

International.



Switzerland.





Switzerland.

# Almaty Mount Festival and Forum.

## 3-5 Septembre 2022.

- Almaty Mount Fest on 3-4 Sept
- Almaty Mountain Forum with participation of international speakers on 5 Sept.
- Focus on Cymbulak Mountains and region of Almaty/KZ.
- Additional meetings with officials and key accounts.





# Opening of UNO Model 1:25 in Swissminiatur.



- Opening of UNO Building of Geneva as a model (scale 1:25) in the park Swissminiatur on 10 September 2022.
- Participation of foreign diplomats based in Berne and Geneva on invitation of FDFA and President of swiss Confederation Ignazio Cassis.



# STM Health Edition in Bad Ragaz. GCC Ambassador's Event.

- Special invitation for GCC's Ambassadors based in Berne and Geneva to Bad Ragaz on the occasion of STM Health Edition.
- Attendance of KSA, UAE, Kuwait, Oman. Excused Bahrain, Qatar.
- Coordination by Federico, Gisele. Participation by Simon, Mark W., Gioia.
- Fruitful event





# STE Israel.



Switzerland.

- STE Israel + Passport Group Event  
13-14 September 2022 in Tel Aviv
- Including Swiss partners: Basel  
Tourism, Jungfrau Railways and  
Titlis Cableways
- Special travel trade event organized  
by Passport Group, including  
partnership of ST on 14 Sept 2022
- Sales calls with 8 operators and  
Lufthansa Group



# Swiss Days in Istanbul.



- Swiss Days activity on 22-25 September 2022 organized by Consulate General of Switzerland and Swiss Business Hub in Istanbul
- ST as partner for entire event with participation at Gala Dinner, Business Forum, Networking Cocktail and Public Plaza.
- Local and international operators followed invitation of ST





Markets East.

Germany.



Switzerland.





# Exclusive Sales Call „Lucerne“.



- Date: 13.-15.09.2022
- Route: Munich, Heidelberg & Frankfurt
- Appointments with German corporate accounts and MICE agencies
  - In total 20 pax
  - For instance appointments with Boston Consulting Group, Planworx GmbH, MCI Deutschland GmbH, Ottomisu communication GmbH, DER Corporate Solutions
- Partner:
  - Lucerne Convention Bureau
  - Pilatus-Bahnen AG
  - Radisson Blu Reussen, Andermatt



# BlachReport Dialog in Davos.

- Date: 16.-18.09.2022
- Study trip in Davos
- Participants: 6 managing director from German MICE industry
- Highlights of the tour:
  - Roundtable discussion „BlachReport Dialog“ at Schatzalp
  - Sertigtal
  - Madrisa Hütte
- Post-reporting in BlachReport (German B2B magazine)





# Oktoberfest in Munich.



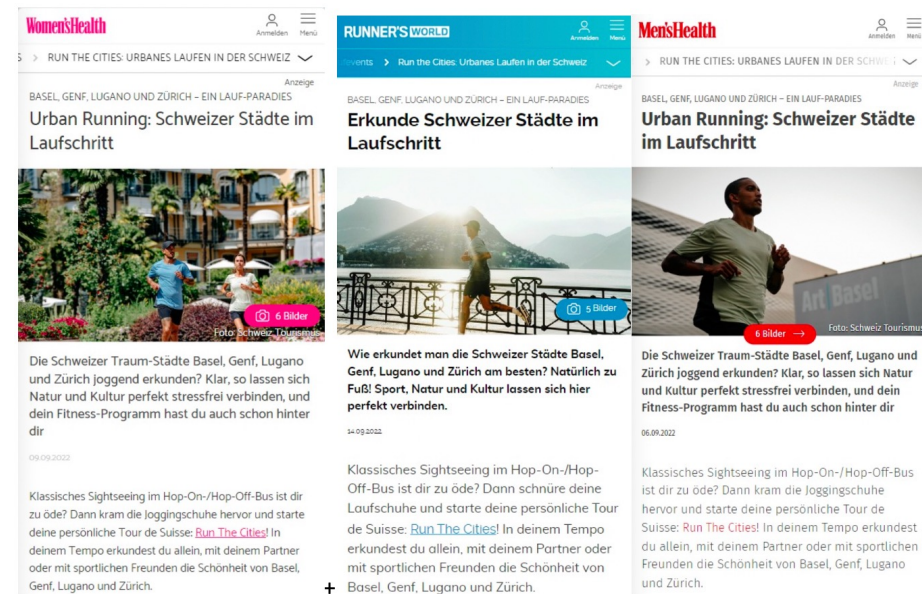
- Date: 26.09.22
- „B2B event“ at Oktoberfest in Munich
- Invitation of corporate accounts and MICE agencies from Munich region
- For instance companies such as Proske GmbH and METZLER VATER participated in this event
- Together with:



# Run the Swiss Cities in Germany's Running month.



- September was “Running month” in Germany, with the Berlin Marathon in its centre. 2 campaigns feature Run the Swiss Cities:
- Coop 1: Promotion in the 3 most important digital running & sports magazines, eg. Runner's World
- Coop 2: Radiocampaign with 2 local radio stations in Berlin
- September 15<sup>th</sup> – October 1<sup>st</sup>
- Contacts: 7 Mio



Austria/Hungary.



Switzerland.





Switzerland.

# Austria: Media Press Event Cities.

## Media breakfast event at the Swiss Embassy in Vienna

- Date: 14. September 2022
- Participation of 18 journalists
- Topics: Swiss Boutique Cities (Zurich, Lucerne, St. Gallen, Basel, Geneva, Lugano) / Run my Swiss City
- Flurina Manser from Bern Welcome joined the event, presenting the partner news from Bern







Switzerland.

# Austria: Group Media Trip with Eurotrek – Wallis.

**Media Trip in corporation with Eurotrek “Walliser Weinweg” with focus on hiking, traditional villages and various wine tasting in the region.**

- Date: 17. – 20. September 2022
- Participation of 6 Journalists
  - Bundesländerinnen Magazin (434'125 contacts)
  - Kronen Zeitung (1'968'083 contacts)
  - Salzburger Nachrichten (146'766 contact)
  - Gute Reise (60'000 contacts)
  - Traveller (25'000 contacts)
  - Die Presse (157'519 contacts)



# Austria: Top am Counter “Switzerland Special”. Switzerland.



Switzerland.

## Exclusive Travel-Trade magazine Top am Counter

- Date: 28. September 2022
- Contacts: 12'500
- Including Switzerland related content and integration of key- and strategic partners
- 8 Pages as a supplement booklet
  - STS, SOB, St. Gallen, Pilatus, Berne, Kambly Experience



Czech Republic.



Switzerland.





# ST Middle Europe Workshop.



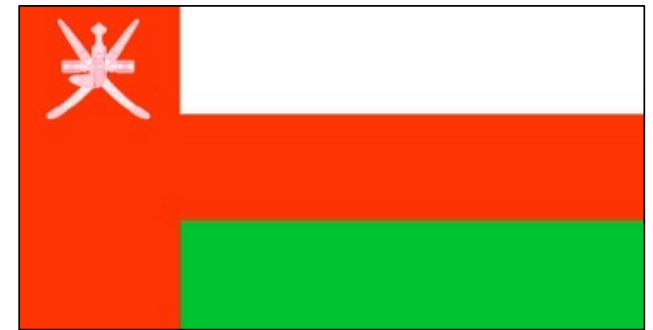
- 28. 9. – 2. 10. 2022, Mürren
- B2B KAM workshop for Czech, Slovak and Polish TO's and TA's in Mürren (28. – 30. 9.) followed by 5 different partner Post-Convention Tours (Interlaken / JFB, Pilatus, Rigi, RhB, MOB / HLGR).
- 25 Swiss suppliers, 13 CZ TO's, 1 CZ B2B media



GCC.



Switzerland.



# KAM: GCC Workshop in Montreux: 16-23 Sep.



- 68 GCC travel agents joined the workshop and met 84 Swiss partners in Montreux.
- The workshop enabled more than 1000 meetings between suppliers and buyers.
- 11 fam-groups with 11 different pre/post tours covered all GCC key partners.





# Health: STM Health and post-convention: 11-17 Sep.



- Date: 11 -17 SEP 2022.
- 12 GCC delegates/buyers from government and private sector traveled to Switzerland to meet with our medical partners at the Bad Ragaz Resort.
- Post-convention tour: Schloss Mammern, Zihlschlacht, Bethanien, Hirslanden, Clinique des Grangettes, Clinique Générale-Beaulieu, Hopital de la Tour, Waldhotel.



# KAM: Travel Counsellors Workshop: 13 Sep.



- Date:
- Travel Counsellors is a thriving trade model in the UAE. Independent travel advisors sell FIT trips from home to their network
- 3 hours workshop, ST team had a booth and met 22 TC agents.





Switzerland.

## Board of Directors Meeting ST: 7 -10 Sep.

- Dinner with 15 GMs of Key Accounts at Capital Club on the 8SEP.
- Meeting with 14 local partners, content producers and key accounts at Barber shop.
- Further exchanges with Dubai Tourism, Museum of the Future, Centre for Cultural Understanding and Consul General Frank Eggman.

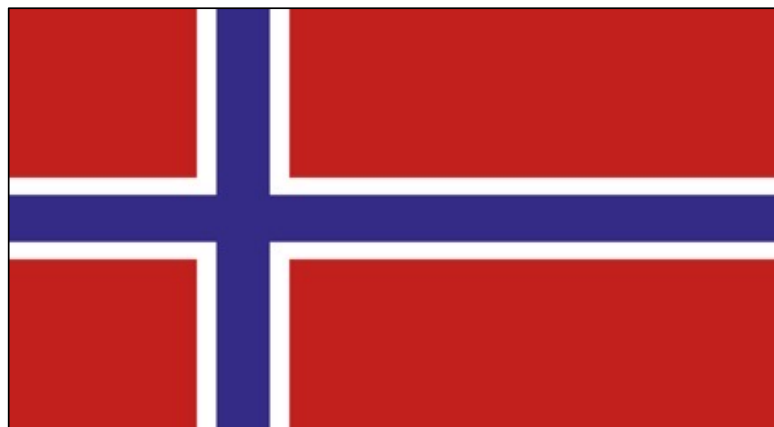
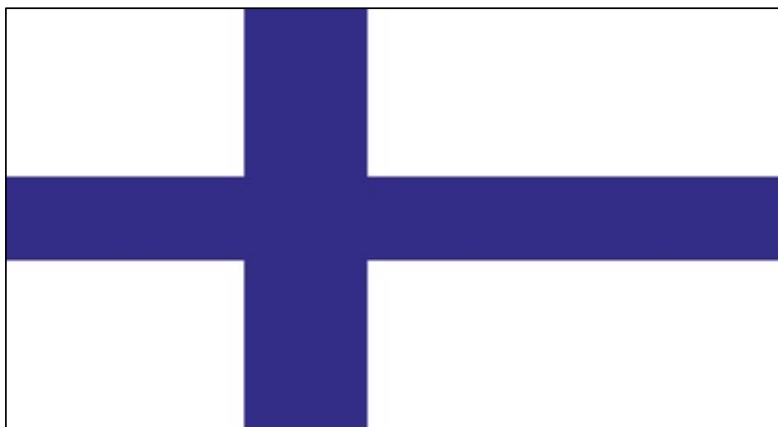
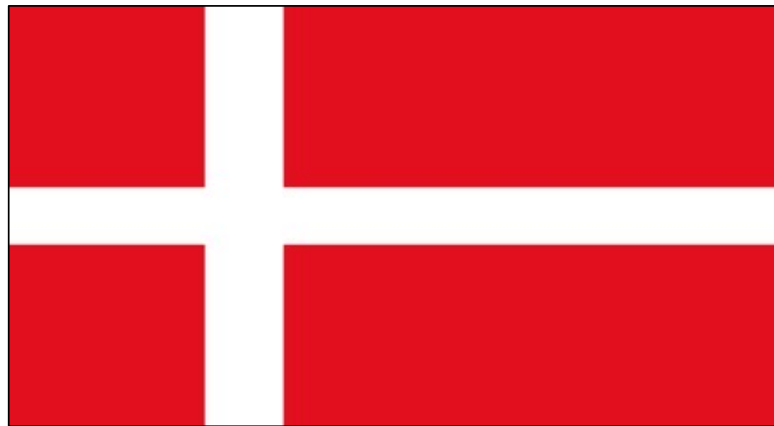
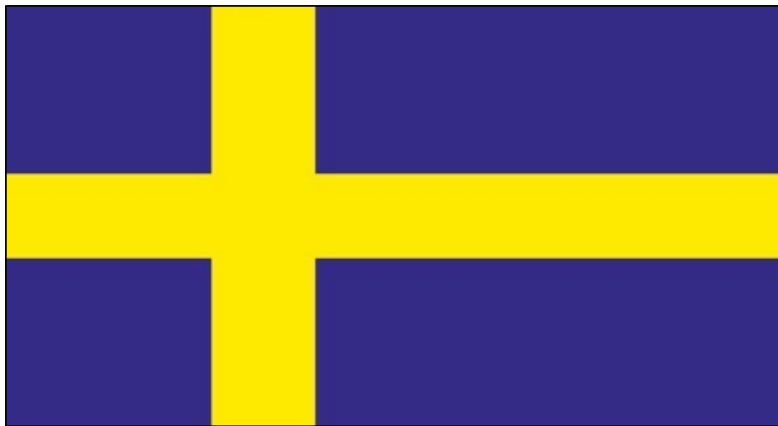




# Nordics.



Switzerland.



# SCIB - Business Day in Stockholm.



- 26th August in Stockholm
- Workshop and Apéro
- 35 participants from the Nordics
- Presenting partners:  
Lucerne, Davos, Engelberg,  
Geneva, Engadin, Andermatt,  
Interlaken



# SCIB - Hybrid Breakfast with Lucerne Region.



- 13th September in Helsinki
- Breakfast with 8 clients
- SCIB representing on spot
- Lucerne CVB presenting on screen



# SE - Valais Networking Event.

Stockholm, August 29<sup>th</sup>

- Product development discussion followed by VIP After Work for a few selected ski enthusiasts, tour operators and media, in collaboration with Valais.
- The main messages were news in Valais for the upcoming ski season but also activities outside the slopes such as safe off-piste.
- The evening ended with food, drinks and a lot of skiing anecdotes was shared among our 10 participants.





# SE - Top Media Coverage – Runner's World.



Switzerland.

- 6 pages article incl. cover in Runner's world Sweden about trail running in Switzerland, published in Sep Issue.
- Destinations featured: Engadin, Saas-Fee & Thyon



**TRAILLÖPNING I SCHWEIZ**

Att ha en trail löpning i Schweiz är en fantastisk upplevelse. Landet erbjuder en fantastisk natur med stora berg och vackra landskap. Det är perfekt för dem som vill utmana sig själva och njuta av naturen samtidigt. I Schweiz finns det många olika typer av trail löpningar, från korta och snabba till långa och utmanande. Det är viktigt att vara beredd på att det kan bli varmt och soligt, så ta med dig tillräckligt med vatten och solskydd. Det är också viktigt att vara beredd på att det kan bli kyligt och regnigt, så ta med dig tillräckligt med kläder och utrustning. Det är viktigt att vara beredd på att det kan bli tröttsamt, så ta med dig tillräckligt med energi och mat. Det är viktigt att vara beredd på att det kan bli utmanande, så ta med dig tillräckligt med uthållighet och uthållighet. Det är viktigt att vara beredd på att det kan bli en fantastisk upplevelse, så ta med dig tillräckligt med glädje och uthållighet.



Switzerland.

# SE - Top Media Coverage – Åka Skidor.

- 7 pages article about "Switzerland's top ski destinations" in Åka Skidor, the leading ski magazine in Sweden published in Sep issue.
- Destinations featured: Zermatt, Verbier, Andermatt, Engelberg, Arosa/Lenzerheide, Disentis, Davos Klosters, Laax



GUIDE — SCHWEIZ



### AROSA/LENZERHEIDE

Det är två orter i Arosa och Lenzerheide är sammankopplade via liftar över en stor bergsgygga och utgör tillsammans en av Schweiz bästa skidorter. Skidområde är stort och varierande och består på både riktigt bra offspårslängd och på ett stort antal skidliftar.

Tempel för alla åkare här är de många av de mest varierade på sin härifrån, vilket inte alla behövs för att åka riktigt bra. Arosa är den mindre av de två byarna med ett litet lugnare tempo, medan den lilla orten Lenzerheide erbjuder en skidort med mycket mer av ett lite större tempo. Var de olika väljer att boera sig är helt enkelt en smak sak. Överst i skidområdet finns bergstugan med en hög skidlift på 2 862 meter och riktigt fina offspårslängder. Annan pass är Lenzerheide och Arosa till för den som föredrar sin skidåkning mest i skidorten och med enklare anordningar i Arosa.

ÅR: 2010  
ÅR: 2010  
ÅR: 2010

### DISENTIS

Det är ett litet och den förvarande turistorten i Disentis ett gästgiveri som egentligen från Engelberg och hade varit en av de mest utvecklade skidorterna i Schweiz. Det är en skidort som har ett stort antal offspårslängder. Värst var enkelt, men tyvärr är skidorten inte riktigt lika bra som de andra. Det är ett litet lugnare tempo, medan den lilla orten Lenzerheide erbjuder en skidort med mycket mer av ett lite större tempo. Var de olika väljer att boera sig är helt enkelt en smak sak. Överst i skidområdet finns bergstugan med en hög skidlift på 2 862 meter och riktigt fina offspårslängder. Annan pass är Lenzerheide och Arosa till för den som föredrar sin skidåkning mest i skidorten och med enklare anordningar i Arosa.

ÅR: 2010  
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ÅR: 2010  
ÅR: 2010

# DK - Top Media Coverage – Politiken.



- 3 pages article about cross country and alpine skiing in Engadin published in one of Denmark's largest paper Politiken, Sep 4th. The article is based on a presstrip done in Jan 2022.

SCHWEIZ ENGADIN



## En buffet af skioplevelser frister i overset bjergdal

Lige så langt Engadinden skinner sig, lige så mange oplevelser venter for familien, for freeridderne, for langrendsløberne eller blot for bjergnødsstær.

En lille fangst af de smukkeste bjerg og skisommer i den nordlige Schweiz. En af de mest smukke bjerg og skisommer i den nordlige Schweiz. En af de mest smukke bjerg og skisommer i den nordlige Schweiz.

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SCHWEIZ ENGADIN



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### FAKTA

#### Turen til Engadin

Rejsen er 1200 km lang og tager 10-12 timer. Der er mange muligheder for at rejse til Engadin. Rejsen er 1200 km lang og tager 10-12 timer. Der er mange muligheder for at rejse til Engadin.

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China.



**Switzerland.**

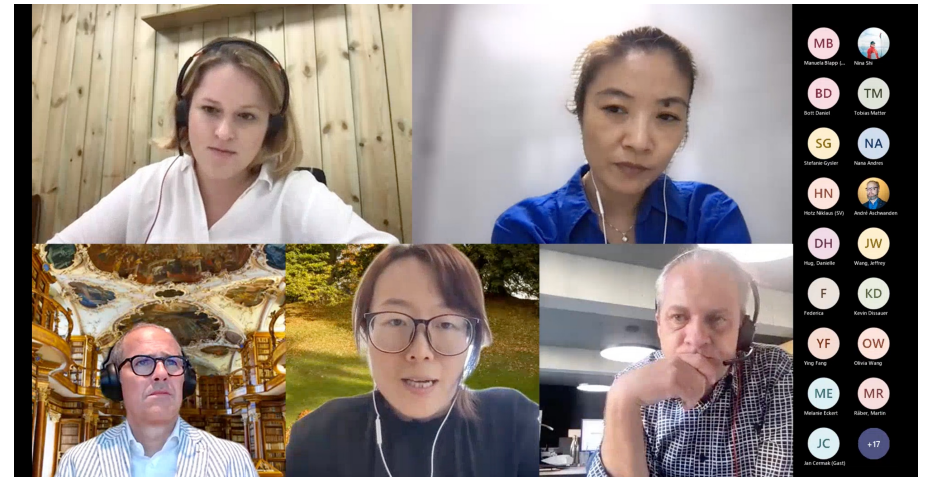




# Quarterly Partner Briefing.



- Date: 2nd of September
- Participants: 43
- Average Attendance time: 50'
- Topics:
  - Market Update and Outlook
  - Project Update Q3-4
  - Vivid Discussion with Partners



# KMM: Media conference Beijing Autumn Launch. Switzerland.

- Sept.06 Beijing Media conference
- 67 media +5 VIPs
- Autumn + Swisstainable + culture
- Key partners inclusion



# KMM: Media Conference Shanghai Autumn.



- Sep 08 Shanghai media conference launch Autumn and Swisstainable
- 32 media + 3 VIP attend
- CG and LX speech
- Present main campaign content and market activities





# Euro Travel Mart Shanghai.



- Sep 09-11 Shanghai
- 200+ club member guests
- ST speech on opening ceremony
- Seminar with 20+ customers sharing Switzerland Travel info and distribute brochures
- StraPa Kambly and Appenzell Bier booth on mart
- Swiss Cheese tasting





## KAM: Euro Travel Mart Trade gathering.

- Sep 10 Shanghai
- 15 Shanghai KA gathering during Euro Travel Mart invited by organizer
- Exchange market situation
- Present ST campaign and distribute brochures



# KMM: Interview during Euro Travel Mart.

- Sep 09-11 Shanghai
- Interviews organized by Euro Travel Mart
  1. Live-streaming in Mangofun
  2. Today's Expression TV
  3. Eastday.com
  4. Shanghai daily
  5. Various Channels 视频号
- Present GtoS, GttoS and Swisstainable

ArtDeco 上海 >

9月9日 | 欧洲旅行海上市集开幕式



9月9日 | 第二届上海海派风尚节开幕式



定位在“摩登、融合、格调”的上海海派风尚



# Top media coverage.

- World Traveler Sep Issue
- Sustainable media report
- 8page
- Swisstainable



Switzerland.

瑞士  
NO.1 WORLD

### 瑞士 可持续的瑞士

瑞士被誉为“欧洲的绿色心脏”，也是全球最可持续发展的国家之一。瑞士的可持续发展之路，始于对自然环境的尊重和保护。瑞士政府通过严格的法律法规，确保了森林、水源和土地资源的可持续利用。此外，瑞士还积极推动绿色能源的发展，如风能、水能和太阳能，以减少对化石燃料的依赖。瑞士的可持续发展不仅体现在环境保护上，还体现在社会公平和经济发展上。瑞士拥有完善的社会福利制度，确保了所有公民都能享有高质量的生活。同时，瑞士的经济发展也保持了高度的稳定性和可持续性，成为全球可持续发展的典范。

瑞士  
INFO WORLD

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瑞士  
NO.1 WORLD

### 来瑞士 享受旅行的美好

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瑞士  
INFO WORLD

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## KAM: STM Luxury Edition Gstaad Chinese buyer participation.

- Invite one Italy base Chinese buyer active participation 4-8Sep in Gstaad
- 45+ 1:1 meetings
- Develop 10+ Crypto contracts with luxury hotels and services, prepare for recovery business





## HK Public Event: Sports Expo 2022.

- 10-12Sep @ Conventional & Exhibition Centre
- Visitors mainly sport lovers, high potential on sport travel, such as hiking, biking, Marathon ski and swimming...etc
- Distribution: ST brochures, such as Outdoor, Hiking, Winter, Summer, Mobility/Ski/STS map & Marathon list
- Very good platform to inspire visitors that travel could be combine sport & Healthcare



# KMM: Media Conference Taipei.



- Date: 15.September 2022
- Topic: Autumn / Recovery
- Partner: STS, Swiss, RhB, Zurich, Vaud, Ticino etc. (all)
- Media interested in Swisstainable, Fam Trips, Taiwanese numbers
- StraPa: Swiss/LX
- Participants: 17 Media
- Press Results: 23Mio Contacts

## 總結

1. 今年上半年，瑞士旅遊業已從新冠疫情中迅速復甦。
2. 台灣遊客是瑞士非常重要的客層組合，尤其是其高價值性及多樣性。
3. 瑞士國家旅遊局將持續推廣新的主題產品、體驗、秘境，如今天的重點「秋季」、「瑞士永續」，並邀請台灣旅客前往探索瑞士四季——尤其秋季——的美好。
4. 瑞士永續旅行不僅是一種趨勢，更是一種運動！瑞士承諾將以瑞士永續旅行，兼顧旅客的需求、旅遊產業、和我們的大自然，創造三者之間的平衡。





Switzerland.

# KAM: ITB Shanghai Opening Panel Livestreaming.

- 14Sep 20:00 – 21:30
- Online round table panel led by ITB
- Topics: recovery plan, future trends, industry updates, Q&A
- 1319 live travel trade participants

**2022 ITB CHINA 行业交流活动**  
**线上直播 - 嘉宾讨论**  
<http://wapp.itb-china.com>

ITB CHINA INDUSTRY MEETUP

中国市场应对行业重构的短期与长期准备

主持人: 李佳 | 副总经理 ITB CHINA

嘉宾: 覃永清 | 总经理 乐派网旅行网

嘉宾: 高鹏彦 | 中国区副主任 瑞士国家旅游局

嘉宾: 王鑫 | 市场部总经理 上海春秋旅行社有限公司

嘉宾: 寿晓渊 | 创始人 音浦旅行

**直播时间: 9月14日 20:00 - 21:30**

视频观看二维码

# KAM: ITB Shanghai Meet-Up Booth.



Switzerland.

- 21Sep full day @ Kerry Center Pudong
- 100+ visitors
- Swisstainable, sales manuel, Best of, AMOS, Cities brochures distributed
- Active exchange with visiting buyers all over China





# KAM: ITB Shanghai Virtual Booth.



- 14 – 28 Sep
- <http://wapp.itb-china.com/>
- ST booth, focus Swisstainable, Autumn
- Partner booths: STS, LAAX, Schilthorn, Graubenden, Zurich (online only)

瑞士国家旅游局  
瑞士国家旅游局 优选赞助商

关注 官网 联系方式

瑞士位于西欧的中心，人口 700 万，国土面积 4 万多平方公里，是世界上发展旅游业的先驱国家。旅游业是瑞士国民经济的支柱产业之一。在近两百年的旅游业发展史中，瑞士以其天堂般的景色和优良的“瑞士服务”成为世界旅游者永恒的梦想和乐园。瑞士，一个真正的度假天堂！瑞士国家旅游局主要负责在瑞士本国及海外进行旅游宣传推广、促进瑞士旅游业发展，总部位于

更多

新品





Switzerland.

# KAM: ITB Shanghai Travel Trade Happy Hour event.

- 20Sep 17:00 – 19:00 at CTT Shanghai
- 50+ trade guests Shanghai and others, Swiss partners local reps.
- Industry gathering, info exchange, post covid trends and expectations etc



# KAM: Invitation to Swiss Embassy Film Festival Swissplained.

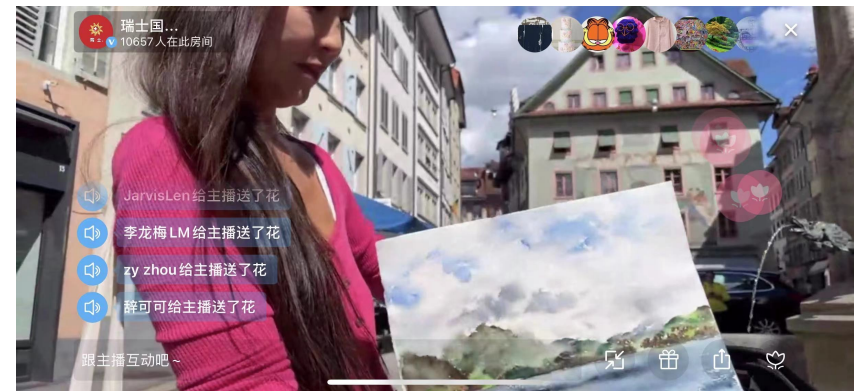
- Selected trade guests participation to Swiss Embassy Film Festival “Swissplained”
- 22 – 24 September
- Guests from HCG, Utour and Caissa



# Culture Destination Switzerland

## Luzern Livestreaming ZaiArt.

- 08Sep 20:00 – 21:00
- 10'671 viewers
- 10 minutes art tour videos by Yunlong
- Walking livestreaming by Yunlong, Chinese painter Li Miao, Luzern Tourism PR Manager
- Highlights: KKL, Rosernart, design hotels, walking tour in Luzern downtown etc





# Culture Destination Switzerland

## Ticino Livestreaming ZaiArt.

- 28Sep 20:00 – 21:00
- 10'086 viewers
- 20 minutes art tour videos by Yunlong
- Walking livestreaming by Yunlong, bilingual TV hoster Wang Fan, Ticino Tourism Market Director
- New highlights: Belinzona, Museo Fossil Monte San Giorgio, Bre Village, Clippo Village Hotel etc

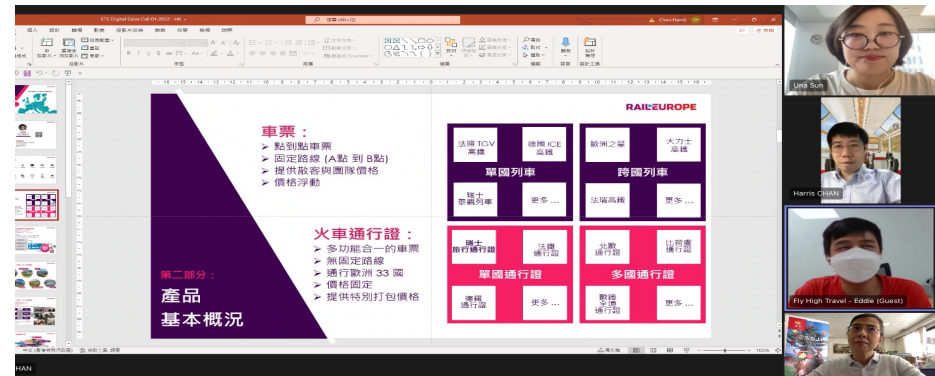




Switzerland.

# KAM: Digital Sales Calls.

- 14-16 Sep
- Swiss Partners:
  - ✓ Lake Luzerne Region (11 calls)
  - ✓ STS (11 calls)
  
- Total: 22 calls, 11 agents
  
- Markets involved: HK, TW, NCN, ECN, SCN



# Trade webinar – Webinar Sep.



- 20 Sep, monthly webinar course
- STS / Crans-Montana / VAUD
- Reservation: 35, Live participants: 88

瑞士

瑞士交通系统/沃州日内瓦湖区/  
克莱恩蒙特纳培训课程

直播时间：9月20日 16:00

课程摘要：  
沃州-日内瓦湖区最新资讯  
瑞士交通系统最新动态  
克莱恩·蒙特纳旅游资讯更新

嘉宾信息：

 王天舒先生 沃州-日内瓦湖区 中国区代表	 Una Sun女士 瑞士交通系统 中国区市场销售经理	 张丽云女士 克莱恩·蒙特纳旅游局
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抽奖礼品：  
瑞士交通系统定制版笔记本  
(礼品由瑞士交通系统提供)



扫码参与课程

# ETC Autumn SHA reception.



- Sep 20 Shanghai
- ETC (European Travel Commission) invite 20+ KA & 20+ KM attend the reception
- Gathering with old and new friends

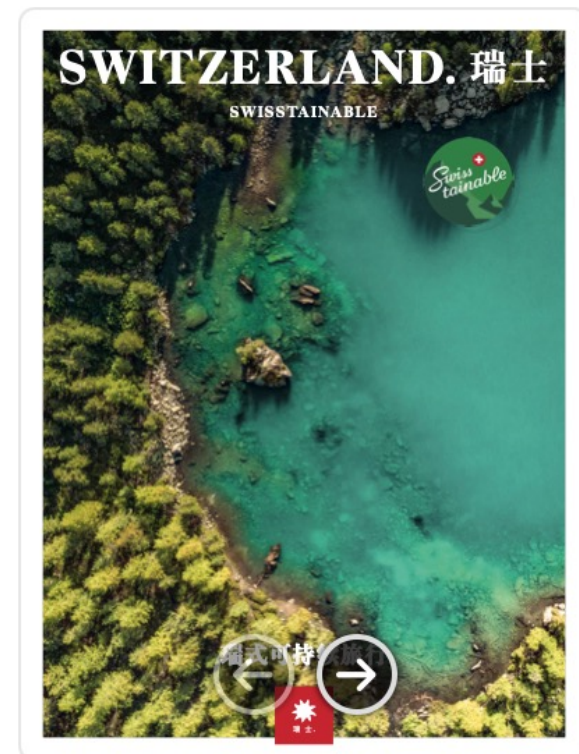




# Production: Swisstainable Brochure.



- Swisstainable brochure CN version
- 16 page
- 200pics hard copy for offline events
- Encourage use by e-vision as more sustainable way
- More update follow up next year



## Award: Outstanding creative campaign ST Roger Federer.

- ST Roger Federer campaign was selected as Outstanding Creative Campaign by Travel Marketing Watch media



# 10<sup>th</sup> Macau Int'l Travel Expo – Livestreaming.



- Sep 23 @ MITE
- Invited by Macau Tourism HK
- 30 mins PPT with theme “10 reasons to Switzerland”
- 45± on spot audiences + 25,000± online viewers from local & Mainland
- Cross-over presentation: ST SHA & ST HKG
- Content included Autumn Travel, GToS, Health Travel and Swisstainable...etc



# SCIB: Sales Call Tour Shanghai.



- Date: 7-9 Sep 2022.
- Sales call tour in Shanghai with SCIB partners online(Nana ANDRES, Zurich Tourism) or offline(Jeffrey WANG, Vaud).
- Gathering Swiss BBQ party with agencies in Shanghai, incl. SWISS, Victorinox, providing swiss wines and cheese fondue.
- Indoors Meetings with corporate clients and agencies.

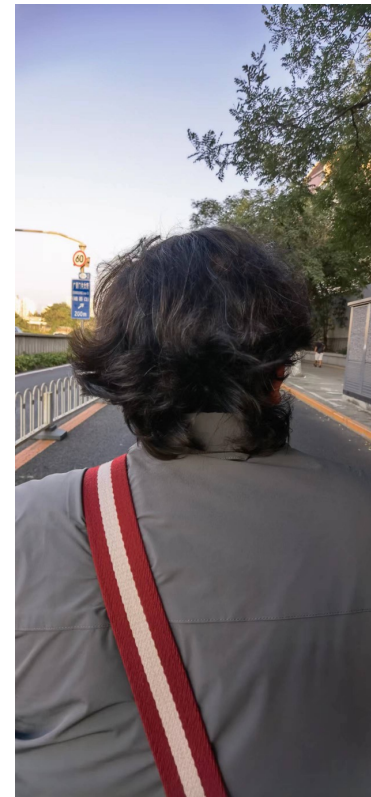




# SCIB: Sales Call Tour Beijing.



- Date: 16 Sep 2022
- Sales call tour Beijing with SCIB partners online(Nana ANDRES, Zurich Tourism) or offline(Jeffrey WANG, Vaud).
- Swisstainable indoors meetings with agencies with E-bike.
- Exchange for marketing updates.



# SCIB: USANA Group Support.



- Welcome video for their Yunnan event done by Daniela Chiani.
- One hour Livestream support for promoting and motivating their distributors done by Jingyi LV.
- Motivating Switzerland for their goal of 2023.
- Online Participants: 3969 pax.



Korea.



Switzerland.





Switzerland.

## C&A: Recovery Campaign of OOH with RF.

- Period: Aug. 1st – 31<sup>st</sup> (one month)
- Venue: COEX, Samsung station
- The largest 3D OOH billboard in Korea, 81m x 20m
- 15 sec. video for GTToS with RF
- KPIs: 4,000,000 contacts

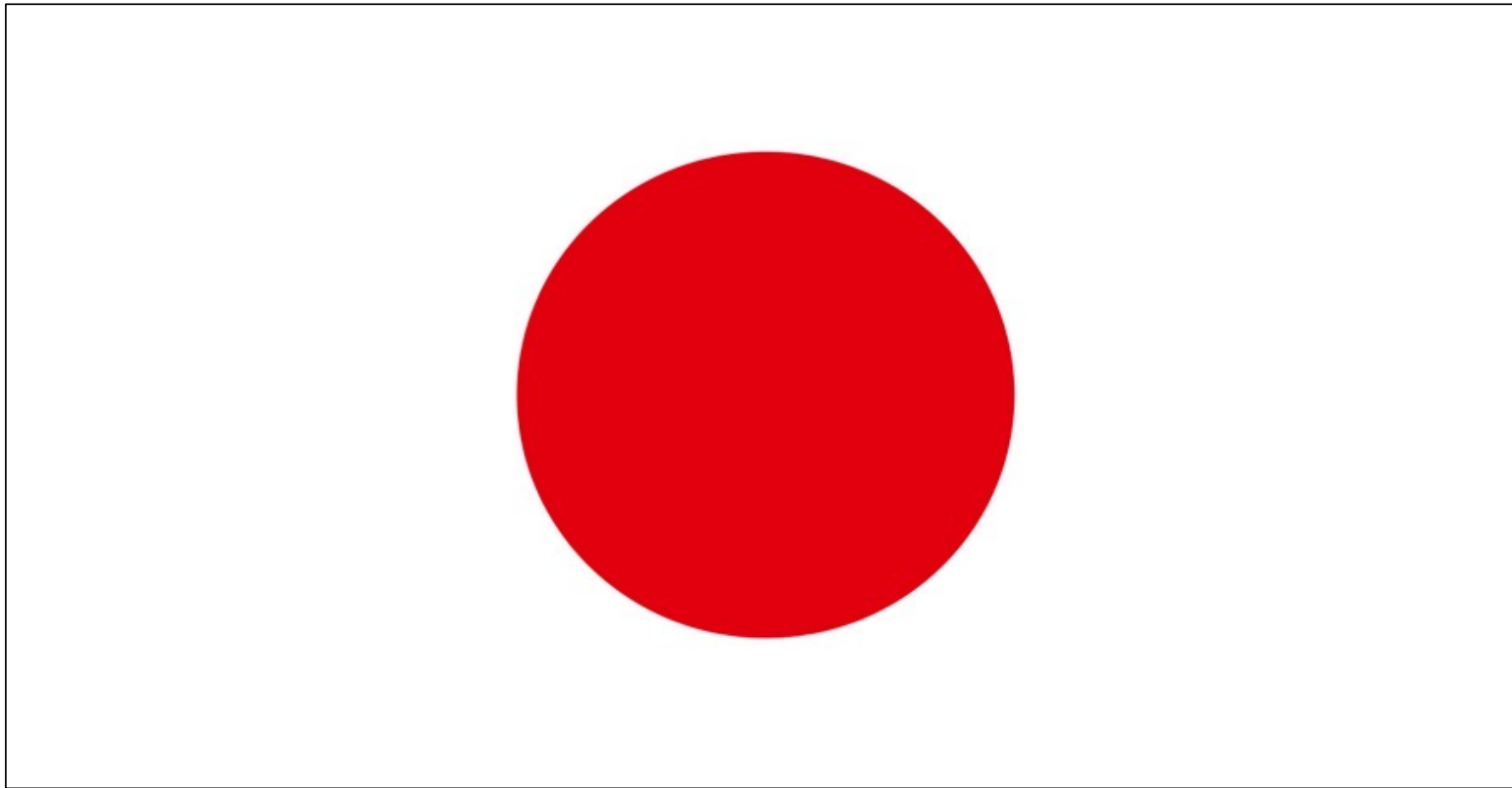




Japan.



Switzerland.



# Campaigning – Swisstainable Brochure.



Switzerland.

- Japanese Swisstainable brochure
- Including all key partners with concrete travel itinerary
- Used for B2C and B2B
- Online campaign to distribute the content.



# Campaigning – Art Community Event.



- Event with Basel Tourism and young artist Yuka Numata.
- Second step of the art community campaign with Basel.
- Panel discussion to the young art community about Basel.



# KAM – STE Japan 2022.



- First in-person STE since the pandemic.
- 5 September Osaka Open Workshop
- 6 September Tokyo VIP day
- 7 September Tokyo Open Workshop
- 120 Buyers and 18 Suppliers participated.





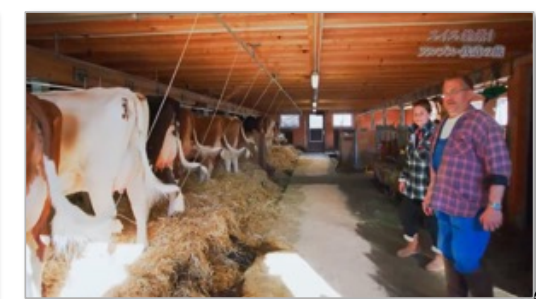
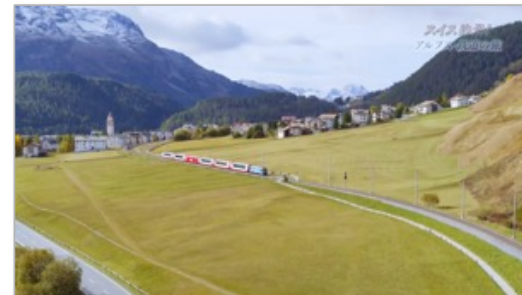
Partners: (RhB, GEX, JB, JR, MGB, STS)



Switzerland.

# KMM – TV NHK ‘Train Journey in the Alps’ .

- ‘Train Journey in the Alps’ is the special program on NHK BS8K and BS Premium(HD).
- Contacts: 8.6 mio households.
- Date: 4 Sep. 2022 (plus 7 x BS8K re -broadcastings and BS Prem.)
- Introducing the superb view of the alpine rides – Bernina Express, Glacier Express, Jungfrau Railway, Gornergrat Railway.



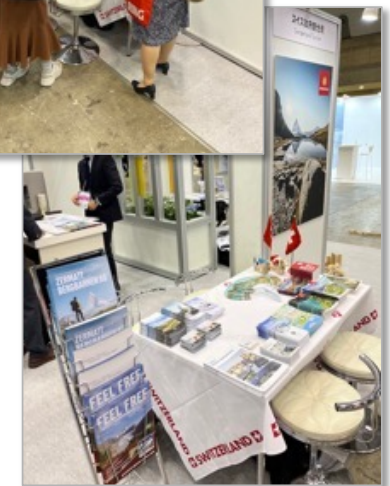
Partners: (STS, Zermatt, Aletsch, VD, Zurich)



Switzerland.

## C&A – Tourism Expo Japan.

- Tourism Expo Japan – one of the world's largest travel fair by JATA.
- The first time in 4 years in Tokyo.
- Visitors: 122,000 pax in 4 days.
- Date: 22-25 Sep. 2022 (2 days for travel industry, 2 days for public)
- Swiss presence in Europe booth.
- Individual business meetings, VIP B2B networking cocktail, and distribution of brochures.
- Contacts: B2B 150 / B2C 2,000.





Partners: RhB, STS



Switzerland.

# KMM C&A – Wing Travel Tourism Expo Special.

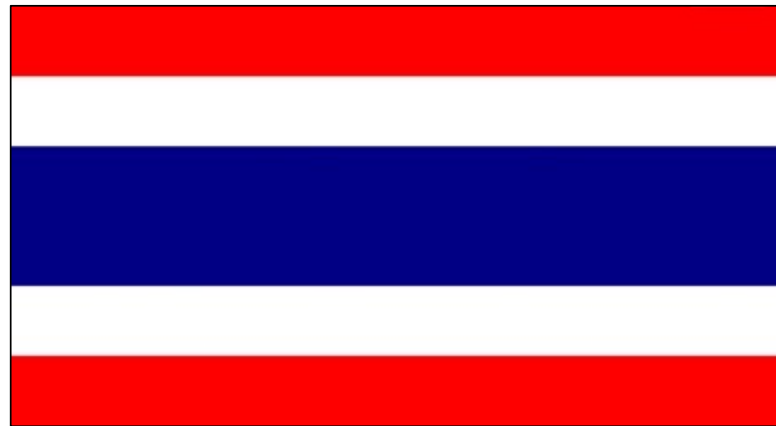
- Wing Travel is travel trade news.
- Special edition of article featuring Europe for Tourism Expo Japan.
- Circulation: 3,000 copies.
- Pages: 1/12 pages.
- Published: 12 Sep 2022.
- Featuring the attractiveness of European countries including Switzerland.



# South East Asia.



**Switzerland.**





# C&A: 100%Women - Expat Living.



- Cover page on Expat Living
- 2 Full-Coloured inner features
  
- Circulation: 15,000 printed copies
- Online readership: 145,000 page views



# C&A: 100% women sharing Public Event.



- Singapore, 2 September 2022
- Sharing evening with Christine Amour-Levar, Cindy Bishop and new Swiss Ambassador HE Frank Gruetter
- 50 guests
- ST Presentation, SWISS and STS



# KAM: ILTM Asia Pacific.

- 6-9 September, Singapore
- 11 Swiss partners
- 300 buyers
- 3-day B2B appointments
- Networking events



# KMM Autumn: B2B Media Story on TTG Asia.



- Published on 1 September 2022
- Partners featured:  
STS, Jungfrau, Lake Lucerne  
Region, Schilthorn, Vaud
- Listicle on best lifestyle/gastronomy  
tips in Switzerland

The screenshot displays the TTG Asia website interface. The main article is titled "Golden Autumn in Switzerland" and includes a sub-headline "Grand Train Tour of Switzerland". The article text describes the autumn season in Switzerland, mentioning the "Grand Train Tour of Switzerland" and the "Golden Autumn in Switzerland" event. The sidebar on the left features a "Read by 28,700 MICE Professionals Across Asia-Pacific And Beyond" statistic and a "SUBSCRIBE HERE!" button. The right sidebar contains promotional content for "Asia Pacific's Intelligent Business Events Resource" and "93% of our subscribers are key decision makers and influencers of MICE purchases".



# KMM Autumn: Online Media Briefing.



- 26 Sep 2022
- Autumn campaign briefing
- Participants: 18 media
- Partners featured:  
STS, Vaud, Jungfrau, Schilthorn,  
Lake Lucerne Region, Zurich



## KMM Autumn: Mixed Media Trip.

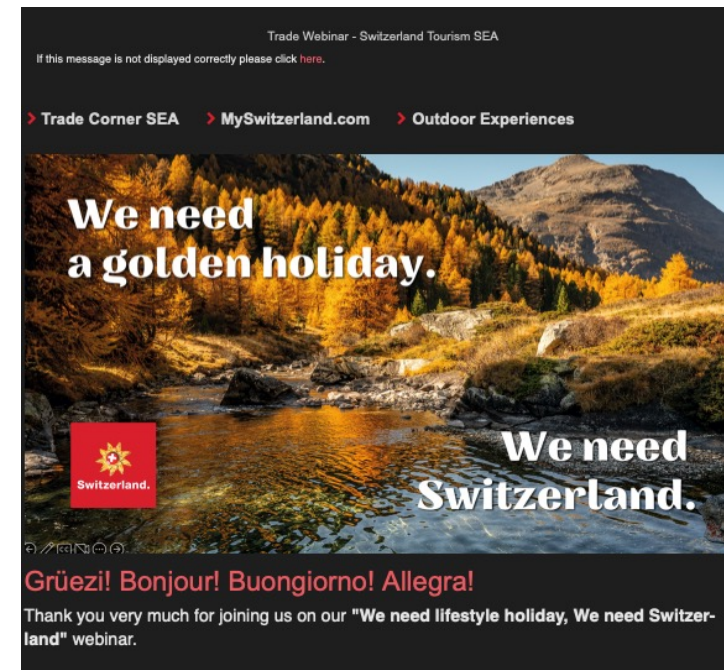
- 27 Sep – 4 Oct 2022
- 6 participating media:
  - ID: Indonesia Design, Bazaar
  - MY: Gaya Travel Magazine
  - SG: Portfolio
  - TH: Prestige, Anywhere Magazine
- Partners featured:  
STS, *Vaud*, Jungfrau, Schilthorn,  
Lake Lucerne Region



# KAM Autumn: SEA Trade Webinar.



- 20 September 2022
- Zoom Webinar Topic: "We need lifestyle holiday, we need Switzerland"
- 2 x Trade newsletters
- Participants: 167
- Partners: STS, LLR, Zurich, Vaud



# KAM Autumn: Mixed Fam Trip.



- 24 September – 02 October, 2022
- Participating:
  - ID: Wita Tour
  - MY: Apple Vacations
  - SG: Dynasty Travel
  - TH: ArtraLux
  - ST: Nok
- Partners featured:  
STS, Zurich, LLR, Vaud





# KAM: Le Buste Inauguration Ceremony.



- 14 September 2022
- Denantou Park, Lausanne
- Thai Royal HRH Princess Sirindhorn inaugurated the Past King Rama IX statue at the Thai pavilion
- Partners: STS, Vaud Promotions



# KAM SEA: STML 2022.



- 3-9 September 2022, Gstaad
- 2 delegates from SEA
  - Intriq Journey, Singapore
  - The Diva Vacation, Thailand



# KMM Thailand: Prestige Thailand.

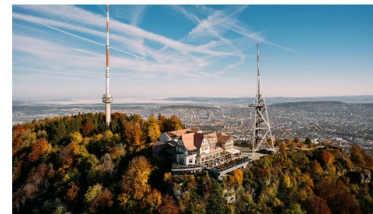


- 27 Sep – 4 Oct 2022
- Partners featured:  
STS, *Vaud*, Jungfrau, Schilthorn, Lake Lucerne Region
- Featuring real time contents on Prestigeth instagram stories, reels, and posts



# Content Distribution Autumn: World Travel Magazine (online).

- Published on 1 September 2022
- Partners:
  - Zurich
  - Vaud
  - Schilthorn
  - Zermatt
  - Matterhorn Region



## Autumn in Zurich: A Luxury Traveller's Guide

The permanent Markthalle in the Viaduct in Zürich-West is where to find 20 produce and food stands, as well as restaurants that prepare dishes with seasonal products. Zürich-West is also the location for trendy flashin stores housed

[www.wtravelmagazine.com](http://www.wtravelmagazine.com)



## 5 Things You Must Do In Valais This Autumn Season

Cube Varone received the Swiss Heritage Society Award in 2013; this ancient, shady winegrower's cabin close to the Bisse de Clavau is modern but rooted in tradition, where grand crus and an innovative menu await. A yearly

[www.wtravelmagazine.com](http://www.wtravelmagazine.com)



# STS – HoneyKids International School Fair.



Switzerland.

- Date: 10 Sep 2022
- Market: SG
- Target: Drive awareness of GTToS and sales of STP to affluent parents attending the international school fair. 400 parents attended the event.
- Goal: >10 GTToS travel packages promoted by EU Holidays
- Partners: EU Holidays SG



# STS – Behind the Scenes Int’l Media Trip.



- Date: 16-21Sep 2022
- Market: SG, MY
- Target: Drive awareness of STS offerings and 175 years of rail transport in Switzerland.
- SEA media: TheTravelIntern.com, HaveHalalWillTravel.com
- Goal: Reach >1.4mil Malay Muslim readers & >250k English readers in SG & MY, push STP sales
- Partners: PostAuto, JungfrauJoch, Rigi, Gothard Panorama Express, Luzern Tourism, Zurich Tourism





# STS – 4Days STP tactical promotion.



- Date: 19Sep-31Oct 2022
- Market: SEA
- Target: Drive excitement and sales traction of 4Days STP promo amongst SEA trade, promote travel in Switzerland by train, bus and boat from Autumn 2022 to Spring 2023.
- Southeast Asia STP sales:
  - Target: >800
  - Up to 26 Sep: 1,276 sold
- Partners:
  - RE, STC, Kuoni SEA, SBB direct sales

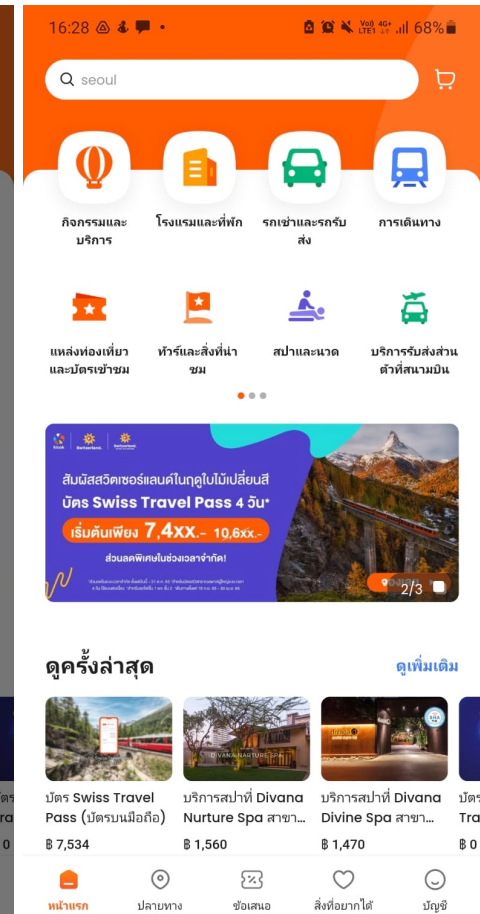
<https://www.mystsnet.com/en/swiss-travel-pass-fall-promotion/>





# STS – Partnership with Klook autumn campaign. **Switzerland.**

- Date: 19Sep-31Oct 2022
- Market: SG & TH
- Target: Drive awareness and sales of STP & autumn season, help Klook increase user base, brand loyalty, sales conversions for STP via Klook App and website
- Goal: >3mil monthly impressions in SG & TH, push >300 STP sales





# STS – Presentation at SCIB events JKT & KUL.



- Date: 14-15Sep 2022
- Market: ID & MY (via video recording)
- Target: Highlight value proposition of having MICE events on trains and boats in Switzerland, and potential bundling of STP for MICE groups from Indonesia & Malaysia
- Goal: >50 STP sales from JKT & KUL
- Partners: SCIB SEA



# STS – Agency training in Cambodia.



Switzerland.

- Date: 22Sep 2022
- Market: KH (Cambodia)
- Target: Drive awareness and sales traction of STP amongst trade, engage Kuoni rep in Indochina for regular agency training and product updates
- Goal: >30 STP sales from Cambodia agents
- Partners: Kuoni SEA

Zoom meeting interface showing a screen share of a slide. The slide content includes:

- KUONI TUMLARE** logo
- Your Destination Management Partner.**
- Scenic view of a Swiss town (Lucerne) with a river and bridge.
- Swiss tainable** logo.
- Text: **September 2022**

Zoom interface elements: "You are screen sharing", "Stop Share", and a video inset of a man speaking.

# SCIB – Destination Wedding: Carried out.



- Market: Singapore
- Period: 17 September 2022
- Planner: Createyourstory
- Pax size: 80
- Destination: Walensee





# SCIB – Destination Wedding: Planners Luncheon.



- 27-30 September, Bali Indonesia
- 500 Wedding Planners
- 3-day B2B appointments
- Networking events





# SCIB – Destination Wedding: DWP Bali 2022.



- 27-30 September, Bali Indonesia
- 500 Wedding Planners
- 3-day B2B appointments
- Networking events



# SCIB – Destination Wedding: Integration into Roadshow.



- 12-16 September 2022
- Bangkok, Jakarta and Kuala Lumpur
- Total participants: 77
- Soft launch Destination Wedding to Trade



# SCIB SEA: Zurich MICE Exclusive Sales Visit 2022 (Bangkok).



- 12-13 September 2022, Bangkok
- Zurich MICE Sales Visit to MICE agencies in Bangkok: 7 visits made
- Networking dinner event  
Participants: 31
- Partners:  
Zurich Tourism: Anita Berardi  
Lindt Home of Chocolate: Stephan Neidhart  
Destination Wedding: Jennifer Chin



# SCIB SEA-TH Carried Out Business Meetings.



- Market: Thailand
- Period: 12-15 September 2022
- Corporate: SC Asset
- Overnights: 87
- Turnover: CHF 28,971
- Destination: Interlaken, Bern
- Hotel: Interlaken Royal St. Georges,  
Swissotel Kursaal Bern

**SC ASSET**



# SCIB SEA-TH Carried Out Business Meetings.



- Market: Thailand
- Period: 25-27 September 2022
- Corporate: Hopeful - MLM
- Overnights: 88
- Turnover: CHF 29,304
- Destination: Lucerne
- Hotels: Burgenstock resort hotel



# SCIB SEA-TH Carried Out Business Meetings.



- Market: Thailand
- Period: 20-24 September 2022
- Corporate: PTT Oil and Retail Public Company Limited
- Overnights: 88
- Turnover: CHF 29,304
- Destination: Engadin, Lucerne
- Hotels: Pontresina Grand hotel kronenhof, Burgenstock Burgenstock hotel



# SCIB SEA Carried Out Business Meetings.



- Market: Indonesia
  - Corporate: **PT Zürich Insurance Topas**
  - Period: 10 – 16 Sep 2022
  - Corporate: **Indosat**
  - Period: 20 – 23 Sep 2022
  - Corporate: **PT Cemindo Gemilang**
  - Period: 20 – 26 Sep 2022
- 
- Grand Total Overnights: 323
  - Grand Total Turnover: CHF 107,559
  - Destination: Zürich, St. Gallen, Lucerne, Bern, Interlaken, Grindelwald, Zermatt, Lugano



# SCIB SEA Carried Out Business Meetings.



- Market: Malaysia
- Corporate: **Etiqa Banca Malaysia**
- Period: 23-27 Sep 2022
- Corporate: **Etiqa Takaful Malaysia**
- Period: 27 Sep – 02 Oct 2022
- Corporate: **Global Science Sdn Bhd**
- Period: 20 – 26 Sep 2022
  
- Grand Total Overnights: 1,350
- Grand Total Turnover: CHF 449,550
- Destination: Zürich, Lucerne, Bern, Thus, Lausanne, Leukerbad





# SCIB SEA Carried Out Business Meetings.



- Market: Vietnam
  - Corporate: **FWD Vietnam**
  - Period: 09-15, 10-16 Sep 2022
  - Corporate: **Amway Vietnam**
  - Period: 12-16 Sep 2022
  - Corporate: **Vietcombank**
  - Period: 14-17 Sep 2022
- 
- Grand Total Overnights: 830
  - Grand Total Turnover: CHF 276,390
  - Destination: Zürich, Lucerne, Bern, Interlaken Grindelwald, Vevey, Geneva,



Australia.



Switzerland.



# KAM/KMM: Switzerland Travel Experience.



Switzerland.

- Multi-city roadshow from 8 – 16 September: Melbourne, Sydney, Brisbane, Auckland, Christchurch
- In all cities: trade (agents) events “Swiss Forums”, sales calls with TO’s and media events
- 10 partners from Switzerland (key partners plus sub-partners). SWISS as airline partner.
- Door prizes plus spots on a famil in Dec (1-2 spots each city).
- Overall message: Swisstainable.
- Hybrid Event in Sydney, including panel discussion with industry experts. Recording of event is being promoted on EDM and Trade Corner.
- Results: 400 Agents at live events, 100+ online (hybrid event), 37 Media, 25 TO’s at Sales Calls



India.



Switzerland.

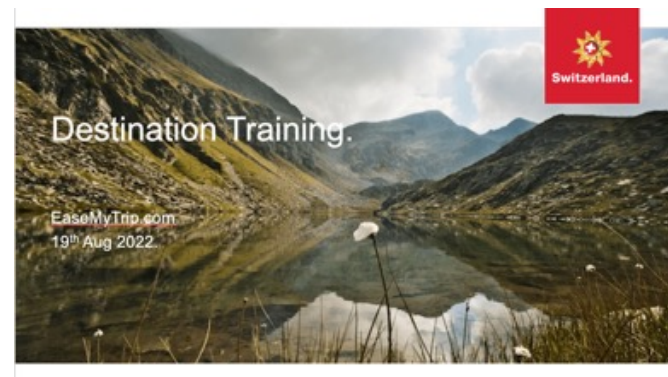




# KAM: Exclusive TA / TO Training – EaseMyTrip.com.



- 22<sup>nd</sup> Aug 2022
- Exclusive destination training for the sales team of upcoming Delhi-based OTA, EaseMyTrip.com
- In-person training at their office
- Presentation highlighted Switzerland and its various touristic offerings, as well as the latest travel rules / guidelines
- Total No. of attendees: 25



## KAM: ST Destination Trainings: New Delhi.

- 23<sup>rd</sup> Aug 2022
- 2 sessions - Morning & afternoon
- Presented Switzerland and its touristic offerings, travel guidelines, and latest updates
- Interactive quiz at the end with prizes for winners
- Presenters: ST, STS, SWISS, Titlis Cableways, Rail Europe & Aletsch Arena
- Total No. of attendees: 154



# KAM: ST Destination Trainings: Kolkata.

- 25<sup>th</sup> Aug 2022
- 1 session – Morning
- Presented Switzerland and its various touristic offerings, travel guidelines, and latest updates
- Interactive quiz at the end with prizes for winners
- Presenters: ST, STS, SWISS, Titlis Cableways, Rail Europe, RhB & BLS Interlaken
- Total No. of attendees: 110



# KAM: ST India Webinar Series: Interlaken Tourism.

- 12<sup>th</sup> Sept 2022
- Exclusive 45 min
- Presenters: Interlaken Tourism, Jungfrau Railways, Lindner Grand Beau Rivage
- Latest touristic offerings showcased
- Live polls + Q&A Session + Quiz
- Total No. of attendees: 544
- Recording:

[www.MySwitzerland.com/STIndiaWebinars](http://www.MySwitzerland.com/STIndiaWebinars)





# KAM: ST Destination Trainings: Chandigarh.



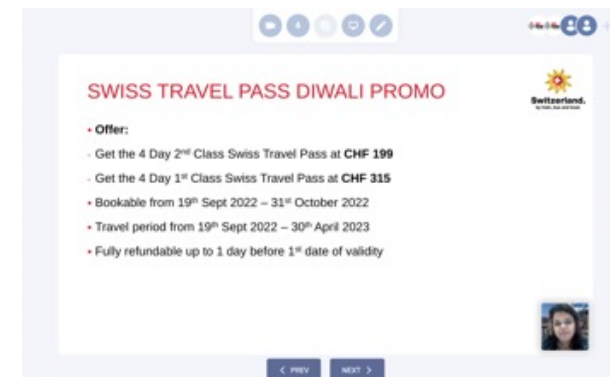
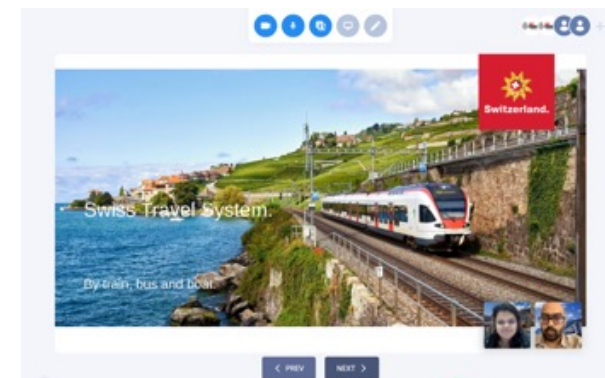
- 14<sup>th</sup> Sept 2022
- Morning session
- Presented Switzerland and its various touristic offerings, travel guidelines, and latest updates
- Interactive quiz at the end with prizes for winners
- Presenters: ST, STS, SWISS, Rail Europe & Zurich Tourism (Virtual)
- Total No. of attendees: 58



# KAM: ST India Webinar Series: Swiss Travel System (STS).

- 22<sup>nd</sup> Sept 2022
- Exclusive 45 min
- Presenters: Swiss Travel System
- Presented STS and its various products and services
- News and updates for the market
- Live polls + Q&A Session + Quiz
- Total No. of attendees: 574
- Recording:

[www.MySwitzerland.com/STIndiaWebinars](http://www.MySwitzerland.com/STIndiaWebinars)





Neeraj Chopra - a Friendship Ambassador of Switzerland in India.

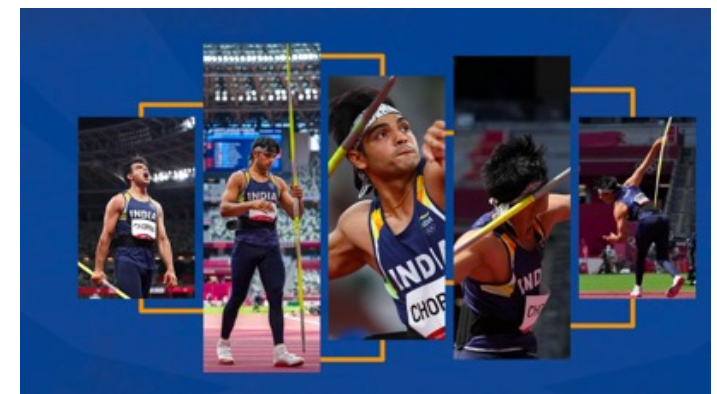


# Neeraj Chopra – India's first gold medallist in athletics.



Switzerland.

- Neeraj Chopra created one of the greatest moments in Indian sporting history in Tokyo in 2021. He won India's first-ever Olympic gold medal in athletics and became the second Indian to win an individual gold medal at Olympics.
- Neeraj also got a silver medal in the athletics world championship in the US as well as a gold in Diamond league in Switzerland in Sep 2022.
- Neeraj is right now India's golden boy with 6.2M followers on Instagram, 890K followers on Facebook and 870K on Twitter. He is endorsing more than 20 top brands already and is one of the highest paid sportsman as an endorser after the players of the Indian cricket team.







## Neeraj Chopra – Friendship ambassador for Switzerland in India.

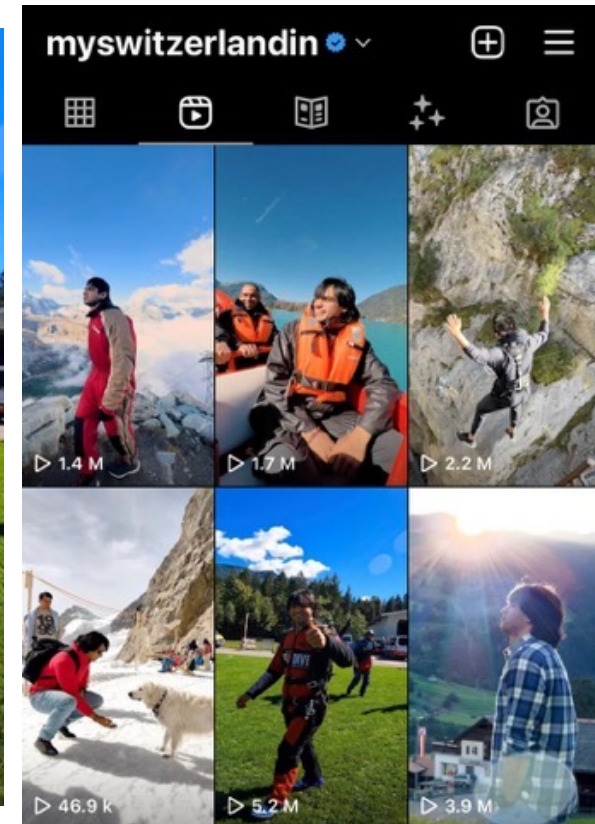
- ST India got a chance to tie up with NC as an endorser when Weltklasse Zurich organizers approached ST to get us connected.
- We have tied up with him for a no cash promotion which will include ST organizing a trip for NC and friends in Switzerland, ST creating content during the trip for social media as well as a paid promotion in 2023.
- The campaign is planned phase wise, and we've completed phase one with great numbers.



Switzerland.

## Phase1 was a big success.

- Video content was created and edited and uploaded real time with Neeraj doing various outdoor activities.
- Each reel/video garnered organic views in millions.
- Overall organic views of stories, reels and posts are above **25M**
- ST India Insta handle had a growth of followers by 3000 in the last 15 days.
- Organic media coverage about the trip garnered **87.8M** contacts.

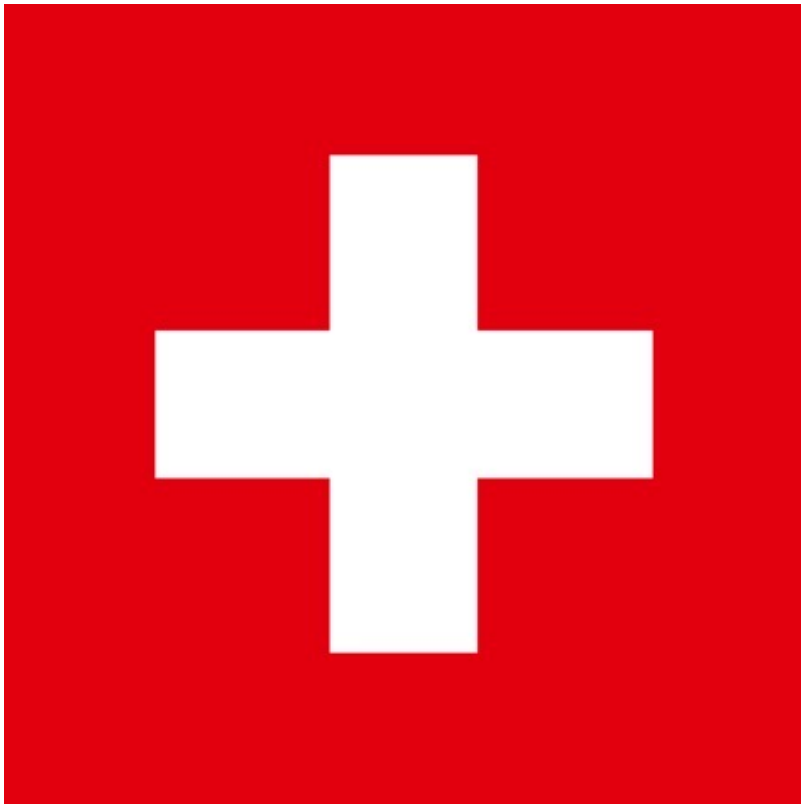


Markets West.

Switzerland.



**Switzerland.**







Switzerland.

# Promotion Grand Tour App – Blick.

- Cross media campaign to push GToS App
  - Blick Reisen + Sonntags Blick + [Blick.ch](http://Blick.ch)
  - 4-day Roadtrip by Blick journalist
  - September 2022
  - St. Gallen – Appenzell – St. Moritz
- 
- Advertorial, insert and banner placement
  - Print: 590'000 readers
  - Online: 1'040'545 Ad Impressions

12 REISEN | SCHWEIZ SEPTEMBER 2022 SEPTEMBER 2022 **Grand Tour** SCHWEIZ | REISEN 13

## Auf Spritztour

Autör Christian Bauer cruist entlang der Grand Tour of Switzerland, von St. Gallen bis St. Moritz. Dabei entdeckt er neue Ecken – und Abgründe seiner Persönlichkeit.

**Höhepunkte entlang der Grand Tour**  
Die berühmte Route durchs ganze Land führt durch hübsche Orte und eine überwältigende Natur. Wo lohnt sich ein «Boxenstopp»? Unser Autor verrät seine vier Highlights.

**St. Gallen**  
Appenzell  
Schaffhausen/Säntis  
Davos  
Guarda  
Flöelapass  
Müstair  
St. Moritz  
Julierapass

**Einem Kaffee auf der Schatzalp, Davos**  
Eines von über 300 Jahren alten Kaffeehäusern in Davos. In einem der Paläste einer Adelsfamilie vor der Fassade hängt ein alter Kaffeebaum. Einmal im Jahr wird er geerntet und die Kaffeebohnen werden zu Kaffee gemahlen.

**Weiblich vom Säntis**  
Auf der Grand Tour im Säntis nach St. Moritz liegt eine Ausblicks- und Wegstation. Die Aussicht ist einfach nur überwältigend. Einmal im Jahr wird der Säntis von der Grand Tour besucht.

**Segantini Museum, St. Moritz**  
Im Schweizermuseum Segantini in St. Moritz wird die Kunst des Schweizer Malers Giovanni Segantini ausgestellt. Er lebte von 1858 bis 1890 und war ein wichtiger Vertreter des Symbolismus.

**Beim Schellen-Utrelin in Guarda**  
Mitten im grossen Naturpark Schellen-Utrelin in Guarda. Die Landschaft ist einfach nur überwältigend. Einmal im Jahr wird der Schellen-Utrelin von der Grand Tour besucht.

**Auf die Strasse, fertig, Los!**  
Auf der Grand Tour im Säntis nach St. Moritz. Die Landschaft ist einfach nur überwältigend. Einmal im Jahr wird der Säntis von der Grand Tour besucht.

**Der Tag der 100 Jahre**  
Der Tag der 100 Jahre der Schweizer Eidgenossenschaft. Einmal im Jahr wird der Tag der 100 Jahre von der Grand Tour besucht.

**Der Tag der 100 Jahre**  
Der Tag der 100 Jahre der Schweizer Eidgenossenschaft. Einmal im Jahr wird der Tag der 100 Jahre von der Grand Tour besucht.



# Expat Marketing: Swiss Parks - Hello Switzerland. **Switzerland.**

- Expat Magazine: Hello Switzerland
- 2 page advertorial on «Swiss Parks»
- September 2022
  
- Print: 17'000 editions
- Online: 20'000 readers
- Swiss Parks: Jura-Bern, Aargau, Sihlwald Zurich, Swiss National Park, Val Müstair Biosfera, Entlebuch

FEATURED PARTNER: DISCOVER SWITZERLAND

## BEST OF SWISS NATURE PARKS

Explore the quintessential Swiss culture and landscapes as you enjoy these top nature parks

Provided by: Switzerland Tourism

If you need an inspiring break away from your office at home or a family activity that's suitable for a range of ages, a trip to one of Switzerland's many nature parks is exactly what you're looking for. There are many to choose from - we've highlighted six staff favourites.

Switzerland's breathtaking Alps, lush rolling hills and storied hiking trails are some of its most distinguishing features. Many of these pristine landscapes have been turned into nature parks, which protect the region's environment and traditions while encouraging people to enjoy them. This allows not only flora and fauna to thrive, but culture and artisanal practices as well. When you visit any of these parks, get ready for a combination of fun learning and exploring as you take in stunning scenery.

Parco Calanca © Switzerland Tourism / Daniel Loosli

**1 Doubs, Jura-Bern-Neuchâtel**

The Doubs National Park is a cross-border project with France. The Freiburg Mountains in the southern side of the park are a paradise for horses and equestrians. Hikers and bikers can cut through pastures and learn more about the "Fräbinger" horse breed that is at home in the Jura mountains.

**2 Aargau Jura Park**

This park is a treasure trove for nature lovers. Its pine forests, rocky steepes and dry meadows are just some of the wonders you'll find here. One highlight in particular? The "Pleasure Route" where you can sample regional wines and also learn how to use wild herbs as food or medicine.

**3 Wildnispark Zurich Sihlwald, Zurich**

The perfect place to explore nature with your family, this park is just a five-minute walk from the Sihlwald train station. You can choose between grilled food stations and various summer hikes in addition to three different playgrounds, not to mention an exciting scavenger hunt for young explorers.

**4 Entlebuch, Lucerne**

Home to "Switzerland's Wild West", Entlebuch was designated as the country's first UNESCO biosphere reserve. This means it uses creative sustainable practices to enhance the features that make the region special. Here you can travel down majestic trails, take a mud bath or visit the famed "Heiligkreuz".

**5 Swiss National Park, Graubünden**

Established over a century ago and extending over 17'000 km<sup>2</sup>, the Swiss National Park is still the largest protected area in Switzerland. It's known for its extraordinary variety of alpine animals and flora, which you can encounter and discover while joining a guided walk or taking any of its 21 routes.

**6 Biosfera Val Müstair, Graubünden**

The multifaceted crafts practised in the sunny Val Müstair valley reflect the traditions of the area. Visitors can enjoy a view of the Münstertal Valley after an easy hike through the Swiss pine forests. When it snows, Nordic skiers can discover a 40-kilometre-long cross-country trail.

Discover more spectacular autumn experiences throughout Switzerland on [MySwitzerland.com/autumn](https://www.myswitzerland.com/autumn)  
 Visit this website in English to plan your perfect trip in Switzerland: [MySwitzerland.com/expats](https://www.myswitzerland.com/expats)  
 For more travel info and tips throughout Switzerland, please get in touch with [expats@switzerland.com](mailto:expats@switzerland.com) or phone **0800 100 200**

**Switzerland.**

6 TRAVEL INSPIRATION 7 TRAVEL INSPIRATION

BeNeLux.





# ST Benelux Content Cooperation.

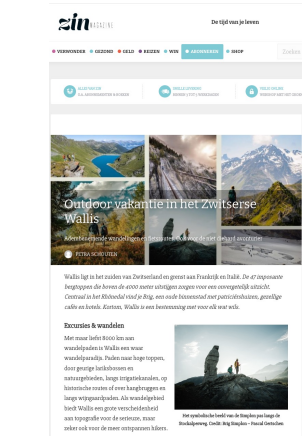
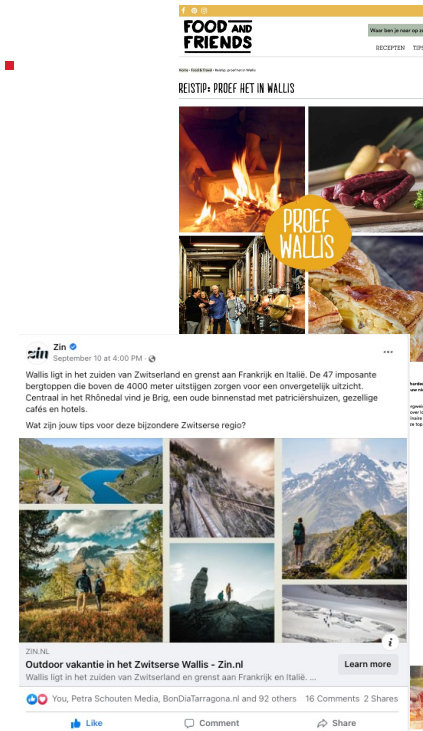
- Content with four channels reach a female target audience with higher income/spending power and interested in travelling.
- “Delicious” and “Food&Friends” are gastronomy related distribution channels (recipes and stories about local products work best)
- “ZIN” and “Saar” would fit for active holidays (hikes, cycling routes etc., but not die-hard outdoor adventures)

## Special Valais Package

- 4x online articles about gastronomy (2x Delicious, 2x F&F)
- 4x online articles about outdoor (2x Zin, 2x Saar)
- 8x Newsletter integration (each article)
- 8x Social media integration (each article min. 1x)
- 2/1 page print advertorial Delicious, 23.9 (gastronomy)
- 2/1 page print advertorial Zin, 11.10 (outdoor)



Switzerland.





# MICE Study Trip Zurich & Davos.



Switzerland.

- Summer Study trip 26/08-28/08.
- 8 Meeting Planners, 1 Media Meeting Magazine and SCIB.
- Flight SWISS, Lunch La Reserve Eden au Lac, swim Zurichsee, Lindt-Home-of-Chocolate, Restaurant Schiff in Pfaffikon, overnight Seedamm Pfaffikon. Boat Tour Rapperswill, Knies Zauberhut, by train to Davos. Magic Portal Davos, Davos Congress Centre, diner Hotel Grischa – DAS Hotel, overnight AlpenGold Davos. Flight SWISS.



# Belgium: Meetings: MICE after-work.

- 29.09.2022
- Brussels
- New special venue: The Faculty Club
- 26 suppliers (Belgium, France, Germany, Monaco & Switzerland)
- 60 planners: Associations, agencies & corporates
- A few new "young" good contacts



Italy.



Switzerland.



# KAM: Webinar Bern.



- Date: 29.9.2022
- What: Webinar held by Travel Quotidiano
- Participants: 30 touroperators
- Partners involved: Berne City, Interlaken, Jungfrauregion, Made In Berne, TALK



# KMM: Media newsletter Swisstainable Veggie Day.



Switzerland.

- Date: 23.9.2022
- What: Media newsletter
- Topic: Swisstainable Veggie Day and veggie restaurants' examples in Zurich & Basel
- [Link newsletter](#)



**Dalla carrozza ristorante al rifugio di montagna: in Svizzera si celebra il primo Swisstainable Veggie Day.**

L'1 ottobre, in occasione della Giornata mondiale vegetariana, si celebra in Svizzera il primo **Swisstainable Veggie Day**. Nei ristoranti aderenti sarà possibile gustare piatti veggie, preparati con verdura di stagione ed esclusivamente locale. **Un modo per valorizzare la biodiversità e promuovere i consumi a km 0.** La Svizzera si distingue per avere il primo ristorante vegetariano al mondo (Hiltl di Zurigo del 1898) e vanta grandi chef che si dedicano interamente alla cucina vegetariana.

[Clicca qui per scaricare le foto](#)

[Clicca qui per i dettagli dell'iniziativa](#)

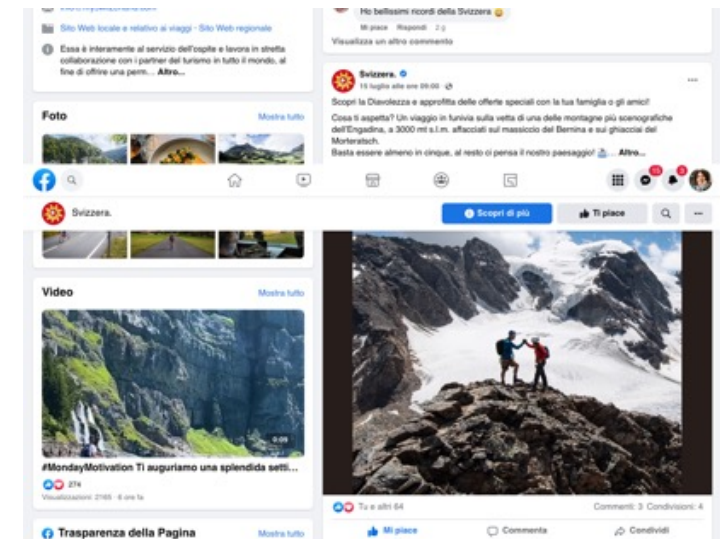
Francesca Rovati e Luvi Brogginì

Tel. 02 7601 3203

[Scarica il comunicato](#)

# Digital: Diavolezza – organic and promoted campaign on Facebook @myswitzerlandit.

- Period: 1.7-30.9.2022
- What: organic and promoted post campaign for Diavolezza to promote the special summer group ticket price
- Results organic post: Reach: 9'400 / Engagement: 77
- Results promoted post: 1.870.000 impressions / 9'800 click
- Link post
- Partner involved: Upper Engadin

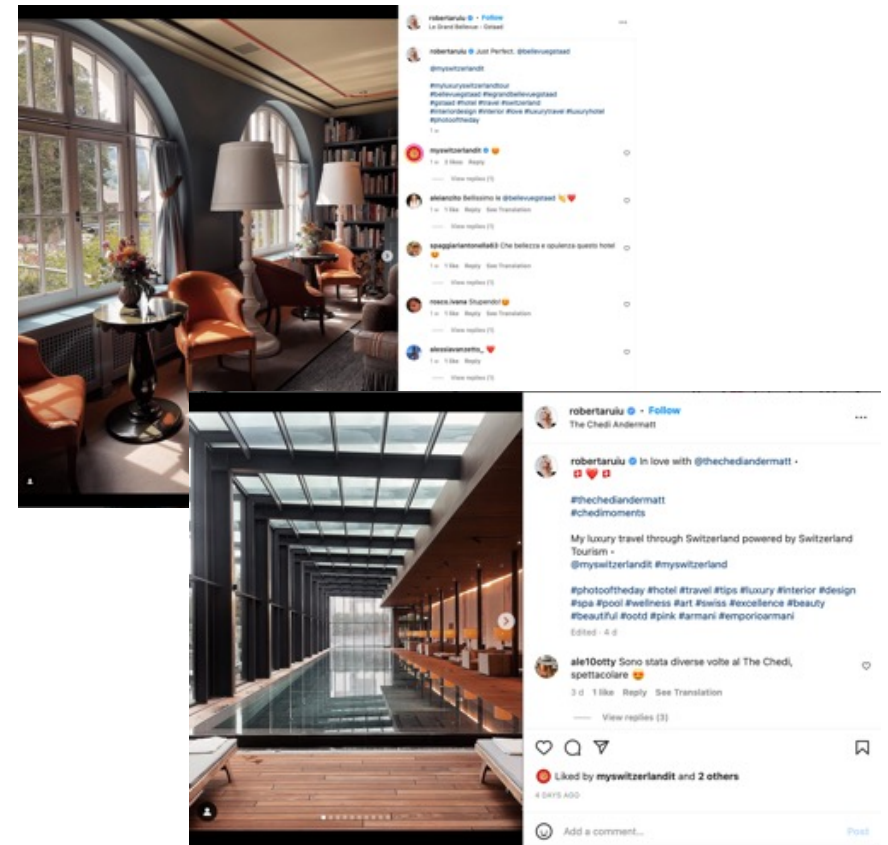




Switzerland.

# Digital: Influencer Trip Luxury Roberta Ruiu.

- Period: 24.8-2.9.2022
- What: Influencer Trip of Roberta Ruiu to luxury hotels in Switzerland
- Rental car provided by Europcar
- Contacts: 1'020'000
- Partners involved: Bürgenstock Hotels & Alpine Spa, Crans-Montana Tourism & Convention, Gstaad Palace, Guarda Golf Hotel & Residences, The Chedi Andermatt, 7132 Hotel



# Digital: Influencer Trip Chiara Ferragni & friends at Bürgenstock.



- Dates: 2-4.9.2022
- What: Support for a 3-day-stay at Bürgenstock for Star Influencer Chiara Ferragni (Followers: 28M) with first class influencers
- Participants: 8 people
- Contacts: 96'915'000
- Partners involved: Bürgenstock Hotels & Alpine Spa







Switzerland.

# Digital: Influencer Trip Kulturherbst Bern.

- Date: 27-29.9.2022
- What: Influencer Trip to promote Kulturherbst in Bern, Kandersteg and Trenino Verde delle Alpi
- Influencer: Tatiana Biggi
- Partners involved: BLS, Made In Bern, TALK



# Campaigning & Activation: Meeting with Martin Nydegger and swiss institutions.



- Date: 15.9.2022
- What: Visit of CEO ST in Rome, event in cooperation with Swiss Embassy, organized at swiss ambassador's residence (Monika Schmutz)
- Media networking event with 3 top Italian media and 1 swiss media NZZ
- Realization of 2 radio interviews







Switzerland.

# Campaigning & Activation: Lunch KAM with Bern and BLS in Torino.

- Date: 22.9.2022
- What: Presentation and lunch for travel agents and tour operators
- Where: Otium Pea Club in Torino
- Participants: 25 people
- Launch of 10 itineraries in Switzerland by Fiavet Piemonte
- Partners involved: BLS, Bern Welcome





# Campaigning & Activation: Event in Florence with the archistar Mateus.

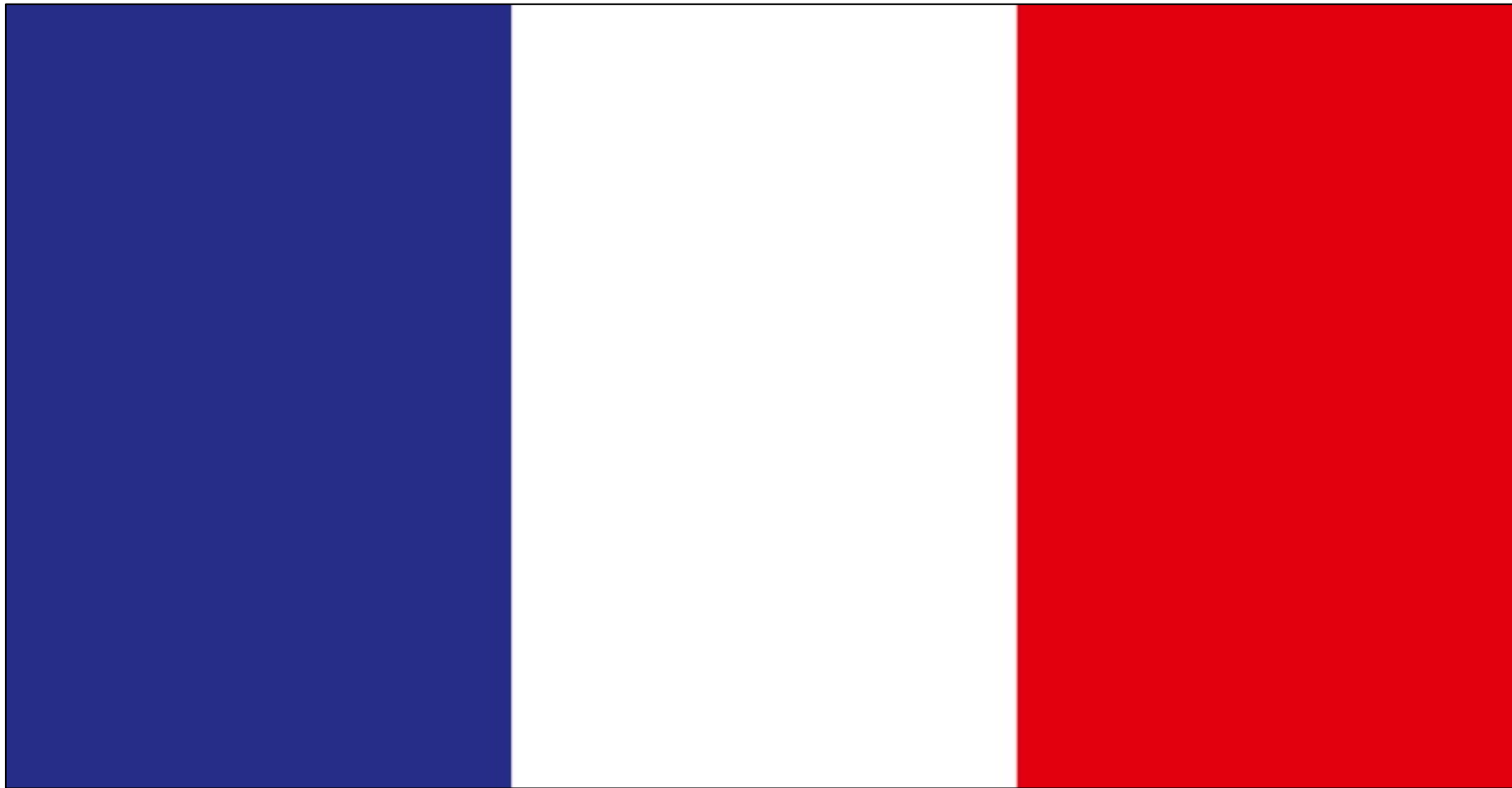
- Date: 23.9.2022
- What: Event with Lausanne Tourisme and the order of architects
- Focus: Platform 10 and architecture in Switzerland
- Distribution of brochures Cities and Museum of Switzerland
- Special guest: The archistar Manuel Mateus
- Partner involved: Lausanne Tourisme



France.



Switzerland.



# Campaign activation – AMOS.



## Online content hub “Sur les routes de l’art en Suisse” on beauxarts.com

- Content : promotion of the 10 AMOS museums
  - 1 article per museum
- Set up of a display, social media, native and editorial campaign to generate traffic
- Timing : from end of August to end of December
- KPI’s : 18’000 visits (goal)



# Campaign activation – Swisstainable. Recovery

## ST x Marie Claire

- Mini magazine inserted in Marie-Claire
  - 12 pages focused on Swisstainable
  - Content : travel diary following the journalist + influencer's trip to Switzerland in June (Berne, Valais, Lausanne, Fribourg, J3L)
- Inserted in a selected distribution zone with Marie Claire (Paris, Rhône-Alpes, Grand Est)

## KPIs :

- 50'000 copies
- 125'000 readers estimated





# Campaign activation – Swisstainable. Recovery

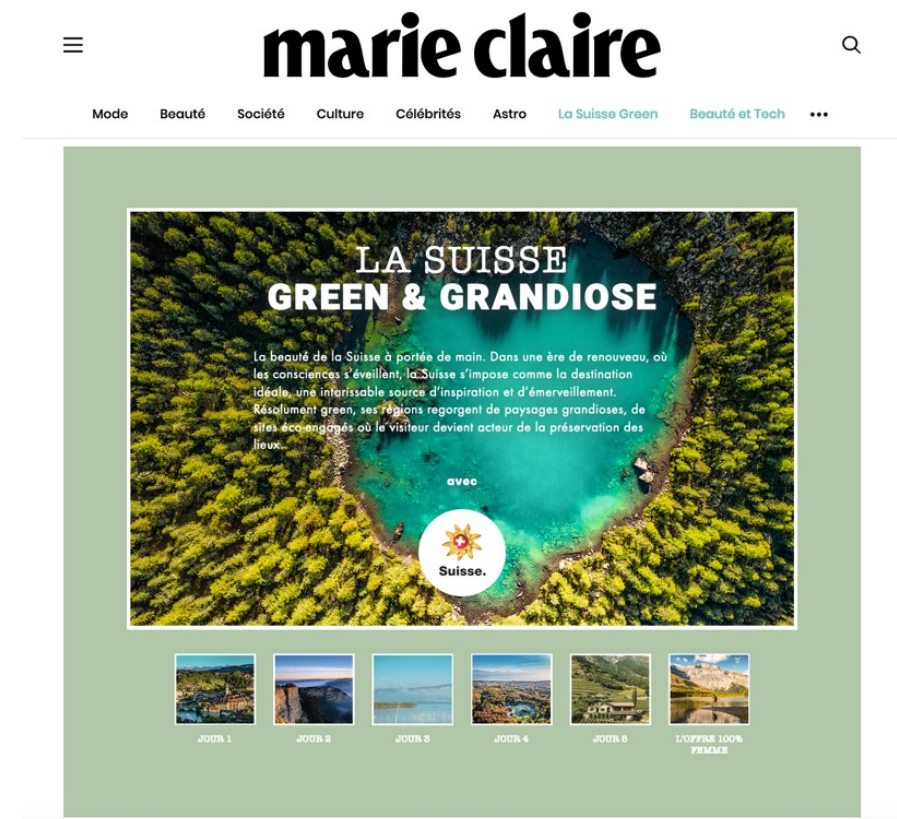


## ST x Marie Claire

- Online content hub on marieclaire.fr
  - Content : travel diary following the journalist + influencer's trip to Switzerland in June
  - 5 videos : one per region (Berne, Valais, Lausanne, Fribourg, J3L)
- Traffic campaign : social media, editorial content

## KPIs

- 80'000 visits



# Campaign activation – 100% women. Recovery



Switzerland.

## ST x Marie Claire

- Double page advertorial focused on promoting the 100% Women campaign
- Content : 100% Women offers
- Issue : September Issue

## KPIs

- 310'108 copies
- 1'300'333 readers

MARIE CLAIRE x SUISSE TOURISME

### Un voyage 100% femmes

Vous rêvez d'une échappée belle sportive et nature? Vous avez envie de grands espaces sans soucier votre bilan carbone? La Suisse est la destination idéale, pour les amoureux de randonnées, de promenades à vélo, face à la tranquillité des paysages habiles. Point de chute idéal pour celles qui souhaitent partir seules, ou à plusieurs, la Suisse fourmille de lieux à découvrir et de rencontres inoubliables.

**UN UNIVERS ALPIN PARFAITEMENT DÉDIÉ**  
Avec ses traditions d'engagement, axées vers la durabilité et la préservation de la nature, la Suisse s'impose comme une destination de cœur pour toutes celles qui souhaitent fuir de leur quotidien concret. Terre de contrastes, elle vous séduit par ses offres 100% féminines, pour vous permettre de découvrir autrement ses belles régions, à commencer par le montagne. Parfaitement dédié(e), l'univers alpin se découvre aisément en train: le système ferroviaire suisse, cadencé, vous offre un point de vue inédit sur la beauté des paysages à chaque arrêt. Pas de mauvaise surprise, vous serez toujours à l'heure!

Car si le pays de l'horlogerie a son temps d'écouler sur l'éco-tourisme, il l'est aussi dans l'accueil de son public féminin. Le montagne est ouvert à toutes, et offre à chacune la possibilité de vivre des randonnées durables, dans des cadres d'exception. Que ce soit côté lac pour l'ascension du Crêt du Vau, sublime circuit rocheux, ou encore pour l'ascension en grimpeur l'un des 48 sommets des Alpes suisses, les expériences sont conçues pour des femmes par des guides femmes!

PUBLI-REPORTAGE

**VOYAGER AUTREMENT, LIBREMENT ET EN TOUTE SÉCURITÉ**  
La Suisse, avec ses innombrables richesses sur un espace restreint, cache toutes les cases d'une destination de rêve. Que ce soit lors de vos déplacements, tous écologiques - train, bus, bateau -, avec la garantie de transports ponctuels dans la diversité des offres - vous pourrez aussi bien faire du vélo sur le Lac Léman que vous familiariser avec la beauté des fjords alpins -, vous serez sacrée d'un tourisme durable. Le déplacement aux portes de l'Hexagone, où les attentions sont portées au moindre détail, contre la propriété.  
Derrière toutes ces options, se dessine un fil rouge essentiel en Suisse: la possibilité de voyager librement, en toute sécurité. Nombreuses sont les femmes qui savent que vacances entre amies ou seule face à l'immeuble, dans un cadre serein. Les offres touristiques valident parfaitement cette expérience 100% féminine. Et à chaque saison ses plaisirs! À l'automne, à vous les rayons dorés des promenades en forêt, les chemins de randonnées aux mille couleurs. Vous apprécierez l'authenticité de rencontres locales, la joie de traditions festives, comme les fêtes des récoltes. Autant d'occasions de profiter d'un terrain d'exception, au gré de vos envies.

### Les offres « Women only »

Prévenance, la Suisse possède tous les atouts pour séduire une clientèle 100% féminine. Avec ses offres estampillées « Women Only », vous avez la garantie de séjours qui ne sont pensés par des femmes, à destination des femmes. Soit l'opportunité idéale pour vous recueillir en toute liberté, et profiter des bénéfices du grand air. Ces excursions proposent des sorties inclusives, disponibles à toutes, pour tous les niveaux, aussi bien que des offres plus techniques pour sportives chevronnées.  
Ainsi, vous aurez la possibilité de découvrir l'un des sommets les plus célèbres de Suisse, la Via Alpina. Une randonnée de six jours reliant Engelberg à Morteratsch, en passant par Grindelwald et Gstaad, accompagnées par une guide femme. Ou encore d'embarquer sur le Chemin des quatre sources, au cœur du massif de Saint-Gotthard dans les Alpes suisses, entre marche à pied et vélo électrique. La Transjurasienne est un incontournable avec ses paysages vastes et sublimes, hermines de l'horlogerie. Entre terroir et tradition, au cœur d'une nature préservée, laissez-vous séduire par la richesse du patrimoine suisse.

Découvrez les offres 100% femmes (saison par thématique): alpinisme, vélo, gastronomie, expérience de la nature, ville et culture et randonnée.  
Pour en savoir plus: [suisse.com/women](http://suisse.com/women)

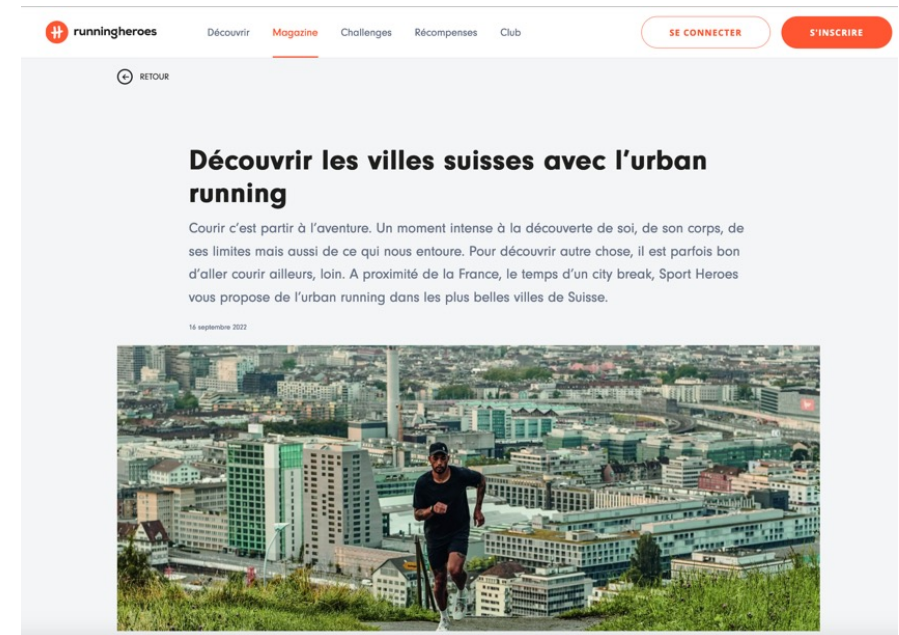
Commentez et rendez en Suisse!  
En TGV Lyria au départ de Paris-Gare de Lyon. Plusieurs allers-retours quotidiens relient la France et la Suisse.  
[tgv-lyria.com](http://tgv-lyria.com)

# Campaign activation – Run the Swiss Cities. Recovery



## Partnership with Running Heroes

- Content :
  - 2 articles presenting the running itineraries in the 4 cities
    - Key Visual, Video, content
  - One challenge to the Running Heroes community (participants must run 5km during the campaign period to have the opportunity to be selected for a trip in Basel)
- Traffic campaign : social media, push notifications to the community
  
- KPIs :
  - 550K reach
  - 51K engaged



# Campaign activation – Key Partner Bern (SC).



## Bi-media campaign focused on Bern's cultural autumn

- Print : 1 page advertorial in Telerama Sortir
- Digital :
  - Social display with LeMonde group
  - Native with Outbrain

## KPIs :

- 681'000 readers
- 2.3M impressions – 38'000 clics

PUBLICITÉ

### ÉCHAPPÉES CULTURELLES À BERNE

**SITUÉ ENTRE LES SOMMETS DES ALPES ET LE JURA, BERNE S'ÉTRIE PAISIBLEMENT SUR LES BORDS DE L'AAR. MAIS NE VOUS FIEZ PAS AUX APPARENCES: SOUS SES AIRS DE CARTE POSTALE À L'EFFIGIE DE L'HÉRITAGE MÉDIÉVAL DE LA VILLE, CLASSÉ À L'UNESCO, BERNE SAIT VIVRE AVEC SON TEMPS...**

Au présent, exactement. De la sphère politique, mené par le siège du gouvernement helvétique, au monde de la culture, le dynamisme de la ville se mesure toute l'année. À la rentrée, l'appel de la culture résonne encore plus fort, pour les Bernois d'un jour ou de toujours. Et pour cause : pour la dixième année consécutive, l'automne culturel vit partout dans les rues de Berne, au rythme de performances de danse, musique, de dialogues entre culture régionale et internationale. Marcher le nez au vent est possible, mais approviser la ville en suivant l'un des six parcours imaginés pour l'événement est recommandé. Chacun d'eux donne à approfondir un thème avec Berne pour terrain de jeux. Au programme : balade dédiée à aiguiser les cinq sens, promenade au fil de découvertes fromagères de la région, déambulation entre traditions gastronomiques d'ici et d'ailleurs, hommage à l'art de l'écriture ou à la nouvelle scène bernaise, allers-retours entre mondes obscurs et divins... Le plus difficile sera peut-être de choisir !

**TROIS EXPOSITIONS IMMANQUABLES CET AUTOMNE**

**Les 20 ans du Musée Franz Gertsch**  
En langue grecque, le mot « kaléidoscope » incarne la rencontre, du beau, de l'image et du regard. Dans cette même optique, l'exposition « Kaléidoscope » consacrée à Franz Gertsch invite chacun à contempler, au cours de cette rétrospective, l'œuvre plurielle de l'artiste. De ses débuts dans la peinture symbolique à son passage par le pop art, de son photoréalisme coloré à ses estampes immenses, réalisées en xylogravure... Partout, le regard plonge, s'attarde, s'émerveille, s'interroge.  
Du 17 septembre 2022 au 5 mars 2023, au Musée Franz Gertsch.

**« Gurliit. Un bilan », musée des Beaux-Arts de Berne**  
Le « trésor Gurliit », nommé en référence à la collection du marchand d'art naazi Hildebrand Gurliit (1895-1956), compte 1 406 œuvres, léguées par son fils Cornelius Gurliit au musée des Beaux-Arts de Berne en 2014. Cet immense legs rappelle les sombres heures de la spoliation. Ainsi, en l'acceptant, le musée hérite d'une responsabilité importante : la restitution des œuvres d'art spoliées. En écho à la collection d'œuvres d'art et artefacts exposés, le parcours révèle les rouages et les difficultés de cette grande entreprise. Une trame tissée d'histoire, d'art et d'éthique.  
Du 16 septembre 2022 au 15 janvier 2023, au musée des Beaux-Arts de Berne.

**« Isamu Noguchi », Zentrum Paul Klee**  
Si « Nous sommes un paysage de tout ce que nous avons vu » comme l'écrivait le sculpteur et designer Isamu Noguchi (1904-1988), le panorama de son œuvre laisse songeur. Vagant du Japon aux États-Unis et à l'Europe, de l'artisanat traditionnel à la sculpture, autour de matériaux aussi divers que le papier et le bronze, Noguchi échappe avec poésie à toute tentative de classification. Preuve en est entre les murs du centre Paul Klee, qui lui consacre cet automne une grande rétrospective.  
Du 23 septembre 2022 au 8 janvier 2023, au Zentrum Paul Klee.

S'y rendre  
En TGV Lyria au départ de Paris Gare de Lyon via Bâle (tgv-lyria.com), puis en InterCity Bâle/Berne (ifl.ch)

Pour plus d'informations :  
bern.com/automne-culturel  
suisse.com/berne

11:36

Après les récriminations de Kylian Mb... X

Le Monde S'abonner

LA SUITE APRÈS CETTE PUBLICITÉ

Suisse.

Gurliit et Noguchi à Berne  
Découvrez les deux expositions incontournables à Berne : "Gurliit. Un bilan" au Musée des Beaux-Arts et "Noguchi" au spectaculaire Zentrum Paul Klee.

Centre Paul Klee

DÉCOUVRIR LES EXPOSITIONS

Avec ce dispositif, la fédération gère de façon collective les droits à l'image des Bleus. En



# Campaign activation – Key Partner Zurich (SC).

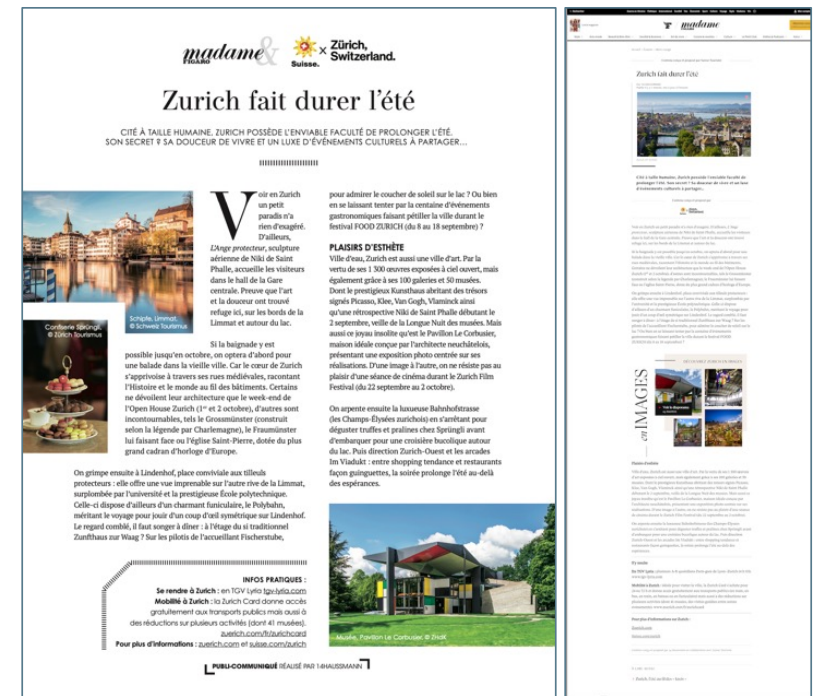


## Partnership with Madame Figaro & Zurich

- Production of 4 articles throughout the year
- 3 digital articles (online only): June, October, November
- 1 print and digital article: August

## KPIs :

- Digital : 20'800 visites - 4.4M reach
- Print : 135'115 copies – 267'000 readers



# Campaign activation – Key Partner Ticino.



## Partnership with M Publicité

- Print :
  - Production of 1 article
  - Published in two magazines (OBS, M Le Mag)
  - 600K copies
- Digital :
  - Diffusion of polars
  - 3 weeks in September
  - Reach : 3,2 M

PUBLICITÉ

LE CANTON SUISSE ITALOPHONE COMBINE CLIMAT DOUX ET TOURISME  
RAISONNÉ. UN JOUAY À DÉCOUVRIR HORS SAISON.

### Tessin : le voyage en douceur

La Suisse s'affirme comme la championne du « slow travel », en phase avec le succès que connaît ce concept depuis la pandémie de Covid-19. L'idée d'un tourisme « lent » ou raisonné, apparue dans les années 2000, séduit en effet un nombre croissant de voyageurs intéressés par la découverte en profondeur et animés par le respect des structures locales et de l'environnement.

Si, dans la Confédération, transports en commun et respect de la nature – deux piliers du voyage raisonné – sont depuis toujours une évidence, le pays ne s'arrête pas là. Une campagne, lancée l'année dernière, encourage ainsi hôtelières, subergistes et autres acteurs du tourisme à investir au maximum dans le « sustainable », comprendre : dans le développement durable à la suisse. Dans ce grand élan, le Tessin a une position particulière. Car le canton méridional combine l'apéri « slow » avec un climat doux et l'influence culturelle lombarde, italophone. Alors, où et comment profiter en douceur de l'automne au Tessin ?

**LE TRAIN DU FOULAGÉ** L'éditeur Lonely Planet, sommé de la matière, a sorti en février un guide du voyage en train, dans lequel le trajet Domodossola-Locarno est classé parmi les dix plus beaux tronçons d'Europe. De poste en tunnel, la ligne dédouble sur une cinquantaine de kilomètres entre l'Italie et le Tessin, le passager est directement plongé dans le feuillage moisi des forêts qui défilent lentement derrière les grandes fenêtres des wagons.

**LE MONTE GERERISO** Un autre chemin de fer, à crémaillère, emmène au sommet du Monte Gereriso, pour une vue d'ensemble sur les Alpes, les lacs alentour et la plaine du Pô. Perché sur la crête rocheuse, une élégante construction du Tessinois Mario Botta attend le visiteur : c'est la Fleur de pierre, qui abrite deux restaurants. Pour la descente, des sentiers permettent de valser Rovio. Mercredi ou la vallée de Muggio en prenant le temps de s'impéger du paysage.

**LE TÉLÉPHÉRIQUE MONTE CARASSO-MORNERA** Là où le train ne passe pas, place à la voie des airs ! Depuis Monte Carasso, un téléphérique moderne relie ainsi la plaine avec la station de Mornera, à 1 400 mètres d'altitude. À mi-parcours, Carrùtt : un village primé par l'association Patrimoine suisse pour ses maisons en pierres et son église aux fresques du XIV<sup>e</sup> siècle. Plus moderne, une Birdbox permet de dormir au milieu des vignes. De Carrùtt, un sentier mène également au spectaculaire pont suspendu de Casas, long de 270 mètres.

**LA VIA DEI SAPORI** La « route des saveurs » tessinoise est un circuit de découverte nouvellement établi dans le paysage vallonné de Capriana, au nord de Lugano. Elle traverse alpages et futaies de châtaigniers et permet de goûter à la gastronomie régionale sur son lieu de production – fromage, vin et salami en tête. On en parcourt les 40 kilomètres en VTT ou à vélo électrique : l'itinéraire compte plusieurs stations de recharge.

**S'y rendre**

- Le réseau ferroviaire suisse des CFF relie le Tessin avec la majorité des grandes villes européennes.
- En voiture électrique ou en covoiturage, on passe par l'un des quatre cols : le Nufenen, le San Bernardino, le Lucomagno ou le Saint-Gothard.

**Où dormir ?**

- Pour les amateurs de vin : l'hôtel Conca Bella à Vicello, tout près de la frontière italienne.
- Pour penser à soi : l'hôtel Kurhaus Codemario, sur les hauteurs de Lugano.
- Pour la vue : l'hôtel Belvedere à Locarno.
- Pour ceux qui arrivent en train : l'hôtel international dans le chef-lieu du Tessin, Bellinzona.

Plus d'informations  
myswitzerland.com  
#swit

12:00

Filiations : le choix de « Jazz et la salsa... »

Le Monde S'abonner

internationale les couleurs de la ville de naissance du jazz.

LA SUITE APRÈS CETTE PUBLICITÉ

Suisse.

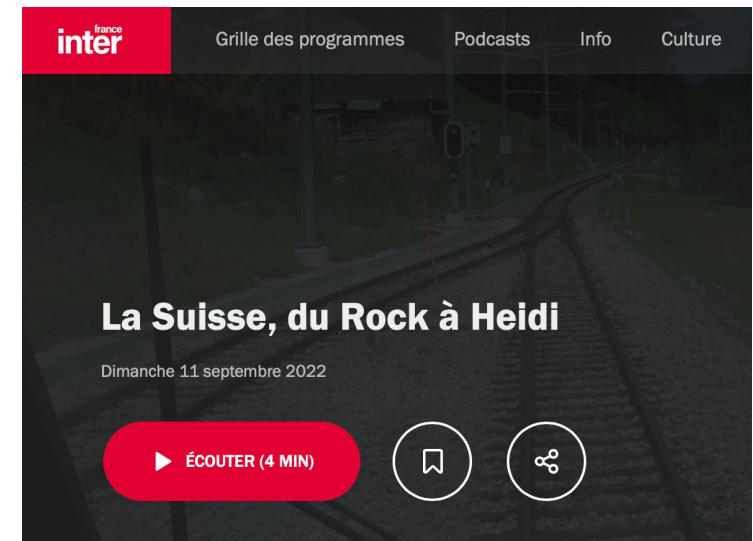
Vivez l'effervescence de l'automne à l'Hôtel Belvedere Locarno: la vue depuis votre chambre, la gastronomie au restaurant...

DÉCOUVREZ NOS FORFAITS ICI

Il tient son surnom de s'être produit du haut de ses quatre ans avec Bo Diddley sur la scène

## KMM – Top coverage.

- **6/9 France Inter, the main radio in France, 11/09/2022.**
- *La chronique tourisme*  
*La Suisse, du Rock à Heidi.*
- 4 minutes radio program, result of a press trip to Montreux et Château-d'Oex (GoldenPass)
- Listen to the podcast and read the online article



### KPI:

- 2 mio listeners



Switzerland.

## KMM – Top coverage.

- **TF1 - Le 13h, *Week-end à Gstaad, une station huppée en Suisse.***

24/09/2022

- 7 minutes focus on Gstaad: not only a luxury resort, emphasis on the traditional activities, hiking opportunities, Glacier 3000, fondue.
- Result of a media trip in September.
- Watch the replay.

KPI:

- About 6.4 M viewers





# KMM – Nature Spa media results.



- About 30 media results (following the AFP report).
- National medias:
  - 2 articles Le Figaro online (first and second).
  - France Info: le 5/7 and 21/minuit (radio + online article)
  - Geo.fr
  - Planet.fr
- Regional daily press
  - Le Bien Public, L'Alsace, Le Progrès, La Provence, ...

## KPI:

- About 30 mio contacts

nal

 / Voyages

Inspiration ▾ Destinations ▾ France Montagne Hôtels Conseils

### En Suisse, du bateau-sauna et du yoga avec des chèvres pour relancer le tourisme

Par Le Figaro avec AFP  
Publié le 01/09/2022 à 18:15

Écouter cet article ⓘ

00:00/02:57



Se détendre à bord d'un bateau-sauna est la nouvelle activité tendance en Suisse. *Bootsvermietung*  
Enge

L'organisme de promotion du tourisme helvétique déploie une campagne de publicité grandeur nature pour stimuler l'activité touristique. La cible ? Une clientèle internationale, qu'elle peine à faire revenir.

# KAM – Salon ELUCEO.



- Dedicated trade fair at the CSE (Comité Social et Economique), elected comitee within every 50+ employees company, in charge of organizing internal fringe benefits and activities.
- September 14th / 15th
- At the Stade de France – Presence of ST, STS and a French spezialised TO in a personnalized lodge to promote packages to CSE
- 93 qualified meetings/contacts
- Already some RFP coming in



# SCIB : Study Trip in Lausanne & Montreux.



## Target: Event agencies

Date : 9-11 September 2022

- Discover the MICE assets of the destinations, visits of the Lavaux vineyards, Freddy tour and Olympic Museum.
- Participation of 7 french agencies
- Very nice and joyful clients, positive feedbacks



# SCIB : E-news « Some punch for your eventful back-to-school ! ».



**Target : subscribers from our client DB**

**Date : Sent on September 1<sup>st</sup>**

- **Nb contacts : 2'383**
- **Content:**
- Promotion of new seminar hotels and event location openings in the mountain and cities
- **Swisstainable Mice venues**
  
- **KPI**
- 20.58 % opening rate
- 69 clicked a link



**Du punch pour votre rentrée événementielle !**

Après une trêve estivale - pour certain.e.s très brève - la rentrée est là. Nous espérons que vous aurez pu recharger vos batteries. Avez-vous pris le temps de **lire nos contenus #PunchEstival** ?

Du punch il vous en faudra pour cette rentrée événementielle ! Nous vous proposons de découvrir dans cette newsletter quelques nouveautés pour vos projets de fin d'année ou de l'année prochaine. Une touche de durabilité et des paroles d'experts compléteront votre lecture.

N'hésitez pas à nous appeler pour discuter de l'un de vos projets afin que nous puissions vous conseiller. Belle rentrée à tous et à très bientôt !

Franziska Luthi & Salomé Perrin  
Suisse Convention Bureau - Paris



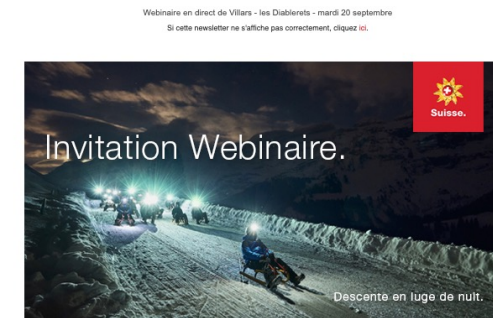
# SCIB : Webinar "Villars-Diableret : for a mountain seminar 5h away from Paris".



**Target: Agencies & Corporates**

**Date: September 20<sup>th</sup>**

- 14 live participations from clients
- 57 other clients were not able to join, but requested the presentation and the replay



Participez à notre webinaire du mardi 20 sept. à 9h30.

#### Villars-Les Diablerets : pour un séminaire montagne à 5h de Paris

Les deux stations authentiques Villars et Les Diablerets sont **accessibles en TGV** depuis Paris et à **seulement 1h30** de transfert de Genève Aéroport, vous offrant ainsi un cadre dépaysant tout proche pour un séminaire montagne en toute saison.

En **20 min** top chrono, **Mélanie Porret** de Villars-Diablerets Tourisme, présentera lors de notre webinaire de septembre le grand choix d'activités Mice de ces stations, proposées par leur DMC local **Villars Expérience**, ainsi que leurs dernières **nouveautés hôtelières**.

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

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

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

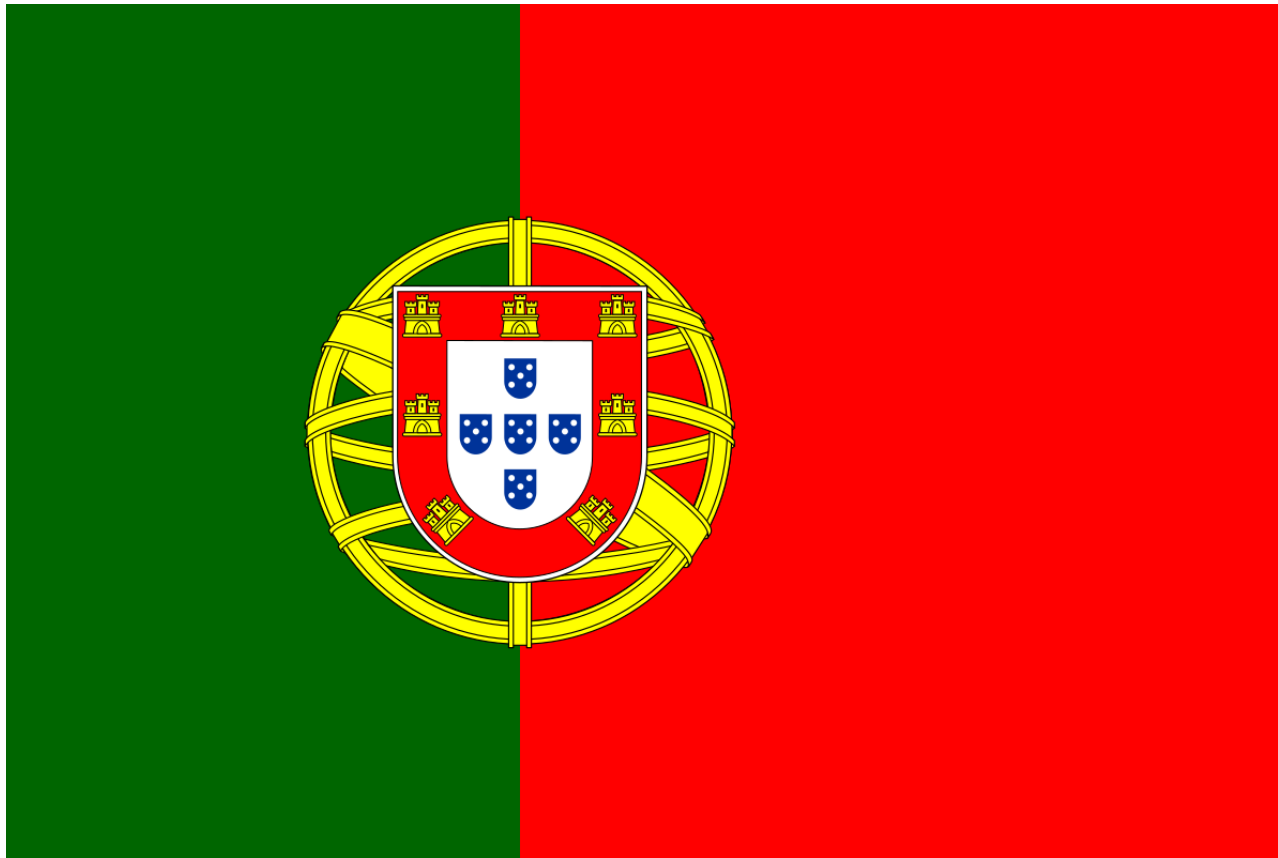
Franziska & Salomé

Suisse Convention Bureau  
01 44 51 65 40

Portugal.



Switzerland.



# KMM: Swiss Cities @ Cristina.



Switzerland.

- «Cristina» is a very strong and largely distributed **lifestyle magazine** with a travel section. A writer traveled to 4 cities (Basel, Zurich, Bern and Lucerne) with his family.
- 4 pages in the magazine “Cristina”, on **Swiss Cities** and urban life / water.
- In addition, a carousel post was published on Cristina’s Instagram with 217k followers.



Timing: September 2022



Circulation: 532'560



Media contacts: 1'331'400



Switzerland.

# KMM: Swiss Cities @ Volta Ao Mundo.

- «Volta Ao Mundo» is a very strong and **high-quality magazine** print and digital with focus on travel and stories of people around the world.
- 2 pages in the **main travel magazine** as well as online coverage on Swiss Cities (Basel, Zurich, Lucerne and Bern) traveling with family.

**PASSAGEIRO FREQUENTE**

**FLUTUAR NAS ÁGUAS DA SUÍÇA**

**BASILEIA**  
 Nas lojas, por todo o lado havia sacos impermeáveis em forma de peixe. Vendiam-se em vários tamanhos e em inúmeras cores. Chegámos ao elétrico com os nossos presos ao ombro, ninguém estranhou. Fizemos um caminho de várias estações, sem precisar de mudar de elétrico. Essa é uma viagem tranquila a qualquer hora do dia e em qualquer dia da semana. Era fim de tarde de um domingo de julho, o que acrescentava ainda mais serenidade a esse percurso.

Saimos onde nos tinham aconselhado e, aparentemente conhecer bem os caminhos, seguimos um canal que também levava sacos impermeáveis em forma de peixe. Atravessámos uma ponte, caminhamos ao longo de um passeio e, pouco depois, já estávamos a descer em direção à beira do rio. Despitimo-nos até ficarmos em furo de bumbo. Guardámos a roupa no saco, também telemóvel, a carteira, dobrámos a ponta do saco - peixe como vinha explicado nas instruções e acenámos para a água.

O sol descaía devagar sobre os edifícios, na primeira curva do rio. O calor ardente da tarde repousava já, a temperatura da água mantinha ainda esse morno. Submersos até ao peito, não muito longe da margem onde tinhamos entrado, apertámos nos sacos, que entretanto se tinham transformado em boias, e iniciámos a descida.

O Reno levou-nos à velocidade daquela hora. Às vezes, deixávamos o saco flutuar atrás de nós, preso por uma corrente, e dávamos algumas braçadas para sentirmos melhor a espessura delicada daquela água. Na margem do nosso lado, passávamos por gente que aproveitava os últimos raios de sol, ainda a tocar - lhes os rostos. Na água, éramos ultrapassados por indivíduos ou grupos, que também deslizavam, mas não tinhamos pressa. Pelo contrário, precisávamos de todos os instantes, não podíamos dar-nos ao luxo de despendigar um segundo sequer.

Depois de passarmos por baixo de uma ponte, avistámos as torres da catedral, as fachadas do centro histórico que ficam diante do rio. Como seria viver numa daquelas janelas? Comparáveis ao barco que distinguíamos lá frente, a fazer a travessia entre as margens ao longo de um cabo, sentimo-nos veículos aquáticos. Existíamos em equilíbrio com o Reno, a limpeza da sua água, a firmeza da sua força, com basileia, a sua história tão bem tratada, a sua bela calma, e com os últimos instantes daquele fim de tarde memorável.

**LUCERNA**  
 Depois de mostrarmos o bilhete, entramos no lago. Passámos entre famílias e escolhemos o lugar para nos sentarmos. A pouca distância de nós, estava uma festa de aniversário: um grupo de senagistas tinha todas as condições, até uma mesa de campismo com um arranjo de flores ao centro, iam passar ali o dia a celebrar.

Na água, no Lago dos Quatro Cantões, deslizavam alguns praticantes de stand up paddle, as pranchas e os remos estavam disponíveis lá ao fundo. A várias dezenas de metros da margem, havia uma ilha insulável onde se via pessoas a saltarem e brincar. Nossa direção, havia uma plataforma, também uma ilha, corajosos nadavam até lá e, ao chegarem, deitavam-se de bato de sol merecido.

Na véspera, naquele mesmo lago, tínhamos passado num extraordinário ferry, em direção ao teleférico que nos ergueu às alturas do monte Pilatus. Nessa travessia, não distinguimos esse balneário mas, ali, olhámos para cada navio que seguia esse trajeto e lembrávamo-nos do que tinha sido a beira daquele caminho. Quando saímos do lago, a pouca dezenas de metros, não perdemos todos os detalhes de embarcações como essa, expostas no enorme Museu Suíço de Transporte, o museu mais visitado do país, quando estamos lá percebemos clara-

UM CRÓNICA DO ESCRITOR JOSÉ LUIS PEIXOTO



A Suíça é um país pioneiro das estações de tratamento de águas. Esse facto fica claro nos rios e lagos em todo o seu território

mente porque. Mas isso foi depois. Antes de sairmos, aproveitámos ainda a piscina e escolhemos uma das várias opções para comer.

**BERNA**  
Quando nos aproximámos do Marzili, estava uma enorme multidão a esvaziar barcos insuláveis, decenas e dezenas de barcos. Aos poucos, mas de forma constante, novos barcos iam chegando à margem, vinham de longe e terminavam ali o seu curso. Era vultoso de muito sol, calções molhados, chistes a baterem na sola dos pés. Começamos a antecipar essa agitação logo lá em cima, quando contrámos o edifício do Parlamento suíço e descemos as escadas, abruptas e longas. Ou talvez ainda antes, na praça, quando passámos por crianças a brincar entre os espelhos que saíam do chão, crianças com água a escorrer - lhes pelo rosto, pelo peito, crianças alagadas, a refrescarem-se.

Ci em baixo, os marinheiros de barcos de insuláveis sabiam exatamente o que fazer, dominavam os métodos para evasitar completamente a embarcação que, havia minutos, era a sua garantia de sobrevivência, sabiam como dobrá-la de maneira a acomodá-la nessa fona no carro. Seguindo caminho, menos de um minuto depois, entramos no próprio Marzili em enorme parque de recreio de águas. Esse facto fica claro nos rios e

**O RENO LEVOU-NOS À VELOCIDADE DAQUELA HORA. ÀS VEZES, DEIXÁVAMOS O SACO FLUTUAR ATRÁS DE NÓS. PREO POR UMA CORREIA, E DÁVAMOS ALGUMAS BRACADAS PARA SENTIRMOS MELHOR A ESPESURA DELICADA DAQUELA ÁGUA**

banhista, dirigida para espaços preparados, como piscinas naturais, onde era possível nadar de forma relaxada, sem ter de lidar com a corrente.

**ZURIQUE**  
Caminhamos até ao Oberer Letten e juntámo-nos a todas as pessoas que, nas margens do rio Limmat, pareciam vencer-lo. O brilho do dia cintilava na sua superfície. A Suíça é um país pioneiro das estações de tratamento de águas. Esse facto fica claro nos rios e la-

gos em todo o seu território. As fontes que abundam pelas suas cidades disponibilizam água potável, uma grande mais-valia em dias de calor como os que passámos em Zurique.

Oberer Letten é um dos vários lugares que muitos habitantes de Zurique escolhem para mergulhar no rio, mas está longe de ser único. Um pouco mais abaixo no leito do rio, existe o Frauenthal Stadlauquai, por exemplo, que é uma plataforma flutuante de madeira, com todas as condições, para uso exclusivo das mulheres. Desde o século XIX que esse espaço permite às mulheres usufruírem do rio com especial vontade, apenas entre outras mulheres.

Por sua vez, no Oberer Letten, existem pessoas de todas as formas, provavelmente uma maioria de jovens. A música e a animação que atravessa todas as margens do rio Limmat são reflexo desse vigor juvenil. A solo ou em grupo, há quem salte de cima da ponte para dentro de água. Caem com grande estrondo, demoram alguns segundos a regressar à superfície. A multidão já não os estranha.

Em volta, existem muitas outras atividades: campos onde se joga vólei sobre areia, um parque de skate, esplanadas onde se servem grandes canecas de cerveja. Mas tudo isso são segundas opções, o que junta toda aquela gente ali ao rio, as águas limpas e potáveis do rio. 4



Timing: September 2022



Circulation: 119'730

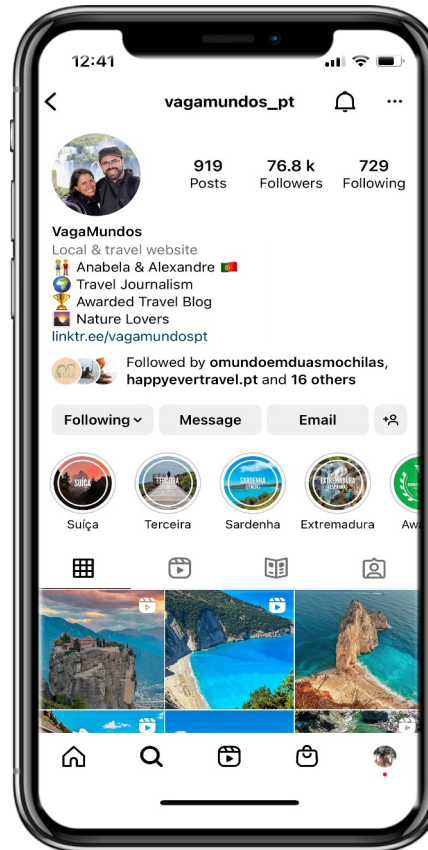


Media contacts: 299'325



# C&A: @vagamundos\_pt.

- @vagamundos\_pt are two portuguese travel content creators, awarded **best travel bloggers in Portugal**. They traveled to Switzerland, doing part of the **Grand Train Tour** in 8 days.
- They shared their experience on IG and FB with stories and posts. They also created 2 special guides on their blog with the full itinerary and traveling by train in Switzerland.



Timing: August-September 2022

Marketing contacts: 991'400 (to be updated)



Content: 14 posts, 144 stories and 2 guides

ER: 5-6%



Switzerland.



# Sales campaign TA Bestravel.



- Bestravel is the largest franchised travel agency network in Portugal.
- The campaign is aimed to push Christmas Markets in Montreux, Lausanne, Basel and Zurich.
- Collaboration includes
  - Offer of 4 Christmas Markets products
  - Display campaign on their website 25'000 visits per month
  - B2B & B2C Newsletter 50'000 e-mails
  - Posters, Vinil, TV on all travel agencies 2'325'000 impressions
  - SoMe posts on all their channels 124'500 followers
  - ADS 250'000 impressions
  - Press release with 5 to 10 articles expected
  - Webinar by ST to 45 agencies

The screenshot shows the Bestravel website interface. At the top, there is a dark blue header with the 'bestravel' logo and navigation links for 'Login', 'Contacto', and social media icons. Below the header, there is a secondary navigation bar with links for 'Todas as ofertas', 'Ofertas Exclusivas', 'Brochuras', 'Suíça', and 'City Breaks Powered by Tap'. The main content area is titled 'Todas as ofertas' and features a search filter with dropdown menus for 'Destino' (Todas), 'Temática' (Todas), and 'Nome' (Todos), a price slider from 30€ to 6180€, and a 'Texto' input field. A 'FILTRAR' button and an 'Apagar' button are also present. Below the filter, four featured offers are displayed as cards with images and text:

- MERC. NATAL BASILEIA**: Desde 309 €, 3 NOITES, 24 NOVEMBRO A 23 DEZEMBRO, VOOS LISBOA E PORTO + HOTEL APA
- MERC. NATAL ZURIQUE**: Desde 370 €, 2 NOITES, 24 NOVEMBRO A 20 DEZEMBRO, VOOS LISBOA E PORTO + HOTEL APA
- MONTREUX E LAUSANNE**: Desde 1130 €, 4 NOITES, 03 DEZEMBRO, VOOS LISBOA E PORTO, APA
- MONTREUX MERC. NATAL**: Desde 1625 €, 3 NOITES, 03 E 08 DEZEMBRO, VOOS LISBOA | CIRCUITO, APA



Timing: September-October 2022  
Marketing contacts: TBC | Room nights: TBC

Spain.



**Switzerland.**

## KMM: STS media event in Barcelona.

- Top journalists attended by Swiss Travel System & SGV Lake Lucerne on board of a catamaran cruise along the coast of Barcelona
- The presentation was followed by a contest with prizes for everyone
- A radio interview in the studio was done the day after



Timing: 21 September 2022  
Media contacts: 6 journalists



# KMM: Top Coverage Chur @ Elpais.com



- Extended online article about Chur in the travel section «El viajero» of the most important national newspaper in Spain
- The journalist also travelled to the area of Sils Maria and Nietzsche's house where he will soon publish a report in ICON magazine, also published by El País

Media Contacts: 1'419'250

Total media contacts September: 5'056'263



EL PAÍS

el viajero

24 horas en Coira: arte, chocolate y fabulosas vistas en la vieja ciudad suiza

Del Museo de Ruinas Romanas de Welschdörfli al Bernina Express, el tren panorámico que atraviesa los paisajes más espectaculares de los Alpes

UNA KABINE

Coira no es solo la capital del cantón de los Grisones y una de las ciudades más antiguas de Suiza, es también el punto de partida más conocido del [Bernina Express](#), el tren panorámico que atraviesa los Alpes ofreciendo uno de los recorridos entre montañas más espectaculares de Europa. Así que aunque la manera más sencilla de llegar a Coira sea en tren desde [Zürich](#), la mejor será llegando de [Saint Moritz](#) atravesando los paisajes que la Unesco declaró patrimonio mundial en 2008. Es tan espectacular la ruta que la megafonía del convoy invita constantemente a los viajeros a asomarse a las ventanas y a sacar los móviles. Cada tanto la máquina se detiene para que ninguna foto quede movida.

Esta es, por tanto, la ciudad alpina por excelencia y está, además, rodeada por tres montañas que lo ponen de manifiesto y cuya sombra acompaña al visitante en todo momento: [Mittenberg](#), [Brambrüsch](#) y la más imponente, [Calanda](#), de 2.800 metros, que también da nombre a una marca de cerveza autóctona a tener muy en cuenta.

EL REYES NINCA DE APAGA

BILLETTE VINCENT BINGOCHÉ LINDON

FUEGO

PARA RECUPERAR CLARE DENIS

# KAM: Autumn Newsletter.



- Date: 21/09/22
- Recipients: 1'677 KAMs
- Opened: 21%
- Clicked: 2.15%
- Topics: Nature Spa, STP 4 days, Christmas Markets and MySwitzerland Pro



Suiza Turismo informa.

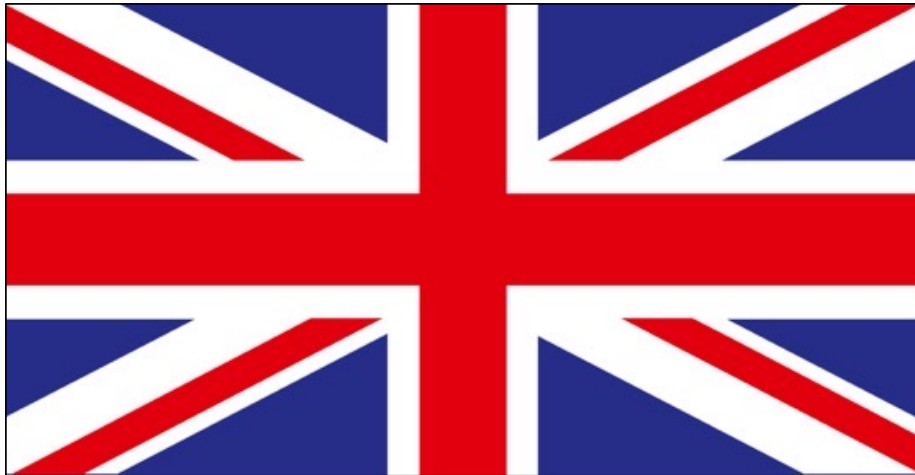
### Ofertas y productos otoñales

¡Grüezi!

Este otoño se presenta con 2 novedades remarcables en el país helvético:

1. Lanzamos la campaña **Nature Spa**, con la que damos a conocer experiencias de baños forestales, yoga, baños de hidromasaje con vistas a los Alpes y saunas entre naturaleza.
2. Desde esta semana hasta el 31 de octubre se puede comprar el Swiss Travel Pass.

UK/Ireland.





# GRAND TOUR of Switzerland



Switzerland.





# Goodwood Revival Festival (16-18.09).



## Sponsorship of this Vintage Car Festival in West-Sussex to promote the GToS

- 9x 6 m tent with a Scalextric, Switzerland Miniature landscape activation incl. the following main highlights: Matterhorn, Cornergratbahn, Top of Europe Train Station, Blausee, Tremola, Oberalppass incl. Light house and Rheine Infocenter and Swiss Miniature in Ticino)
- Distribution of a bespoke Grand Tour x Luxury Hotels & Home A5 folded flyer incl. a competition to win a trip to Switzerland and Swiss wine & cheese tasting (thanks Strapa team!)
- 150'000 visitors during three days (incl. the visits of VIP's His Grace the Duke of Richmond and Jodie Kidd)
- Print Ad in Festival Guide incl. special naming on the festival map
- Screening of a 45s clip on festival screens
- Landing page with 3x content pieces on Goodwood websites incl. social promotion and a distribution of a stand alone NL to the members
- Branding with Switzerland logo at the festival





MOËT & CHAMPAGNE





# Laver Cup (22-25.09.), London.



## Sponsorship of Laver Cup to promote the GToS

- Social media campaign (Twitter, FB, IG) to push two competitions: Win tickets for a M&G with Roger and win a trip to Switzerland (19'264 registrations, 51.8%opt-ins for the ST B2C NL - over 28 Mio impressions achieved – a huge thanks to Natalie and Marie!)
- Activation at the Fan Zone in front of O2 arena with a Scalextric, Switzerland Miniature landscape incl. Laver Cup court with Roger
- Distribution of GToS brochures and bespoke A6 Roger postcard to promote the competition
- OOO element with two fully branded London buses and one fully branded London Taxi (live for 4-weeks)



SCIB UK/Ireland

M&IT Awards – ‘Best Overseas Convention Bureau’.



Switzerland.





# North America.



**Switzerland.**



# Soiree Suisse.

- September 14, 2022, at the Swiss Ambassador's residence in Washington D.C.
- 21<sup>st</sup> annual celebration of 'Impact of Swiss-U.S. relations, 1600 invited guests
- ST & SCIB extended 8 personal invitations to congress organizers and tour operators
- ST & STS lounge exhibition space, shared with SWISS Intl. Air Lines
- Themed showcase for new GPX (technology, innovation, made in Switzerland)
- Sweepstake (flights, STP, GPX voucher), 170 participants



Switzerland.





Switzerland.

## ILTM North America - Cancun.

- September 19-23, 2022
- Top luxury b2b conference in North America
- 950 overall attendance
- Partner: Andermatt Swiss Alps (shared table), Jungfrau Railways/Region (destination trainings)
- 1:1 meetings and networking opportunities
- 56 appointments with qualified luxury travel advisors from US, Canada and Mexico
- 34 advisors attended destination trainings





# AAA reward trip to Switzerland.



- **August 29 – September 4, 2022**
- **14 best-selling AAA agents** from 3-4 different AAA chapters/regions + 2 ST NA group escorts
- **Group A** traveling to Graubünden Region and Lake Lucerne Region
- **Group B** traveling to Valais Region and Bern Region
- **Partners:** Made in Bern, Lake Lucerne Region, Graubünden Region, Valais-Matterhorn Region, Grand Tour of Switzerland (ST), Hotel Cooperation (ST), SWISS International Air Lines





# SCIB NA: Webinar with Meetings Made Easy.



- September 21, 2022
- 30-minutes personalized webinar with MME (Meetings Made Easy) during their meeting
- 6 team members of MME participated
- Journey through Switzerland with focus on top meeting properties, news, MICE activities in each partner destinations
- MME team will come to IMEX America to meet up with partners
- Lead: RFP for the Coupa EMEA Customer Conference, 2,000 pax, 13. – 17.05.2024



# Threads of Power: Lace Exhibition from Textilmuseum St.Gallen.

Exhibition in Bard Graduate Center Gallery, New York. From 09.2022-01.2023.

Showcase Textile from St.Gallen from 1800-2022. Including contemporary garments from Dior, Prada, AKRIS, etc. A highlight of the exhibition is a dress worn by Michelle Obama for the presidential inauguration in 2009.

- **Coverage to date:** New York Times, Architectural Digest, Globe & Mail, Airmail, St.Galler Tagblatt.
- **Press trip** to St. Gallen Oct. 5 – 7, with journalists from VOGUE, Teen VOGUE, W magazine, Coveteur, Ubikwist, Tick Tock Influencer Elena Kanagy-Loux
- **Media Contacts expected:** about 160 million
- **Social Media organic Impression:** 2 million
- **Number of visitors expected:** 36'000



# Media Top Result: Lonely planet.



- [www.lonelyplanet.com](https://www.lonelyplanet.com)
- Journalist: Michelle Tchea
- Title: Hurrah! Same-sex marriage is finally legal in Switzerland: here's how to get married there
- Date: Sept 2, 2022
- Online Contacts: 3'470'000 uvpm
- Featured: Kulm Hotel, Chateau Gutsch, Chateau Chillon, Le Grand Bellevue Palace, Victoria Jungfrau Grand Hotel and Spa, Beau-Rivage Palace, Chedi Andermatt, Dolder Grand.

Q Search lonely planet Destinations Stories Shop Subscribe

Travel Stories > Switzerland > Central Switzerland

**Hurrah! Same-sex marriage is finally legal in Switzerland: here's how to get married there**

Michelle Tchea  
Sep 2, 2022 · 10 min read

# Media Top Result: Ski Canada Magazine.



- Print
- Journalist: Nigel Harrison and Iain MacMillan
- Title: A Swiss Sojo
- Date: August 2022
- Circulation 30'000, reach 90'000
- Featured: Saas-Fee, Zermatt, St. Moritz, Engelberg



72 | skicanada // BUYER'S GUIDE 2023



# Media Top Result: Washington Post.



- Washington Post double page print and online [www.washingtonpost.com/](https://www.washingtonpost.com/)
- Journalist: Sylvie Bigar
- Title: Near the Swiss border with Italy, vestiges of the past are set in stone
- Date: Sept 9, 2022
- Contacts: online 67'000'000 uvpm and print circulation 293'000
- Featured: Ticino

The Washington Post  
*Democracy Dies in Darkness*

Travel Chat archives Andrea Sachs Go Here, Not There Navigator You're Going Where?

## Near the Swiss border with Italy, vestiges of the past are set in stone

By Sylvie Bigar  
September 9, 2022 at 10:00 a.m. EDT

The resort town of Locarno is part of the Ticino canton, reputed to be the sunniest canton in Switzerland. (Stock)

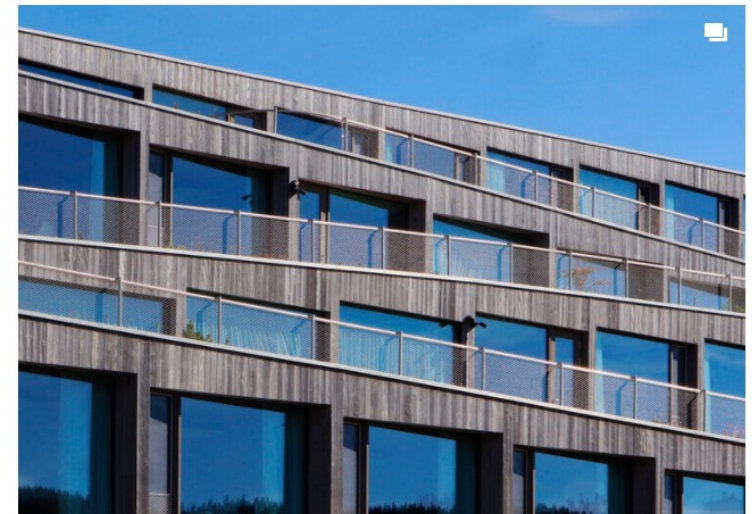
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# Media Top Result: ArchDaily.

- [www.archdaily.com](http://www.archdaily.com)
- Journalist: Jullia Joson
- Title: Paul Clemence Captures BIG's Hôtel des Horlogers in Le Brassus, Switzerland
- Date: Sept 12, 2022
- Online contacts: 3'070'000 uvpm
- Featured: Hôtel des Horlogers



Paul Clemence Captures BIG's Hôtel des Horlogers in Le Brassus, Switzerland



Written by Jullia Joson

September 12, 2022

In a recent [photo series](#), Paul Clemence turns his lens toward Bjarke Ingels Group's (BIG) Hôte

Share

Save

Brazil.



Switzerland.



# KAM: Brazil Workshop.

## 26 to 28 August 2022

- First Brazil Workshop organized by Switzerland Tourism with the support of Zurich Tourism as the host destination
- 36 buyers (tour operators and travel agencies from across the country)
- 1 Brazilian trade media
- 61 Swiss suppliers
- One-to-one appointment and many opportunities of networking between brazilian buyers and swiss tourism partners
- Great media coverage from PANROTAS, the main trade media publication in Brazil: 5 online articles + 7-pages articles in the digital magazine
- Fantastic social media results





# KAM: Brazil Workshop



- Photos available here: [https://www.flickr.com/photos/switzerland\\_tourism/albums/72177720301398813](https://www.flickr.com/photos/switzerland_tourism/albums/72177720301398813)

# KAM: Brazil Workshop – Post-Convention Tours.



Switzerland.

**28 August – 01 September 2022**

- 5 different post-tour convention programs with the support of many local destinations and tourism partners:
- Geneva and Verbier
- Zermatt and St Moritz
- Lucerne, Engelberg and Andermatt
- Bern and Lausanne
- Interlaken and Grindewald





# KAM: Brazil Workshop – social media return.



**interepviagens** Suíça

**interepviagens** Brazil Workshop na Suíça  
 Nossa diretora de operações Sandra Helena (@shsilva309) embarcou à convite do escritório de Turismo da Suíça (@myswitzerlandbr) para uma viagem de imersão no destino e novos negócios ao lado de agentes de viagens e operadores brasileiros. Serão dias de muitos aprendizados, trocas de experiências e relacionamento para trazer na bagagem muito conhecimento e novidades para a equipe e nossos clientes. Nos acompanhem nessa jornada! 🥰

#InterepViagens #Interep40anos #IneedSwitzerland #InLoveWithSwitzerland #STBrazilWorkshop

Edited · 3 w See Translation

**roberto.silva2810** 🍌🍌🍌🍌🍌🍌  
 4 w 1 like Reply

Liked by andcox67 and 81 others

AUGUST 26

Add a comment... Post



**embarkbeyondbrasil** Suíça

**embarkbeyondbrasil** Uma viagem incrível pela Suíça! Nossa afiliada Ana Luíza da @insidertipsviagens está encantada com esse charmoso país.

Em Zurique ela conheceu a famosa fábrica da Lindt e produziu sua própria barra de chocolate.

Dica da cidade: Viadukt, um bairro super hype, com restaurantes, lojas super descoladas.

Em Verbier, uma vila de montanha autêntica, que tem a maior quilometragem de pista de ski do país, ela aprendeu a fazer um queijo suíço.

"Estamos aqui no verão, e além de trilhas lindíssimas e passeios de bike, você pode aprender a fazer o (melhor) queijo suíço."



**opturismo and aidelcneves** Genebra - Suíça

**opturismo** Apesar de pequena, Genebra é a cidade mais cosmopolita da Europa. É a sede de instituições mundialmente relevantes como as Nações Unidas (ONU) e Cruz Vermelha, há vários museus, parques lindíssimos e o lago Léman com a clássica fonte Jet d'Eau, um dos marcos do lugar.

📍Berço da relojoaria de luxo, é o lugar ideal para entender mais sobre o assunto. Participamos de uma experiência na @initiumwatches, que dá aulas e oficinas sobre os famosos relógios suíços!

🏨 The Woodward, um dos melhores hotéis da região: parte do portfólio Masterpiece Hotels da Oetker Collection, ocupa um prédio histórico à beira do lago. São apenas 26 suítes, dois restaurantes estrelados e um grande SPA Guerlain.

# KAM: Brazil Workshop – Media return.



Switzerland.



## MERCADO



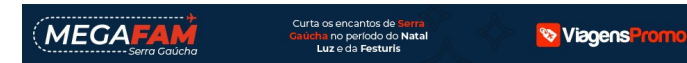
Luca Spatafora, do Romantik Hotel Schweizerhof Grindelwald; Victor Fernandes, da PANROTAS; Fernando Aquino, do Jungfrau Railways; Nathalia Moura, da CVC Corp; Ana Ghellardi, da Kangaroo Tours; Gustavo Granado, da Blue Papaya Travel; Sandra da Silva, da Interep; Priscilla Nepomuceno, da Vita Travel; Felipe Freire, do TTW Group; e Priscila Fabri Teixeira, da Diversa Turismo

INTERLAKEN - No último domingo (28), após participar de [encontros com 60 fornecedores suíços](#), 36 agentes de viagens e operadores brasileiros se dividiram em



## MERCADO

[Home](#) > [Mercado](#) > [Destinos](#) > Brasil é o mercado da Suíça com melhor recuperação em 2022



Fonte [A](#) [A](#) [A](#) [f](#) [in](#) [t](#) [w](#) [m](#)

## Brasil é o mercado da Suíça com melhor recuperação em 2022

28/08/2022 17:55 | Victor Fernandes



Fabien Clerc, diretor de Turismo da Suíça para o Brasil, e Martin Nydegger, CEO do Switzerland Tourism, durante o Brazil Workshop em Zurique

ZURIQUE - O Brasil é o mercado intercontinental - fora da Europa - da Suíça com a recuperação mais rápida de pernoites em 2022. Recentemente, o Switzerland Tourism fechou os números do primeiro semestre revelando que o número de pernoites de brasileiros no País está apenas 17% abaixo do registrado no mesmo período de 2019. O resultado faz com que a recuperação brasileira esteja três vezes mais rápida dos que a média dos mercados intercontinentais.



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# KAM: Brazil Workshop – Media return.



Switzerland.

PANROTAS | CANAIS | EDIÇÕES DIGITAIS | EMPREGOS | EVENTOS | E-BOOKS | HOTSITES | CURSOS | Entrar

MERCADO

## Agentes brasileiros conhecem museu da Lindt, na Suíça; veja fotos

27/08/2022 | 11:54 | Victor Fernandes



PANROTAS / Victor Fernandes

Grupo do Brazil Workshop visita o Lindt Home of Chocolate, na Suíça

ZURIQUE - Hoje (27), foi dia de agentes de viagens e operadores brasileiros serem confeiteiros por um dia. Durante o [Brazil Workshop](#), os profissionais visitaram o Lindt Home of Chocolate, na Suíça, e tiveram a oportunidade de fazer suas próprias barras de chocolate. A programação antecedeu a rodada de networking entre os brasileiros e os fornecedores suíços, que ocorre entre hoje e amanhã (28).

Stephan Neidhart, do Lindt Home of Chocolate, acompanhou o grupo e fez questão de apresentar pessoalmente a atração inaugurada no final de 2020, que já atrai muitos brasileiros. No começo do ano, o Brasil era o [segundo maior mercado internacional do museu da Lindt](#). Já em pesquisa realizada em junho/julho, o Brasil caiu para a quarta colocação, porém Neidhart ainda considera uma colocação expressiva considerando a distância entre os países.



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MERCADO

Fonte - A A A | f in t v w

## Workshop reúne trade brasileiro e fornecedores suíços em Zurique

28/08/2022 | 07:34 | Victor Fernandes




PANROTAS / Victor Fernandes

Equipe do Turismo da Suíça: Fabien Clerc, Mara Pessoa, Fernanda Maldonado e Martin Nydegger

ZURIQUE - Entre ontem (27) e hoje (28), 36 agentes de viagens e operadores brasileiros realizaram meetings individuais de 15 minutos com 60 fornecedores suíços no Renaissance Zurich Tower Hotel, em Zurique, na Suíça. A oportunidade destes encontros foi providenciada pelo Switzerland Tourism (escritório de Turismo da Suíça) durante o primeiro [Brazil Workshop](#) já realizado.

“O simbolismo desse evento é muito forte. Estamos há três anos tentando fazer esse evento, que foi cancelado duas vezes por causa da pandemia, e esse ano finalmente conseguimos reunir todo mundo. Uma lista de espera entre os fornecedores suíços mostra o quanto o Brasil virou um mercado importante para eles. A ideia é diversificar a oferta de destinos, porque o brasileiro tem o costume de visitar os mesmos lugares, como St. Moritz. Já vimos que o brasileiro tem esse interesse de conhecer outras regiões da Suíça, e os fornecedores aqui estão sempre de braços abertos para isso.”



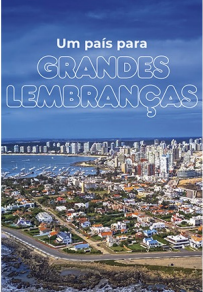
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# KAM: Brazil Workshop – Media return.



PANROTAS ≡ CANAIS - EDIÇÕES DIGITAIS - EMPREGOS - EVENTOS - E-BOOKS - HOTSITES - CURSOS -

☰ MERCADO

🔄 Fonte A A A f in t v e w

## Agentes de viagens brasileiros chegam à Suíça para workshop; fotos

26/08/2022 13:38 | Victor Fernandes

PANROTAS / Victor Fernandes



Parte do grupo de 36 agentes e operadores presentes na Suíça

ZURIQUE - Hoje (26), 36 agentes de viagens e operadores brasileiros chegaram à Zurique, na Suíça, para o Brazil Workshop. Realizado pela primeira vez, o evento do escritório de Turismo da Suíça (Switzerland Tourism, ou ST), é uma reprodução do já conhecido [Switzerland Travel Experience](#) realizado anualmente em São Paulo. A diferença é que, ao invés dos fornecedores suíços irem até os brasileiros, o ST trouxe os brasileiros até eles.

Libere todo o potencial da sua empresa com os sistemas wooba.



**Newsletter PANROTAS**

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abertura do

# VERÃO

é La Torre!



# KAM: Brazil Workshop – Media return.



Switzerland.



## COLHENDO OS FRUTOS



O Brasil é o mercado intercontinental – fora da Europa – da Suíça com a recuperação mais rápida de pernoites em 2022. Recentemente, o Switzerland Tourism fechou os números do primeiro semestre revelando que o número de pernoites de brasileiros no país está apenas 17% abaixo do registrado no mesmo período de 2019. O resultado faz com que a recuperação brasileira esteja três vezes mais rápida do que a média dos mercados intercontinentais.

“Quando olhamos para todos os mercados intercontinentais – Ásia, Oriente Médio, América do Norte, América do Sul – e destinos de longa distância (long haul), na média, o número de pernoites está 50% abaixo de 2019. Até julho, nós registramos a metade de pernoites do mesmo período de 2019. Exceto o Brasil, que está apenas 17% abaixo dos números de 2019. O Brasil está três vezes melhor, três vezes mais rápido, do que os outros mercados intercontinentais”, explicou o CEO do Switzerland Tourism, Martin Nydegger.

O executivo atribui o sucesso do mercado brasileiro a uma estratégia global da Suíça de aproveitar a pandemia como oportunidade de promover o destino, além da qualidade e eficiência do escritório brasileiro. “No, pré-pandemia, nosso lema era: não vamos desaparecer, não vamos ficar quietos. Nós traçamos uma estratégia chamada ‘Sonhe agora, viaje depois’. Nós combinamos com todos os nossos ecotérios

que continuaríamos comunicando através da imprensa e canais digitais, continuaremos em contato com os clientes. Acredito que foi uma mensagem muito importante de que, apesar da pandemia, nós estamos presentes”, afirmou.

Fabien Clerc, diretor de Turismo da Suíça para o Brasil, também compartilhou da visão de Nydegger e complementou afirmando que o perfil pragmático do trade brasileiro ajudou no sucesso do destino e na criação de conexões.

“Assim que o brasileiro entendeu as regras, ele viajou. Isso foi ótimo para nós. A Suíça foi o primeiro país a reabrir na Europa, aceitando a vacina coronavac. Com a comunicação que fizemos, atendemos o consumidor final muito rápido e todos ficaram sabendo que o país estava aberto. Então, todas as agências de viagens começaram a falar conosco, porque seus clientes estavam consultando para saber quais eram as condições, porque queriam voltar para a Europa”, conta.

Para Clerc, a principal dificuldade foram as mudanças de regras contínuas. “Foi um grande desafio, mas aprendemos a agir com uma reatividade muito grande e sabendo onde precisávamos comunicar. Mas, até hoje, o agente de viagens agradece pela ajuda em entender as regras. Nós nunca abandonamos o posto, sempre estivemos lá para eles. E até hoje agradecemos esse nosso comportamento”, finalizou. ■

# KAM: Brazil Workshop – Media return.



[https://www.panrotas.com.br/mercado/destinos/2022/08/trade-brasileiro-explora-suica-apos-workshop-veja-fotos\\_191542.html](https://www.panrotas.com.br/mercado/destinos/2022/08/trade-brasileiro-explora-suica-apos-workshop-veja-fotos_191542.html)

[https://www.panrotas.com.br/mercado/destinos/2022/08/brasil-e-o-mercado-da-suica-com-melhor-recuperacao-em-2022\\_191490.html](https://www.panrotas.com.br/mercado/destinos/2022/08/brasil-e-o-mercado-da-suica-com-melhor-recuperacao-em-2022_191490.html)

[https://www.panrotas.com.br/mercado/destinos/2022/08/workshop-reune-trade-brasileiro-e-fornecedores-suicos-em-zurique\\_191481.html](https://www.panrotas.com.br/mercado/destinos/2022/08/workshop-reune-trade-brasileiro-e-fornecedores-suicos-em-zurique_191481.html)

[https://www.panrotas.com.br/mercado/destinos/2022/08/agentes-brasileiros-conhecem-museu-da-lindt-na-suica-veja-fotos\\_191480.html](https://www.panrotas.com.br/mercado/destinos/2022/08/agentes-brasileiros-conhecem-museu-da-lindt-na-suica-veja-fotos_191480.html)

[https://www.panrotas.com.br/mercado/destinos/2022/08/workshop-reune-trade-brasileiro-e-fornecedores-suicos-em-zurique\\_191481.html](https://www.panrotas.com.br/mercado/destinos/2022/08/workshop-reune-trade-brasileiro-e-fornecedores-suicos-em-zurique_191481.html)

<https://www.panrotas.com.br/edicoes-digitais?callback=/service-digital-editions/detailItem.asp?id=1939>



# KAM: RELAIS & CHATEAUX FAMTRIP 2022.



## 03 to 10 September 2022

- Famtrip in partnership with Relais & Chateaux representative in Brazil
- 6 selected luxury travel agencies from different regions across the country
- Itinerary focused on *Boutique hotels, exclusive experiences, cities lifestyle, panoramic train journeys, mountain excursions.*
- *Geneva, Hôtel de la Cigogne*
- *Vevey, Grand Hôtel du Lac*
- *Crans-Montana, Aïda Hotel & Spa + Hostellerie Du Pas De L'ours*
- *Zermatt, Chalet Hotel Schönegg*
- *Lenk, Lenkerhof Gourmet Spa Resort*
- *Zurich, Alex Lake Zurich*



# KAM: Switzerland Travel Mart Health (STML) 2022.



**04 to 06 September 2022**

- Gstaad
- 09 buyers from Brazil
- One-to-one appointment and many opportunities of networking between brazilian buyers and swiss tourism partners within the luxury market
- Post-convention tours





# KAM: Switzerland Travel Mart Health (STMH) 2022.



## 11 to 17 September 2022

- Bad Ragaz
- 03 buyers from Brazil
- 10 suppliers
- One-to-one appointment and many opportunities of networking between brazilian buyers and swiss tourism partners within health tourism segment
- Post convention tour: 8 preventive & wellness buyers (CIS / UK / Brazil)
- Opportunity to visit selected destinations and hotels and clinics



# KAM: D.A.R 2022.

## 19 and 20 September 2022

- Switzerland Tourism was one of the sponsors for Rogeria Pinheiro's mentorship program
- Network opportunity with more than 100 travel agencies from across the country
- Workshop session with 10-min one-to-one presentations for group of agents





# KAM: WHITE SALES CALLS 2022.



## 26 to 30 September 2022

- Customized agenda of meetings, trainings and networking events in São Paulo, Belo Horizonte and Rio de Janeiro
- Swiss hotel partners:
  - Roberta Panella, Kulm St Moritz e Kronenhof Pontresina
  - Thomas Wieser, 7132 Hotels



# KAM: WHITE SALES CALLS 2022.





# KAM/Digital Newsletter: 7132 Hotel.



- **Highlight:** 7132 Hotel
- **02 sendings:** Sep 27<sup>th</sup> and Oct 13<sup>rd</sup> (scheduled)
- **Mailing:**
  - 26.500 mails for travel agents
  - 160 mails for corporate travel managers
  - 1.800 WhatsApp messages to TAs
- **Opening rate:** 24,72%
- **Link newsletter:**

<http://smtp.mailnewsdobrasil.com.br/email/SUICA-02DE12-2022/suica-02de12-2022.html>

> TREINAMENTO ONLINE  FALE CONOSCO > TRADE CORNER



© 7132 Hotel

## A arte do luxo alpino

### 7132 Hotel

O 7132 Hotel fica localizado perto da entrada da pitoresca vila de Vals, nas montanhas de Grisões, um retiro tranquilo e famoso por suas fontes termais. Seja um passeio pela floresta alpina dourada, uma caminhada pelos lagos cristalinos das montanhas ou apenas um piquenique na clareira ao lado do rio, os visitantes experimentam paisagens deslumbrantes e uma gama completa de atividades de outono.

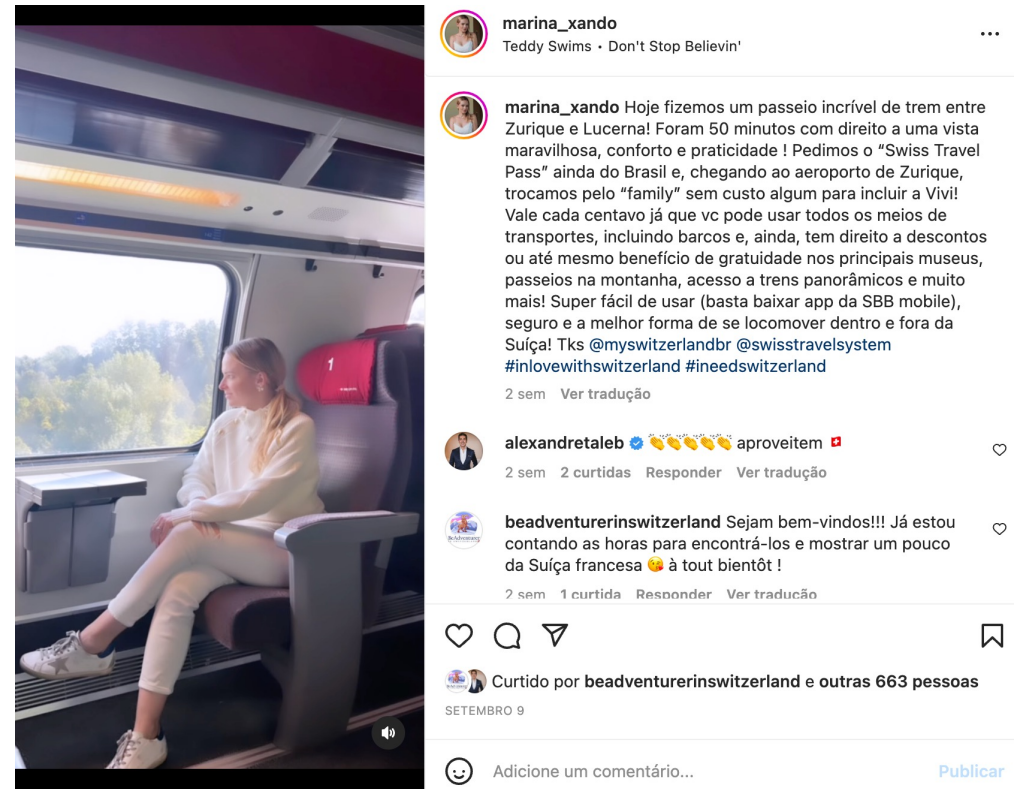
Deixando para trás a rotina monótona do dia-a-dia, os hóspedes do 7132 Hotel se entregam ao verdadeiro luxo presente na agitada vida da modernidade: lazer, tranquilidade e desaceleração. É um ótimo local para relaxar, deixar-se mimar e desfrutar do momento presente - num ambiente estimulante e cheio de estilo. O 7132 Hotel oferece uma experiência totalmente sensorial: arquitetura excepcional, design de alta especificação, culinária requintada - destaque para seu restaurante 2 estrelas Michelin e 18 pontos Gault Millau - e banhos termais de renome mundial.

Equipe Switzerland Tourism Brasil

# KMM: Media Trip. @marina\_xando

Sep, 8<sup>th</sup> – 15<sup>th</sup>.

- Marina Xandó: 135K followers
- Media trip around Switzerland highlighting the effective swiss public transport.
- Segmentation: Attractions tourer, luxury.
- ST support: 2 Swiss Travel Pass





# KMM: INTL Media Trip. @nathdiasgomes

Sep, 16<sup>th</sup> – 21<sup>th</sup>

- Nathalia Gomes: 43.8K followers
- International media trip Behind the Scenes
- Segmentation: Attractions tourer, nature lover.
- ST support: flights, STP, program and meals.



 **nathdiasgomes**  
Áudio original

 **nathdiasgomes** Marca o @ de quem também vai amar conhecer a Suíça! Hoje foi dia de fazer um tour guiado pela Main Station, em Zuríque. Conhecemos todos os bastidores da estação, do aquecimento ao subsolo onde ficam os estoques das lojas. Um lugar que a gente não tem noção de como é quando está só de passagem pela estação. A rede ferroviária da Suíça é considerada a melhor da Europa e não é à toa.

Incrível também conhecer todas as possibilidades do Swiss Travel Pass. Estou contando os detalhes nos stories e já abri um destaque. 🥰

[@myswitzerlandbr](#) [@swisstravelsystem](#)  
[#iloveswitzerland](#)  
[#ineedswitzerland](#)

Editado · 1 sem Ver tradução

 **beadventurerinswitzerland** Seja mais uma vez bem-vinda Nat! Top o poste! Amei

1 sem 1 curtida Responder Ver tradução

SETEMBRO 16

Curtido por [reyano](#) e outras 564 pessoas



Switzerland.

## KMM: CNN Media Trip.

@cnnviagemegastronomia and @danielafilomeno

Sep, 20<sup>th</sup> – 30<sup>th</sup>.

- Media trip around to Switzerland covering: Zurich, Grindelwald/ Jungfrau, Luzern/ Engelberg/ Titlis, Vevey and Gruyère.
- The tv show will be broadcast between March-April, 2023 in CNN Brazil Tv.
- The content will be shared on social medias: Instagram and Youtube.
- ST Support: flights, STP, overnights, program and meals.



# KMM: Media return. L'Officiel



## September, 1<sup>st</sup>

- L'Officiel Magazine – 6 pages about Switzerland.
- 20k copies
- Audience: AAA
- Coverage: Luxury hotel “Buergenstock Luzern, Belvedere Grindelwald and La Cordée des Alpes”

A Suíça SURGE  
COM AS SUAS  
CADEIAS  
montanhosas QUE  
OCUPAM MAIS DE  
70% DO território,  
PRODUZINDO  
paisagens ALPINAS  
INDESCRITÍVEIS.

cantador "parque de esculturas a 2.300 metros de altitude", aberto desde 2010. Sob a curadoria de Madeleine Paternot e de Kiki Thompson, a ideia é apoiar talentos emergentes e outros já consagrados, tirando os artistas de suas zonas de conforto. Dá para conferir trabalhos de Olaf Breuning, James Capper, Zak Ové e Will Ryman. É um lugar absolutamente chique, ideal para ver e ser visto, e arrasar nos modelitos fashion das grifes famosas. Há também uma feirinha recheada de souvenirs, perfeita para as compras de última hora.

Mas antes de se despedir de um dos destinos mais agradáveis do globo, passe por Montreux – e o mais legal é que todo o deslocamento interno na Suíça pode ser feito de trem, sempre confortáveis e pontuais. Entre o lago de Genebra e as colinas, o lugar conquistou fama graças ao Festival de Jazz (que acontece em julho), aos seus calçadões floridos



Screenshot 2022-01-26 at 17:00:08.png



Screenshot 2022-01-26 at 17:00:08.png

Na pequena vila de Grindelwald, na região de Jungfrau, o Belvedere Grindelwald preserva a atmosfera acolhedora de casa de família de verdade, capitaneado pelo próprio dono – que compõe a terceira geração da família Hauser (o décor é preenchido por fotografias de cada um dos membros do clã). Um momento inesquecível: o proprietário faz, ele mesmo, um steak tartare. Levou o carrinho até à mesa de jantar e preparou a ignição em meio às histórias sobre a receita de origem secular. O lugar, inaugurado em 1907, está cravado na face norte das montanhas de Eiger e de Wetterhorn, com fácil acesso para restaurantes, lojas típicas e outras hospedarias tradicionais – mas, se a ideia é aproveitar o hotel, divirta-se numa partida de bilhar com os residentes habituais. Bem pertinho dali fica a estação ferroviária mais alta da Europa, que atravessa paisagens surpreendentes e geladas eternas até as pistas de esqui. Mas se os planos forem visitar a Suíça durante o verão, aproveite esse trecho para praticar esportes de aventura e explorar as dezenas de trilhas. Ou seja, sempre existem bons motivos para elegê-la como parada obrigatória.

No Hotel de La Cordée des Alpes, a turma que tem adrenalina correndo pelas veias não pode deixar de fazer um voo de parapente, que promete ser um programa sem precedentes. Mas como o esqui é a sensação do inverno, com pistas de diferentes níveis, vale transitar entre as obras de arte da Fundação Verbier 3D, que promove a arte contemporânea, o ambientalismo e a educação por meio do seu en-



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# KMM: Media return. Prazeres da Mesa

September, 1<sup>st</sup>

- Prazeres da mesa Magazine – 1 page about Switzerland.
- 22k copies
- Audience: AAA
- Coverage: Gastronomy experience especially cheese and chocolate.

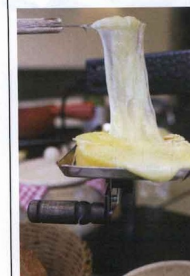


## VIAJANDO COM CECÍLIA/ SUIÇA NOS TRILHOS

POR CECÍLIA PADILHA

Viajar de trem pela Suíça é mandatório para uma experiência completa pelo país

Um dos cenários mais bonitos da Suíça é o caminho até Interlaken, uma região cercada de montanhas e com lagos belíssimos. Difícil não despertar sentimentos que remetem a contos de fadas. E, mais ainda, não querer voltar ao país muitas e muitas vezes. Esse trajeto está na rota de quem quer chegar a Grindelvald, pequena cidade também de paisagens estonteantes e esportes variados por todo o ano. Além de ski e demais práticas de inverno, lá também se podem alugar patinetes (para adultos), andar de tirolesa ou, nas outras estações do ano, pilotar um carrinho sem pedal impulsionado apenas pela inclinação da montanha. O que tem de tão especial? A belíssima paisagem de montanhas, com neve mesmo durante as estações mais quentes, cercando os pastos verdes e, na meia estação, repleto de pequenas flores amarelas, incluindo as típicas vacas suíças com sinos pendurados ao pescoço. É, na região, uma experiência imperdível. Estando por lá, vale hospedar-se no Romantik Hotel Schweizerhof e, da janela do quarto, também contemplar a belíssima paisagem de montanhas e receber um café da manhã bem farto e com muitas comidas típicas da região.



Gruyères é também uma das belíssimas regiões suíças. São muitos os produtores de queijo com denominação de origem, que garantem uma receita de fondue única, sem amido de milho para dar a consistência, como em outras regiões: ali, fazem-se fondues com 50% de queijo gruyère e 50% de queijo vacherin, junto a um pouco de vinho branco, e nada mais. O segredo, como em qualquer boa receita, é a qualidade e a origem dos ingredientes, que passam por rigoroso processo de qualidade para receber o selo.

Estando por lá, dois pratos são imperdíveis: a fondue preparada à moda típica da região, acompanhada de batatas, picles de pepino e cebolinhas e, de sobremesa, os merengues complementados por double cream, um creme fresco que não pode ser exportado devido ao curto prazo de validade. E, sem dúvida, uma sobremesa que fica para sempre na memória (e que vira um excelente argumento para se retornar à cidade).

Visitar a pequena Vila Gruyère é parada obrigatória. Foi ali que HR Giger, o criador dos personagens do filme Alien, resolveu criar um bar tenático com seu nome, que bem como um museu. Imperdível tomar só um drinque por lá. Uma visita ao castelo medieval da cidade também é recomendada e garante a belíssima vista da paisagem. Dependendo da estação do ano, pode-se ter a sorte de aproveitar a paisagem e o bem cuidado jardim florido.

Outra região que vale ser conhecida é a de Lucern, com sua ponte medieval de madeira datada de 1385, símbolo da cidade, com pinturas do século XVII. Por lá, são muitas as opções gastronômicas do mundo inteiro. Uma boa pedida é apreciar pratos locais, como linguça, fondue e rackette, na varanda do restaurante Zunftaus Pfister. Além de uma inesquecível experiência local, rende também belas fotos, com a icônica ponte ao fundo.



Estando na região, vale também subir ao mirante Stanserhorn (e torcer para que não esteja em um dia nublado). Além de algumas opções de restaurantes, que vão desde lanche a menu degustação em algumas noites, é possível ter uma vista panorâmica de toda a região. Próximo, também, fica a escola de culinária Culinarium Alpinum, construída em um convento. Não é necessário fazer aula para provar alguns dos pratos cheios de pães suíços retirados de sua própria horta. As aulas são em alemão, porém, para grupos fechados é possível solicitar que sejam feitas em inglês.

Para se hospedar, o Hotel Montana Art Deco é uma excelente opção e fica em localização central e no alto de uma montanha, o que faz com que seja espetacular a vista dos quartos de frente para o lago. Sentar-se na varanda em um fim de tarde, com uma taça de vinho, é imperdível. Vale também degustar uma refeição em seu restaurante, comandado pelo chef Johan Breedijk. O hotel conta com seu próprio trem funicular, para que os hóspedes tenham acesso direto da rua às suas dependências, no alto da montanha.

Uma viagem à Suíça é sempre sinônimo de um "até breve". Afinal, mesmo depois de se conhecer todas as regiões, a vontade é de retornar muitas e muitas vezes.



# Campaigning and activation: JHSF Polo Challenge.



September, 17<sup>th</sup>

- Polo Challenge organized by JHSF company at Fazenda Boa Vista.
- Guests: 1'500 – owner of luxury houses
- St. Moritz sponsored the event as a special event.
- ST presence: lounge at the event offering Nespresso coffee, basket full of Swiss products (cheese, wine and chocolate) for a luck draw. St Moritz magazine distributed to the guests.



Thank you.



**Switzerland.**