 Reactions	6 Comments	0 Shares	36.07 Interactions per 1k Fans
24.9k Reach	23.2k Paid Reach	1.7k Organic Reach		
3.3k Engaged Users		503 Post Clicks		



Switzerland.

Online (Thailand): Summer KOL - TIEWENG.

- Thai travel bloggers: TIEW-ENG
Total: 436k followers
During 2-10 June, 2022
- Partners: STS, Zurich, LLR, JFJ, Interlaken, MRAG Valais, Zermatt, RHB, GEX, Schilthorn, Diavolezza, Adelboden-Lenk-Kandersteg



- LineToday: published in July
- YouTube: published in July

Online/KMM (Singapore) – The Peak.

- Singapore
- >186,000 readers

- Partners: Valais/Zermatt (100%W)

<https://www.thepeakmagazine.com.sg/interviews/singapore-entrepreneur-set-world-record-scaling-swiss-alps-female-mountaineers/>



PEAK INTERVIEWS FASHION & WATCHES GOURMET & TRAVEL LIFESTYLE NEXT GEN EVENTS

INTERVIEWS

This Singapore entrepreneur sets a new world record of scaling the Swiss Alps — along with 79 other female mountaineers

Singapore-based philanthropist and adventurer Christine Amour-Levar scaled 4-thousander the Breithorn as part of Switzerland's 100% Women initiative.

by Lauren Tan / JULY 26, 2022



Positive change can come out of volunteering at a food drive or making a philanthropic donation. But climate investor and human rights advocate Christine Amour-Levar much prefers the thrill of migrating reindeers in the middle of the Siberian winter or biking across the Danakil Depression of Ethiopia, one of the hottest places on earth.

"I am convinced that we are all meant to be explorers, pioneers, and treasure hunters of the soul," she says. "We are here to discover, grow, be creative and to have a positive impact on the people and the world around us."

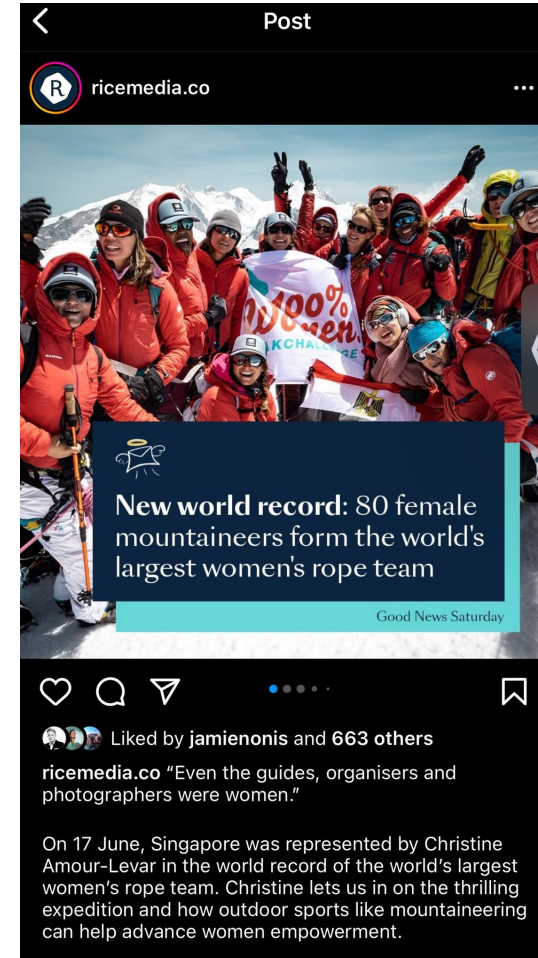
Founder of NGOs *Women on a Mission* and *HER Planet Earth*, the Singapore-based French-Swiss-Filipina runs expeditions for women of all nationalities, ages and backgrounds, to incredibly beautiful but challenging locales. Past adventures have seen the first all-female crossing of the Lut Desert of Iran, the first all-female fatbike crossing

EDITOR'S PICKS

1 INTERVIEWS
This healthtech start-up founder helps doctors save lives by streamlining med...

Online/KMM (Singapore) – Rice Media.

- Singapore
- > 44.4k Followers
- Partners: Valais/Zermatt (100%W)
- <https://www.instagram.com/p/CffuYeVJ4yo/>





Switzerland.

KMM (Singapore) - Radio CNA93.8FM.

- Singapore
- > 258,000 listeners
- Partners: Valais/Zermatt (100%W)
- <https://www.instagram.com/p/CffuYeVJ4yo/>



Radio: CNA93.8FM

Follow:
[@myswitzerland](#)

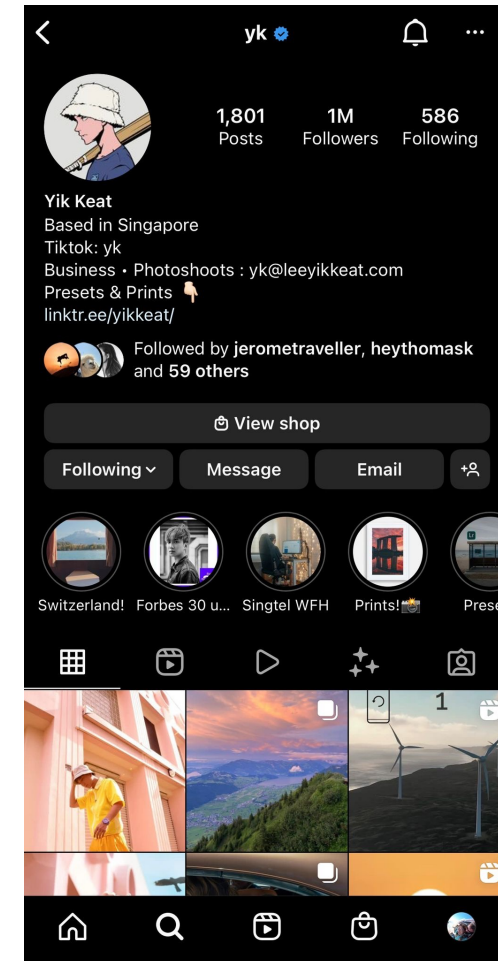
#SEASwitzerland
#Peakchallenge
#WorldRecord
#Breithorn
#IneedSwitzerland
#Zermatt
#Mammut_Swiss1862
#myclimate

Switzerland.

Online (Singapore) – Influencer Summit 2022 + Post-trip.

- > 2.7 M followers on IG and Tik-Tok
- Partners: Lucerne, Zermatt, Valais, Jungfrau, STS, SWISS

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTczMTMwMzU3NjE0NzMy?story_media_id=2872821727508027446&igshid=YmMyMTA2M2Y=





Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Thailand
- Period: 7-14 July 2022
- Corporate: iSAB
- Overnights: 350
- Turnover: CHF 115,500
- Destination: Zürich, Fribourg, Lausanne, Geneva, Gruyeres, Montreux, Grindelwald, Interlaken,
- Hotels: *Alpha Palmiers by Fassbind, Schloss Hünigen Konolfingen, Romantik Schweizerhof Grindelwald, Crowne Plaza Zürich*





Switzerland.

SEA KAM – Trade Webinar.

- 20 JULY 2022
- Zoom Webinar Topic: "We need summer power, we need Switzerland"
- 2 x Trade newsletters
- Participants: 246 from SG, MY, ID, TH, PH, ID
- Partners: STS, LLR, Bucherer, integrated StraPa (Kambly)

I need summer power. I need Switzerland.

Grüezi! Bonjour! Buongiorno! Allegra!
Thank you very much for joining us on our "We need summer power, we need Switzerland" webinar.
We hope the presentation inspired you to dream about our destination and offers you ideas to plan your next products and trips to Switzerland.
Please contact us if you need further assistance and we are happy to help you with ideas and recommendations.
Your Switzerland Tourism - Southeast Asia Team

Save the date and join us

Trade Webinar - SEA
Date: Wednesday, 20. July 2022
Time: 3:00 PM Singapore, Malaysia, Philippines
2:00 PM Thailand, Indonesia, Vietnam

Get your ZOOM link here

Win a chance to be one of our lucky winners!

Thank you.

Grüezi! Bonjour! Buongiorno! Allegra!
Thank you very much for joining us on our "We need summer power, we need Switzerland" webinar.
We hope the presentation inspired you to dream about our destination and offers you ideas to plan your next products and trips to Switzerland.
Please contact us if you need further assistance and we are happy to help you with ideas and recommendations.
Your Switzerland Tourism contact.

After Webinar

Sharing our presentation
Here you find the presentation file in PDF format.

Switzerland Travel Academy

Complete by September 30, 2022.
The Switzerland Travel Academy offers a programme comprising core and specialisation modules that provide agents with information about Swiss destinations and travel products.

Go to platform



Switzerland.

Thailand – KAM: APW 2022 Reunion.

- 25 JULY 2022
- Gathering the Thai APW 2022 delegates
- Follow up business opportunities, results, and business trends towards autumn and winter



SCIB SEA Carried Out Business Meetings.

- Market: Kuala Lumpur, Malaysia
- Period: 05-06 July 2022
- Corporate: Ban Chu Bee Sdn Bhd & Lim Motor for Honda Malaysia
- Overnights: 22
- Turnover: CHF 7,326
- Destination: Lucerne
- Hotel: Astoria Hotel



HONDA
The Power of Dreams



Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Kuala Lumpur, Malaysia
- Period: 27 July – 03 August 2022
- Corporate: KDU University Malaysia
- Overnights: 525
- Turnover: CHF 17,825
- Destination: Lucerne
- Hotel: IMI University Campus at Kastanienbaum



SCIB SEA Carried Out Business Meetings.



Switzerland.

- Market: Manila, Philippines
- Period: 05 – 09, 08 - 12 July 2022
- Corporate: FWD Agency & Bancassurance
- Overnights: 596
- Turnover: CHF 198,468
- Destination: Zürich
- Hotel: Marriott Zürich



SCIB SEA Carried Out Business Meetings.

- Market: Manila, Philippines
- Period: 18 – 25 July 2022
- Corporate: Turkish Airlines Fam-Trip
- Overnights: 133
- Turnover: CHF 44,289
- Destination: Zürich, Lucerne, Interlaken, Geneva
- Hotel: A-Ja Zürich Das City Resort, Grand Hotel Europe Lucerne, Congress Hotel Seepark Thun, Mövenpick Hotel And Casino Geneva



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SCIB SEA Carried Out Sales Visits Reunion.

- Market: Jakarta, Indonesia
- Period: 16 – 22 July 2022
- Market: Kuala Lumpur, Malaysia
- Period: 25 – 29 July 2022
- Sales Visits to MICE Agencies
- Asia trophy Reunion Gathering
- Follow up on business opportunities, results, and business trends.



STS – SEA Influencer GTToS Trip.

- Date: 19-26 July 2022
- Market: SG, TH, ID, MY, PH
- Target: Drive online awareness of GTToS and STP, increase reach and engagements with influencers' fans / followers, STP sales for 2022/2023
- Goal: >200k reach and engagements, >200 STP sales
- Partners: Schilthorn Bahn, Jungfrau Railways, Luzern Tourism, Burgenstock Resort, Gotthard Panorama, Ticino Tourism, St Moritz Tourism, Ratische Bahn, Zurich Tourism





Switzerland.

KMM/ Online (Malaysia) – Men's Folio.

Circulations: 28,000

Total: 6 full pages

- Partners: Interlaken, Jungfrau, Schilthorn, Zermatt
- <https://www.mens-folio.com.my/87466/discover-switzerland-on-the-road-less-travelled/>

HIGH MOMENTS
Men's Folio discovers Interlaken and Zermatt by taking the road less travelled.
By John Ng

After a long travel drought, it's not shabby at all when Switzerland is your next destination aboard. The agenda? Outdoor adventure. My airline of choice was Swissair (www.swissair.com) and the flight between Singapore and Zurich took close to 15 hours. Upon arrival, I got on the Swiss Federal Railways (www.sbb.ch) – with a first-class Swiss Travel Pass (www.swiss-pass.ch) in my hand – and headed to my first stop: Interlaken.

They weren't kidding when they said that Swiss not only want to be on time, but they take pleasure in being punctual. After I checked into Hotel Metropole (www.metropole-interlaken.ch) – nestled conveniently in the Interlaken city centre with a majestic view of the Jungfrau massif from the balcony of my room – I received a phone call from Paragliding Interlaken (www.paragliding-interlaken.ch) an hour prior to my booking to make sure that I was on my way. All psyched up to check it off my bucket list, I wanted no time in layering on a couple pieces of clothing and walked over to the gathering place with 30 minutes to spare.

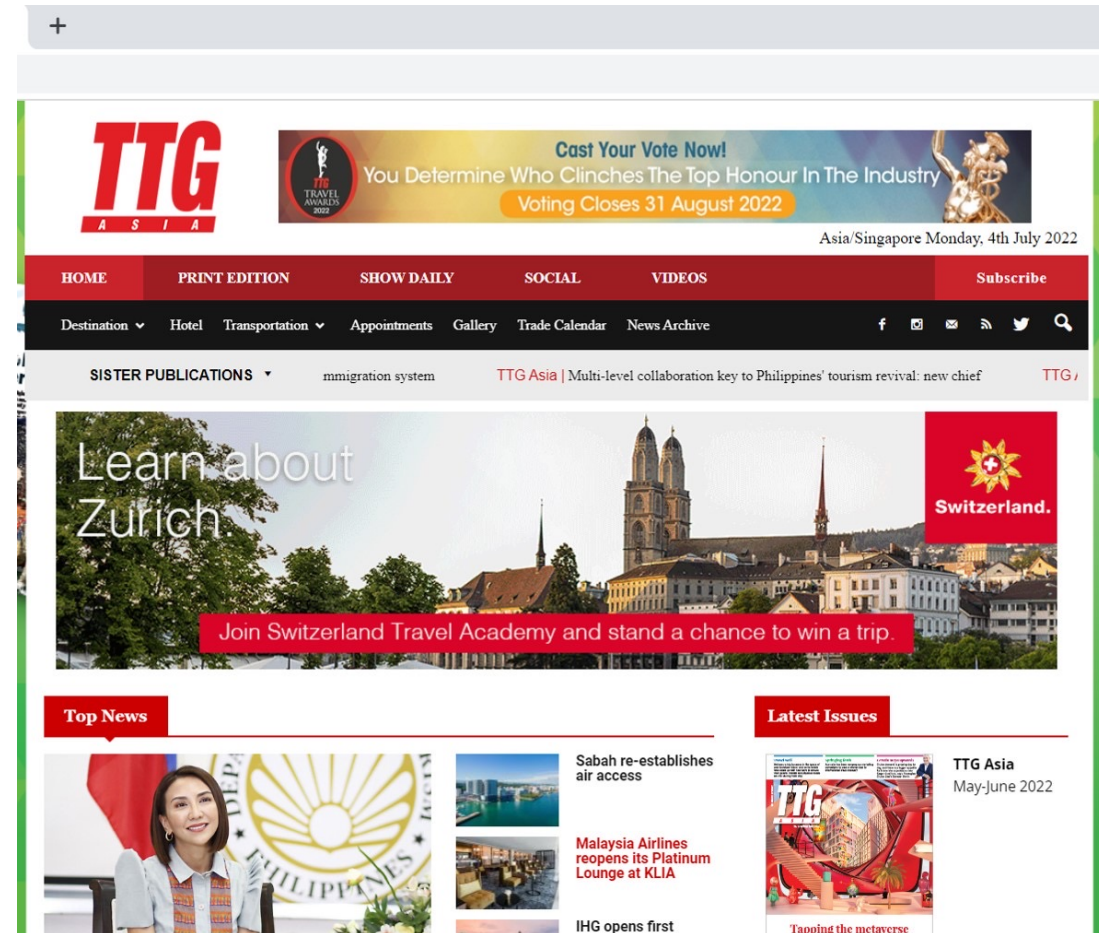
The van drove us to the drop-off point where we were on a short hike to the actual take-off spot. It was a smooth into spring, so the whole area which was snowy white had already festooned with green grass, blooming flowers and budding trees. I met my assigned pilot who geared me up with equipment such as the harness and helmet, and then asked: "Do you have any questions before we start flying?" I half-jokingly asked, knowing that I couldn't be in safer hands, "How many people have died from doing this?" He replied, laughing, "A few too many." Before I could finish the other hand of the question, we started walking toward the slope before spinning off the cliff.

Once we were in the air, it was a gentle, flowery ride. I took the 15 to 20-minute worth of the bird's eye view to engross the imposing grandeur views of the snow-capped Eiger, Mönch and Jungfrau positioned along the deep cyan Lake Thun and Lake Brienz. Since nothing is permanent in this world, we eventually had to land – at the famous Hebenmatte Park. Other action-packed activities such as hiking, rafting, kayaking and bungee jumping are readily accessible via train, aerial cable way, bus or boat in Interlaken. I ended the day dining at the breathtakingly beautiful Harder Kulm Panorama Restaurant (www.restaurant-harderkulm.com).

(From the top, clockwise) Bond cinema; Harder Kulm Panorama Restaurant; Skyking in Interlaken; Paragliding view; Ice sculpture of painter Leng Leng

Switzerland Travel Academy – B2B Advertisement on TTG Asia.

- Launch of the STA win a trip campaign.
- Weekly from 4th July 2022 onwards.
- Partners: Zurich, Lucerne, Zermatt, Interlaken & Jungfrau.

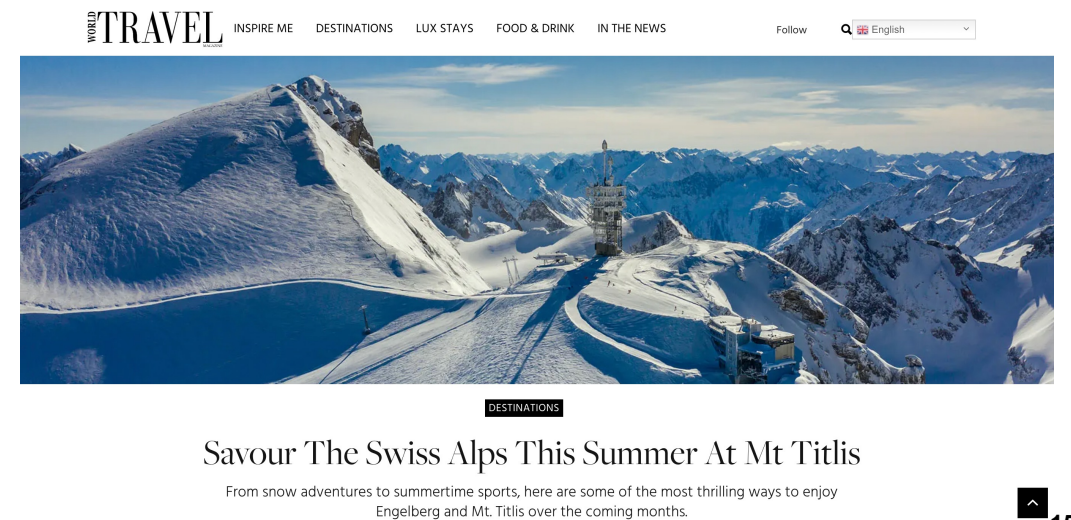
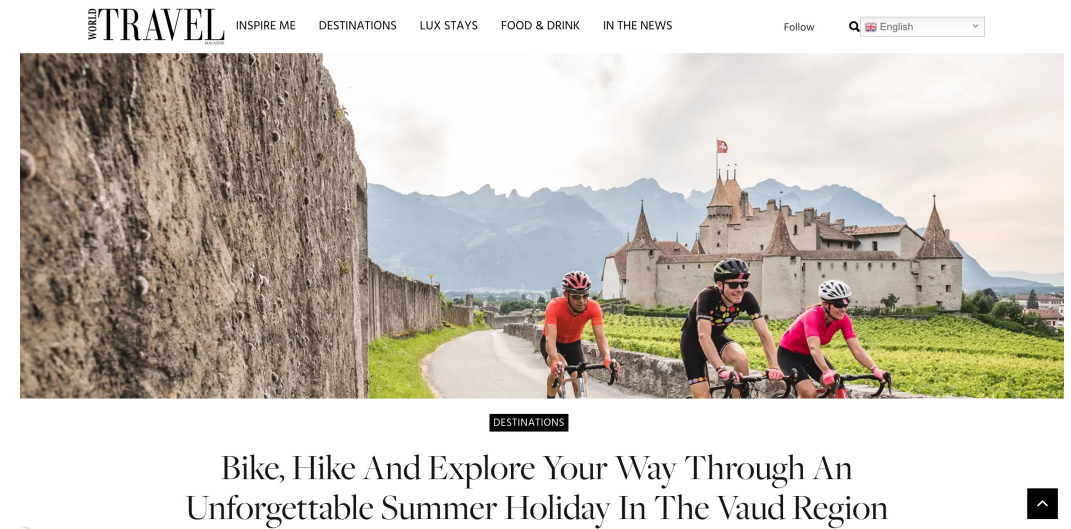


Content Distribution with World Travel Magazine (online) - Summer campaign.



Switzerland.

- Went live on 1st July 2022
- Partners; Zurich, Vaud, Titlis, Schilthorn, Zermatt, Matterhorn Region
- <https://www.wtraveltmagazine.com/city-escape-to-zurich-5-outdoor-adventures-for-the-quintessential-swiss-vacation/>
- <https://www.wtraveltmagazine.com/savour-the-swiss-alps-this-summer-at-mt-titlis/>
- <https://www.wtraveltmagazine.com/outdoor-sports-mountain-climbing-and-bond-world-at-schilthorn/>
- <https://www.wtraveltmagazine.com/a-canton-of-contrasts-experience-the-best-of-switzerland-in-valais/>
- <https://www.wtraveltmagazine.com/jungfrau-region-outdoor-sports-adventure-and-fun/>
- <https://www.wtraveltmagazine.com/bike-hike-and-explore-your-way-through-an-unforgettable-summer-holiday-in-the-vaud-region/>





Switzerland.

KMM: RF Interview in Business Times (SG).

- 1 August 2022
- Swiss National Day Supplement
- Interview of Roger Federer and ST advertisement
- Print media contacts: 480,000
- Online media contacts: 525,000

Switzerland a pristine tourism destination, says Roger Federer

The tennis legend, who is an ambassador for Switzerland Tourism, talks about his country being a pristine tourism destination.
BY NARENDRA AGGARWAL

BT: As an ambassador for Switzerland Tourism, what would you say are the key attractions of Switzerland as a prime global tourism destination?

Federer: There are so many things I love about Switzerland but I believe the one I appreciate the most is the variety of things to experience here – from different cultures and languages to incredible landscapes and traditions – in such a small geographical area.

Moreover, with Switzerland being the small country that it is, getting around is both fast and efficient. You'll encounter beautiful mountains, glaciers, rivers, and lakes wherever you want to go.

BT: What would you recommend and why? What are your personal favourites?

Federer: I would recommend the Grand Tour of Switzerland as it is basically the best of Switzerland packed into a single road trip.

People might be familiar with the fun ad I did with Anne Hathaway recently, but it really is something all visitors should experience. This unique route encompasses all of Switzerland's most enthralling highlights – deep-blue lakes, majestic mountains, vibrant cities, and every region has something uniquely beautiful so as to let tourists experience Swiss nature in many ways.

My parents, for example, were avid hikers and as a child, I hiked all over Switzerland with them. I particularly remember Appenzell, which is on the Grand Tour, where we often went.

BT: Why in your view should people living in Singapore and South-east Asia visit your country?

Federer: I think visitors would like many things about Switzerland. For example, we specialise in chocolate, fondue, as well as watches, because they are a symbol of Swiss ingenuity and precision.

As for nature and the mountains, you only have to come to Switzerland once to want to come back again and again – that's what everyone always tells me when I am out on tour.

BT: Where would you recommend they go and why, and for how long?

Federer: There is so much to discover



PHOTO: EMBASSY OF SWITZERLAND

"I have always seen myself as an ambassador for Switzerland and it isn't only at the Olympic Games or in the team competitions, where you hear 'game, Switzerland'. In the 23 years I have been on the tennis circuit, seeing my name associated with that flag has always been a great source of pride."

Roger Federer

BT: What is your driving force to move forward despite failures?

Federer: Having passion. As long as I have passion and can bring joy to those around me, whether on the tennis court, in my foundation work or through my other commitments, I remain motivated to give my best. Satisfaction with one's work is often achieved through difficult times – all top athletes know this – but overcoming adversity is, for me, immensely rewarding.

BT: What defines a sportsman like you more – the victories or the defeats?

Federer: I have been very fortunate to have the support of my parents, teachers, coaches, family, friends and my fans. I believe that this environment has allowed me to be the best I can be in many ways, both in victory and defeat.

BT: How do you build and maintain mental toughness and resilience? What qualities do you need in order to succeed and last in this profession?

Federer: Teamwork and belief. Even if I was alone on the court, I always had a great team behind me to help me focus on my goals. I believe my success is also their success.

here that visitors should plan an ample amount of time to enjoy it all. If you fancy travelling by train, you should give the Grand Train Tour of Switzerland a try.

It's a beautiful scenic rail journey of 1,280 kilometres. The panoramic views are stunning and there is no set direction or duration. You can hop on and off wherever you please. Whether in Zermatt or St Moritz, in the Canton of Ticino or the Lavaux, at the Rhine Falls or Lake Lucerne.

BT: What are your own favourite Swiss foods and why would you recommend visitors to try them?

Federer: In Switzerland, you have to try more than just cheese and chocolate.

You can treat yourself to a meal at a traditional Swiss inn, a fine-dining establishment known far beyond the national borders, or a place you might visit on a day trip with panoramic views of the Alps.

One thing that visitors might learn about is that Switzerland specialises in nature-based gastronomy, where regionality and sustainability become part of the enjoyment.

BT: Why did you choose to be an ambassador for Swiss Tourism? What satisfaction do you get from promoting your country as a tourism destination?

Federer: I have always seen myself as an ambassador for Switzerland and it isn't only at the Olympic Games or in the

team competitions, where you hear "game, Switzerland".

In the 23 years I have been on the tennis circuit, seeing my name associated with that flag has always been a great source of pride.

Therefore, it was a logical decision for me to get involved with Switzerland Tourism, allowing me to showcase the beauty of Switzerland and encouraging people to visit. Honestly, I didn't have to think about it for very long.

It was also important to me that the financial contribution from Switzerland Tourism for this partnership should go towards a good cause – the Roger Federer Foundation – allowing us to carry out some philanthropic projects in Switzerland.



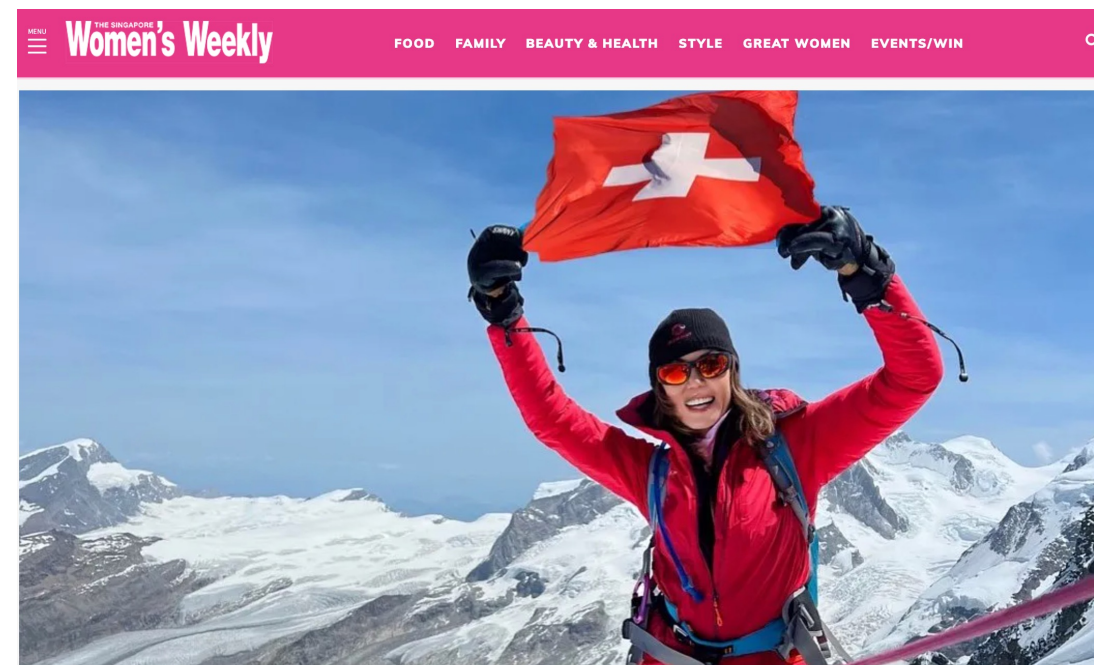
Switzerland.

C&A: 100% Women – WomenWeekly Singapore.

- Singapore Media Portal
- >250,000 readers

- Partners: Valais/Zermatt (100%W)

- <https://www.womensweekly.com.sg/gallery/style/this-singapore-social-entrepreneur-just-set-a-world-record-to-empower-women/>





Switzerland.

C&A: 100% Women – Paid campaign on Viu.

- Viu – SEA's major Online video streaming service
- Campaign targets:
 - SG: 1.4 million monthly active views
 - TH: 12.2 million monthly active views
- 100% Film showcase – 76s
 - Mobile interstitials ads
- Campaign period:
 - Sep-Oct
- Partners:
 - Valais/Zermatt (100%W)





Switzerland.

C&A: SQ Navigator retargeting campaign.

- Summer/Outdoor campaign with partners' ads:
 - MRAG (Valais), Zermatt, Jungfrau, VAUD, RhB, Zurich and STS
- Ads served on Facebook targeted at audiences that had used SQ Navigator (airline searching portal).

Switzerland. (PH, TH, ID, ...) shared a link.
Sponsored

Heading to Switzerland this summer? Enjoy both serene and heart-pumping adventures in and around the magnificent Alpine ...see more

Biking around Schilthorn [Learn More](#)

Hiking 1 abilities

Like Comment Share

C&A: ST FB Monthly Partner Posts.

Make the most of your trip to Switzerland with the STS! From glaciers to lakes and mountains to cities, all you need is a ticket to offer you the most beautiful highlights and sights of Switzerland. 🇨🇭

Get in, lean back and enjoy – wherever you like, whenever you like! 😊

Book your tickets here today ✨ <https://www.myswitzerland.com/en-sg/experiences/experience-tour/highlights-by-train-bus-and-boat/grand-train-tour-of-switzerland/>



3 362 Interactions	3 337 Reactions	9 Comments	16 Shares	45.74 Interactions per 1k Fans
41.3k Reach	38.7k Paid Reach	3.0k Organic Reach		
4.0k Engaged Users			647 Post Clicks	

Let your young heart be free with exciting outdoor activities in the Matterhorn region this International Youth Day! ❤️

Whether it's a challenging hike or a relaxing walk - there's no better way to refresh your youthful spirit than by soaking in Switzerland's warm summer air. ☀️

#IneedSwitzerland #inlovewithSwitzerland



3 328 Interactions	3 321 Reactions	3 Comments	4 Shares	45.27 Interactions per 1k Fans
42.7k Reach	40.6k Paid Reach	2.4k Organic Reach		
3.8k Engaged Users			615 Post Clicks	

Embark on a thrilling excursion through the mountains and let the breathtaking landscapes of Graubünden fill you with endless energy! These adrenaline-pumping hikes are suitable for all levels and easily accessible with the Rhaetian Railways! 🇨🇭

Experience the great outdoors with our favourite summer hikes today ❤️ <https://www.rhb.ch/en/blog/hiking-with-the-rhb-our-five-favourite-hikes>

#IneedSwitzerland #inlovewithSwitzerland



1 426 Interactions	1 416 Reactions	1 Comments	9 Shares	17.77 Interactions per 1k Fans
75.5k Reach	74.0k Paid Reach	3.6k Organic Reach		
3.5k Engaged Users			2.0k Post Clicks	



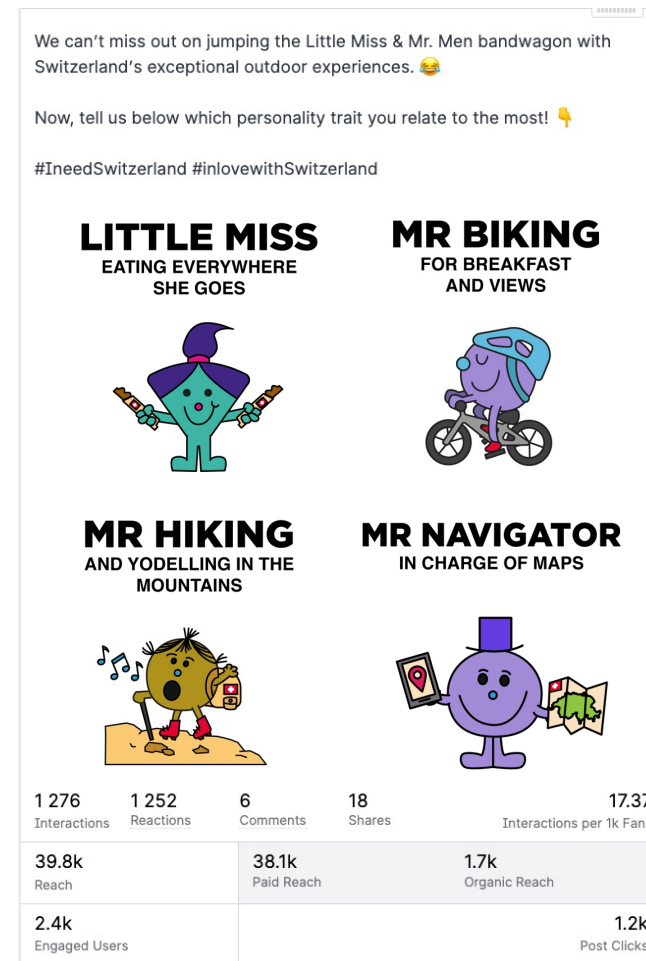
Switzerland.

C&A: ST FB: Trendjacking Little Miss.

- Trendjacking Little Miss and Mr Men meme via infused character traits of SEA travellers to Switzerland, with depiction of Swiss elements in images and summer activities.

- 39.8k reach

<https://www.facebook.com/1032024240161520/posts/5698236980206866/>



C&A: ST FB Summer Livestreaming.

Summer is finally here and we're so thrilled to explore the nature that Switzerland offers. This time, we join Christine Amour-Levar, Cindy Bishop, Paul Foster, Victoria Cheng, Mike Lewis, Natalia Ng, Taya Rogers and Jeremy Favia, hailing from all over South East Asia, as they head into the Swiss outdoors, to get all of our adrenaline pumping!

A lucky winner will have the chance to win the Grand Prize: A 8-Day First-Class Swiss Travel Pass worth CHF617! Three other lucky winners will win a multi-purpose pot, suitable for your outdoor cooking in Switzerland, each as



1 393	82	1 292	19	18.96
Interactions	Reactions	Comments	Shares	Interactions per 1k Fans

2.3k	0.00	2.3k
Reach	Paid Reach	Organic Reach

276.0	234
Engaged Users	Post Clicks

- 3 August 2022
- Livestreaming with ST SEA FB followers
- Featured partners
 - STS, VAUD, Zermatt, Jungfrau, Zurich, RhB
- 1 teasers posts – 70k reach
- 242 responded to Event
- 2.3 k reach|564 views|1.6k engagement

Summer Public Event – 1st August Jakarta.

- 1 August 2022
- Photo Booth at the Swiss National Day celebration in Jakarta
- Attendees: ca. 180 pax
- 141 photos taken
- Partner featured: Matterhorn Region



Indonesia – Gathering with Globus and Cosmos.

- 16 August 2022
- Updates from Switzerland and visa situation
- Attendees: 30-40
- Partners featured: Lake Lucerne Region, Vaud, Zurich



AGENT SEMINAR

GLOBUS
family of brands

2022-2023
**PRODUCTS
UPDATE**

SPECIAL GUEST
**SWITZERLAND
TOURISM**

GREYHOUND CAFE
MENTENG

RESERVE YOUR SPOT, NOW!
RSVP: info@globusindonesia.co.id

📍 Jl. Sunda No.5, Jakarta Pusat
📅 Tuesday, 16 August 2022
🕒 09:30 - 13.30 WIB

GLOBUS COSMOS. MONOGRAMS AVALON WATERWAYS

Thailand – KAM: ST/STS/RE Joint marketing activity.

- 3 August 2022
- Online Zoom Webinar
- *Joint marketing activity “Re-Discover Switzerland by Train” workshop event in cooperation with STS & Rail Europe*
- Participants: 78 from Thai travel agents





Switzerland.

Thailand – KAM: ST/STS/RE Joint marketing activity.

- 22 August 2022, Bangkok
- *Joint marketing activity “Re-Discover Switzerland by Train” workshop event in cooperation with STS & Rail Europe*
- 25-30 Thai travel agents focused on rails
- Active participation of STS & Rail Europe & TH KOL Taya Rogers

Personal Invitation

Re-Discover Switzerland by Train Workshop

Switzerland Tourism.  Swiss Travel System.  RAIL EUROPE

22 August 2022 | 14.00– 16.30 PM Bangkok time

Location:
Afternoon Tea at Atheneum 1-2 (6th Floor)
The Athenee Hotel, a Luxury Collection Hotel, Bangkok
61 Wireless Rd, Lumpini, Pathumwan 10330

Attire:
Smart Casual



SCIB SEA Thailand Handover event.

- 23 August 2022, Bangkok
- Handover event and corporate/incentive key travel accounts gathering
- Participants: xxx
- Presence of Batiste Pilet, Dominique Oi, and Thanchanok Nuammano

KMM: Autumn media launch – Bangkok.



Switzerland.

- 25 August 2022
- Autumn Launch press gathering
- Participants: 15
- Presence of Batiste Pilet and Thanchanok Nuammano





Switzerland.

OOH: Autumn launch on Bangkok Skytrain.

- 25 August to 31 October 2022
- Decoration of 2 trains of Bangkok's sky train system (BTS).
- 1 train showcasing Roger Federer and Autumn key visuals
- 1 train showcasing VAUD / Autumn key visuals.
- Reach: 1.8 Million people per day

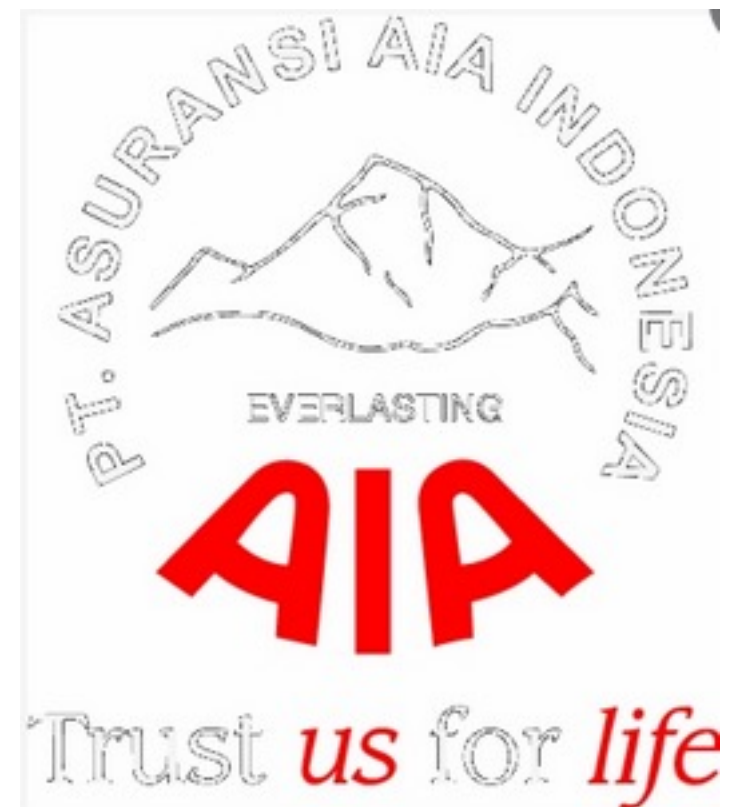




Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Indonesia
- Period: 20 – 26 Aug 2022
- Corporate: AIA Indonesia
- Overnights: 210
- Turnover: CHF 69,930
- Destination: Geneva, Verbier, Zürich,
- Hotel: Marriott Geneva, W Verbier,, Kameha Grand Zürich





Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Indonesia
- Period: 18-22, 19-23, 20-24 Aug 2022
- Corporate: Suzuki Indonesia
- Overnights: 388
- Turnover: CHF 129,204
- Destination: Zürich, Zermatt, St. Moritz
- Hotel: Kameha Grand Zürich, Hotel Schweizerhof, Grand Hotel Des Bains Kempinski



SCIB SEA Carried Out Business Meetings.

- Market: Malaysia
- Period: 10 – 15 Aug 2022
- Corporate: HRH Crown Prince of Perlis
Malaysia
- Overnights: 15
- Turnover: CHF 4,995
- Destination: Basel, Lugano, Zürich,
- Hotel: Grand Hotel Les Trois, Splendide
Royal, Schweizerhof



SCIB SEA Carried Out Business Meetings.



Switzerland.

- Market: Malaysia
- Period: 11 – 18 Aug 2022
- Corporate: Malaysia Government Technical
- Overnights: 126
- Turnover: CHF 41,958
- Destination: Zürich,
- Hotel: Crown Plaza Zürich



SCIB SEA Carried Out Business Meetings.

- Market: Malaysia
- Period: 18 – 25 July 2022
- Corporate: Azza Group (VVIP)
- Overnights: 48
- Turnover: CHF 15,984
- Destination: Zermatt, Grindelwald, Zurich
- Hotel: Le Mirabeau Hotel & Spa, Laudinella, Grindelwald Romantik Schweizerhof, Kameha Grand Zürich



SCIB SEA Carried Out Business Meetings.

- Market: Vietnam
- Period: 13 – 15 Aug 2022
- Corporate: Minh Viet
- Overnights: 86
- Turnover: CHF 28,638
- Destination: Lucerne
- Hotel: Astoria Lucerne



SCIB-DW: Destination Wedding Reels.



- DWP Bali Promotion
- DWP SoMe channels
 - 43.8k followers



SCIB-DW: Wedding Planner Site Inspection (Ticino).

- 30 August to 1 September 2022
- Castello di Sasso
- Chiesa Pietro e Stefano
- Villa Principe Leopoldo
- Villa Ciani
- Villa Emden on Brissago

Australia.



Switzerland.



Activation: ooH activation Canberra.

- Swiss Winter Village at Canberra Center

- Sponsored workshops
- cheese tasting by Red Cow
- Wreath making
- Candle making
- Gluehwein Bar Friday nights
- VR experience
- Switzerland competition



Mme Ambassador joins the Cheese tasting in Canberra.



Several touchpoints & reach within the Center

- In-centre: Winter village, digital screens, digital wayfinders, static banners, external forecourt banners.
- Digital: Website, EDMs, SoMe, monthly Wi-Fi Logins
- Final reporting to be received





Switzerland.

Activation: Switzerland Winter Festival.

- Switzerland as key partner for the 2022 Bondi Winter Festival at iconic Bondi Beach
- Both sides Switzerland branded signage around ice rink on Bondi Beach
- Social media partnership
- Recognition on key print materials (festival guide, website, sponsor board, etc.)
- Red Switzerland deck chairs across precinct
- Branded staff and volunteer uniforms
- VIP trade and media events on ice rink cancelled due to weather. Sent exclusive tickets to use later, with e-News
- Huge visibility: over 300,000 visitors during school holidays



India.



Switzerland.



KMM: TV with celebrity couple – ABP News.

Focus – Switzerland as a multigeneration family destination.



Switzerland.

- A TV trip with ABP News - one of the 3rd largest Hindi news channels in India was executed in July to showcase Switzerland as a perfect multigenerational family holiday destination.
- The trip featured TV celebrity– Arjun Bijlani & his family including his wife, 8 year old son and 70 year old mother. Activities were planned keeping in mind the different age groups,
- The three destinations – Zurich, Interlaken, Lucerne, Swiss Travel System as well as SWISS were covered over 5 episodes of 15 min each.
- All partners were also showcased on social media platforms of the two celebrities, ABP news as well as ST handles . Social media content from the celebrity handles was also picked up organically by online news portals and gave us 360° coverage .
- Total Media contacts:
 - Total TV Viewership – **105M**
 - Readership of online portals – **31M**
 - Social Media posts Likes– **3.3M**
 - Social Media posts video views– **25.3M**

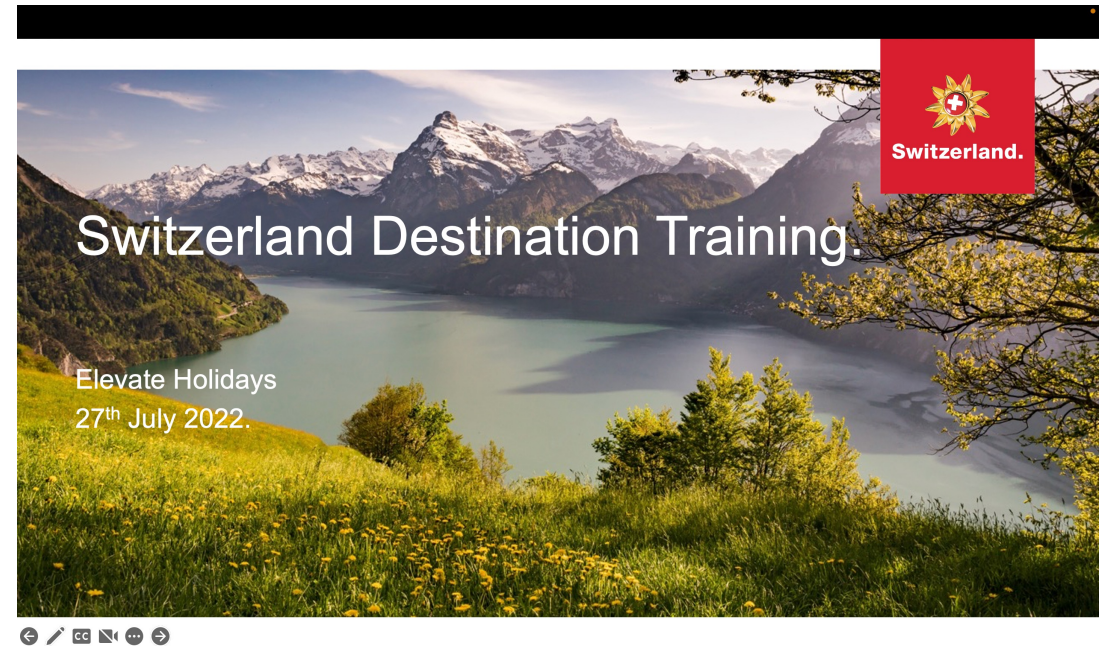




Switzerland.

KAM: Training – Elevate Holidays (27th Jul 2022).

- Exclusive destination training for the Elevate Holidays Team
- Virtual training via MS Teams
- Presented:
 - Switzerland and its various Touristic offerings
 - Swiss Travel Pass and its benefits
 - Travel from a coach / self-drive perspective (incl. GToS)
 - Latest travel conditions / guidelines
- Total No. of attendees: 6





Switzerland.

SCIB India: Confirmed Business.

- **Date:** 24th – 28th August 2022.
- **Client:** Bajaj Allianz Life Insurance.
- **Segment:** Employee incentive.
- **Region:** Hilton hotel, Zurich.
- **Number of pax:** 96.
- **Turnover:** CHF 126'720.
- **Client profile:** One of the leading private life insurance companies in India. Ranks at number 6 in the top life insurance companies in India.



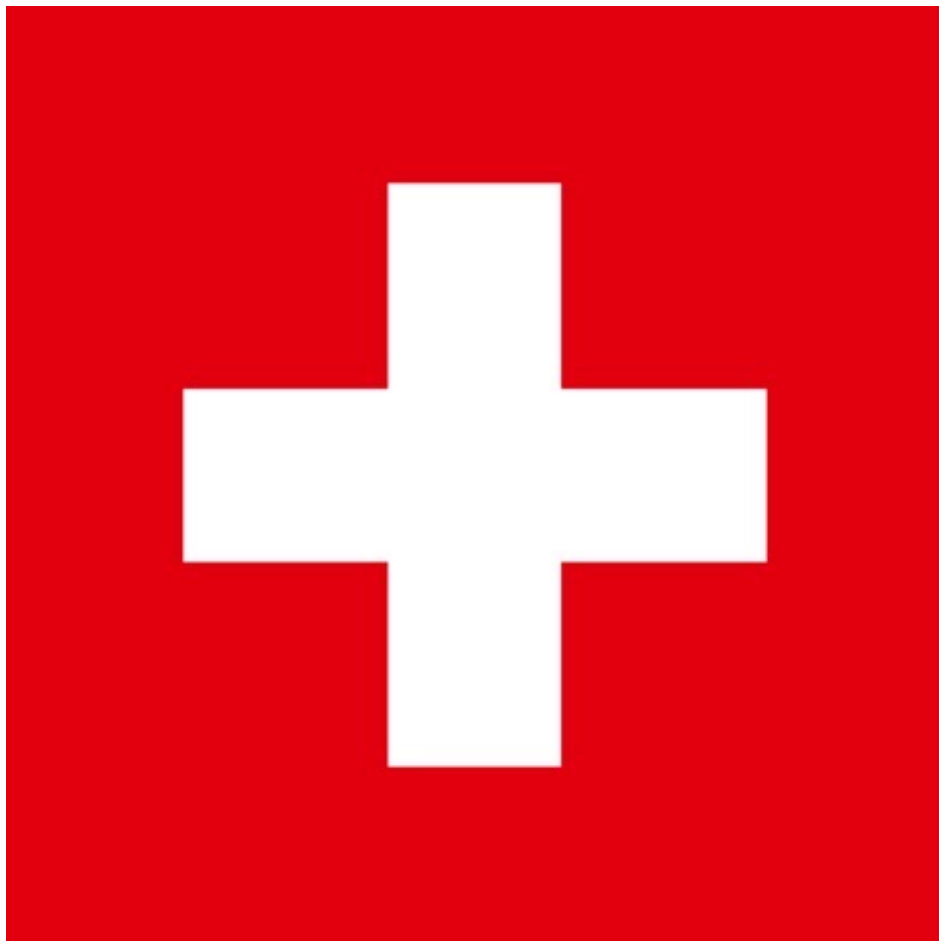
Bajaj Allianz Life Insurance Co. Ltd.

Markets West.

Switzerland.



Switzerland.



Schweizer Familie.



- Largest family magazine in Switzerland
- Weekly edition (517.000 readers)
- Long standing cooperation with ST Market Switzerland
- ST zum Mitmachen
- 2/1-page WeekendTipp advertorial in each edition, based on journalist visiting the destination
- Very popular format at very advantageous cost
- 30-35 publications yearly
- Total value up to CHF 1,32 Mio.

NEWSLETTER schweizerfamilie.ch

WEEKENDTIPP

Spektakuläre Aussichtsplattform über der Rheinschlucht.

KANTON GRAUBÜNDEN
HÖCHSTE EISENBAHN FÜR EINE REISE

Alpine Circle heissen drei neue Rundtouren durchs Bündnerland. Ob mit Bahn, Auto, Velo oder zu Fuss, ob kurz oder lang, auf jeder gibt es Grossartiges zu entdecken.

— Text: Roland Falk

Die Rätische Bahn vor der Gebirgslandschaft bei der Rheinschlucht.

999 Angebote
 Von einem neuen digitalen Reisebegleiter erfahre ich unterwegs, was ich heute noch erleben könnte. Unter graubunden.ch/reisebegleiter gebe ich meinen Standort ein, und im Handumdrehen sehe ich alles Sehens- und

Recht: Ausser etwas Forschungsdrang braucht auf dem Alpine Circle eigentlich nur ein Handy.

1. August viel Spass und Abwechslung bieten. Ich habe jede Strecke erkundet, mehrmals und mit zunehmender Begeisterung – die Ruta focus mit einer Länge von 150 Kilometern, die Ruta centrala mit 400 und die Ruta completa mit 450 Kilometern. Und ich hätte keinen Meter missen mögen.

Wie fantastisch die mit Bahn, Auto, Velo und zu Fuss erleb-

baren Trips sind, vermitteln mir im Frühjahr der Bündner Komiker Claudio Zuccolini und Nik Hartmann, die Wanderer der TV-Nation. In vier witzigen Videos schilderten die beiden ihre vielfältigen Erlebnisse in der Ecke der Schweiz, welche die Organisation Graubünden Ferien selbstbewusst mit «der gemischteste Kanton der Welt» bewirbt. Für mich absolut zu

Recht, Ausser etwas Forschungsdrang braucht auf dem Alpine Circle eigentlich nur ein Handy.

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Wünschenswerte in meiner Umgebung. Highlights somit, die ich mir sonst mühsam aus Büchern und im Internet zusammensuchen müsste. Wer den Reisebegleiter einmal genutzt hat, wird ihn für Graubünden so unverzichtbar halten wie die nahe zu in jeder Zeit sortierten Spezialitäten Maluns und Capuns.

Kreuz und quer sowie mit individuellem Tempo lässt sich der Alpine Circle erfahren. Mit der «kleinen roten», wie die RfB im Volksmund genannt

Whirlpool der Diavolezza mit Aussicht auf die Bergwelt.

GUT ZU WISSEN

ANREISE Der Startpunkt des Alpine Circle ist individuell wählbar.

REISEBEGLEITER Unter graubunden.ch/reisebegleiter erfährt man Wissenswertes entlang der gewählten Strecke. Und bei graubunden.ch/alpinecircle findet man die Videos von Nik Hartmann und Claudio Zuccolini.

UNTERKUNFT Auf dem Alpine Circle gibt es zahlreiche familienfreundliche Hotels, etwa des «Savates» in Pontresina savates.ch oder des «Sahnestorche» in Lenzerheide: sahnestorche.ch/lenzerheide.ch

INFOS Graubünden Ferien: graubunden.ch und Rätische Bahn rh.ch

ANZEIGE

Alpine Circle – Ruta Completa

Die 450 Kilometer lange alpine Erlebnisroute führt Sie zu den 1000er Pizzen im Graubünden und über den Gotthardpass (Transalpin) ins Tessin, wo Sie den Berggipfel Bellinzona, das Metauro können Sie bei dieser Tour gleich dazu buchen.

Ab CHF 1500,- pro Person / 3-24 Personen / 2-14 Nächte, Startort: 082 210 00 00

Mit dem neu lancierten digitalen Reisebegleiter ist unterwegs erfahre ich über den Alpine Circle noch inspirierender: graubunden.ch/reisebegleiter.

Alpine Circle Schweiz.

Fotos: Rob Lewis Photography, Rätische Bahn

SCHWEIZER FAMILIE 29/2022 75

WEEKENDTIPP

Der Landessersviadukt ist ein Wahrzeichen Graubündens.

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Alpine Circle Schweiz.

Fotos: Rob Lewis Photography, Stefan Schampf

SCHWEIZER FAMILIE 29/2022 76

Coop Autumn Edition – ST Special.



- Publication: August 30, 2022
- Circulation: 2.7 Mio. / Readership: 3.5 Mio.
- German/French/Italian
- 19 pages inspirational content of all 13 Partners
- 34 Hotel offers in 3 price categories
- Print version mirrored online on coop.ch
 - Additional hotel offers online only
 - Additional social push via Brain & Heart
- Nature Spa, Veggie Day, Foilage Map, 4-day Swiss Pass
- Integration of partners SBB, STC & StraPa



BeNeLux.



Switzerland.



Bijenkorf Promo – Video report.



Switzerland.





Switzerland.

ST BeNeLux – “de Bijenkorf” promotion.

- Recovery Campaign and partnership with “de Bijenkorf” shopping malls in the Netherlands presenting “Slow Swiss City Travel”.
- **Presence:** Amsterdam, Rotterdam & The Hague.
- **Presenting cities:** Basel & Lucerne.
- **Date:** Mai – June
- **Activities:** Digital and SOM Promotion, In-store “pop-up” VR experiences, Shopping windows, VIP dinner, Cooking Class with Jeroen Achten, Swiss dishes at the restaurant and Media Event.
- **Overall contacts:** 3,5 Mio





Switzerland.

ST BeNeLux – “de Bijenkorf” – impressions.

de Bijenkorf

Over het Vierwoudstedenmeer

Zit je liever hoog en droog? Dan is een boottocht over het Vierwoudstedenmeer in Luzern de perfecte activiteit. Met de levendige stad aan de ene kant en de indrukwekkende bergen aan de andere kant, is het uitzicht vanaf het water fenomenaal. Tip: vaar mee op het klimaatneutrale MS Diamant Schip en ontdek de omgeving op een duurzame manier.

Tips voor Zwitserland: Stad & natuur

Waar Zwitserland's winters bekend staan om prachtige pistes, is de natuur's zomers minstens zo adembenemend. Van levendige baden in Basel tot de Pilatus in Luzern: zet deze natuurlijke schoonheden maar alvast op je bucketlist.



Kunstmuseum Basel

Basel is de kunsthoofdstad van Zwitserland. Er zijn maar liefst 40 musea, maar het Kunstmuseum Basel staat wat ons betreft bovenaan de lijst. Het museum bestaat uit twee gebouwen, die ondergronds met elkaar verbonden zijn. Zo begin je bij de oude meesters en eindig je aan de andere kant van de weg met hedendaagse kunst, voor ieder wat wils dus!



Altstadt: historie en architectuur

Altstadt, oftewel de oude binnenstad van Basel, is een prachtig stukje Zwitserland. Dit gebied is door de jaren heen met liefde en zorg in stand gehouden en daarom nog steeds in al haar glorie te bewonderen. Wandel door de steervolle straten en bekijk de typische architectuur, ontdek bijzondere winkels en laat je verleiden door lokale lekkernijen. Hier begint je stedentrip naar Basel pas echt.



<https://www.debijenkorf.nl/inspiratie/zwitserland>

ST BeNeLux – “de Bijenkorf” – impressions.

- Digital promotions Members mailings:



EEN DUURZAME REIS Zwitserland

Ben je op zoek naar een bijzondere reisbestemming waar je kunt genieten van spectaculaire uitzichten, bruisende steden en kermissen eten? Dit een duurzame reis naar Zwitserland dan maar altijd bovendien je budget!

[Laat je inspireren](#)



NORTVI



NORTVI



NORTVI



Zwitserland pop-up

Laat je verrassen door inspirerende reistips voor de perfecte stedentrip naar Zwitserland. In de Bijenkorf Amsterdam, Rotterdam en Den Haag vind je een speciale Zwitserland pop-up, waar je dankzij virtual reality een voorproefje krijgt van het culturele en culinaire aanbod in de Zwitserse steden.

[Lees meer](#)

[Ontdek Zwitserland](#)



SAMSONITE



SAMSONITE



SAMSONITE

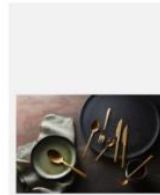


ZWITSERLAND Eten & drinken

Van traditionele barbecue tot haute cuisine en lokale favorieten: bij deze restaurants proef je het echte Zwitserland

[Laat je inspireren](#)

[Duurzaam Zwitserland](#)



AMEFA



LAGUIOLE STYLE DE VIE



IITTALA

Achieved contacts mailings: 1'943'000



Switzerland.

ST BeNeLux – “de Bijenkorf” – impressions.

- Promotion de Bijenkorf restaurants
 - Unique Swiss cake and Lunch dish
 - Tailormade and co-created in cooperation with Jeroen Achtien (Dutch 2* Michelin Chef at Hotel Vitznauerhof)
 - VIP dinner with 35 selected “de Bijenkorf” customers in The Hague.
 - Digital Promotion and link to the blogposts via QR codes
- Masterclass by Jeroen Achtien
 - Digital promotion and distribution on deBijenkorf.com
 - Integration and link to the blogposts
 - <https://vimeo.com/706110418/0c99d3de25>



ONLINE MASTERCLASS
Koken met sterrenchef Jeroen Achtien
Jeroen Achtien is chef van restaurant Sens in Zwitserland, waar hij al twee Michelinsterren bij elkaar kookte. In deze online masterclass laat hij stap voor stap zien hoe je thuis zelf een bijzonder gerechtje maakt van onder andere passievrucht, geitenyoghurt en foreleitjes.

[Bekijk de masterclass](#)



Bijzonder Michelinsterrendiner
in de Bijenkorf Den Haag

De jonge Nederlandse chef Jeroen Achtien staat al vier jaar aan het roer van het Zwitserse restaurant Sens, waar hij in 2021 zijn tweede Michelinster ontving.

Jeroen en zijn team van Sens bereiden eenmalig een vijfgangendiner in restaurant The Kluis in de Bijenkorf Den Haag. Je bent welkom om te genieten van een diner op topniveau voor 125,- per persoon, inclusief wijnen.

maandag 23 mei 2022
19.00 – 22.00 uur

Dit evenement wordt georganiseerd in het kader van het partnerschap tussen de Bijenkorf en Zwitserland.

deBijenkorf Zwitserland.

1'200 CH dishes sold, 3'100 Masterclass views

ST BeNeLux – “de Bijenkorf” – impressions.



Switzerland.



35 top
Bijenkorf
customers
attending



ST BeNeLux – “de Bijenkorf” – impressions.

- Launching Media Event in cooperation with “de Bijenkorf”
- Presentation of our joint promotion and focus on Swiss Cities and Swisstainable
- Basel Tourism as Presenting Key Partner



Achieved : 25 journalists and content creators.



Switzerland.

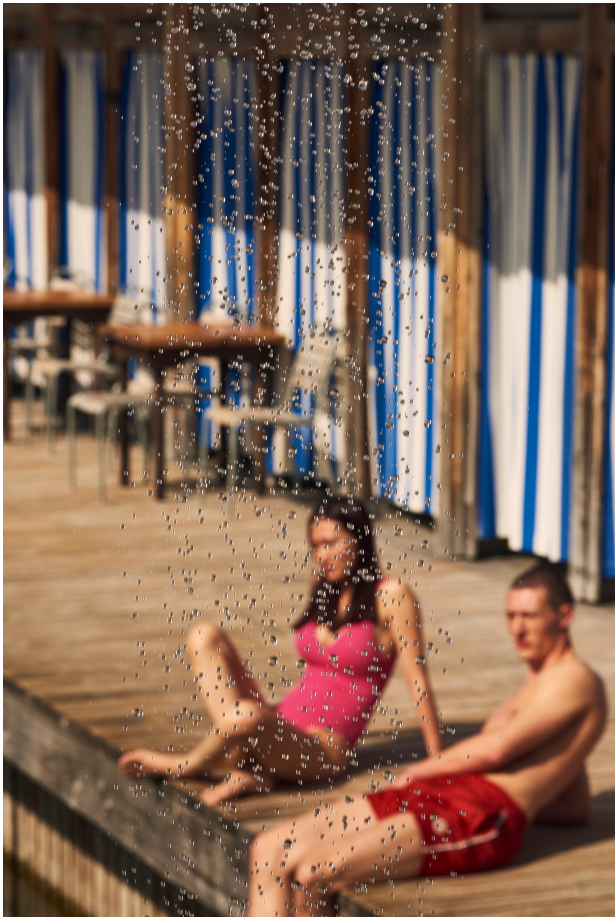
ST BeNeLux – “de Bijenkorf” – impressions.



Images online campaign



ST BeNeLux – “de Bijenkorf” – impressions.



ST BeNeLux – Top coverage 100% Women.



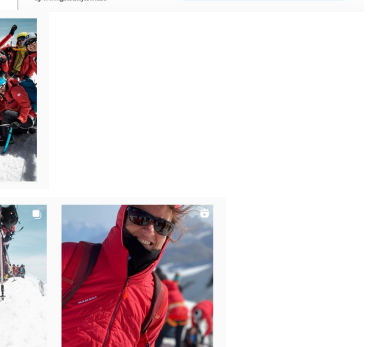
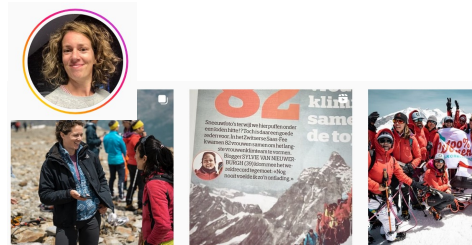
Switzerland.

- **Top Media Coverage in Het Laatste Nieuws (July 2022).**

- **Biggest newspaper of Belgium, 1.5 Mio readers**

- **Extra media coverage on social media and her blog getoutoftown.be**

- **Journalist: Sylvie Van Nieuwerburgh**





Switzerland.

ST BeNeLux - Media cooperation featuring Basel.

- Cross media cooperation with Value Zipper, representing well know lifestyle magazines
- Featuring Basel in four magazines, online and print: Zin, Saar, Food & Friends, Santé)
- Targeting women, age 25-55
- Digital and print campaign reaching total of 3 Mio contacts in Netherlands



Culturele hotspot aan de Rijn

Basel heeft het: wereldberoemde musea en evenementen, vriendelijke en open inwoners, heerlijke eettentjes, fijne natuur, een oude binnenstad en moderne architectuur. Een stad van Zwitserland verrast en inspireert.

SAAR X BAZEL
Hoofdredacteur Barbara van Erp staat in de livende, leuke stad Basel!

het hippe BAZEL
Zomer in Basel
In het centrum van de stad zijn strand zeeven van de Rijn waar de locals lekker in zwemen. In een fontein gaan zitting met je zwembledje is ook een ding. Maar het leukst zijn wel alle wijndomeinen (Dooitrac) en wijndomeinen die Rijn die in de zomer op poppen.

LEKKER DE NATUUR IN
Het is een leuke stad en het voelbaar van Mitter medes is dat je er zo uit bent. Nou verbaas ze op het starten e-bikes waarmee je zo de omgeving kan verkennen. In 10 minuten zit je buiten de stad en rijd je langs de prachtige oevers van de Rijn, de wijndomeinen en de heuvels van de stad heen. Nieuw en toers zag ik ook nog dat je met de nachtertrek naar Basel kunt vanaf Amsterdam. Met de Nightline sage je na het avondeten in de vroege en woer je 's moegens wakker in hartje Basel. Hartelijke sfeer, ontzettend betaalbaar en heel erg leuk. Er zijn ook privévoers voor 2 tot 4 personen. Say no more, zet mijns vriendin. Wil gaan.

VOORBORDELEN
Zit ook alle 19 je daar gaan verduppen en je ziet dat daar hofelijkheid riks van kloep. Ten eerste baant het er van de musea met moderne kunst (waar ik erg van houd). Door de goede reparatie die de stad heeft in de kunstwereld zijn er altijd exposities van de grootste namen te zien. De collecties van Hauptbau, Kunstmuseum Basel, Fonda-

De beste tips
DOEN
Swissies moet je de hoofdruimte van Basel bezoeken. Deze ruimte is er een Picasso/El Greco expo in het Kunstmuseum Basel. Mond maar is dan te zien in de Fondation Beyeler, het buiten de stad waar je marbles kunt kijken langs een beroemde grece. Federer te Museum Tinguely heeft ook altijd mooie tentoonstellingen en een vaste collectie.

SLEPEN
Hotel Tugendhof in het oude centrum heeft acht fantastische artz kamers en een theater. Het hotel Hotel Nomad komt voor in alle architectuurlijsten en is een mix van urban en architectuur. Boutique Hotel Volhard is van buiten klassiek maar van binnen strak en bohemien, met dakterras met uitzicht over de oude stad. Hotel Gata is helemaal bio, duurzaam en bijna zero waste.

ETEN
Ik wil heel graag eten bij Restaurant Lauch dat zich presenteert als vlog negen lokal. Dit restaurant met twee moeders gerechten dat er gruwelijk lekker uit. Ze hebben ook een heerlijk terras midden in de stad. Restaurant Volharda ligt qua interieur een beetje traditioneel Zwitsers, maar als je goed kijkt is alles modern en wat extreem goede smaak. Zo is het ook met de kaart: licht traditioneel, maar is helemaal up to date.

BASEL CARD
Als je een hotel boekt, krijg je helemaal gratis een BaselCard. Dat is een naar goede dealt gratis OV, een supergoedkope elektrische fiets en 90% korting op alle musea, dierenruimten en nog veel meer activiteiten. baselcard.com

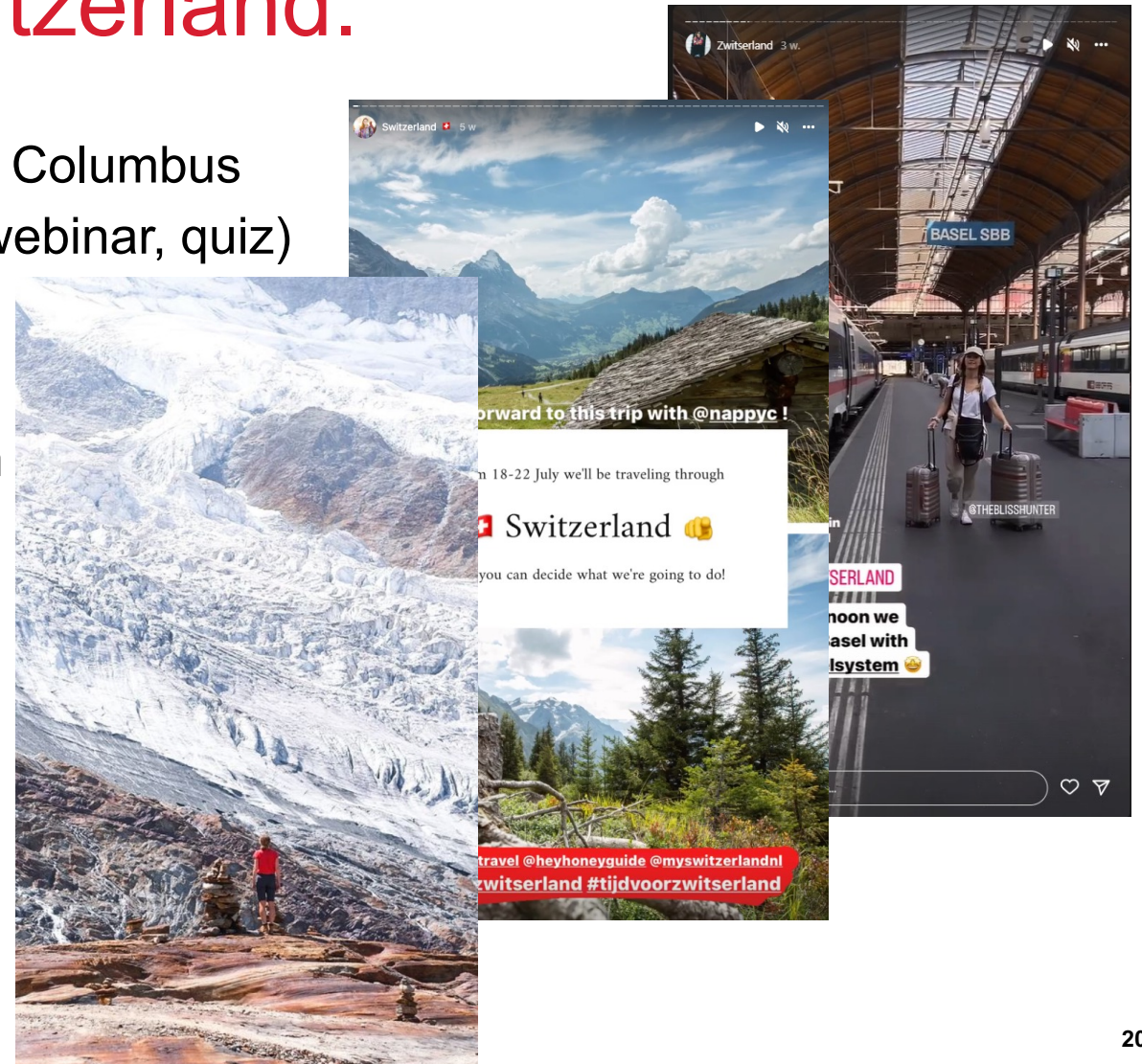
art in de Gerbergassein, hartje Basel



Switzerland.

ST BeNeLux - Time for Switzerland - Content Creator trip to Switzerland.

- Part of a cross-medial campaign together with Columbus Travel Magazine (Print, online, social media, webinar, quiz)
- Interactive Social Media Stories
- 18. July – 23 July
- 5 Content creators + 1 winner of a competition
- 3 regions: Bern, Ticino, Valais



Italy.



Switzerland.





Switzerland.

KMM: Group Media Trip RhB.

- Dates: 21-23.6.2022
- What: Media trip, territory along the Bernina Express line
- Focus: Chur, RhB, Valposchiavo
- Participants: 6 journalists from Rome
- Partner involved: RhB





Switzerland.

KMM: Group Media Trip Ticino.

- Dates: 20-22.7.2022
- What: Media trip Ticino
- Focus: Innerwalk Project at Parco Ciani, Forest Bathing at Parco San Grato, E-Bike along Via die Saponi in Capriasca
- Participants: 5 journalists
- Partner involved: Ticino Turismo





Switzerland.

KAM: Fam Trip Swiss Cities in Summer.

- Dates: 25-29.6.2022
- What: Fam trip with Fiavet Association discovering Swiss Cities, territory and hotels
- Participants: 5 travel agencies
- Partners involved: Luzern Tourismus, Made In Bern, Zürich Tourismus





Switzerland.

KAM: Travel Academy II Viaggio.

- Date: 7.7.2022
- What: 30' training to II Viaggio t.o. consultants and travel agents on Montreux Vevey
- Participants: 23 people
- Partner involved: Montreux City





Switzerland.

Digital: NL contribution The Good Life.

- Date: 4.7.2022
- What: Newsletter about Plateforme10
- Contacts: 20'000 subscribers
- Link: <https://bit.ly/3d0f7bW>
- Partners involved: AMOS, Lausanne
Tourisme

GOOD EXHIBITION

PLATEFORME 10

Se aspettavate l'occasione giusta per visitare Losanna - Capitale Olimpica - adesso l'avete: il Plateforme 10 è il nuovo "quartiere delle Arti" che riunisce il Museo cantonale delle Belle Arti, il Museo del design e delle arti contemporanee e il Museo della Fotografia Photo Ellysée, tra i più importanti al mondo. Dove un tempo si trovava un'officina-deposito di vecchie locomotive svizzere adesso è sorto un sito architettonico dedicato in primis alla cultura. Per rendere omaggio al passato ferroviario del sito, i musei hanno organizzato tre mostre (visitabili fino al 25 settembre) che ruotano attorno al tema comune dei trasporti, unite da un unico titolo: "Train Zug Treno Tren", semplicemente la parola "treno" nelle quattro lingue ufficiali della Svizzera (francese, tedesco, italiano e romancio). Plateforme 10 non è solo una location culturale, si presenta anche come un nuovo punto di ritrovo, uno spazio aperto a chi abbia voglia di rilassarsi o svagarsi. Ristoranti, boutique, librerie, sono la "fermata" ideale per stare in compagnia e fare nuove conoscenze... in una città in continua evoluzione! Pronti per il prossimo viaggio in carrozza?

Futuro svizzero: plateforme10.ch



Switzerland.

Digital: Branded Content lifegate.it.

- Period: 4-11.7.2022
- What: Branded content dedicated to RhB on lifegate.it
- Focus: Promotion through lifegate social media and newsletter
- Views: 3'217
- Average time spend: 3' 36''
- Social reach: 240'000
- Link: <https://www.lifegate.it/bernina-express-glacier-express>
- Partner involved: RhB

Cerca

LIFEGATE

Sui treni svizzeri che viaggiano "ad acqua", inseguendo laghi, ghiacciai e vette



4 luglio 2022, di Carchetta Garavini

La Ferrovia retica è alimentata per il 100 per cento da energia idroelettrica grazie alle grandi risorse d'acqua del territorio da scoprire viaggiando su treni come il Bernina e il Glacier Express.



Facebook Twitter LinkedIn

Il viadotto del Landwasser della Ferrovia retica © Svizzera Turismo

Con circa 1.500 laghi, 890 chilometri quadrati di ghiacciai, sorgenti di fiumi come il Rodano e il Reno, innumerevoli ruscelli, la Svizzera è considerata infatti il castello d'acqua d'Europa. E sui treni panoramici della Rhb si viaggia grazie alla forza di quest'acqua, la stessa che si può ammirare guardando fuori dal finestrino come presenza costante di un paesaggio naturale da tutelare.



Watch on YouTube

Treni panoramici: il Bernina Express tra capolavori della natura e dell'uomo

Una delle fonti d'acqua del territorio per la produzione di energia idroelettrica è il Lago Bianco che si scorge al passaggio in quota dei 2.253 metri di Ospizio Bernina, uno dei punti panoramici più spettacolari della celebre tratta ferroviaria del Bernina Express, il convoglio panoramico che conduce da Tirano, in Valtellina, alla mondana St. Moritz o a Coira, la città più antica della Svizzera.



Switzerland.

Campaigning & Activation: Summer– Advertorial on F magazine

- Date: 21.6.2022
- What: Advertorial page on weekly magazine F (National activation)
- Content: 3 itineraries «Il meglio di» in Valais, Bern Region and Ticino, mentioning Swiss Travel Pass, Trenino Verde and landing page [Svizzera.it/ilmegliodi](https://www.svizzera.it/ilmegliodi)
- Contacts: 420'000
- Partners involved: Made in Bern, MRAG, STS, Ticino Turismo

F PER SVIZZERA

GREEN E RILASSANTE benvenuti in Svizzera

Tre itinerari (ma ce ne sono molti altri), tra sapori, escursioni e natura

Sostenibile, diversificata, accessibile, queste le parole d'ordine di una vacanza in Svizzera. Tra piccole città, monti, sapori e panorami, sono tre gli itinerari perfetti per chi vuole evadere dalla quotidianità per qualche giorno. **1** Il tour di tre giorni tra i mille colori del Vallese; si parte da Martigny per esplorare la Valle del Trient, si fa tappa alla stazione termale di Leukerbad, la più grande delle Alpi già conosciuta dai romani, e si arriva a Bettmeralp, affacciata sul ghiacciaio dell'Alpsee, patrimonio dell'UNESCO.

Per chi ama l'outdoor l'avventura inizia a bordo del Trenino Verde delle Alpi che parte da Domodossola. La prima fermata è nella regione di Interlaken, tra i laghi di Thun e di Brienz, salciati da battelli a vapore. Da qui si vanno a esplorare villaggi alpini e imparevoli paesaggi, gole glaciali e frangese cavate. A dominare la scena, è la leggendaria triade di Eiger, Mönch e Jungfrau.

Per chi ama il piacere della buona tavola, tra i panorami del Ticino l'aspetto esclusivo s'intreccia a un'offerta culturale di prim'ordine. **2** Bellinzona dove è d'obbligo un giro tra le bancarelle del mercato e i suoi tre castelli, patrimonio Unesco. Lagojo con passeggiata in quota sul San Salvatore per fare scorpiorata di arte e panorami; e poi il Mendrisiotto con l'incredibile tour in bici nei vigneti e la salita in cavagliata sul Monte Generoso.

Contra denominatore delle tre brevi vacanze: la facilità degli spostamenti coi trasporti pubblici, approntando di biglietti "all-in-one", come lo Swiss Travel Pass, <https://www.svizzera.it> a comodità dei mezzi pubblici si spesa con l'attenzione per le festività ambientali: per una vacanza senza pensieri, take. Svizzera. Il meglio di

1. Un tuffo alle terme di Leukerbad, nei bagni alpini più grandi d'Europa. **2.** Tour in bici nei vigneti del Mendrisiotto, con sosta e degustazione di vini Merlot. **3.** L'osservatorio astronomico Sphinx e la stazione ferroviaria Jungfrau-Joch Top of Europe a 3'454 metri, raggiungibile con un trenino rosso che corre nelle viscere dell'Eiger.

Stratagemma stampa ad uso esclusivo del destinatario, non riproducibile.



Campaigning & Activation: Distribution «Svizzera 05» magazine **Switzerland.**

- Date: 22.6.2022
- What: Distribution of Svizzera 05 brochure with magazine TRAVELLER (National activation)
- Circulation: 24'000 copies
- Contacts: 72'000
- Partners involved: Aargau, Basel, Eastern, Fribourg, Geneva Graubunden, Jura, Luzern Tourismus, Made In Bern, MRAG, Ticino Turismo



Campaigning & Activation: Advertising on Traveller.

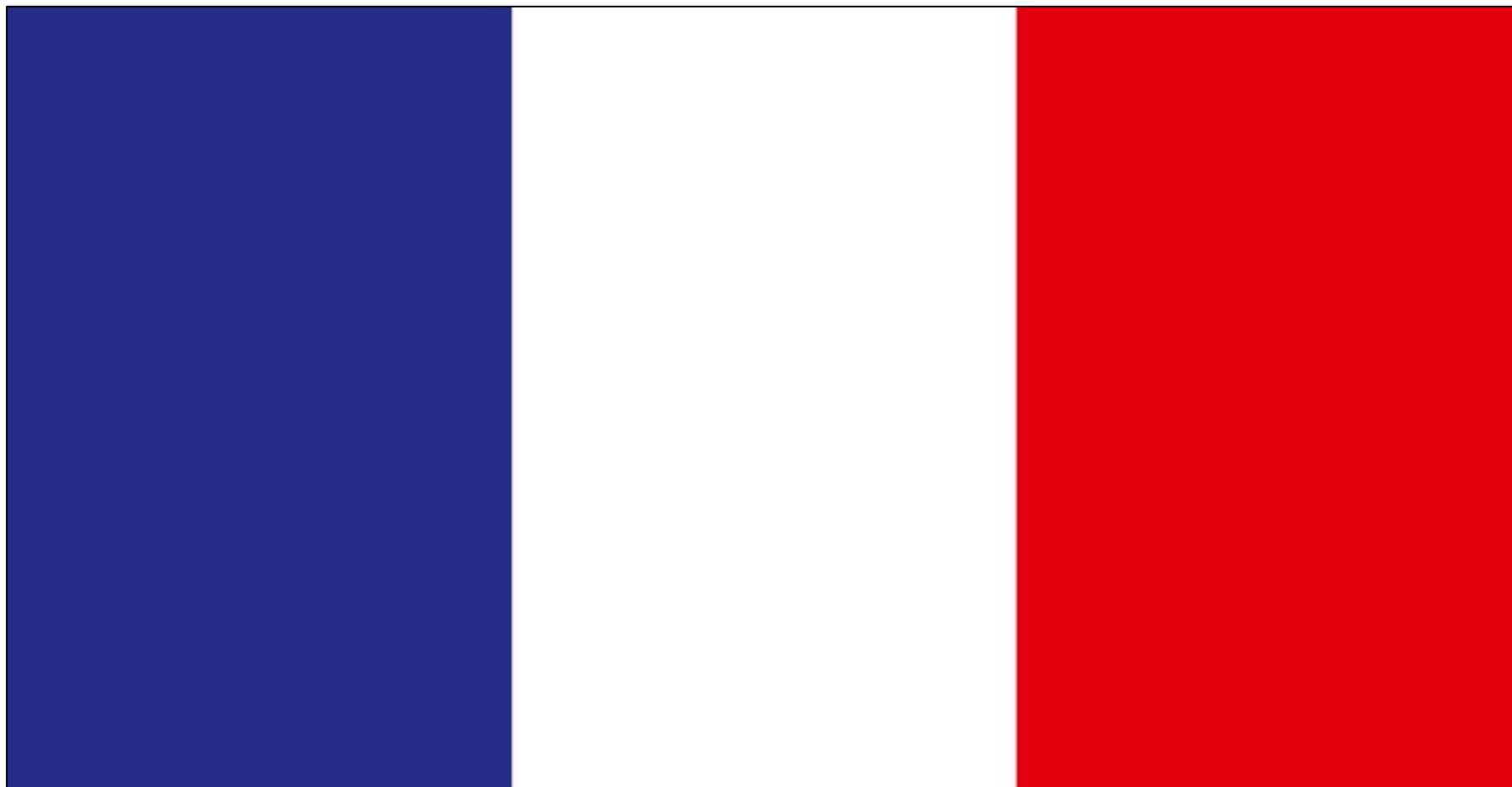
- Date: 22.6.2022
- What: Advertising page on travel magazine TRAVELLER
- Subject: Grand Train Tour with Gotthard Panorama Express key visual
- Area: National
- Contacts: 177'000
- Partner involved: STS



France.



Switzerland.





Switzerland.

Soirée Suisse event at Swiss Embassy in Paris.

- Date: 30 June
- Soirée Suisse to celebrate the 1st of August at the Swiss Embassy in Paris
- Participation: about 200 guests
- Presence of ST with photo booth with a Swiss background, as well as virtual reality oculus glasses to experience the Matterhorn ascent



Campaign activation Recovery.

Marieclaire.fr

- Partnership with Marie-Claire Group (a group that targets women with very strong brands)
- Campaign focus : Swisstainable and 100% women
- Swisstainable travel diary (text and videos) of different Swisstainable and 100% women experiences explained through storytelling
- Date: August-September
- KPIs: 75'000 guaranteed visits, 1.05M digital reach, 2.5M global reach (incl. print)



Swiss Cities partner campaign x Zurich Tourism.



Switzerland.

madame.lefigaro.fr

- Partnership with Madame Figaro (women's audience)
- Advertorial on the madame.lefigaro.fr focused on Zurich. Display and Social post to get traffic on it.
- 3 other articles will complete the campaign in the 2nd half of 2022
- Segment : city breaker
- KPIs : 5'200 visits per articles - 1.1M reach

The screenshot shows the top navigation bar of madame.lefigaro.fr with a search bar and various category links. The main content area features a large banner image of Zurich with the text "J'ai besoin d'un city break." and "J'ai besoin de Suisse." Below this is a sub-header "Zurich, l'été au fil des « kreis »" and a main article image of Zurich. The footer includes social media sharing icons and a print button.

KMM – Top coverage.

- **France Info**, radio program
- *Français du Monde*, 09/07/2022.
- 2min20 on *Lausanne, au-delà des clichés*.
 - Tour de France in Lausanne
 - Lausanne by bike
 - Cultural offer
 - Interview with the director of the Théâtre Vidy, Vincent Baudriller.
- About 4.5M contacts



[Read the article and listen to the replay](#)

KMM – Top coverage.

- **TF1 - Le 20h Weekend, *Montagnes : les reines de la Suisse.***
- 24/07/2022.
- 4 minutes about travel in Switzerland by bike. From Lavaux to Gruyères and back to Montreux with the GoldenPass.
- Result of a media trip in June.
- About 6.4 M contacts.

- Watch the replay.



KMM – Top coverage.

- **Le Figaro Online**, one of the most important news websites in France.
- 24/07/2022.
- *Tour de Suisse en trains panoramiques : notre guide pour un voyage tout en lenteur.*
- Web article on the Grand Train Tour.
- Result of a media trip in June.
- About 25M uvpm.
- [Read the article.](#)

Tour de la Suisse en trains panoramiques : notre guide pour un voyage tout en lenteur

Par Jean-Marc De Jaeger

Publié hier à 08:15, mis à jour hier à 11:00



Le Bernina Express, qui relie Coire/Saint-Moritz à Tirano, fait partie des nombreux trains panoramiques suisses. *Andrea Michael Badrutt*

Des villes aux sommets des montagnes, des villages aux bords des lacs... Le réseau ferroviaire suisse, réputé pour sa densité et sa fiabilité, est un excellent moyen de sillonner tous les recoins du pays. Nos conseils pour réussir votre Grand Train Tour.

KMM – Top coverage.

- **La Vie du Rail Magazine**, specialized magazine on the railway word and train trips.
- July-August issue, *Tour de Suisse en version panoramique !*
- 25 pages + cover picture on the Grand Train Tour of Switzerland.
- Result of a media trip in May.
- Integration of StraPa in a double page « Shopping tips ».
- About 60'000 contacts.



SHOPPING POUR SE RENDRE LE VOYAGE PLUS FACILE

Vive la Suisse !

Terre d'innovation et de tradition, la Suisse a beaucoup à offrir. Voici une sélection de produits helvétiques qui rendront vos voyages en train plus agréables.

Le célèbre couteau suisse a 125 ans !
Il symbolise à lui-seul toute l'innovation et l'excellence de la Suisse. Le célèbre couteau suisse de Victorinox célèbre cette année ses 125 ans. L'hommage de cet icône remonte à l'année 1897 lorsque Karl Elsener a déposé le brevet du premier couteau d'officier et de sport, plus connu sous le nom de couteau suisse. À cette occasion, Victorinox a lancé une réplique en édition anniversaire, limitée à 9 999 exemplaires du tout premier couteau. La « Réplique 1897 » est l'objet de prime à bord à son prochain voyage. Mais, elle contient les plus récentes innovations développées par les équipes du fabricant.
Plusieurs tailles de lames, un tire-bouchon, un poinçon et même un cure-bottes : c'est le compagnon idéal du voyage en train.

Plus d'informations sur www.victorinox.com

Kambly, le snack idéal
Envie d'un petit snack avant de monter à bord du train ? La maison Kambly est une référence pour les gourmands suisses. Couvrant toute la Suisse, le grand-mère d'Oscar Kambly. Depuis ses débuts remontant à la gamme de biscuits et est constamment développée. Chocodino, Matterhorn, Caprice, Mandelaramel ou encore sautés aux noisettes : la liste est longue, c'est de choisir !

Plus d'informations sur <https://kambly.com/fr/>

© 2022 La Vie du Rail



Mammut, des sacs à dos de compétition
Entreprise familiale qui célèbre cette année les 165 ans de sa création, Mammut est un spécialiste des cordes, des mouquements et autre matériel bien connu des alpinistes. Elle fabrique également des vêtements, des sacs de couchage et également des sacs à dos de grande qualité, idéals pour résister aux aléas de la montagne entre deux trais. Nous avons ainsi sélectionné un sac à dos léger et compact. Principalement fabriqué à partir de matériaux recyclés, le Lattium 20 est fait pour dérouter le moins possible celui qui le porte.

Plus d'informations sur www.mammut.com



Avec Caran d'Ache, un coloriage de qualité

Le Suisse Caran d'Ache est bien connu des artistes. Fabriqué dans ses ateliers à Genève depuis 1916, ses instruments de dessin et d'écriture demeurent une référence internationale. Tout d'abord baptisée Fabrique Genevoise de Crayons, la manufacture est rebaptisée Caran d'Ache en 1924. À l'instar du célèbre caricaturiste français, ce nom récapitule la transcription du russe « karandach » qui signifie « crayon ». Plusieurs boîtes de crayons de couleurs sont adaptées au voyage. Et avec le set 12 de cartes postales à colorier Swiss Explorer, vous vous occupez pendant le trajet, puis vous envoyez des souvenirs.



Les gourdes SIGG, personnalisables

Se passer des bouteilles en plastique n'est pas seulement un geste écologique, c'est également plus sain. Les gourdes SIGG sont isothermes. Chaud ou froid, hiver ou été, elles vous accompagnent à la source. Conservez votre eau fraîche toute la journée. Choisissez la gourde Original Suisse à la saveur de la montagne ou la gourde Modern Art (M&A). A colorier également, vous pouvez personnaliser votre gourde métallique.

Plus d'informations sur www.sigg.com



L 15529 - 3391 - F 6,50 € - RD
www.laviedurail.com



Switzerland.

SCIB France : KAM - Networking Event Afterwork Lyon.

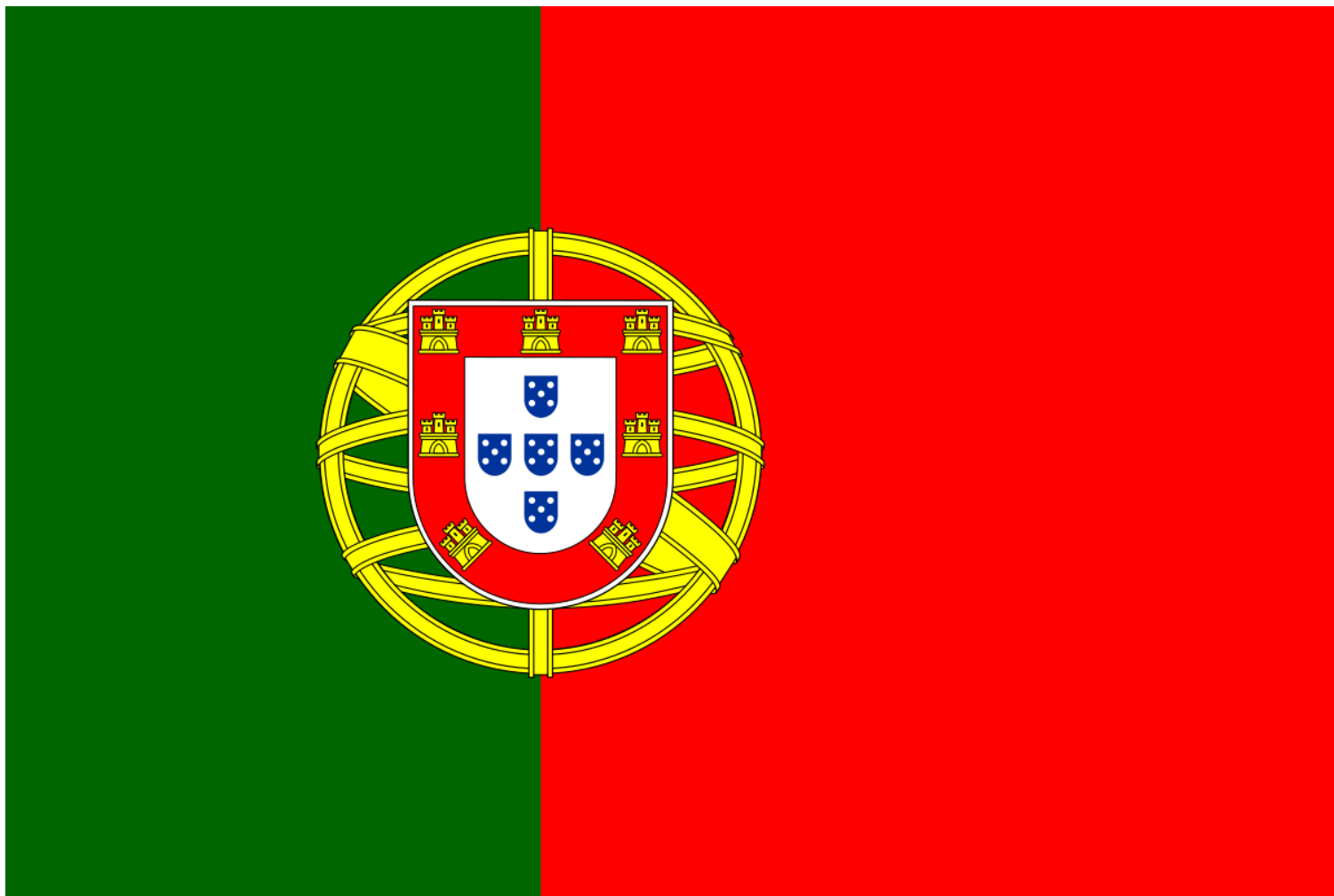
- Date: July 4th 2022 in Lyon
 - Target: Mainly agencies and some corporates
 - What: Workshop with watch-making animations
 - Partners : Crans Montana, Geneva representing the Hilton, Initium Watches
- Corporates found through service provider “Réunir” but not efficient (only 4 corporates)
- 14 participants – hard to find a lot as it was a busy time for agencies and start of holidays
- Very nice feedbacks



Portugal.



Switzerland.



C&A: @FollowTheSunTravel.

- Topic: Content Creators Summit.
- Segment: sustainability, landscape photography and video.
- In the **top 3** of Travel Instagram accounts in Portugal.
- Engagement rate: 7%.
- Followers: 101K on Instagram.



Timing: June-July 2022
Average engagement rate: 7.38%



Total views: 145.3 K
Total likes: 12 K
Total comments: 202

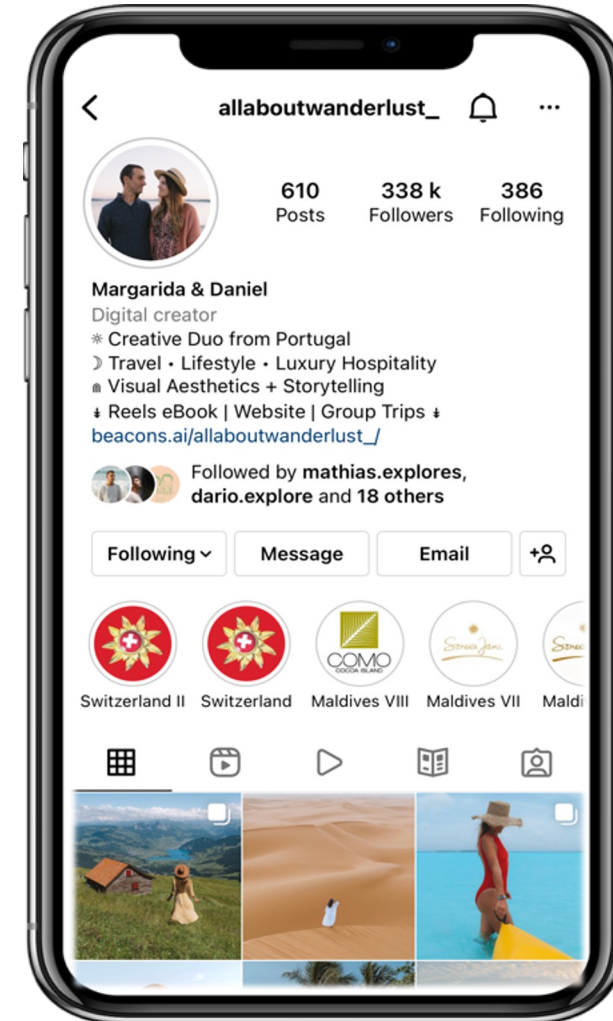


C&A: @AllAboutWanderlust_.



Switzerland.

- When: 24th of June to 4th of July.
- Topic: **Grand Train Tour** in 8 days.
- Segment: Travel and Lifestyle.
- Engagement rate: 2%.
- Followers: 338K.
- Monthly impressions: 5M.



Analytics to be received by end of August



Switzerland.

KMM/Digital: TVI LIVE – Zurich.

- TVI **LIVE TV** with renown **writer and journalist**, José Luís Peixoto, in Zurich for the morning show “Esta manhã”.
- “TVI” is one of the **most watched TV channel in Portugal**. Their program “Esta manhã” includes a section on travels with José Luís Peixoto.



Timing: July 2022



Media contacts: 157'000



KMM/Digital: TVI LIVE – Lucerne.

- TVI **LIVE TV** with renown **writer and journalist**, José Luís Peixoto, in Lucerne for the morning show “Esta manhã”.
- “TVI” is one of the **most watched TV channel in Portugal**. Their program “Esta manhã” includes a section on travels with José Luís Peixoto.



Timing: July 2022



Media contacts: 157'000



Spain.



Switzerland.



Switzerland.

Presentation with «Quesos de Suiza».

- Participation with SCM at the International Cheese Forum in Gran Canaria with a presentation of how ST integrates the swiss cheese in tourism promotion
- 322 people attended our presentation and shared the experience in SoMe with a great reach out

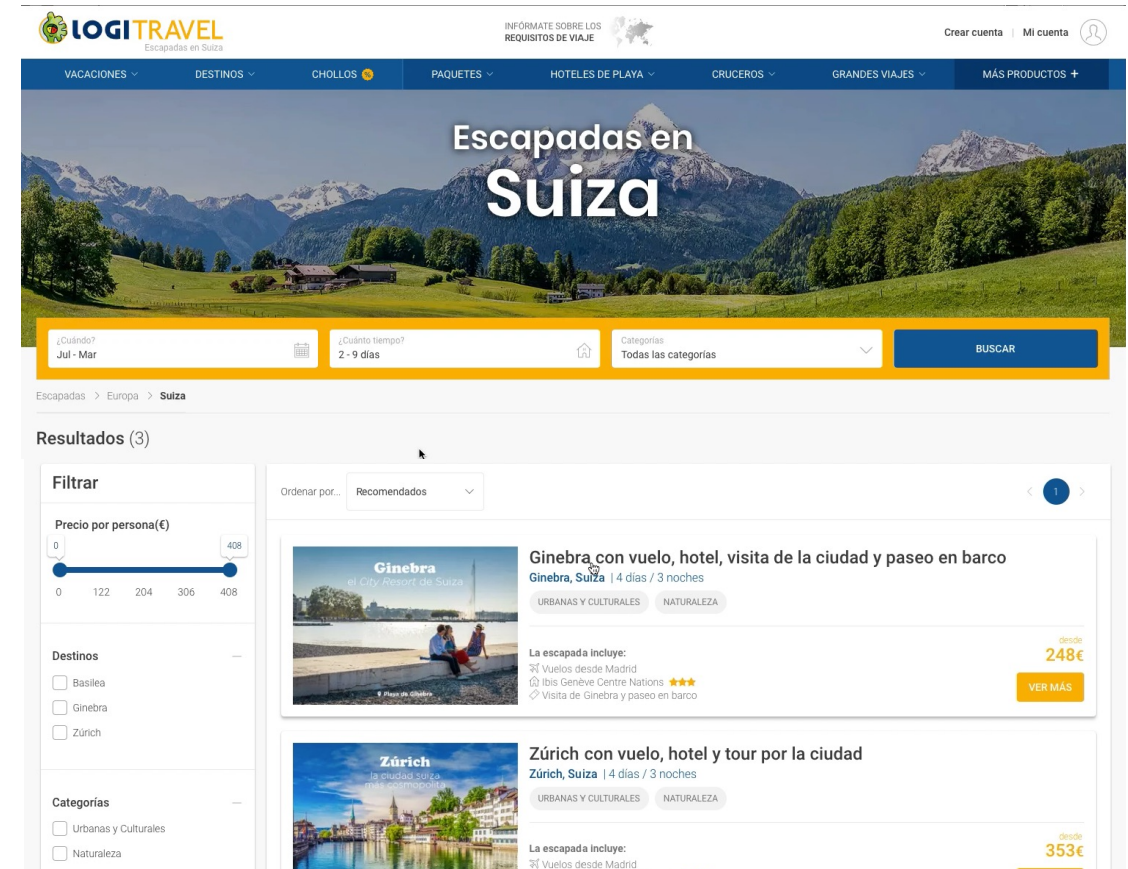
Timing: 11.07.2022

Marketing contacts: 96'527



Sales campaign OTA Logitravel.

- Logitravel is the 2nd most visited travel website in Spain
- The campaign was aimed to push long citybreaks in ZRH, GVA & BSL
- Collaboration included
 - Long citybreak product creation. ([view](#))
 - Creation of a Microsite 15'000'000 impressions per year
 - Display campaign 11'664'000 impressions
 - B2C & B2B newsletter 11'054'859 contacts.
 - Post on the travel blog
 - Display campaign on the Traveltool travel agencies group
 - SoMe campaign on Facebook & Instagram with posts



Timing: July/August 2022

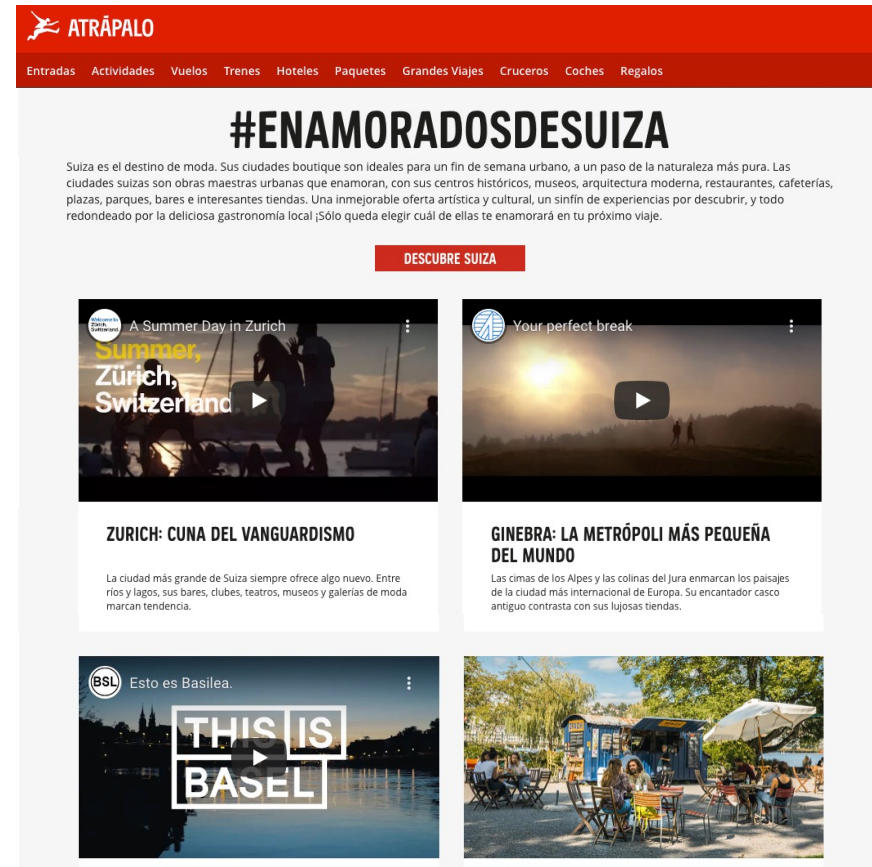
Marketing contacts: 4'714'857 | Room nights: TBC in September

Sales campaign OTA Atrapalo.

- Atrapalo is the 3d most visited travel website in Spain
- The campaign was aimed to push long citybreaks in ZRH, GVA & BSL
- Collaboration included
 - Display campaign: 6'037'500 impressions
 - Display campaign on magazines 3M impressions
 - Radio campaign, 20" spot: 300'000 impressions
 - Microsite update "Los Imperdibles" (view)
 - Article & NL on Houdinis: 1'120'000 impressions
 - SoMe posts on FB, TW & IG: 465'000 impressions

Timing: July/August 2022

Marketing contacts: 4'230'625 | Room nights: TBC in September





Switzerland.

Sales campaign OTA Nautalia.

- Nautalia is an important TO with more than 200 travel agencies
- The campaign was aimed to push long citybreaks in ZRH, GVA & BSL
- Collaboration included
 - Creation of a product manual 20'000 visits
 - Display campaign on their website 200'000 impressions
 - B2B 600 agencies & B2C Newsletter 80'000 e-mails
 - Creation of a 15" video for SoMe 700'000 impressions
 - Raffle for SoMe 1'000'000 impressions
 - Personalized SMS 20'000 users
 - PLV poster on all travel agencies 15'000'000 impressions



Timing: July/August 2022

Marketing contacts: 4'255'150 | Room nights: TBC in September

Basel @ City Confidential.

- Exclusive activity to promote Basel in a creative online magazine of female urbanites with a community of over 180'000 members
- The promotion included:
 - Creation of a microsite to discover Basel in 48h
 - Dedicated emailing to their community
 - Advertorial to push the microsite
 - Social Media posts in their Instagram and Facebook
- Link to the full article



Timing: July 2022

Marketing contacts: 513'060

Basel @ City Confidential.

city confidential.



48 horas en Basilea

[Descubre tu plan de escapada aquí](#)

Fuera mar, chiringuitos, y pescado frito. Dentro terrazas bucólicas al borde del río, paseos en bicicleta, tomarte un café espectacular en una iglesia, meterte en una fábrica de galletas, y admirar más de 4.000 obras de arte. ¿Quieres una escapada diferente? Vete a Basilea.

La tercera ciudad de Suiza es una joyita. Y para que la puedas exprimir al máximo, hemos hecho una guía con un itinerario completo y superprecioso (¡[aquí te parece esta animación](#)!) para que exprimas Basilea en 48 horas.

DESCUBRE TODO LO QUE PUEDES HACER POR SUIZA AQUÍ

Mejor que las guías del New York Times, te llevamos hora por hora por [dónde tienes que ir durante 2 días](#): restaurantes deliciosos, tiendas sorprendentes (hay una tienda que vende decoraciones de Navidad ¡todo el año!), museos diferentes, y hasta el mejor sitio para tirarte al río como los locales. Ya sabes, como dice el dicho, no hay mar que por Rin no venga.

¿Conoces a alguien que sigue buscando ideas para estas vacaciones? [Reenvíale esta guía de Basilea en 48h.](#)

¿NOS VAMOS A BASILEA?

Descubre cómo exprimir la ciudad en 48 horas

¡Quiero verlo!

Plan Cómplice: esta transformación en Basilea Confidential ha sido posible gracias a Turismo de Basilea. Danke.

DESCUBRIR BASILEA > REENVIAR A UN AMIGO



48h. en Basilea

09:00 Desayuno en Unternehmen Mitte

10:00 Tour en bici por la ciudad

12:30 Comida en Santa Isabel

8 de julio 1:46 p. m.

DESCÚBRELO AQUÍ

ELIGE UN PLAN

- Tour en bici por la ciudad 64%
- Tour de arte urbano 36%

#publi @myswitzerland @baselwitzerland

8 de julio 1:40 p. m.

DESCÚBRELO AQUÍ

ELIGE UN PLAN

- Comida en la iglesia de Santa Isabel del s. XIX 55%
- Visita al Molino de Papel 45%

#publi @myswitzerland @baselwitzerland

UK/Ireland.





Switzerland.

ITV Good Morning Britain.

- Broadcasted live on 27 July from Zermatt
- One of the two biggest breakfast shows in the UK (alongside BBC breakfast)
- On average 1.4 million viewers per episode
- Primary audience: ABC1 adults





Switzerland.

'Wired for Adventure' on Saas Fee.

- Niche outdoor media platform
- 360° content partnership – Valais
- July 2022
- Ad hoc additional activity with Saas Fee bundled into existing campaign
- 2 double page display print ads
- 4-week online headline banner
- Print readership 83'000 (6 issues/yr)
- Digital: 100k Uniques / SoMe: 140k

6 HIGH-ALTITUDE ADVENTURES IN SAAS-FEE/SAASTAL, SWITZERLAND



JAMES MILLER-WILLS · 5TH JULY 2022

ADVENTURE

GUIDES

HOW TO...

INSPIRE ME

NEW / PROMOS / GENERAL





Switzerland.

Cities Key Partner Promotion 2022.

Print

- Take over Vol. 37 of 'Suitcase' magazine with a fully branded cover sleeve, a 78 pages print insert about Zurich, Basel, Lausanne/Montreux & Geneva, PLUS cover and 8-pages editorial coverage about Swiss alpine huts.
- Strapa included with: SWISS, Swiss Wine, Victorinox and an additional editorial inclusion of Victorinox

Online

- Online repurposing of print content and creation of designated destination hubs on Suitcase. Pushed with traffic drivers & social amplification

Live

- Distribution of Suitcase magazines copies during Kensington & Chelsea Art Week (KCW)
- B2C event (30x people with a mix of key art personalities, artists and media/tour operators



North America.





Switzerland.

Signature Educational Journey.

- July 11 – 17, 2022
- Fam trip with 10 top selling Signature agents from across the US.
- Zurich, Bern (including excursions to Interlaken/Jungfrau Region) and Geneva.
- Overall theme: “Charming Swiss Boutique Towns”.
- 34 relevant/qualified applications received for the trip.





Switzerland.

Key account visits Central U.S.A.

- August 8 – 11, 2022
- Key account visits in Chicago and Milwaukee by Pascal Prinz and Florin Eggenberger
- Meeting with Consul General of Switzerland, Lufthansa Group (SWISS), and Tour Operators in the greater Chicago area
- Provided update, and invited them to the ST North America workshop
- Airports are busy and Americans are traveling extensively again



Virtuoso Travel Week Las Vegas.

- August 13 – 19, 2022
- Conference with top selling Virtuoso advisors from all over the world (majority from US)
- 5,000 overall attendance (31 Swiss hotels, Zurich Tourism & Bucher Travel)
- Switzerland presence at 1:1 meetings, Adventure Globetrotting booth & Switzerland exclusive event
- Attendees:
 - 1:1 meetings → 240
 - Adventure Globetrotting booth → 143
 - Switzerland Event → 40





Switzerland.

Virtuoso Travel Week Las Vegas - Impressions.





Switzerland.

GTM with STS and Rail Europe.

- July 28-30, Fort Lauderdale
- 50 pre scheduled 6min. appointments
- Selected travel advisors across different networks, majority from Travelleaders
- Lot of new advisor contacts. Allows ST to reach to different consortia.
- The majority indeed has been to Switzerland, and reports strong demand.
- STS, Martin Oester and Rail Europe, Elaine Montanez





Switzerland.

Global Meeting Exchange (GME), San Francisco.

July 18 - 22 , 2022

- Accor's annual event
- 350 participants (125 international buyers)
- Swiss partners: Fairmont Le Montreux Palace, Fairmont Geneva & Conventus
- SCIB had a total of 40 meetings with FMP
- Of which 14 new companies/8 new contacts
- Takeaways:
 - Rates continue rise overall
 - Consider 'Total cost of travel'
 - Groups are back, filling hotels
 - Fewer new hotels
 - Bleisure travel gain in importance
 - Labor issues continue to impact operations

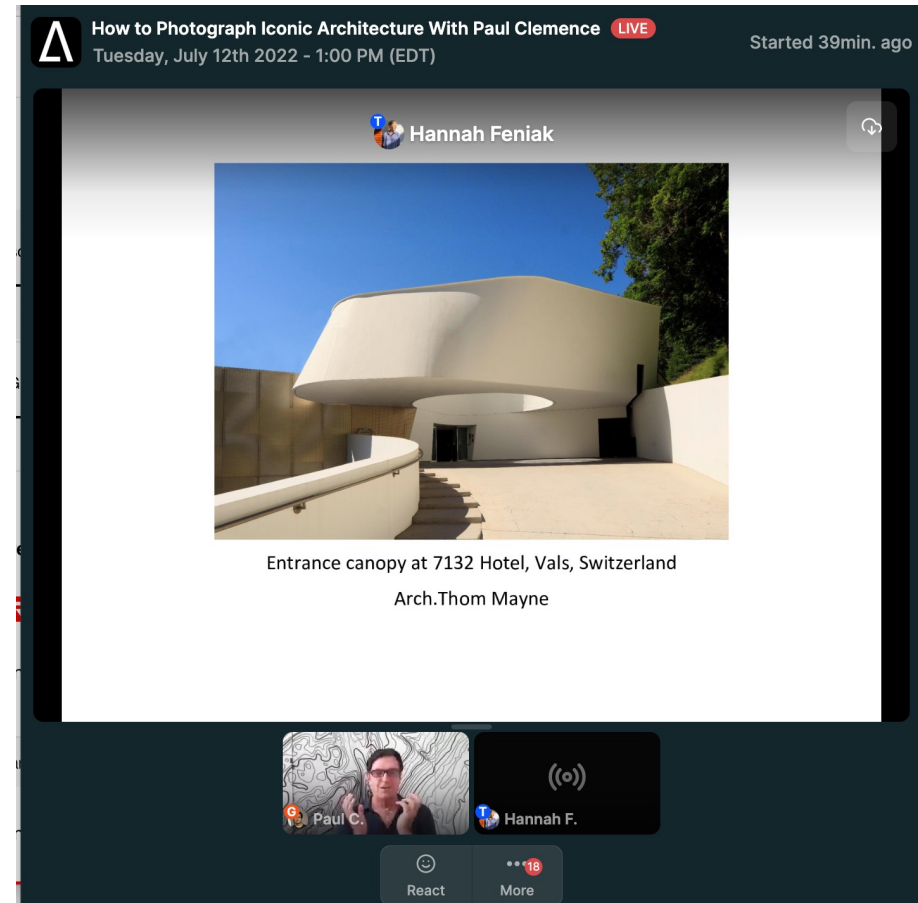




Switzerland.

Webinar - How to Photograph Iconic Architecture and Avoid Clichés.

- July 12th, 2022
- Hosted by Architizer magazine
- Live streamed from the new Hotel des Horlogers, Vaud.
- Partners: Vaud Promotion, Graubünden
- Hosted by Chief Editor Paul Keskeys, Editor Hannah Feniak from Architizer magazine and Paul Clemence architecture photographer and freelance writer
- contacts: 971 attendees





Switzerland.

Key Opinion Leader: Chef Marcus Samuelsson.

- July 14-17, 2022
- Star Chef, New York based, known for his restaurants nationwide and TV shows on Netflix and PBS
- Culinary and "Back to the roots" trip to Interlaken where he learned how to cook
- Wine tasting with Jérôme Ake Béda Sommelier at Auberge de l'Onde (Lavaux)
- Back in hotel Victoria Jungfrau in Interlaken where he discovered his passion for cooking 30 years ago and visit of local cheesemaker
- IG: 659'000 followers



Media Top result: NBC – Access Hollywood.

- NBC Access Hollywood TV show:
Lindsay on Location: Switzerland
(travel segment)
- Host: Lindsay Myers
- Date: July 21st , 2022
- Featured: Bern City, Jungfrau
Railways & Top of Europe, Jungfrau
Region, Schilthorn, Interlaken,
- Contacts TV broadcast: 716'000
- Online: 1'000'000 uvpm





Switzerland.

Media Top result: CTV News Ottawa.

- CTV News Ottawa
- Host: Jennifer Weatherhead
- Title: Take a trip to Switzerland!
- Date: July 25th , 2022
- Featured: Basel, Bern, Lucerne, Valais, Engelberg, Interlaken, Jungfrau Region, Jungfrau Railways
- Circulation: 1'280'000



Media Top result: GirlBoss.

- GrilBoss.com
- Author: Liz Guber
- Life Lessons from the Top of a Swiss Alp
- Date: July 7th , 2022
- Featured: 100% Women, Valais
- Online article contact: 241'000 uvpm
- 1 Instagram post, contacts: 1'800'000

girlboss

READ ▾ SHOP ▾ NEWSLETTER FIND A JOB

Home / Read / Life Lessons from the Top of...

POPULAR POSTS

We Crowd-Sourced 22 Ways to Have a Better 2022

I Quit My Job, Moved To A New Country, And Am Living Off Savings. Here's How.

Self-Care Doesn't Solve Burnout—but Here's What Will

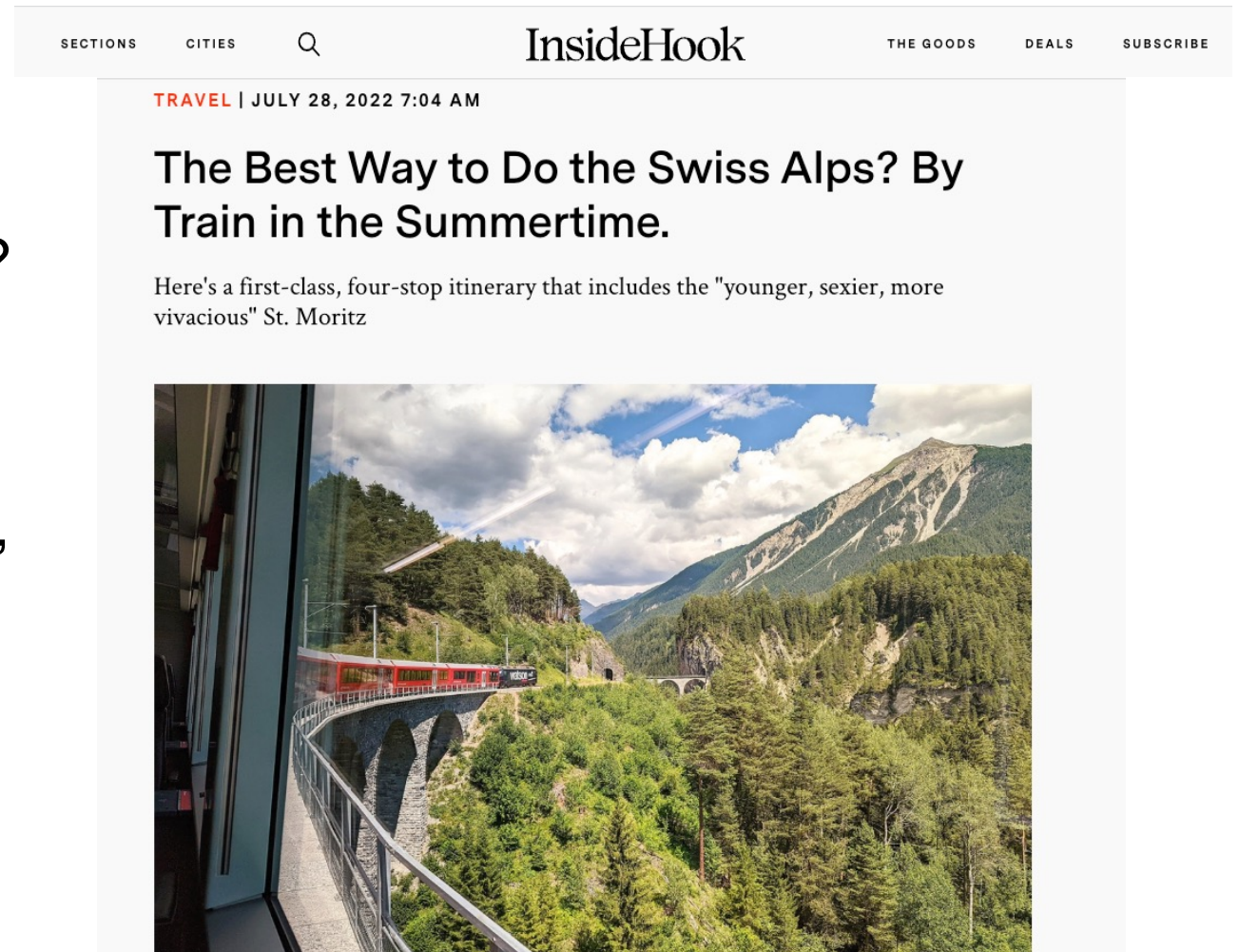


SUCCESS STORIES

Life Lessons from the Top of a Swiss Alp

Media Top result: Inside Hook.

- Inside Hook.com
- Author: Jake Emen
- The Best Way to Do the Swiss Alps? By Train in the Summertime
- Date: July 28th , 2022
- Featured: St. Moritz, Gstaad, Zurich, Andermatt, Hotels
- Contacts
 - Online: 315'000





KOL Jordan Watts, @love.watts & @watts.place. Switzerland.

Jordan is a respected Key Opinion Leader in the creative world with a solid audience which includes other influential people and trend setters.

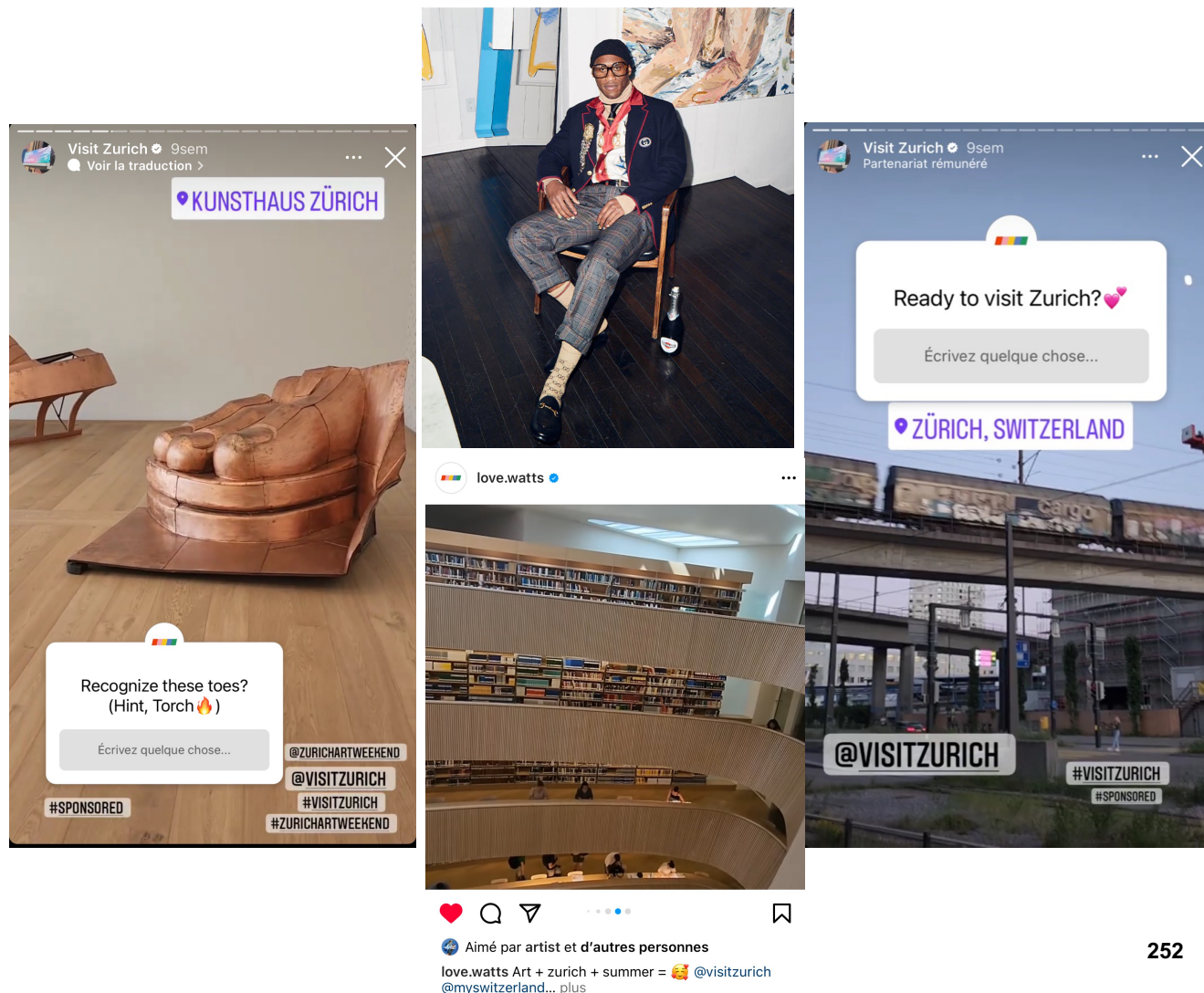
Partnership with Zurich to promote the city and the Zurich Art Weekend

Posts, reels and stories on his Instagram handles:

@Love.Watts 2M Followers

@Watts.Place 470K Followers

Total impression: 4'127'451



Brazil.



Switzerland.





Switzerland.

KAM/Digital Newsletter: Lausanne & Montreux Riviera.

- **Highlight:** Lausanne & Montreux Riviera
- **02 sendings:** July 1st and 19th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 37,00%
- **Link newsletter:**

<http://smtp.mailnewsdobrasil.com.br/email/SUICA-03DE03-2021/suica-03de03-2021.html>

> TREINAMENTO ONLINE FALE CONOSCO > TRADE CORNER



©LTW

**Lausanne & Montreux Riviera, Região do Cantão de Vaud.
100% Cantão de Vaud!**

As delícias do espetacular **Cantão de Vaud** são infinitas. Em um país inundado de belas paisagens, o cantão fica na região do Lago Léman, na parte francesa da Suíça. Ele se destaca não só pela sua bela natureza com lagos e montanhas, mas também pelo famoso **Vinhedo do Lavaux**, uma gastronomia premiada e vistas de cartão postal.



Switzerland.

KAM: TTW Group + Kempinski Famtrip.

Engelberg, Frutt, St Moritz

July 18th to 24th

- TTW Gropup Famtrip to:
 - Engelberg: Kempinski Engelberg
 - Frutt: Frutt Lodge
 - St Moritz: Kempinski St Moritz
 - Glacier Express
- 8 participants, 6 travel agents
- Support with experiences and meals on destinations and Swiss Travel Pass





Switzerland.

KAM/Media return: TTW Group + Kempinski Famtrip. Engelberg, Frutt, St Moritz

August 5th

- Voe News
- Page views: 25,501
- Unique visitors: 25,501
- Audience: 510
- Segmentation: Attractions tourer, nature lover.
- Link to publication: [click here.](#)



DESTAQUE

TTWGROUP promove Famtrip de verão na Suíça

De Voefnews
Postado em 5 de agosto de 2022



Os agentes de viagens convidados conheceram o icônico destino europeu sob uma nova perspectiva.

O TTWGroup promoveu uma famtrip exclusiva entre os dias 18 e 24 de julho, apenas para agentes de viagens selecionados, em parceria com Kempinski Hotels e o Turismo da Suíça, com o intuito de realizar experiências diferenciadas, aprimorar seus conhecimentos sobre o verão no destino e potencializar as vendas.

Com o intuito de inspirar e preparar os viajantes para as incríveis experiências que os aguardavam, a holding promoveu uma animada sessão de spinning no espaço Les Cinq Gym, em São Paulo. Após alguns dias, o grupo formado por Caio Brusamarello, Marcela Camargo, Gerente de Vendas Global dos hotéis Kempinski na América Latina, e as agentes de viagens Camila Rocha (Camila Rocha Viagens), Júlia Monte (Insigne Viagens), Veridiana Lisboa (Triplink), Mariana Camargo (Singular Travel), Jefferson Silva (JST Travel) e Camila Nogueira (High End Travels), esta última integrante do TTWLab, desembarcou no aeroporto de Zurique.

Logo em seguida, partiram para o vilarejo de Engelberg, aos pés do Monte Titlis, onde viveram experiências de aventura, incluindo trilhas pela natureza, deslizar montanha abaixo pela tirolesa Trübsee Flyer e atravessar a incrível ponte suspensa mais alta da Europa, Titlis Cliff Walk. Também puderam aproveitar a cidade de Lucerna, com direito a um cruzeiro no lago a bordo do iate panorâmico Saphir e jantar no restaurante Zunfthaus Pfister, um dos mais tradicionais de Old Town. A hospedagem foi no elegante Kempinski Palace Engelberg, que tem vista para os alpes e um spa no rooftop, que foi o refúgio perfeito após tantas aventuras ao ar livre.



Switzerland.

KAM: STS TRAINING – TTW GROUP.

August 03rd

- Swiss Travel System presentation
- 35 travel agents from TTWLab + TTW Group operations team present during the presentation
- Dedicated Q&A session with agentes
- Breakfast sponsored by Switzerland Tourism



KMM Digital: GToS Viagem News.



August 1st

- Special GToS content at Viagem News website.
- Highlit destination.
- Page views: 566.356
- Unique visitors: 283,178
- Audience: 5.663
- Segmentation: Attractions tourer, nature lover.
- Link to publication: [click here.](#)

The screenshot shows the Viagem News website interface. At the top right, there is a navigation menu with options: Home, Destinos em Destaque (highlighted), Destinos Nacionais, Destinos Internacionais, Conectado, Histórias de um viajante, Quem somos, and Contato. Below the menu is a weather widget for São Paulo, BR, displaying a temperature of 10°C, 9:03 am BRT, and a cloudy sky. The main content area features a featured article titled "Grand Tour da Suíça, roteiros apaixonantes para uma road trip inesquecível". The article includes a sub-header "Mais de 1600 km percorrendo todo o país conduzem os visitantes pelas mais belas paisagens do país alpino, levando-os aos mais diversos destinos que lhes proporcionarão experiências únicas" and a large image of a winding road through a mountainous landscape. A red shield logo with a white cross and the text "GRAND TOUR of Switzerland" is overlaid on the bottom left of the image. To the right of the article is a search bar with the placeholder text "Digite aqui a sua busca" and a "Pesquisar" button. Below the search bar are social media icons for YouTube, Instagram, and Facebook. Further down, there are two promotional banners: one for "like CHILE" with the text "Clique no banner e consulte nosso parceiro para obter as melhores dicas atualizadas do Chile!" and another for "Chegou o Luminar Neo, com novos recursos para editar suas fotos de modo profissional." The footer of the page contains the text "O Rei dos Passos Alpinos - Passo de São Gotardo".

Campaigning and activation: Taste of Switzerland.

August 11th to 13th 2022

- Between August 11th to 13th Tivoli Mofarrej Hotel offered special menu prepared by 3 Swiss chefs from Engelberg
- Swiss specialties: Fondue and Raclette
- Event sold out before first day



10.08 | 19h
Tivoli Mofarrej São Paulo Hotel
Alameda Santos, 1437

Suíça.

O Cônsul Geral da Suíça, Pierre Hagmann e o Turismo da Suíça, juntamente com o Turismo de Titlis, têm o prazer de convidá-los.

Taste of Switzerland

Para comemorar os dias de gastronomia suíça no Tivoli Mofarrej São Paulo Hotel entre os dias 11 e 13 de agosto, serviremos um jantar de abertura no dia 10 e você é nosso convidado.

RSVP: info.br@switzerland.com
Até 03.08.2022

Fondue & Raclette

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Consulado Geral da Suíça em São Paulo

ENGELBERG
SWISS

Lindt
SCHWITZER CHOCOLADE - KULTUR
SEIT 1845

Campaigning and activation: Taste of Switzerland, Media Lunch and Workshop.

August 10th

- Special lunch with fondue workshop to promote “Taste of Switzerland” events at Tivoli Mofarrej Hotel
- Presence of 15 journalists during the workshop
- Goody bag with StraPa giveaways: SWISS, Victorinox, Lindt,



Campaigning and activation: Taste of Switzerland, VIP Dinner.

August 10th

- Special dinner for 60 VIP guests to promote “Taste of Switzerland” events at Tivoli Mofarrej Hotel
- Presence of:
 - 16 travel agents
 - 24 VIPs and media guests
 - 20 VIP guests from Consulate in São Paulo
- Goody bag with StraPa giveaways: SWISS, Lindt.



Campaigning and activation: Taste of Switzerland VIP Dinner.





Switzerland.

CA/KAM/Media return: Taste of Switzerland, VIP Dinner.

August 10th

- Mercado & Eventos
- Highlight: *“Switzerland has already taken more than 80% of the pre-pandemic levels of Brazilian tourists”*
- Page views: 31,659
- Unique visitors: 24,624
- Audience: 492
- Link to publication: [click here.](#)

AVIAÇÃO / DESTINOS / TURISMO EM DADOS

Suíça já retomou mais de 80% dos níveis pré-pandemia de turistas brasileiros



Por Pedro Menezes em 10/08/2022 - 23:47



Michael Schweizer, Cônsul da Suíça em São Paulo, Natalia Leal, do Switzerland Tourism no Brasil, Annette Taeuber, da SWISS, Vanda Catão, de Lucerna, Pierre Hagmann, Cônsul Geral da Suíça em São Paulo, e Mara Pessoa, do Switzerland Tourism no Brasil

SÃO PAULO – O Consulado da Suíça e o Turismo da Suíça, em parceria com a SWISS e com a região de Titlis, promoveram nesta quarta-feira (10), um jantar especial para cerca de 70 convidados a fim de celebrar a realização do [primeiro Taste of Switzerland na capital paulista](#). O evento gastronômico, que conta com a presença de três chefs suíços, destaca o poder da gastronomia suíça, através dos seus fondues e raclettes, e ocorre oficialmente entre os dias 11 e 13 de agosto, com reservas já esgotadas.

O Consulado Geral da Suíça de São Paulo teve a iniciativa de convidar os chefs que anualmente já promovem a gastronomia em países vizinhos como Uruguai e Paraguai e este ano, em parceria com o Turismo da Suíça e Tivoli Mofarrej, conseguiram colocar o projeto em prática para atender também os brasileiros com a original gastronomia suíça. O anfitrião da noite e Cônsul Geral da Suíça em São Paulo, Pierre Hagmann, destacou o relacionamento entre os dois países.

CA/KAM/Media return: Taste of Switzerland, VIP Dinner.



August 11th

- Panrotas
- Highlight: “Switzerland hosts opening dinner of the Taste of Switzerland festival”
- Page views: 26,451
- Unique visitors: 17,949
- Audience: 358
- Link to publication: [click here.](#)

The screenshot shows a web page from PANROTAS. The header includes the site name and navigation links like 'CANAIS', 'EDIÇÕES DIGITAIS', 'EMPREGOS', 'CALENDÁRIO DE EVENTOS', 'E-BOOKS', 'HOTSITES', and 'CURSOS'. A search bar and 'Entrar' button are on the right. The main content area has a breadcrumb trail: 'Mercado > Destinos > Suíça realiza jantar de abertura do festival Taste of Switzerland'. Below this is a teal banner with 'Confira as ofertas'. The article title is 'Suíça realiza jantar de abertura do festival Taste of Switzerland', dated 11/08/2022 at 18:02 by Beatrice Teizen. A photo shows five men in a kitchen setting, with a caption identifying them as chefs and consuls. Below the photo is a short paragraph in Portuguese. On the right side, there is a blue 'RODOVIÁRIO' banner with a bus icon, a newsletter sign-up form for PANROTAS with fields for Name, E-mail, and Empresa, and a 'Cadastre-se' button. At the bottom right, a red banner encourages updating the user's profile to receive e-books from TAP!

Thank you.



Switzerland.