

International.



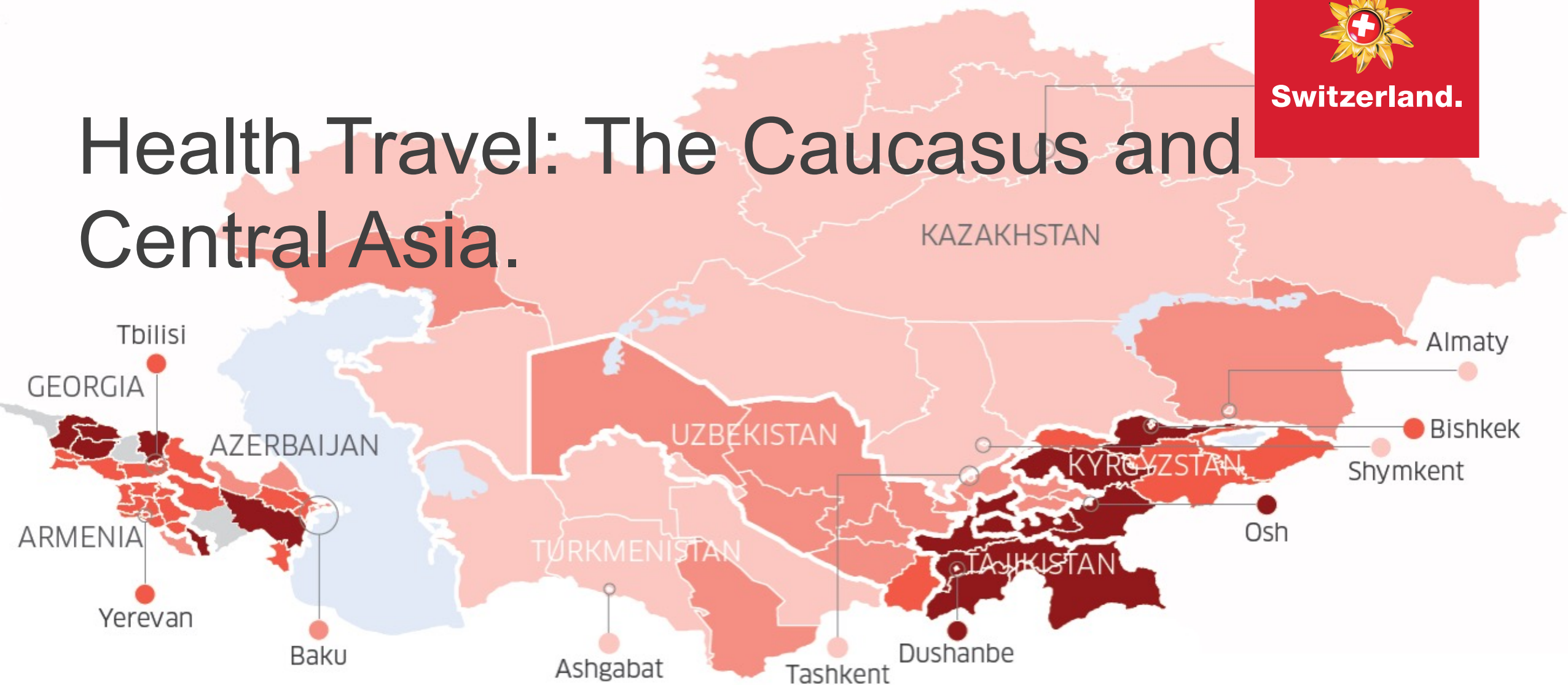
Switzerland.





Switzerland.

Health Travel: The Caucasus and Central Asia.



STM Health 2022 & post-tour.

- 11 – 18 September
- 6 medical assist agents from Kazakhstan, Uzbekistan, Latvia, Germany (focus on Central Asia)
- 9 ST Health-partners at workshop
- Post-tour: visiting 9 clinics
 - Rehaklinik Zihlschlacht, Klinik Schloss Mammern, Privatklinik Bethanien, Klinik Hirslanden, Hirslanden Clinique des Grangettes, Clinique Générale-Beaulieu, Hôpital de La Tour, Waldhotel Health & Medical Excellence and Merian Iselin Clinic





Switzerland.

Medical workshop in Baku, Azerbaijan.

- 15 – 16 September
- Hilton Baku Hotel, organized by TopMedClinic agency
- 18 appointments (best contacts: Euro Tourizm, urmedhelp portal, A-medical Health agency)
- 3 ind. ST sales calls
(Alliance assist Group, Baku travel holiday & Natali Travel)



1st Int. workshop on medical & health tourism in Tashkent, Uzbekistan.

- 4 – 8 October
- Organized by Association of Medical Tourism of the Republic of Uzbekistan in Hyatt Regency hotel
- ST presentation to 56 participants
- 23 appointments at workshop
- 2 visits to the best medical institutions in Tashkent
- 4 ST ind. Sales calls and visit to the Swiss Embassy in Uzbekistan





Switzerland.

International International media trip “Health travel in Switzerland”.

- 10 – 16 October
- Grand Resort Bad Ragaz, Waldhotel Health & Medical Excellence, Beau-Rivage Palace.
- 2 participants from Kazakhstan:
 - Ms. Tatyana Panchenko (Forbes.kz)
 - Ms. Assiya Agibayeva (Kapital.kz))



Markets East.

Germany.



Switzerland.



Switzerland.

Micro-Influencer City Campaign.

- September, 28th - October, 19th
- We called out for micro-influencer (>5k follower) to become content creator für Switzerland tourism
- 3 micro-influencer explored 3 Swiss cities and generated content for a social media cities campaign
- Production costs at a very low level (3k) compared to macro-influencer
- Campaign performed very well with CTR 2.78% and CPC 0,19 Euro

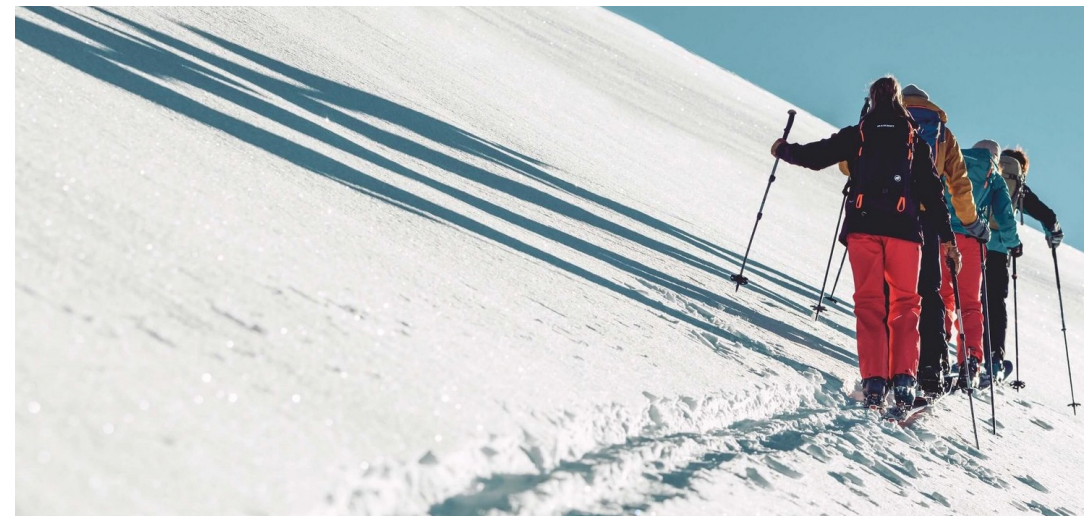




Switzerland.

KMM: Launch media trip catalogue winter.

- Online catalogue with group trips, inspirations and news to promote media trips
- Integration of multi media stories
- Sent to 800 top media contacts in Germany
- Date: October 11th
- www.MySwitzerland.com/medienreisen



Wählen Sie Ihre Medienreise

Einfach aus allen Angeboten filtern und so das passende Angebot erhalten.

▼ VOLLTEXTSUCHE

Suchbegriff eingeb...

▼ INSPIRATION

Für Schneesport-Begeisterte

Für Winter-Liebhaber

Für Lifestyle- und Städtefreunde

▼ FOKUSTHEMEN

Nachhaltiges Reisen

100% Women

ALLE

GRUPPENREISEN

INSPIRATIONEN/NEWS

INTERNATIONALE REISEN

Graubünden.

Lenzerheide auf dem Weg zur Biathlon-WM: Entdecken Sie die Heimat der Gasparin-Schwwestern

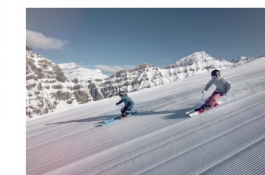
12. Januar 2023 bis 15. Januar 2023



Wallis.

Wallis – wo der Winter am schönsten ist

23. Januar 2023 bis 26. Januar 2023



B2B event: Winterlaunch in Munich, 20.10.22.

- ST Germany has launched the coming winter season with exciting news for B2B guests
- Bern, Grisons, Ticino and Valais presented their winter highlights in break out sessions.
- Over 40 media and trade representatives
- The guests were leaded through the evening by skiing instructors and were entertained by the band Helvetikuss





Switzerland.

KAM: 24 Stunden Schweiz in Berlin - Touring Fam Trip.

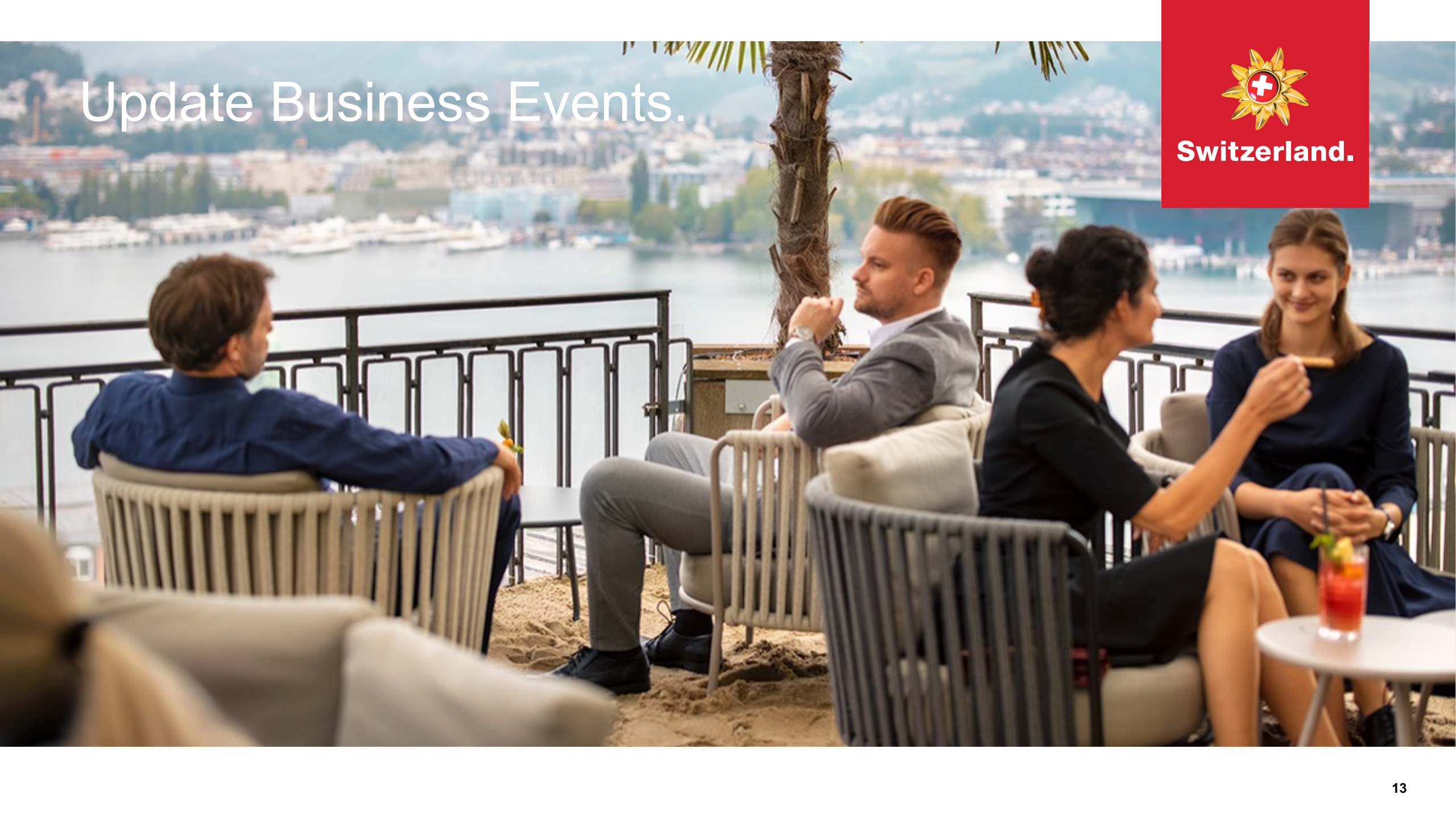
- Fam trip for 9 winners of the 24 hours Switzerland event in Berlin
- Date: 18 - 22 October
- Program: boat trip on Lake Lucerne, paragliding in Interlaken, excursion to the Jungfrauoch and the Gornergrat
- Partners: Lucerne Tourism, Made in Bern, Valais/Wallis Promotion



Update Business Events.



Switzerland.



Sales Calls in Germany.



Switzerland.



- Sales Call with „Zurich & Davos“
 - Zurich presented by Sorell Hotels
 - Davos Congress
 - Date: 11.-13.10.22
 - Route: Cologne - Rhine/Main area
 - 13 appointments (corporate & MICE agencies)
- Sales Call with „Engadin/St. Moritz“
 - Engadin Region represented by Corvatsch and Saratz Hotel
 - Date: 25.-27.10.22
 - Route: Stuttgart – Munich
 - 14 appointments (corporate & ,MICE agencies)

KMM: „Mit gutem Gewissen“ – Sustainable Special with the Frankfurter Allgemeinen Gruppe (print/digital).

- The Brochure has 28 pages and it is for decision makers and high-grade multiplier
- Distribution: on the 18th of September in the F.A. Sonntagszeitung and in the F.A.Q. edition: 131.000 print
- Multimedia digital campaign on faz.net
- Most important topics: authenticity, nativeness and mobility are illustrated using the example of specific people and institutions, thus positioning Switzerland as a sustainable travel destination



Austria/Hungary.



Switzerland.





Switzerland.

Austria: Group Media Trip to Berne.

Media Trip to Berne with focus on culture and the current exhibitions.

- Date: 30. September – 2. October 2022
- Participation of 6 Journalists
 - Kronen Zeitung (1'968'083 contacts)
 - Parnass (31'250 contacts)
 - Reise aktuell (100'000 contacts)
 - Tip (26'250 contacts)
 - Tiroler Tageszeitung (157'850 contacts)
 - 55plus-magazine.net (11'075 contacts)

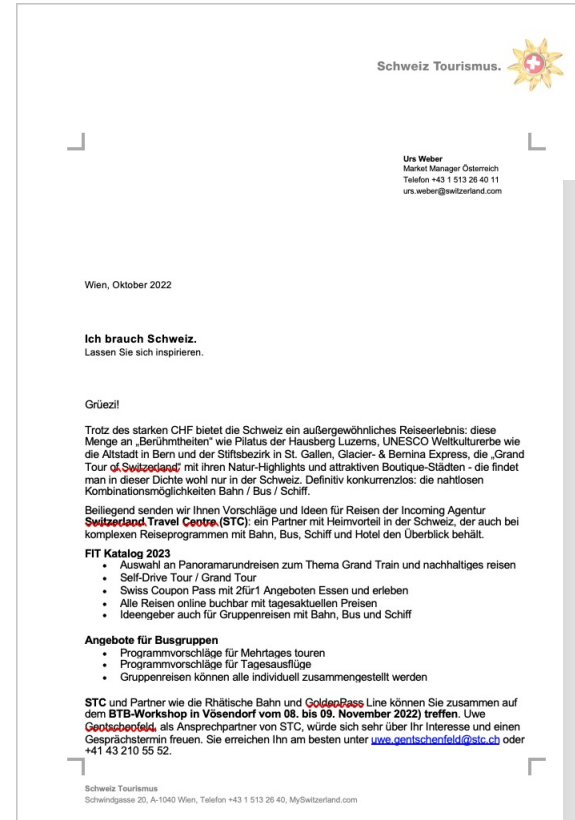


Austria: KAM B2B Mailing for STC.

- Date: 18. October 2022
- Contacts: 120

Mailing of:

- Program proposals for groups 2023 – multi-day trips
- Program proposals for groups 2023 – day trips
- Panoramic tours catalogue for groups, 2023





Switzerland.

Austria: STP4 Social Media campaign.

Social media campaign (Facebook & Instagram)

to promote STP4 promotion in Austria:

- Video ad
- Image/Text ad
- Slideshow ad
- Swipe ad
- Link ad
- Timing: 19. September – 6. October 2022
- Contacts: 1'846'028 Ad Impressions and 22'219 Clicks

Schweiz. (DE - Deutsch, AT - Deutsch, BE - Deutsch) mit Swiss Travel System. Gesponsert

Swiss Travel Pass Herbstaktion – jetzt profitieren!

myswitzerland.com
Vier Tage durch die Schweiz

Mehr dazu

Schweiz. (DE - Deutsch, AT - Deutsch, BE - Deutsch) mit Swiss Travel System. Gesponsert

Entdecke den Schweizer Herbst mit Bahn, Bus und Schiff und profitiere vom Spezialangebot!

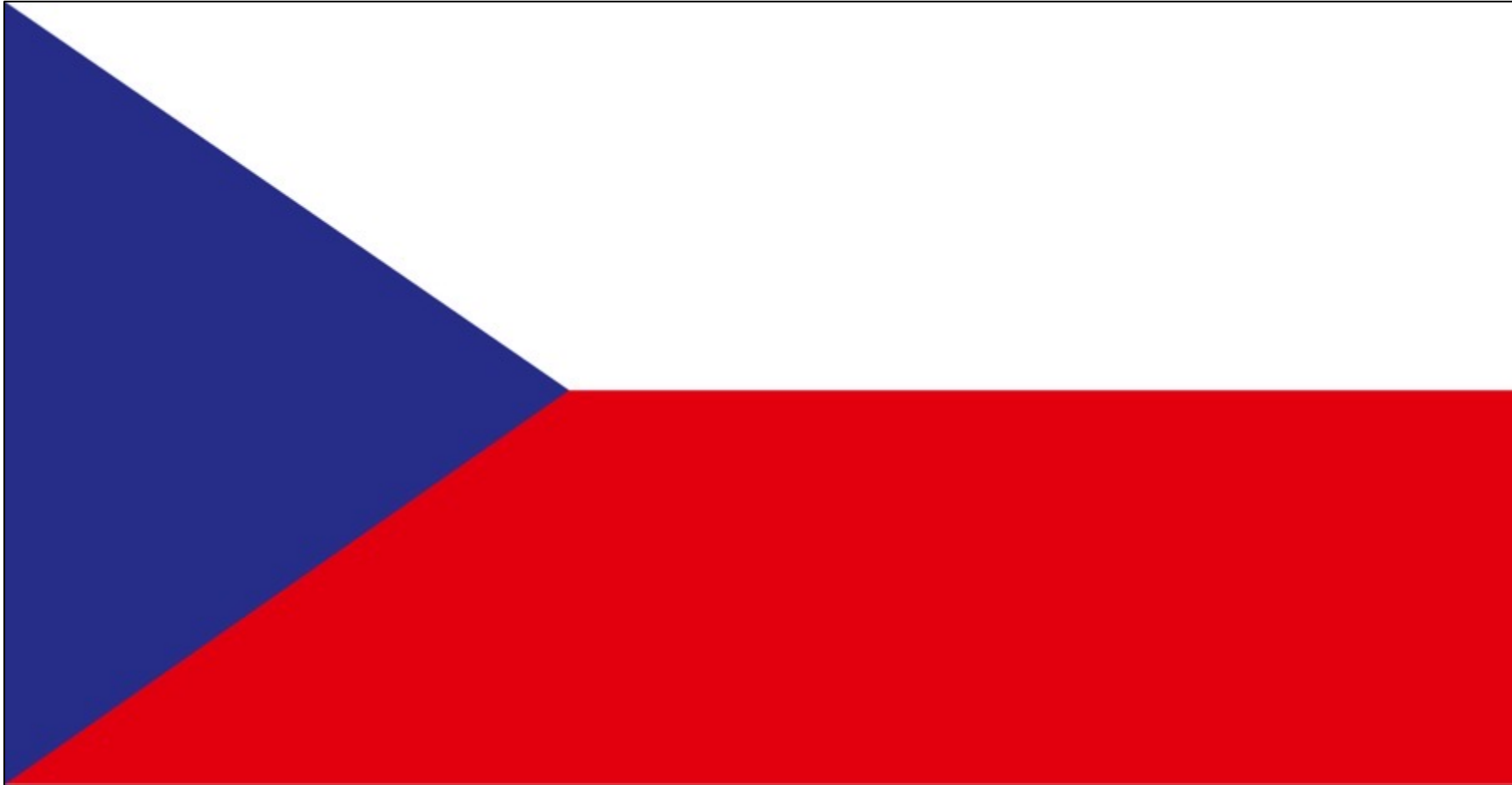
myswitzerland.com
Swiss Travel Pass 4 Tage
Das All-in-one-Ticket

Mehr dazu

Czech Republic.



Switzerland.





Switzerland.

Schilthorn / Mürren in Czech national TV.

- 9. 10. 2022
- Tourism broadcast focused only on Schilthorn / Mürren and its possibilities for guests broadcasted in the main and oldest TV travel broadcast Objektív at national TV station ČT1.
- 1 premiere, 2 replays, on-line archive.
- 460.000 Media contacts per episode



Press conference – WINTER 2022/2023.

- 10. 10. 2022, Prague
- Press conference for Winter 2022/2023 with active participation of Pilatus-Bahnen AG and EDA representatives at place.
- Content: ST campaigns (Nature Spa, GTToS, 100% Women, Swisstainable) + 40 winter news + 15 minutes presentation slot for EDA + 15 minutes presentation slot for Pilatus.
- Special web page with all content for download [HERE](#).
- 22 participants



Sales calls Pilatus-Bahnen AG in Prague.

- 11. 10. 2022
- Sales calls meetings with 3 TO's (Axamit Travel, CK Akord and EliteVoyage) organized of Manuela Blapp, new contact person of Pilatus-Bahnen AG for Czech market.
- 3 TO's, 6 TO's representatives



Poland.



Switzerland.

Future activities.

- Business Plans with TO's – winter offers
- Influencer trip to Davos in December
- Online activities promoting winter
- ST wall calendar



Switzerland.





Switzerland.

KMM: influencer trip with LGBT+ focus.

19th – 28th August
Female couple`s trip to Switzerland
with video support, 4 pax
@way.of.blonde and @maschines
Focus on GTToS
9 days in Switzerland, travelling by
train, visiting cities, hiking
Instagram, TikTok and Facebook
activities – reach 3'920'000
Youtube video 13'000 views
www.youtube.com/watch?v=YEqW0-dKLjY

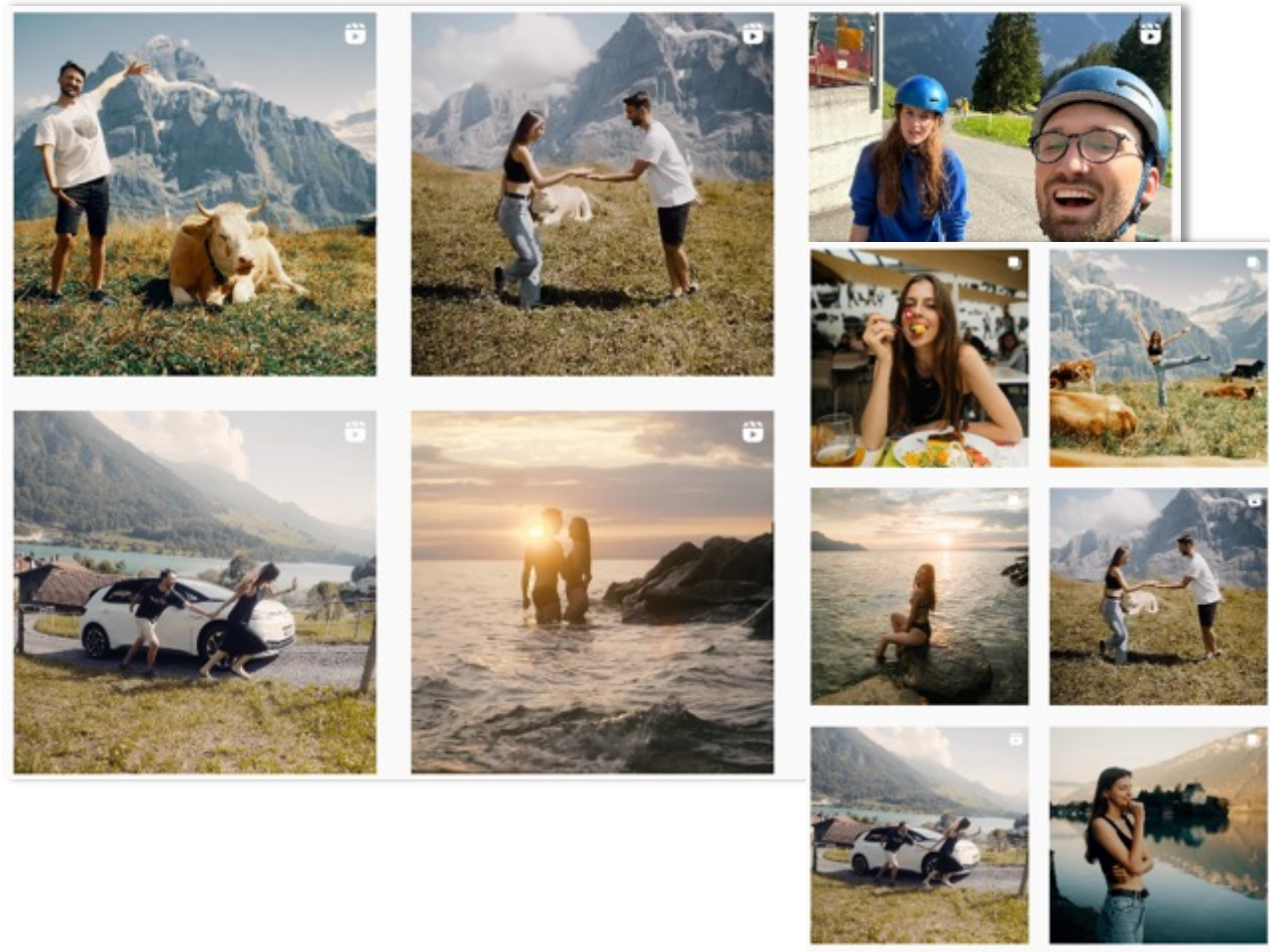




Switzerland.

KMM: eGToS by influencers Marcin and Ada.

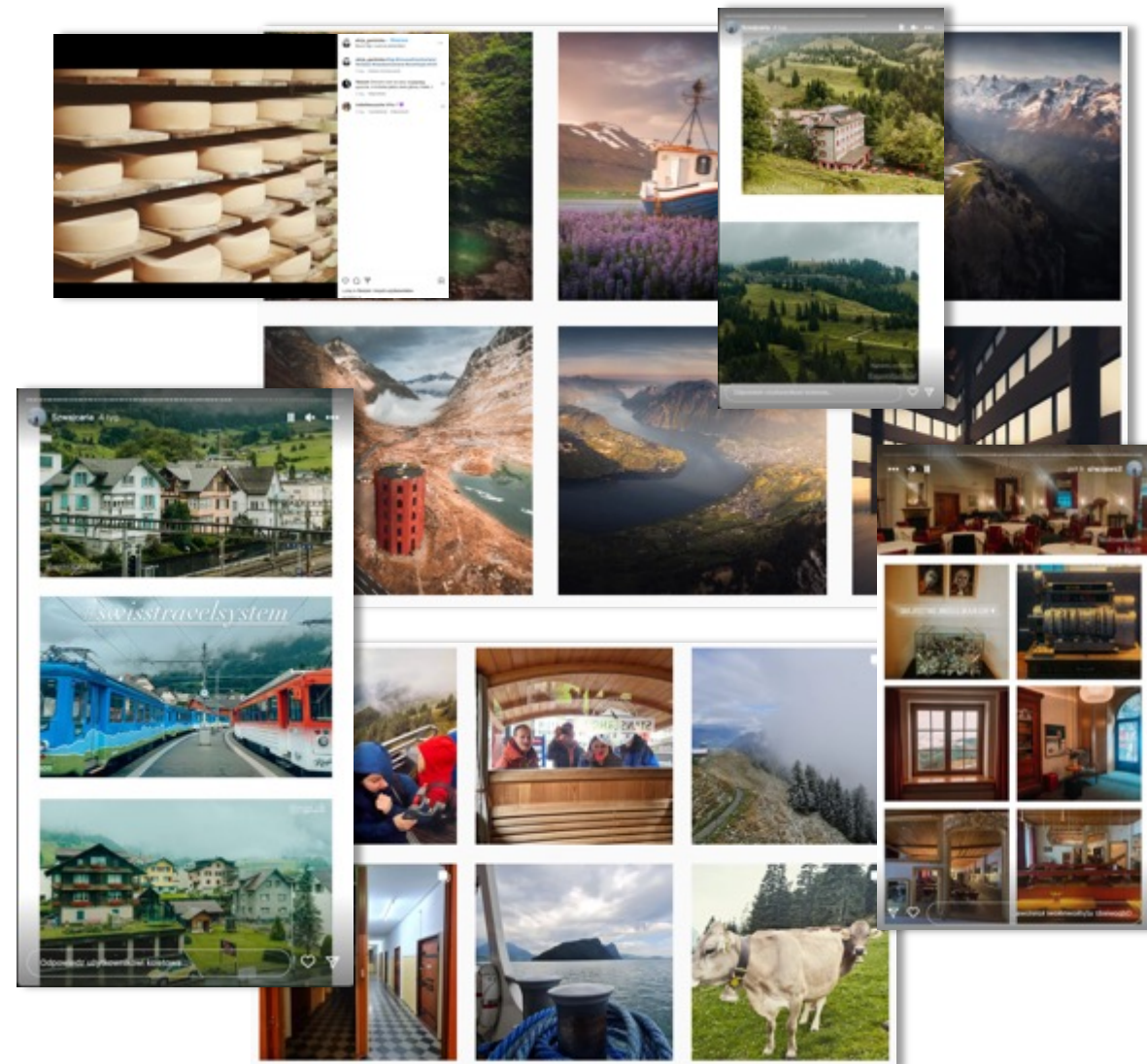
- 2 pax, 25th – 30th August
- Marcin @marcinkvcinski and Ada @lenarczyk.a from the *Vlog 646*
- Online SoMe (IG) activities of participants
- Cooperation with Europcar
- Instagram and TikTok activities
- Reach over 920'000





KMM: contest winners' trip with Gazeta Wyborcza **Switzerland.**

- 7 pax
- 15th – 18th September
- Central Switzerland: Lucerne, Rigi and Stanserhorn
- Contest winners travelling with video support from daily *Gazeta Wyborcza*
- Content published on spot via SoMe
- 2 x videos for *wyborcza.pl*
- Figures tbd.

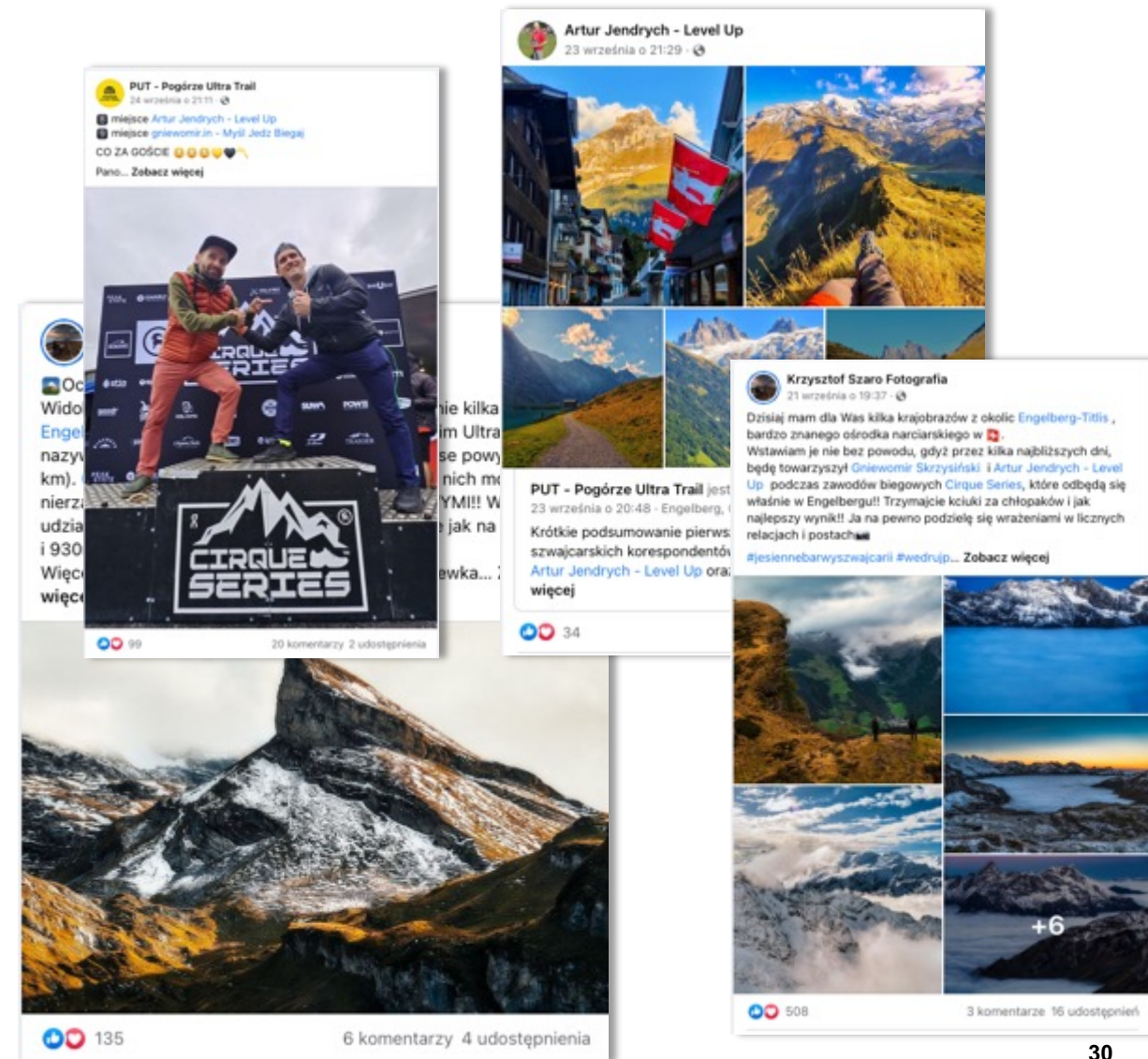




Switzerland.

KMM: trail running activities in Engelberg.

- 3 pax, 21st – 24th September
- “Cirque Series” run for the first time in Europe - in Engelberg
- Cross SoMe activities with the Polish trail run “PUT – Pogorze Ultra Trail”
- 1 running influencer, 1 winner of PUT and 1 influencer/photographer
- Content during and after return published in SoMe (Instagram of participants and running society)
- Reach: around 350'000

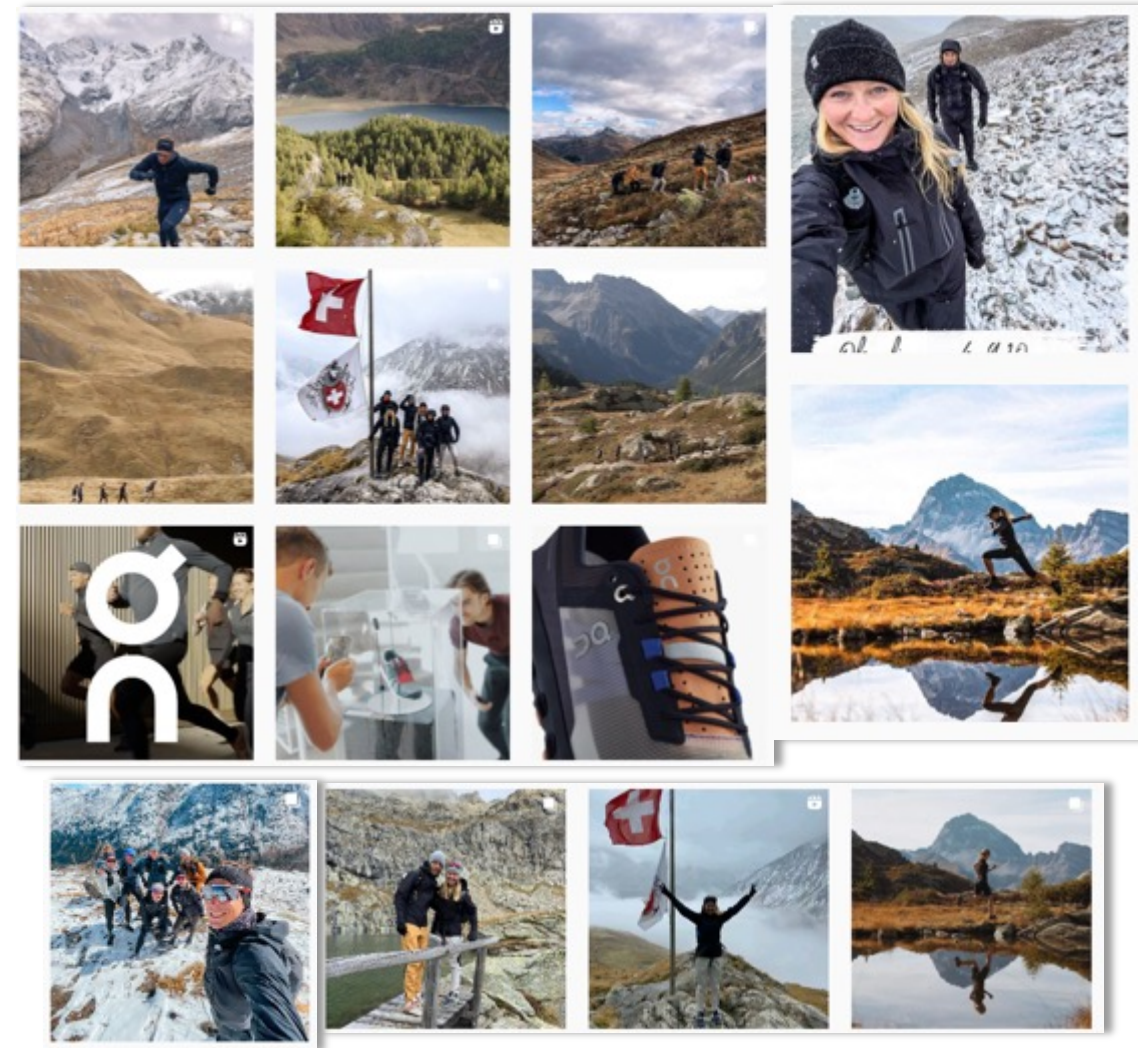




Switzerland.

KMM: trail running activities with ON-running.

- 9 pax incl. Polish brand ambassadors – runners, trail runners
- 22nd – 27th September
- Visit in ON-running premises in Zurich
- Run the Swiss City - Zurich
- Trail Running in Engadin, 4 days
- Cooperation with Eurotrek
- Some activities on participants and ON-running channels in Poland

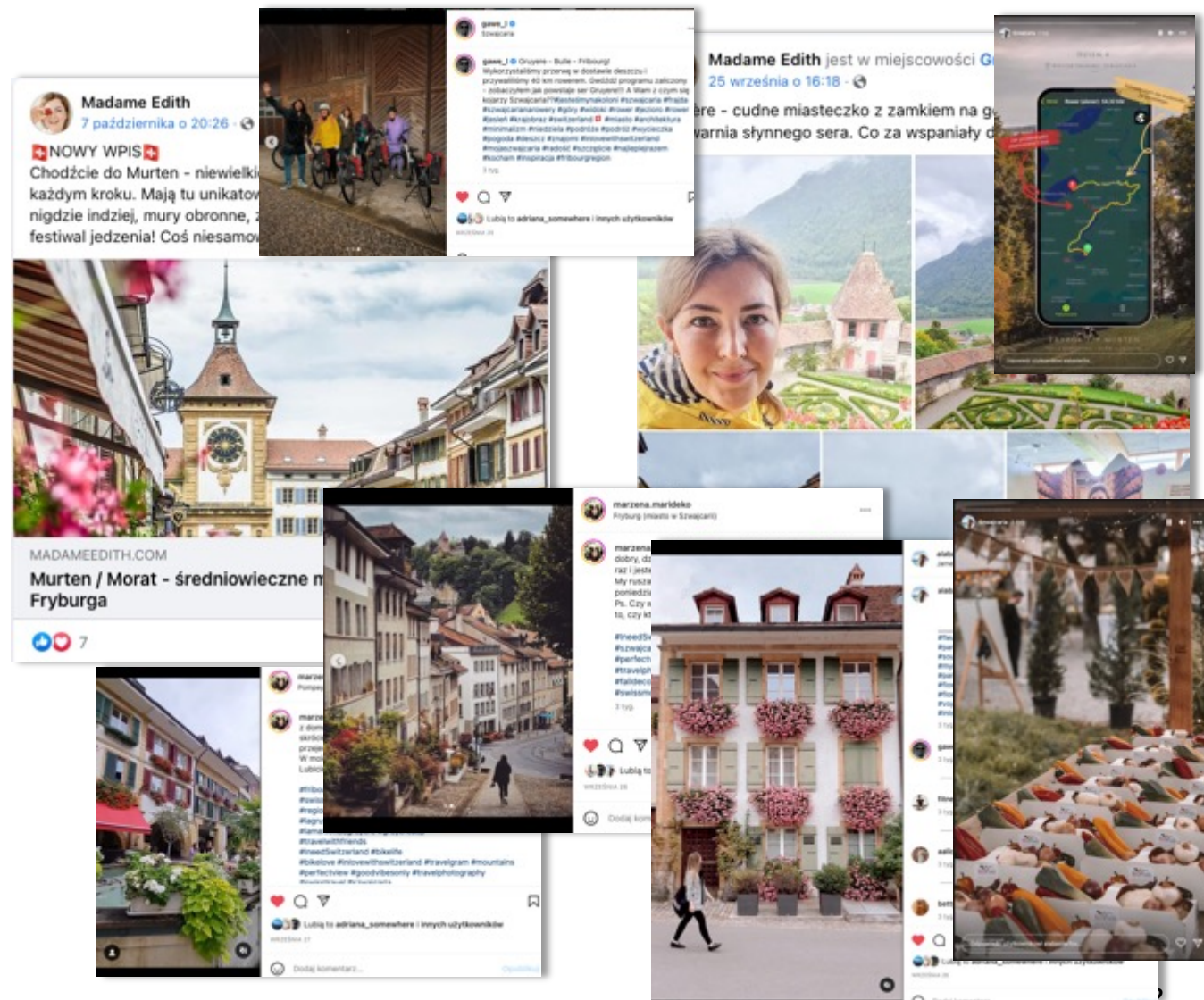




Switzerland.

KMM: bloggers culinary trip by e-bike.

- 5 pax, 23rd – 27th September
- Travel, lifestyle and food bloggers
- Culinary and biking mix
- Fribourg Region
- Cheese and chocolate
- Cooperation with Eurotrek
- Instagram, posts, Facebook and blog communication during and after return
- Estimated reach so far 1'400'000

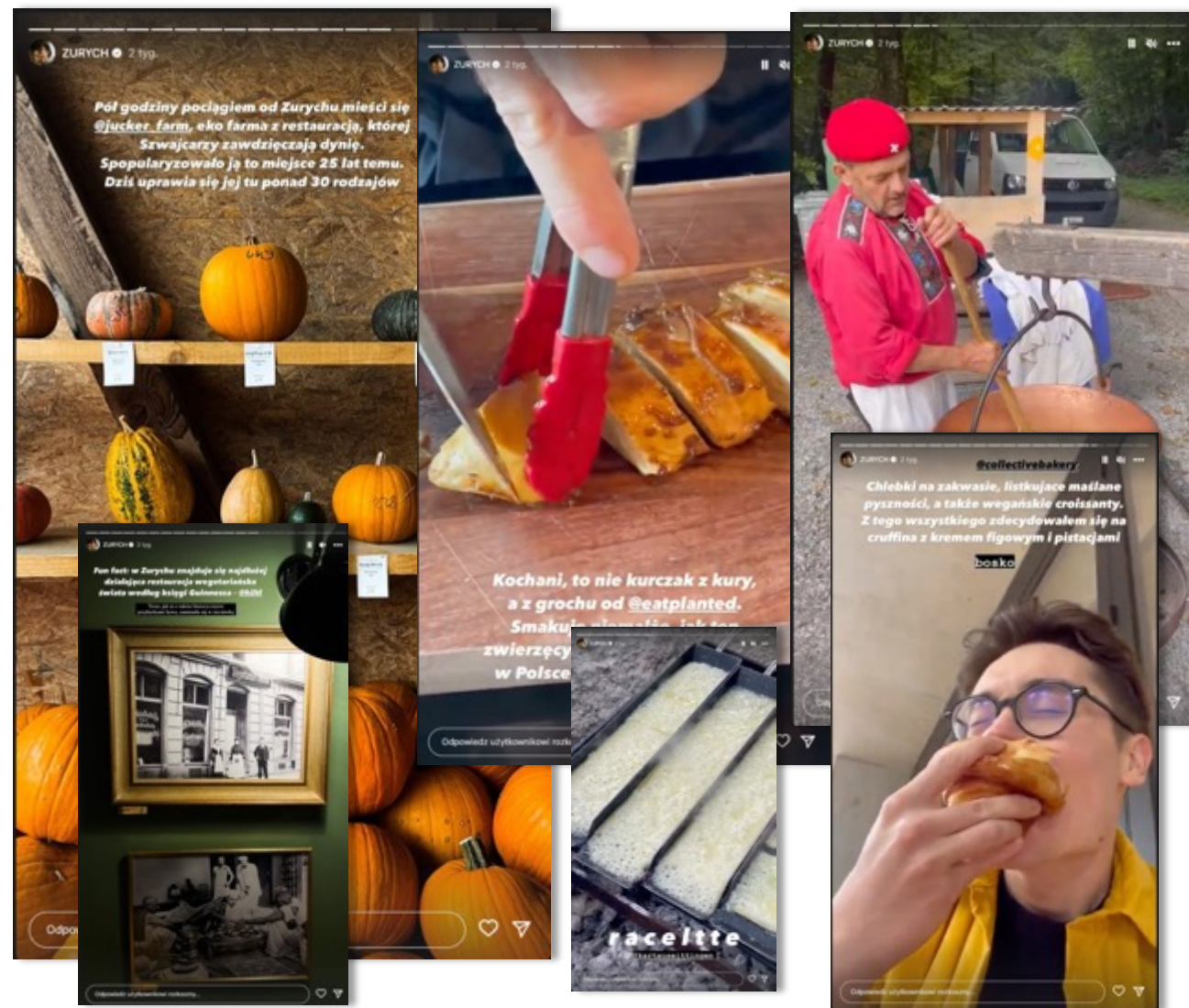




Switzerland.

KMM: mini int. media trip Veggie Day.

- 29th September – 2nd October
- Participation of PL blogger @Rozkoszny with 289'000 followers on IG and well known in culinary world
- Instastories during the trip with reach of 1'360'000
- Interesting facts and links in the stories, saved for further views

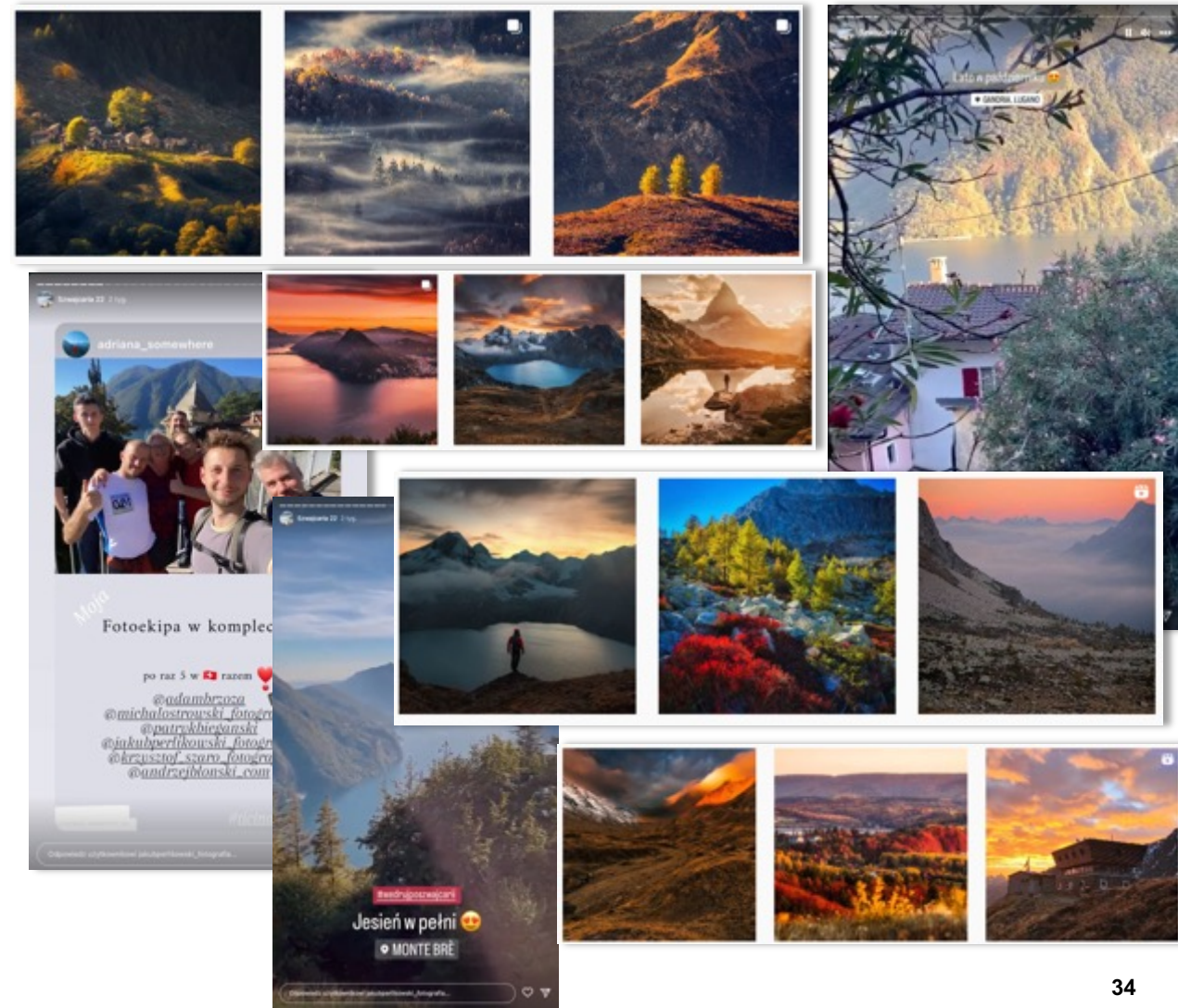




Switzerland.

KMM: photographers trip in Ticino.

- 6 pax, 2nd – 9th October
- Focus on Ticino: city, valley and mountains
- Active outdoor, nature photographers
- NG associated photographer as guide
- Content used in SoMe on spot, after return and also during different events after return
- Sponsored posts after return
- Reach so far 970'000

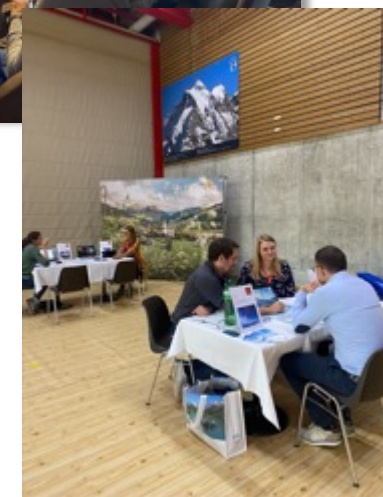
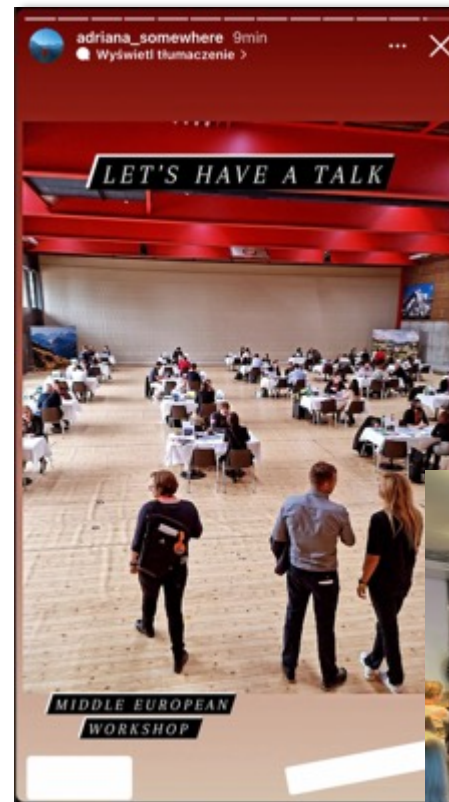




Switzerland.

KAM: Middle European Workshop in Mürren.

- 28th September – 2nd October
- 23 KAM from Poland
- Participants from Czech Republic
- Hosted by Schilthorn Cableways, our market partner
- 1 day networking with Swiss partners
- Post Convention Tours





Switzerland.

Campaigning & Activ.: Margaret on eGToS.

- Singer, composer, music awards winner
- Active on Instagram (824'000 followers, TikTok 542'000)
- In cooperation with Agora – publishing house and events organiser
- Content gathered during her trip on eGToS in June used at festivals (2 big events, 40'000 participants total)
- Live and online streaming, audience 15'000
- ST branding
- FB activities: 410'000





Switzerland.

Campaigning & Activ.: advertorial in *Polityka*.

- 2 pages advertorial in a weekly magazine *Polityka*
- September 21st issue
- Content published also online on polityka.pl
- Focus on Pilatus
- Circulation: 130'000, reach 470'000

PILATUS – 2132 możliwości nad poziomem morza

ZŁOTY OBJAZD
Trasa nazywana „The Golden Round Trip”, czyli „Złoty objazd”, to wycieczka pełna najciekawszych atrakcji. Zaczyna się w samym sercu centralnej Szwajcarii od rejsu statkiem po Jeziorze Czterech Kantonów do Alpnachtstad. Tam czas przesiąść się na najbardziej straszną na świecie kolejkę zębatą, która wędruje po samym szczytzie Pilatusa. Po obywatelu zapiewający dech w piersiach panoramą Alp czeka nas przejazd kolejką linową „Dragon Ride” do Frakmüntegg. Ostatnim etapem tej jedynej w swoim rodzaju podróży są panoramiczne gondole, które zabiorą nas z powrotem do Kiems.

RAJ DLA FANÓW GÓRSKICH WEDRÓWEK
Na szczytach Pilatusa o różnym stopniu trudności każdego czeka fascynująca przygoda. Wszyscy znajdą trasy najlepiej dopasowane do swoich oczekiwań i możliwości – od rodzin przez wycieczki szkolne po samotne i szalonych doświadczonych przygodników.

ARTYKUL SPONSOROWANY

SNY NA SZCZYTCIE
Takiej nocy z pewnością się nie zapomni. Nocleg w hotelach Pilatus Kulm na wysokości 2132 metrów nad poziomem morza to wyjątkowe przeżycie. Tu gwiazdy świecą najmocniej, a wschód słońca jest najbardziej spektakularny. Tak blisko Lucerny, a zarazem w zupełnie innym świecie! Hotele Pilatus Kulm oferują najrozmaitsze pokarmy połączone z częstymi wyżywieniami i wiele atrakcji. Należą do nich safari z kaporcami alpejskimi i wieczór astronomiczny połączone z podziwianiem gwiazd.

CŁODNA ŻYJĄCA KRAJNA
Pilatus posiada się również na ziemi. Po różnych stokach z naturalnym łąkami można zjeżdżać na sankach. To wspaniała rozrywka dla dużych i małych. Na zwolenników nieco spokojniejszych atrakcji czekają wycieczki wśród zimowego krajobrazu przy użyciu nart i snowboardów. Po dniu pełnym wrażeń nie tak nie rozgrzeje jak przesyłane fondle.

CHRISTKINDLMÄRT
To najlepiej położony w Europie Jarmark Bożonarodzeniowy. W tym roku odbędzie się na górze Pilatus od 18 do 20 listopada. Odwiedzający będą mogli podziwiać ponad czterdzieści domków i doświadczyci prawdziwej magii Świła. Smakowaniu bożonarodzeniowych specjałów towarzyszą zawsze zapiewające dechy w piersiach wiodki gór i jaseł. Jak dobrać na ten jedyny w swoim rodzaju jarmark? Z Kiems panoramycznymi gondolami, a potem kolejką linową albo z Alpnachtstad bezpośrednio kolejką zębatą.

BERGZEIT
Specjalna oferta „Bergzeit” (po niemiecku „Czas gór”) to dwa noclegi pozwalające w pełni odżyć różnorodność Pilatusa, który zadowolonych preferujących zarówno aktywny jak i spokojniejszy wypoczynek. Oferta obejmuje dwa noclegi w hotelach Pilatus Kulm ze śniadaniem i obiadokolacją, możliwość nieograniczonego korzystania z kolejek linowych i górskich, a także 10 proc. zniżki na wszystkie atrakcje.

ATRAKCJE FRÄKMÜNTEGG
Frakmüntegg z widokiem na Jezioro Czterech Kantonów to wspaniała atrakcja dla wszystkich żądnych przygód, zabawy i aktywnego wypoczynku. Na gości czeka park linowy, namioty na drzewach, tor saneczkowy, pieszne trasy turystyczne, a także mejsca na grilla.

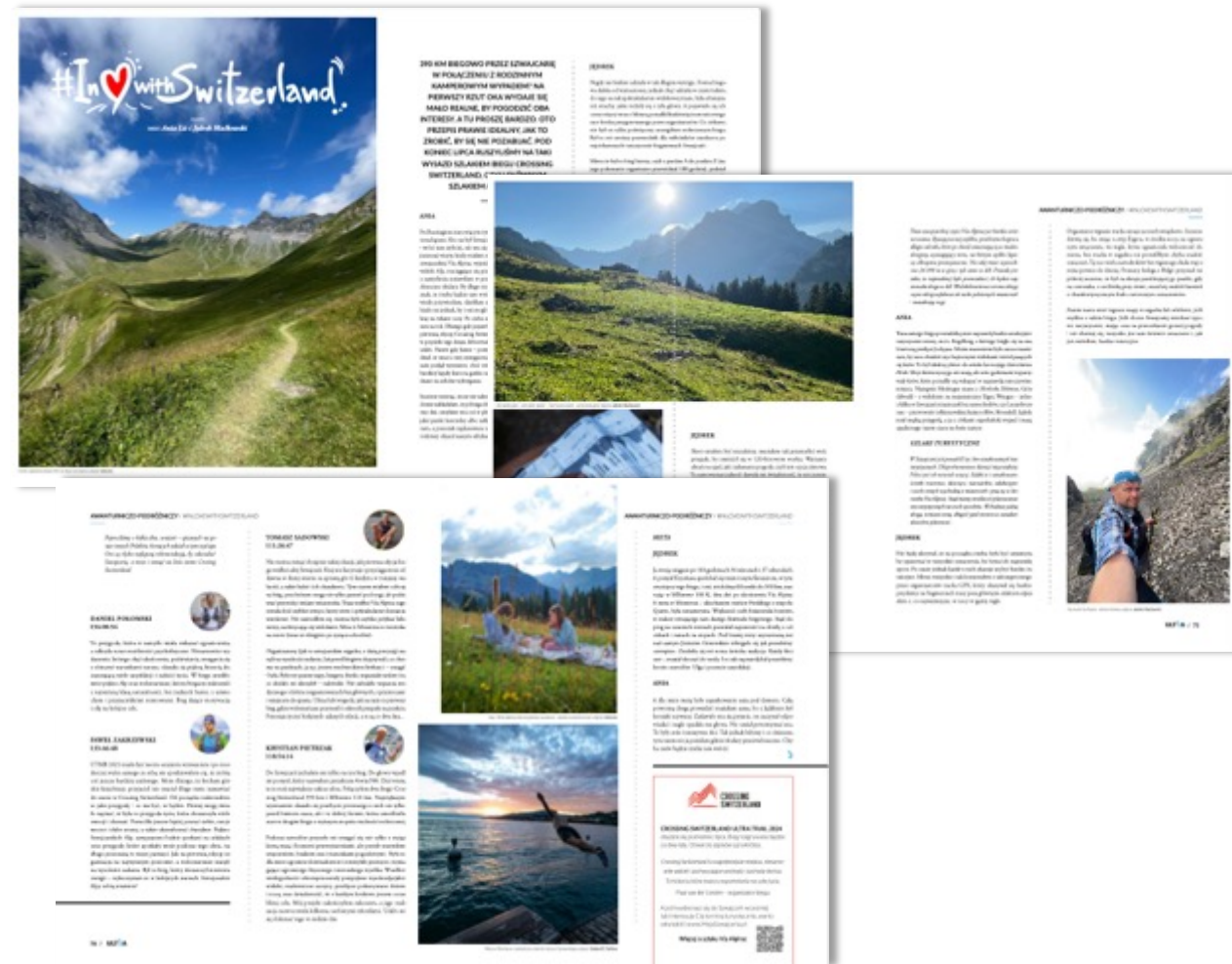
Wiecej informacji o Szwajcarii:
www.MojaSzwajcaria.pl



Switzerland.

Campaigning & Activ.: article in *ULTRA*.

- Magazine for runners – ULTRA
- Bi-monthly, edition Sept/Oct
- Focus on event „Crossing Switzerland” and Via Alpina
- 8 pages advertorial written from the participants` perspective – one of the editors took part and finished the race!
- Followed by podcast promoting the issue
- 8'000 copies
- Online activities in SoMe

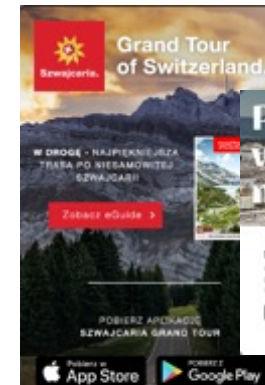




Switzerland.

Campaigning & Activ.: GToS display campaign.

- Digital campaign
- Focus on GToS
- 28th August – 30th September
- Mailing
- Display creations
- Our eGuide Grand Tour and our application promoted
- Video
- Reach 3'200'000





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

- Branding weekend on *wyborcza.pl*
- 16th – 17th September
- Focus on autumn in Switzerland
- Link to our autumn MyS landing page
- Reach: 1'850'000, 5'000 clicks

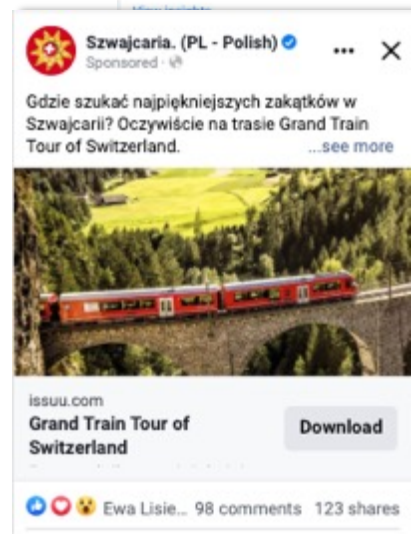
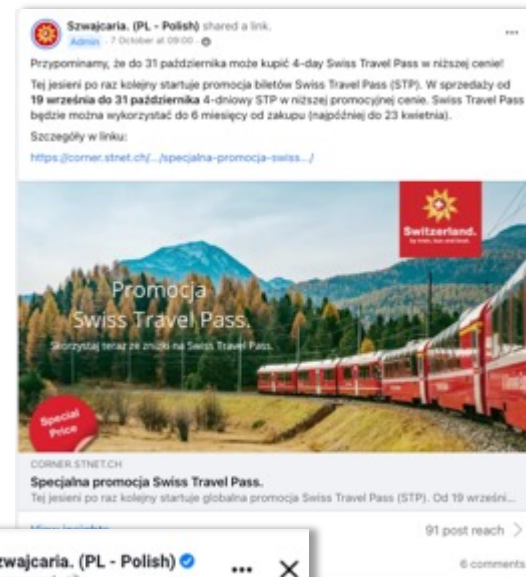




Switzerland.

Campaigning & Activ.: activities promoting STP.

- 19th September – 30th October
- Autumn promotion
- 4-days STP
- Paid posts
- B2C, media and trade newsletter
- Organic posts on our FB page
- Reach over 500'000 so far



Specjalna promocja.



Swiss Travel Pass.

Też jesieni po raz kolejny startuje promocja biletu Swiss Travel Pass (STP). Od 19 września do 31 października **4-dniowy STP** będzie można kupić w niższej, promocyjnej cenie. Trzeba go wykorzystać do 6 miesięcy od zakupu (najpóźniej do 23 kwietnia). Jesień, zima i wyjątkowa wiosna czekają!

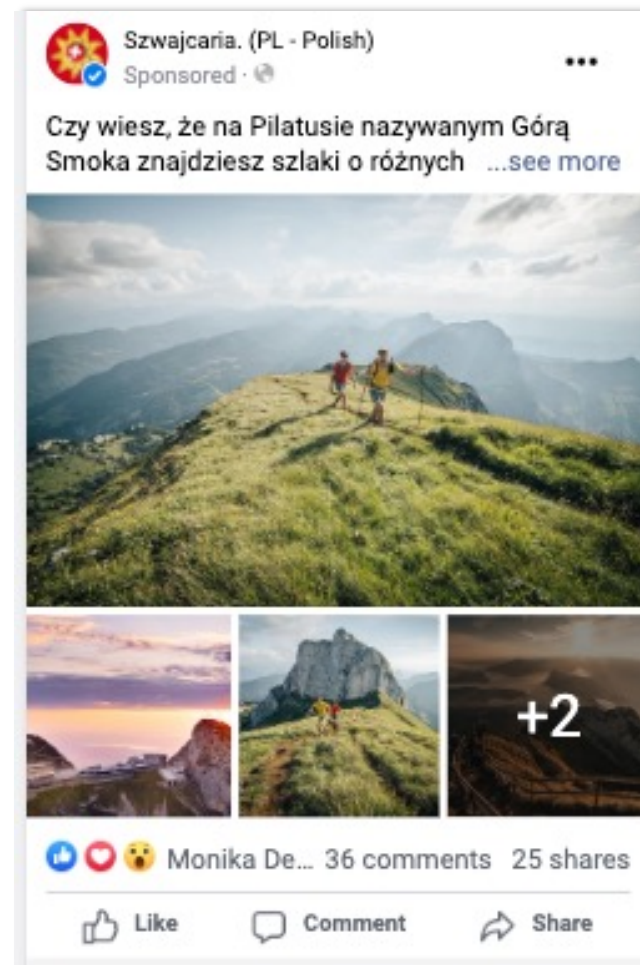
[Sprawdź promocję!](#)



Switzerland.

Camp. & Activ.: SoMe activities ST FB.

- Paid campaign for Pilatus
- September
- Content promoted
- Hiking and perfect views
- Impressions almost 1'200'000

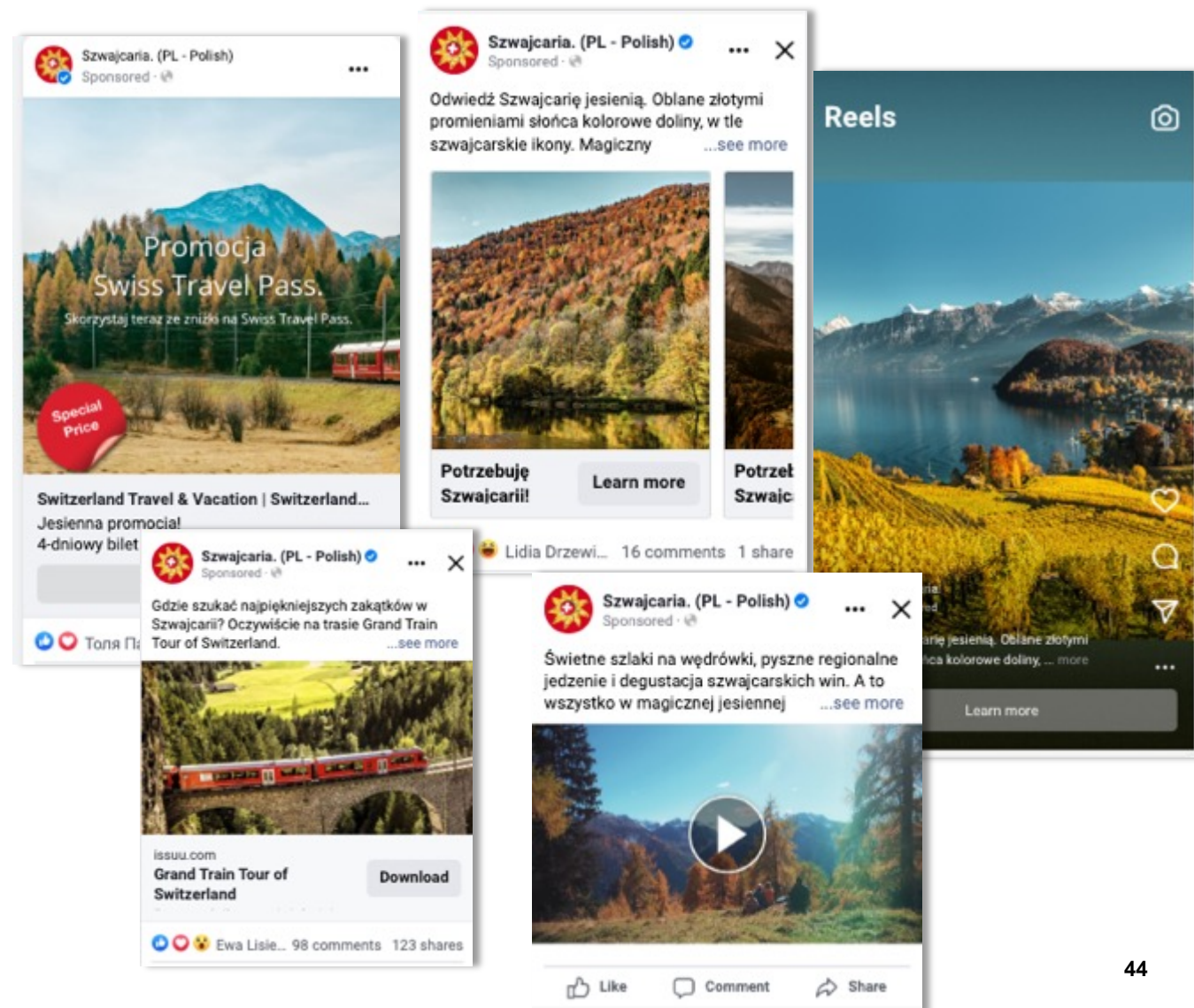




Switzerland.

Camp. & Activ.: SoMe activities ST FB.

- Posts promoted on our ST Facebook page
- September – October
- Different autumn topic, video, GTToS
- Average monthly reach 800'000



GCC.



Switzerland.





Switzerland.

Recovery: OOH. I need a roadtrip.

- Date: 1JUN-20OCT
- 11presences in KSA (Jeddah and Riyadh)
- 3presences on Sheikh Zayed Road in Dubai. One of the billboards stayed much longer than originally planned.
- Total contacts: 244,07MIO
- Partner: Ticino, Vaud, Lucerne,



KAM: Jeddah FAM Trip.

- 01-09 OCT
- 8 travel agents from Jeddah
- In cooperation with Etihad Airways
- Partners: Lucerne, Zurich, Geneva, Interlaken

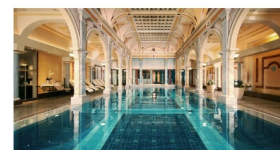
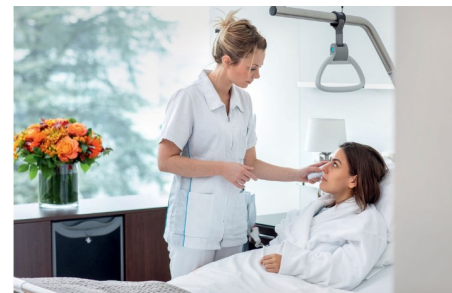




Switzerland.

Campaigning: Sayidaty Health Editorial.

- October.
- Feature about Health Tourism in Switzerland in SayidatyContacts: 375'000
- Monthly published Arabic magazine for women
- Distributed in the entire Middle East, North Africa, Europe, and America
- Partner: GRF, Vaud



من سيخطط لسفري العلاجي؟
 لضمان نجاح سفرك العلاجي إلى سويسرا، وأن تسير الأمور بسلاسة على ما يرام، عليك مراجعة موقع www.myswitzerland.com/health وتكثيف المتخصصين الرسميين بالتخطيط وتوضيح لدى الجهات السويسرية طرق جمع توثيق طبيك، كما أنها تنظم إقامتك بأفضلها وهناك أيضا وكالات متخصصة في السفر العلاجي إلى سويسرا. كما وحتى العناية بصنع السبلتت حول علاجات الطبي وتحققك والعمر القراء العائنة المرافقين.

ما الذي يجعل سويسرا الخيار الأول للسفر العلاجي؟
 تعتبر المستشفيات والعلاجات في سويسرا بالدرجة التي تشتهر بها البلاد وليس من المستغرب إذن أن يكون نظام الرعاية الصحية السويسري واحدًا من أفضل الأنظمة في العالم وذلك تمازجًا مع العنفة المحيطة الجغرافي سويسرا، فإن حماية الخصوصية مضمونة، ويمكن علاج المرضى من كبار الشخصيات دون التمييز بأي اتجاه. كما تميز المناطق الطبيعية الخلابة الاسترخاء والترفيه ويمكن أن والمرافقين الإقامة في فندق سويسري فاخر أو مرفق صحي. خلال فترة إقامتك في الفندق أو إذا كنت تعيش في الجبال، على درجة أكبر من الخصوصية، ستستمتع أيضًا سائحاتهم ممتدة وسنطق فاجرة.

لتعزيز من المعلومات، يرجى تلمذ موقع www.myswitzerland.com/health

سياحة
Tourism

كيفية اختيار المشفى السويسري المناسب لك

يسافر الزوار من جميع أنحاء العالم إلى سويسرا لتلقي العلاج الطبي، حيث يجذبهم تميزها وخبيراتها الطبية الواسعة، وأوقات الانتظار القصيرة وتنوّج خيارات العلاج، وتشمل العوامل المميزة الأخرى مستويات الخدمة المتميزة في البلاد، والخصوصية المطلقة، وتوفّر مستوى الأمان والسلامة.



أي مشفى هو الأنسب لاختياري؟
 لدى سويسرا شبكة واسعة من المستشفيات والعلاجات المتخصصة، كمنفذًا على اختصاصات، قد تكون هناك مجموعة واسعة للاختيار من بينها، وإذا كان الأمر كذلك، فإن عوامل مثل الخدمات التي تقدمها المشفاة وموقعها الجغرافي داخل سويسرا، يجب أن تؤخذ في الاعتبار بالإضافة إلى تخصصاتها الطبية.

كيف يمكنني اختيار برنامج الرعاية المناسب؟
 دائمًا ما يتم السفر العلاجي لأسباب معقدة، والتي يمكن أن تختلف اختلافًا كبيرًا من شخص لآخر. هل تحتاجين إلى إجراء من حالات البرونة من أجل المشفاة والاستشفاء؟ هل تعاني من مرض مزمن، أو كنت بحاجة إلى إجراء جراحة؟ هل تحتاجين إلى زيارة العسر الذي يخطه أوجهار والمصنوعات في الحياة بالجسم في معالته من قبل أفضل المتخصصين في المجال؟ لقد وضعت الجينات والمستشفيات في سويسرا مجموعة من البرامج لعلاج الجسم والروح على حد سواء.

متى تكون هناك حاجة للعلاج الطبي؟
 كل من يسافر إلى سويسرا للحصول على الرعاية الطبية لديه أسبابه الشخصية لفقرار بذلك، أو أنه في بعض الأحيان، تختلف الحالة الطبية الخطيرة لإجراء إجراء فوري، وفي حالات أخرى، قد تكون البرونة للفحائر الشخصية، والهدف الجوهري هو الحفاظ على صحة جيدة على المدى الطويل، كما ونسعى براهق العنفة النفسية إلى إزالة العسر الذي يخطه أوجهار والمصنوعات في الحياة بالجسم.



Switzerland.

KMM: Gulf Business Swisstainable Feature.

- 26OCT
- Feature in Gulf Business about Swisstainable Tourism in Switzerland
- Weekly published magazine based in Dubai for the GCC region
- Contacts: 77'000
- Partner: STS, GRF

Lifestyle / Tourism



car-free policy as do mountain resorts such as Melchsee-Frukt, Blatten-Belalp, Mürren, Wengen, Saas-Fee, Bettmeralp, Rigi, Stoos, Braunwald and Riederalp.

Switzerland is also one of the world's leading countries when it comes to recycling and waste management, with almost 90 per cent of PET bottles being put to new use.

These factors underpin Switzerland's sustainability strategy: Swisstainable, which has had a significant impact on its approach to tourism.

BEING SWISSSTAINABLE

Swisstainable is all about encouraging visitors to get up close to nature and experience the local culture and surroundings in an authentic way while delving deeper into the culture and nature of Switzerland as they enjoy local products.

To facilitate, encourage and promote this concept, the sustainability programme is open to all Swiss tourism operators – whether the business already has sustainability certification or is just setting out on this path. Service providers can reach different levels – there are three – of the programme depending on their involvement and initiatives, waste management, housekeeping measures, and the use of local products and resources, within the hotel or establishment.

More than 1,200 tourism service providers have already joined the Swisstainable programme, with many more expected to enroll within the next months.

The Swiss hospitality sector is also contributing to encouraging sustainability, with hotels and resorts actively joining the Swisstainable programme.

These steps are key to aligning the travel and tourism, and hospitality industries with Switzerland's overall goal to adopt sustainability across all sectors. ☺

Switzerland: Focused on sustainable tourism

WE LOOK AT HOW THE COUNTRY'S SWISSSTAINABLE STRATEGY IS SHAPING ITS TOURISM SECTOR



a net zero future and a renewed vigour for travel.

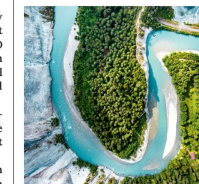
With sustainability driving the country's agenda for decades, Switzerland has been a staunch supporter of climate action. The country is on track to meet the United Nations 2030 Sustainable Development Goals and has announced it will reduce its net carbon emissions to zero by 2050.

A WAY OF LIFE

Sustainability has been shaping the country for decades, be it through the predominant use of hydroelectric power – more than 70 per cent of the country's power comes from renewable energy sources. The high annual rainfall and topography have also helped support this strategy.

The Swiss also have high levels of eco-consciousness, most likely because of the country's beautiful mountains, verdant landscapes, and natural beauty.

In fact, to maintain pollution and carbon emissions, cities such as Zermatt have a



A World Tourism and Travel Council report, published in September 2020, forecasted that sustainability would be among the key trends that would play a decisive role in destination choices in the future. Two years later and post Covid-19, this trend has only grown in significance, as the world continues to align itself with

gulfbusiness.com

November 2022 45

KAM: Wedding Convention Switzerland.

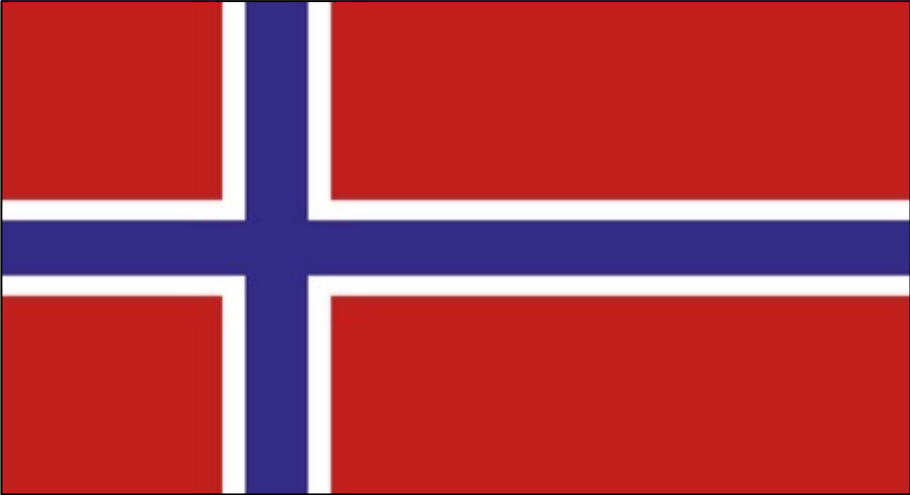
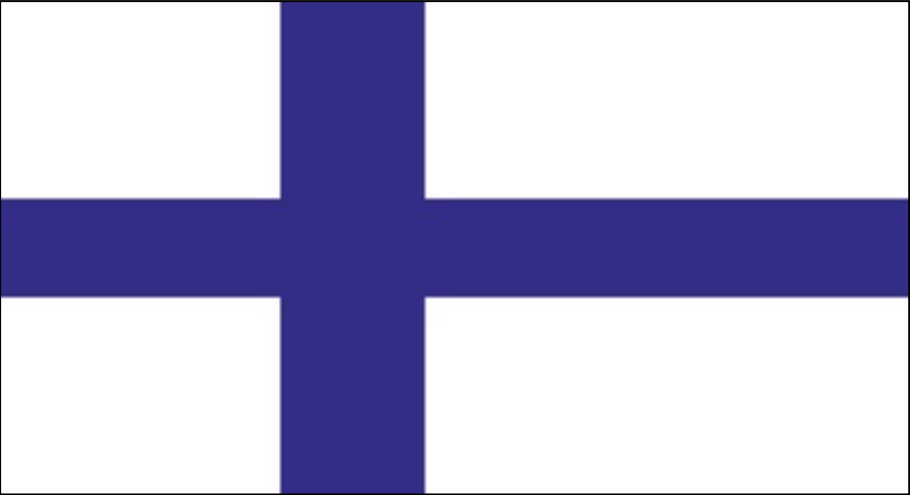
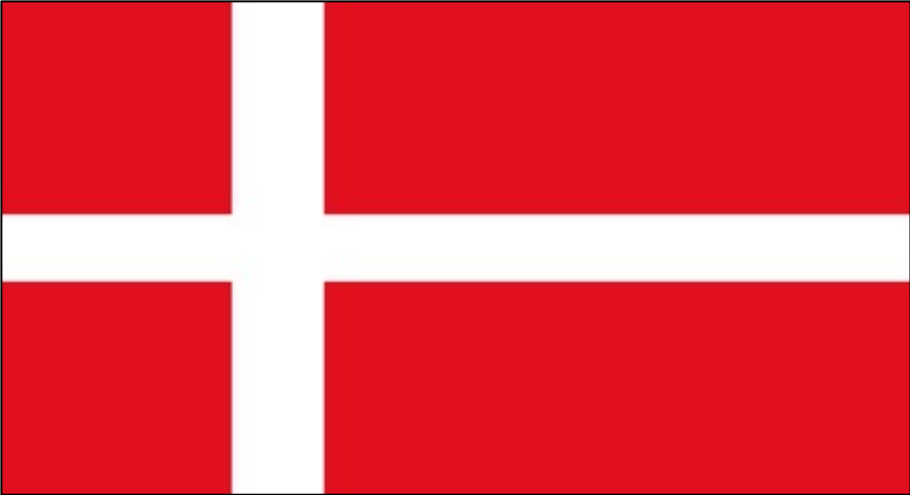
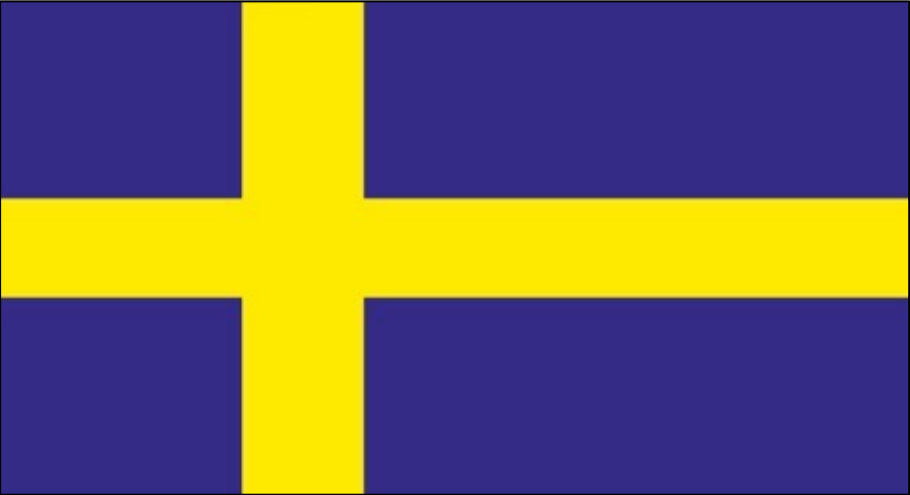


Switzerland.

- 02-06 OCT
- FAM Trip with wedding planners from all over the world
- 2 Participants from GCC: Stefanie Heller (JAM Weddings), Rasha Badran (Purple Chair)
- Partners: Lucerne, Ticino, Zurich



Nordics.





Switzerland.

SE – The Bunch - Movie of the year.

- ST Nordics sponsored the Swedish ski community «The Bunch» that spent last winter season in the Swiss alps producing the ski movie, «Many Fantasies Later» to be released on December 7th
- The Bunch won the «ski movie of the year» award at High Five Festival in October in Annecy. They will present their work at ST Winter Launch
- Switzerland Tourism logo in movie + naming of visited destination: Engelberg, Andermatt, Grimentz-Zinal, Crans-Montana
- IG + TikTok total 193K followers





Switzerland.

SE - Zermatt Meet Up x Konfido.

Zermatt/Zermatt Bergbahnen

- Skiers meet-up for high-end clients of TO Konfido and members of the ski community Skier's Accredited on October 18th
- Interactive evening at the Ambassador's residence where guests learned about the latest news of the destination in a playful way and tested ski apparel and safety equipment from Mountain Studio and Mammut
- 60 hand-picked guests of which some departed for Zermatt the morning after the event together with Konfido and the destination representatives



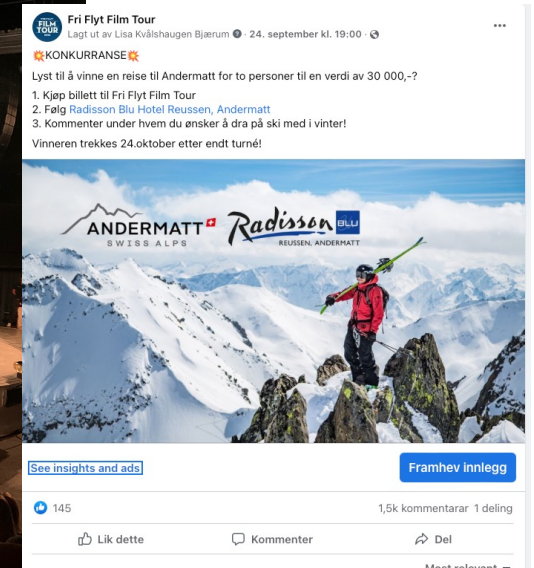
NO - Fri Flyt Film Tour.

Andermatt.

- ST on location at Fri Flyt Film Tour in Oslo, October 06. The tour has shown the best ski movies every year since 1998.
- 20 locations all over Norway for a total of 4600 visitors, many shows were sold out.
- Andermatt featured as destination sponsor.

Activation:

- 30 sec commercial movie
- FB competition on Fri Flyt's FB page
- Viewing «Mom's Turns» Film that was produced in Andermatt last winter.





Switzerland.

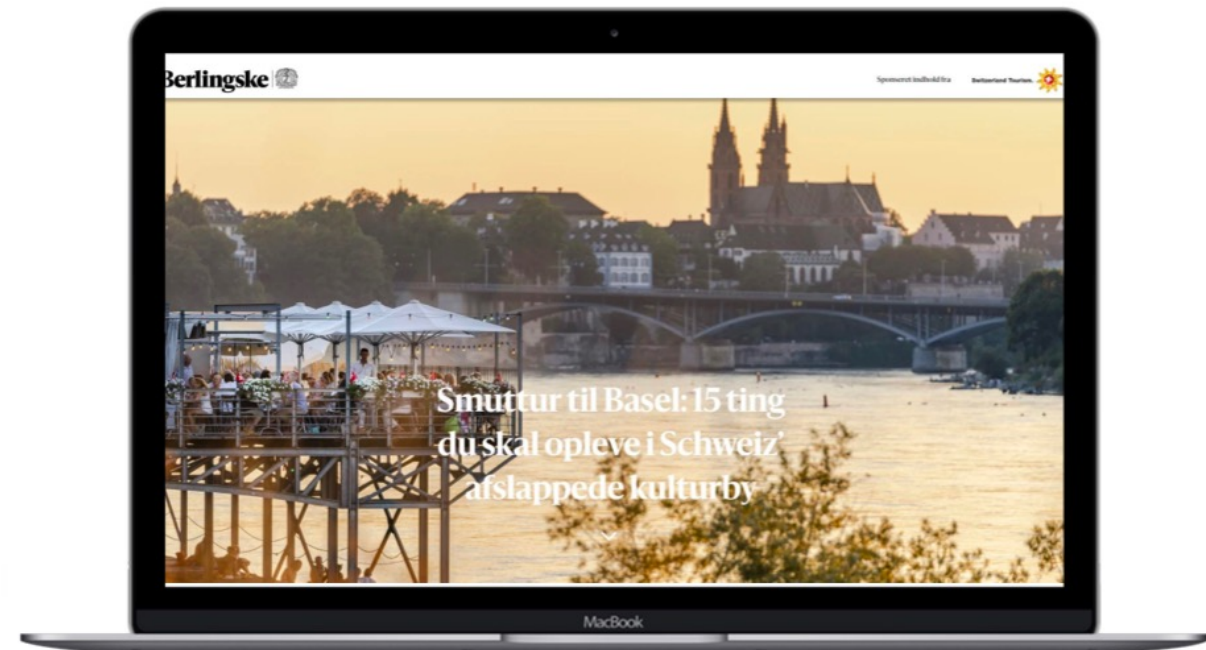
DK - Media partnership Berlingske.

Basel

- Media partnership with Berlingske.
- Timing: Published Sep 9th
- Topic: “15 things to discover in art town Basel”
- Link to article: <https://bit.ly/3rYwiPx>

Result:

- Impressions: 1'490'643
- Readings: 5745 (15% over target)
- CTR: 0,38%
- Outbound link: 333





Switzerland.

SE - Media partnership Bicycling.

100% Women Bike 2023

- Media partnership with Bicycling, the leading MTB magazine in Sweden.
- 2 pages advertorial + 1 corresponding digital native featuring Ida Jansson and launching the 100% women camapaign 2023.
- Destination featured: Davos Klosters

DETTA LIPPLAG ÄR EN ANNONS FRÅN SWITZERLAND TOURISM

DAVOS- MED SIKTE PÅ FRAMTIDEN

Ida Jansson blev juniorvärldsmästare i XCO 2016, men har sedan dess lagt tävländat på hyllan. I stället har hon fokuserat mer på att njuta av cyklingen. Här berättar Ida om en av hennes favoritplatser för att göra just det: Davos i Schweiz.

Haj lå, vad är det du gillar med just Davos?
 - Det är kanske ett av Europas bästa områden för stigeckling. I kantonen Graubünden hittar man ännu gamla cykelstigar som Engadin, Lunzelseck och Arosa och där mitt i allt ligger Davos. Här är bergen höga, dalarna långa och cyklingen storlagen. Här hittar man namn som Epic Trail, en av Schweiz längsta stigebackar. En annan lite mer exponerad historia är Chloebachhorn som har både skånska sprängda med allt från vackra vyer och lite läskiga "no fall-zones" till flögiga nedförflyktar över bergständer och betanmarker. Det är fantastisk för med morgnagens vyer och en mix av alla typer av stigar och leder.

Har du någon höjdpunkt du vill dela med dig av?
 - Det var köll och vi hade cyklat sedan kläckan på på morgonen. Solen värmede fortfarande och trots att tröttheten började komma krypande så var det magiskt att på en förmiddag jag blev vagn från en hög topp ända ner till botten av dalen. I slutet var så gallet fint och smittigt läskigt. Vi skrevade bakom oss hela vägen från topp till dal. Sådan här man med sig, det är helt klart en av mina bästa cykelminnen. Det betyder är att jag inte ens minns exakt var vi var, för alla fyrat klänning, shop och är så otroligt vackert - typ hela tiden.

Vad är det bästa med stigen i Davos?
 - Försvårigt gäller jag verkligen naturliga och utmanande stigar. Här kan man vända varannan just det med perfekt byggda förtuller där det går som på rullor - man kan dessutom tjäna lite mycket att smaka som leden.

Vad tycker du om Schweiz som cykelland?
 - Jag har ju varit här flera gånger tidigare men denna gång blev jag här på nytt. Det är något väldigt speciellt med Alporna på sommaren. Att just Schweiz sticker ut på cykelkonton handlar inte bara om att åken är så spektakulära utan även om att alla här älskar så bra på stigen - det här med att "läsa stigen" funkar verkligen. Sedan måste jag förstås nämna variationen - det finns verkligen något för alla, oavsett om man är nybörjare eller tillhör ynnesta världens.

100% Women goes Cycling
 100% Women är ett initiativ från Switzerland Tourism där man vill skapa mer grönveter inom utövningsporter. Tanken är att ge kvinnor mer uppmärksamhet, synlighet och inspiration till att ta sig utanför sin komfortzon och gå sig ut på nya äventyr. De senaste åren har Schweiz satset mycket på utövningsporter, främst upp i bergen, men nu kommer man satsa helt på cykling, såväl distansformer. Allt från en enkel tur på stigen till långt utövande av de vackra fjärderna till runder där man tar landsvägcykeln över ridgät av de kända passerna eller följande på mountainbike i råglet av bergstrasserna. På flögiga stigar labbar världens bästa och en av världens fruktade specifikt mot kvinnor och en starkare community med specifika tour kommer det även dyka upp lopp och tävlingar för kvinnor.
MySwitzerland.com/women

Switzerland 100% Women



Switzerland.

SE - Top media result Bicycling.

Ticino

- 7 pages article + cover in Bicycling #7, October issue featuring MTB in Ticino.
- The article is based on a presstrip from August when editor in chief Daniel Breece visited the region.

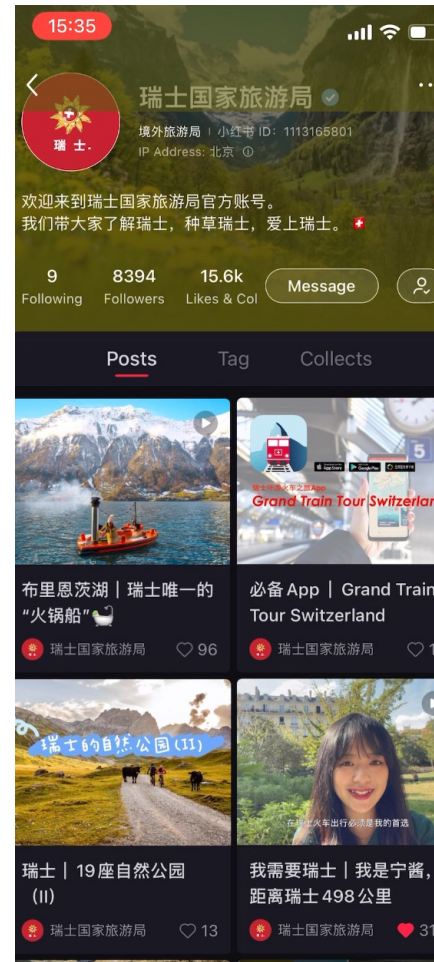


China.



Xiaohongshu Campaign.

- Date: 19.9 – 31.10
- Market: China
- Partner: Key partners
- What: XHS paid campaign with CPC, content, raffles, vidoes etc.



Klook Campaign.

- Date: 19.9 – 31.10
- Partner: STS
- Market: Taiwan, Hong Kong
- What: Influencer Trip, paid collaboration with Klook in Taiwan and Hong Kong





Switzerland.

Culture Destination Switzerland

Zurich Livestreaming ZaiArt.

- 13Oct 20:00 – 21:00
- 100'22 viewers
- 10 minutes art tour videos
- Walking livestreaming by hoster Yunlong, visual artist Xu Ying
- New highlights: tourism poster gallery, WOW museum, Niki exhibition, Limmat River walking tour visiting galleries





Switzerland.

Culture Destination Switzerland

Geneva Livestreaming ZaiArt.

- 27Oct 20:00 – 21:00
- 20 minutes art tour videos by Yunlong
- Walking livestreaming by hoster Yunlong, artist Chu Xiao
- New highlights: Ariana Museum, Geneva street art, river Rhone & river Arve etc



Switzerland.

Culture Destination Switzerland AMOS mini Exhibition.

- 30Sep – 31Oct @ Guomao Swiss Art Café
- Selected AMOS photos
- Total visitors number TBA



Culture Destination Switzerland Art Tour Roadshow Beijing.

- 14:00 – 16:30 28Oct at Guomao Swiss Art Café
- 50 guests of Swiss Nobleness Academy, media/KOL etc
- Speech Swiss Embassy + ST
- ST introduction and PPT of culture destinations Zurich/Basel/Geneva/Vaud/Ticino/Luzern, and AMOS
- Art experience, afternoon tea workshop and performances



ST Travel TV 2022: LAAX / DDK.

- Fliggy travel TV On 14th October 2022
- Guest Speaker LAAX + DDK
- No. of Audiences: 8,059
- STC shop page visitors from live streaming: 17,805
- STC shop page view from live streaming: 48,726



瑞士国家旅游局 DAVOS 瑞士达沃斯 STC 瑞士莱克斯 LAAX

01 瑞士 DAVOS 达沃斯

王天舒 瑞士国家旅游中心 中国区商务拓展经理

奥利文 瑞士 LAAX 莱克斯 中国代表

02 瑞士 LAAX 莱克斯

10月14日 (周五) 20:00
阿尔卑斯户外运动天堂-瑞士LAAX莱克斯
魔域之山活力之源-瑞士DAVOS达沃斯



Public Promotion: Autumn campaign offline event.

- Beijing Farm on 29th October
- 30 Families
- Beijing Farm on 30th October
- 15 Garden owners



+ 瑞士秋日主题农场活动

时间: 2022年10月29日 星期六
地点: 天地秀色农场

活动流程:

13:00-14:00 自由活动, 飞盘运动, 参观画廊
14:00 瑞士秋季介绍 + 互动小游戏 + 秋日下午茶
14:30-15:30 稻草人制作

主办: 瑞士国家旅游局
特别支持: Swissmooch 瑞慕 & 天地秀色



+ 瑞士秋日主题农场活动:
Farm & Garden

时间: 2022年10月30日 星期日
地点: 海淀上庄 天地秀色

活动流程:

13:00-14:00 签到, 自由活动, 参观瑞士自然图片展
14:00-14:30 瑞士秋日分享 + 花田下午茶
14:30-15:00 守望麦田, 收割稻田
15:00-16:00 花园稻草人创意 DIY

主办: 瑞士国家旅游局
协办: 花园俱乐部 & 天地秀色



HKG: Swisstainable Press Trip.

- Organizer: LX and ST HKG
- Date: 17-22 Oct
- Theme: Swisstainable
- Partners: Jungfrau / Interlaken / STS / Zurich
- Media: included magazine, newspapers and radio
- Remarks: JFR (Adrian & Wendy) joined us for pre-departure briefing on 10 Oct

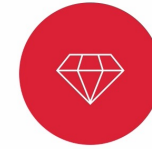


HKG: Autumn Press Conference.

- Date: 25Oct @ Studio 83
- Theme: Autumn - 秋天的"同畫"
- Partners: CG, LX, STS/RE & Jackman
- Media: 15 media (included bloggers/ Freelancer/KOL/Magazine/Newspaper)
- Results: great event with enjoyable Autumn colorful mood for everyone. Really impressed journalists by Autumn sceneries (drawing) and Food of Switzerland. Already released several FB posts in the evening.



高獲利市場



香港遊客的旅遊花費，也從十年前的
163億美元 成長至2019年的 **254億美元***
瑞士從中取得了超高比例的獲利

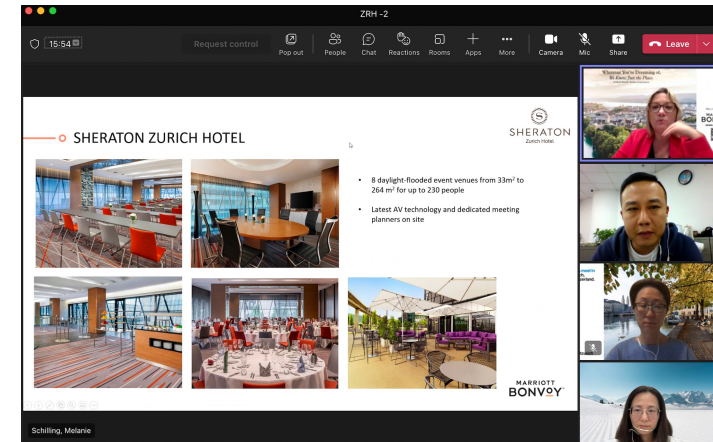
* (成長 161.9 %，而全球平均只有成長 31.4 %)

13



KAM: Digital Sales Calls.

- 26-27 Oct
- Swiss Partners:
 - ✓ LAAX (6 calls)
 - ✓ GRF (6 calls)
 - ✓ Zurich (6 calls)
- Total: 18 calls, 11 agents
- Markets involved: NCN, ECN,SCN





Switzerland.

STS Excellence Program mainland promotion.

- Period: Sep – Oct
- Target: registered users of 2021, and TLD database
- Activities&result:
 - ✓ Several round email push/wechat groups push with prize/ lucky draw etc.
 - ✓ Build up a wechat study groups with over 223 trade joins.
 - ✓ Increase 88 certificates during the campaign.



Trade webinar – Webinar Oct.

- 25 Oct, monthly webinar course
- GRF / LAAX / Rhb
- Reservation: tbc, Live participants: tbc



瑞士. 

瑞士雷蒂亚(RhB)铁路/格劳宾登州/
LAAX莱克斯培训课程

直播时间: 10月25日16:00

课程摘要:
伯尔尼纳景观列车, 冰川列车及复古列车
山间秘境, 度假天堂-瑞士格劳宾登州
LAAX莱克斯-冬季家庭度假胜地

嘉宾信息:

 Jacky朱军先生 雷蒂亚铁路公司中国代表处 中国区市场总监	 Silvia女士 瑞士格劳宾登州 推广代表	 Echo女士 瑞士LAAX莱克斯 华东地区市场总监
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抽奖礼品: 定制拼图、围脖
(礼品由瑞士格劳宾登州、
LAAX莱克斯提供)



扫码参与课程



Switzerland.

KAM: Qtravel little diplomat offline event.

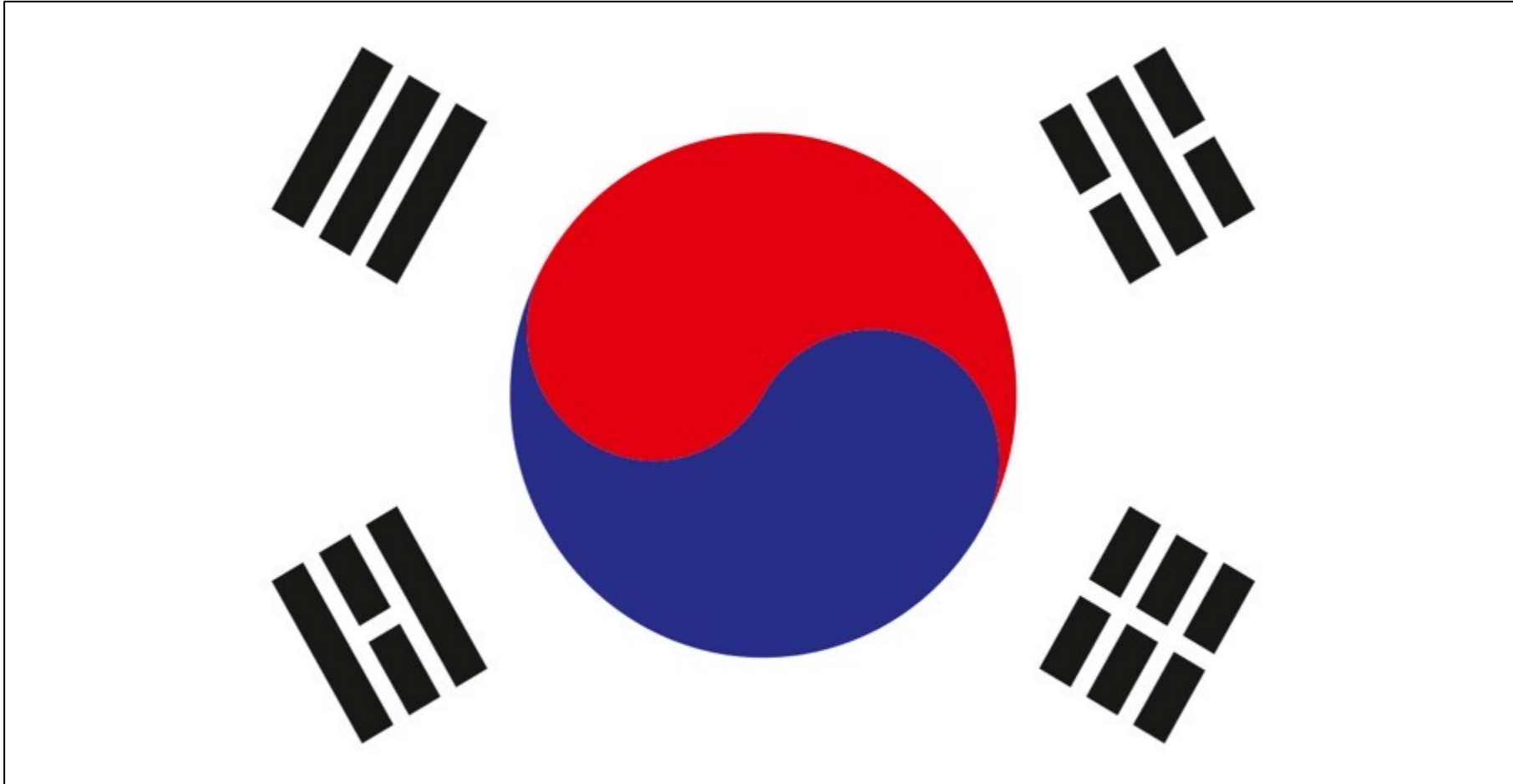
- Oct 6, Shanghai
- Qtravel organize 10+ students visit consulate in Shanghai.
- Deputy consul speech
- 20+ partners join workshop
- Focus on education trip promotion
- ST support itinerary content, PPT, pictures, brochures, video and giveaway



Korea.



Switzerland.



KAM: STE Korea 2022.

- Period: 20-21 Oct. 2022
- Venue: Four seasons hotel Seoul
- The largest number of participants after the Covid-19
 - Total 221 pax for two days: 159 travel agents, 17 media and 20 Swiss partners
- Active business exchanges between Swiss partners and travel agents
- Programs
 - 20 Oct.
 - Open workshop with travel agents
 - One-to-one meetings with key accounts - welcome speech by Ambassador
 - Dinner reception with media & key accounts - 2023 market trend lecture by guest speaker
 - 21 Oct.
 - Networking with key accounts in Seoul - visit to The blue house, Gyeongbok palace, Bukchon hanok village





Switzerland.

KMM: Korean real trip TV show 'Battle Trip'.

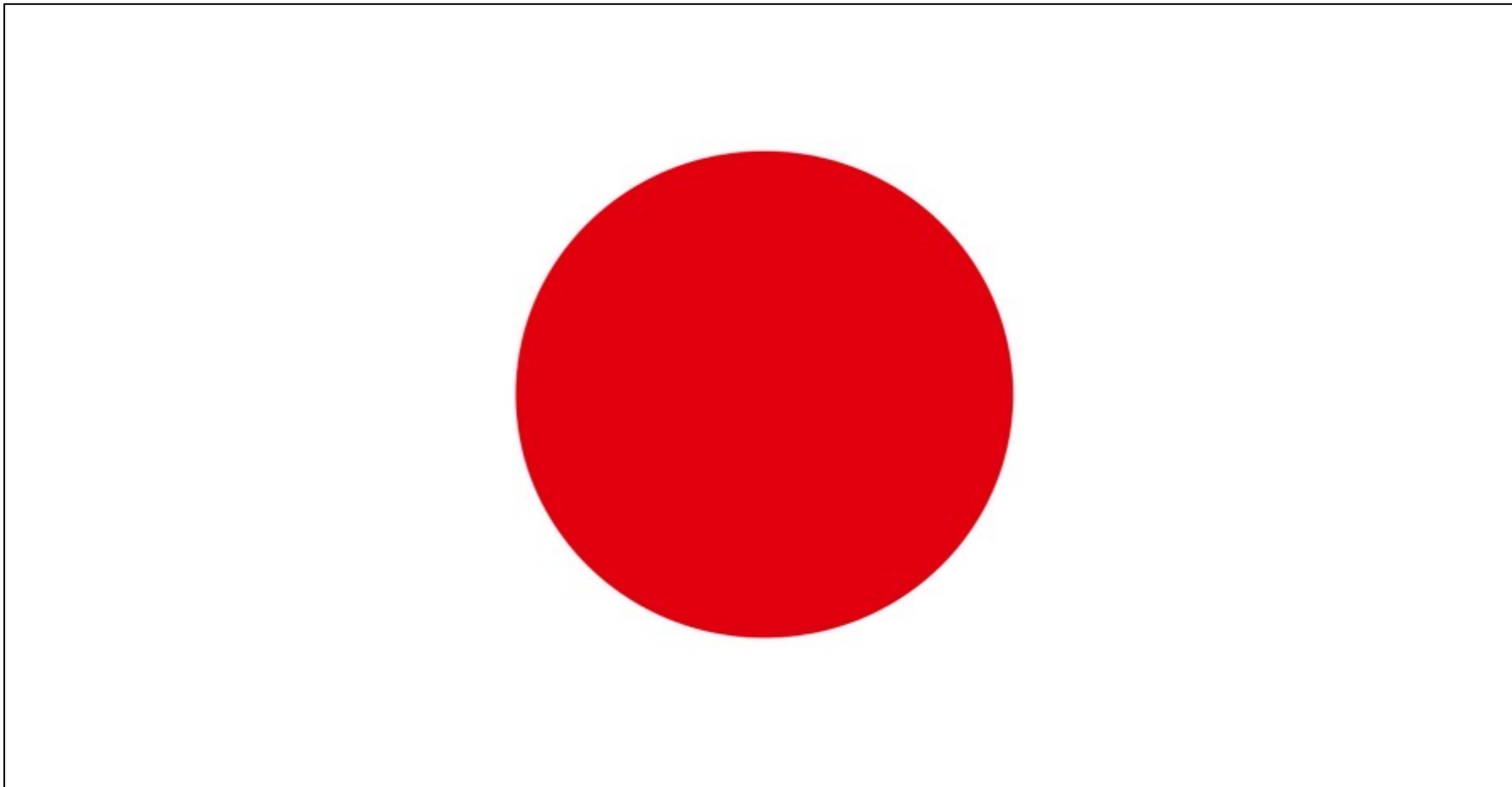
- Content:
 - Media project with Korea Broadcasting System for TV variety show 'Battle Trip', shooting a real trip story of the celebrities exploring the nature of Valais in their unique traveling style in Switzerland
- Broadcasting detail:
 - 2 episodes (60 min each episodes)
 - On-air date: Dec 10th, 17th, 2022
 - Expected 7M media contacts
- Trip Period: Sep 27th – Oct 10th, 2022
- Partners:
 - Saas-Fee, Zermatt, Leukerbad, Aletch Arena



Japan.



Switzerland.





Switzerland.

KMM – Online ‘Travel Voice’.


- ‘Travel Voice’ is a daily travel trade online media.
- Contacts: 6,600
- Pages: 2 pages.
- Issued: 16 September 2022.
- Report about ST Japan’s STE B2B workshop and the news from partners – Jungfrau Railway, RhB, Zermatt, Schilthorn, topics of sustainability etc.

travel voice | トラベルボイス | 観光産業ニュース 読者数 No.1

スイス政府観光局、日本人旅行者の復活へ、現地観光事業者が来日、旅行業界向け商談会を実施

2022年09月16日 #DMO #サステナブル #スイス政府観光局

スイス政府観光局が、都内で3年ぶりとなる旅行業界向けワークショップを開催した。イベントに合わせて、現地から地域観光局や鉄道会社など13企業・団体が来日。当日は約100名の旅行業界関係者が参加し、各ブースでは今後の商品造成に向けた活発な商談がおこなわれた。



スイス政府観光局メディアマネージャーの押尾雅代氏は、「これだけのサプライヤーが来日するほど、現地は日本市場の復活を待ち望んでいる。今回の水際対策緩和を機に、日本からの旅行者が回復することを期待したい」とコメントした。

会場では来日した各サプライヤーより、この数年間で進んでいる新たな山岳交通プロジェクトや持続可能な取り組みについても積極的に情報提供がおこなわれた。

ヨーロッパで最も標高の高い駅「ユングフラウヨッホ駅」へ結ぶユングフラウ鉄道は、2020年12月に新ロープウェイ路線「アイガー・エクスプレス」を開通。新路線では、玄関口であるグリンデルワルトから世界遺産のアイガー氷河駅までをわずか15分でつなぐ。

アルプスの雄大な景観の中を走るレーティッシュ鉄道は、2022年10月29日、世界最長の旅客列車でギネス世界記録に挑戦する。世界文化遺産にも登録されているアルブラ線・ベルニナ線のルートを、全長約2キロメートルの車体で走行する計画だ。

さらに2023年夏には、ツェルマットから標高3883メートルの「マッターホルン・グレッシャー・パラダイス」を経て、イタリア・チェルヴィニアへ結ぶ新ケーブル路線を開通する予定。ケーブルカーによるアルプス越えが可能となる。



ワークショップ会場の様子

スイスの持続可能な観光への取り組み

大自然に囲まれたスイスは、古くから水力発電エネルギーを山岳鉄道に利用するなど、自然と共存した開発をおこなってきた。コロナ禍の間に進んでいる持続可能なプロジェクトも多数あり、旅行業界向けに紹介された。

スイス政府観光局は、観光業界のサステナビリティ共通ブランド「スイステナブル」を制定し、観光分野でのサステナビリティへの取り組みを積極的に推進している。「スイステナブル認証」と呼ばれる認証プログラムは、持続可能な取り組みをおこなうホテルや観光施設、交通機関などを3段階のラベルで認証。旅行者に向けて、各事業者の取り組み状況を可視化するとともに、さらなる持続可能性へのムーブメント醸成を目指している。

新プロジェクトでは、アルプスのパノラマビューで知られるシルトホルン山頂までを結ぶロープウェイ建設計画「シルトホルンバーン20XX」が進行中。1960年代に開通した現行路線と比較し、輸送能力拡大とエネルギー管理の大幅な向上を目指す計画だ。ロープウェイの稼働時のエネルギーを利用した発電と、中間駅に設置したソーラーパネルで



Switzerland.

KMM – Magazine ‘Randonnée’.

- ‘Randonnée’ is the bi-monthly outdoor magazine.
- Circulation: 50,000 copies.
- Pages: 4 page
- Published: 21 September 2022.
- Report about the joint trail running camp with ‘On’ shoes, based in St. Moritz and post trip in Grindelwald and Zurich.



KMM – Magazine ‘Field Life’.



- ‘Field Life’ is the quarterly outdoor magazine.
- Circulation: 100,000 copies.
- Pages: 4 page
- Published: 29 September 2022.
- Report about the joint trail running camp with ‘On’ shoes, based in St. Moritz.



**山岳大国の短い夏をひた走る。
Onとハイジのふるさとへ
スイスアルプストレラン紀行**

本誌の企画が立ち上がった当初、標高3000mを超える山々まで、登山とトレランの両方を体験したいという声が多く聞かれました。そこで、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。今回は、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。

アフターツアーで出会った、美しい風景たち

今回のアフターツアーでは、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。今回は、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。

SPOT1 Piz Nair

ピッツナイル

この夏の最高の思い出となったのは、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。今回は、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。

SPOT2 Maloja

マローヤ

この夏の最高の思い出となったのは、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。今回は、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。

SPOT3 Muottas Muragl

ムオッタスマラウグ

この夏の最高の思い出となったのは、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。今回は、スイスアルプスの雄大な自然を満喫しながら、トレランの楽しさを体験できるような企画を考えました。

**今夏を世界にわたる旅をピクニック
おすすめしたいOnのアイテム**

夏場の「ウォーマンズ」は、はかばかさと、さらさらとした肌触りが特徴です。また、さらさらとした肌触りが特徴です。また、さらさらとした肌触りが特徴です。



Switzerland.

KMM – Magazine ‘Skyward’.

- ‘Skyward’ is the in-flight magazine of Japan Air Lines.
- Circulation: 4 million copies.
- Pages: 1 page
- Published: 1 October 2022.
- Article about Glacier 3000 and activities on the glacier.

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山岳氷河の大パノラマ

グレイシャー3000で
気軽にアルプス体験

ヨーロッパの大自然を満喫したいなら、スイスの山々は外せない。角のような山頂のマッターホルン、アルプスの名峰エングアラク、アイガー、メンヒ……。そうした山々を登山することなく眺められる絶好のスポットが、グレイシャー（Glacier）3000である。ヴォー・アルプスのほぼ中心に位置し、万年雪と氷河に覆われ、年中スノーアクティビティが楽しめる人気だ。

アクセスのよさも人気の理由の一つ。大型ロープウェーで眼下に広がる雄大な景色を堪能しながら、あっという間に標高3,000m近くに到着。ここからはアルプスの名峰や、遠くモンブランまで見えることも。スイス出身の世界的建築家マリオ・ボッタによる山頂駅やレストランも見逃せない。

世界で初めて二つの山頂をつないだといわれる吊り橋「ビークウォーク・ハイ・ティン」（写真）は、長さ107mにわたってスリルと絶景を堪能できる。ほかにもエキサイティングなアルパインコースター（ジェットコースター）、氷河ウォーク、ハスキー犬による犬ぞりなど、まるで氷原上の遊園地のような体験が叶う。例年11月から5月頃まではスキーやスノーボード客でも賑わう。

しかし昨今、温暖化の影響で周辺の氷河が年々薄くなっているという。できることなら早めに訪れておきたい場所の一つだ。

レイディアブル

集げ茶色の木造シャレーが立ち並び、標高1,200mほどの小さな山村。スキーリゾート、グレイシャー3000を訪れる際の拠点としてもおすすめ。

www.myswitzerland.com/ja/destinations/les-diablettes/

スイス公文学園高等部 (KLAS)

レマン湖近くのリゾート地レザンで地球全体の平和と共生を目指す入塾者を育てる全寮制の寄宿学校。文部科学省認定在外教育施設。課外活動も盛ん。

www.klas-ac.jp/

① スイス政府観光局
www.myswiss.jp



SKYWARD October 2022

69



Switzerland.

KAM – JATA webinar.

- Webinar on Switzerland for the members of the Japan Association of Travel Agents.
- Date: 19 October
- Participants: 279 travel agents
- ST presented the latest news from the key partners and main themes like Swisstainable.

The screenshot shows a webinar slide with a scenic background of a Swiss mountain landscape. The text on the slide includes the title 'スイス観光 最新情報. Switzerland Tourism Update.', the presenter 'スイス政府観光局', and the date '2022年10月19日.'. A small inset video shows a woman speaking. The slide is titled 'ゴールデンパス・エクスプレス.' and lists several updates regarding the GoldenPass Express train service.

スイス観光 最新情報.
Switzerland Tourism Update.

スイス政府観光局
2022年10月19日.

スイス

ゴールデンパス・エクスプレス.

- 2022年12月11日からモントルー～インターラーケン間が 直通運行に.
- ツヴァイジンメンでの乗換は不要.
- 異なる軌道幅とプラットフォームの高さに対応できる新型車両を導入.
- 1等、2等に加え、18席の回転式プレステージクラスを導入.
- プレステージクラス追加料金:CHF35
- 全てのパノラマ列車は要予約.

2022-10-19 15:09:12

KMM – Kateigaho media trip.

- Media trip with journalists and a photographer from luxury travel magazine Kateigaho for the production of the material for ST Japan's luxury traveller campaign.
- 21-29 October
- The trip included St. Gallen, the Voralpen Express, Jungfrau Joch, Goldenpass, Montreux and Vevey and focused on travelling by train.





Switzerland.

C&A – SwissRail175 Advertorial Train Mook.

- On the occasion of the 150th Japan Railway anniversary
- 1 Page Advertorial in the 150th anniversary Mook (magazine-book), targeting train lovers.
- QR code to SwissRail175 special landing page on MySwitzerland
- Published: 26 September 2022
- Circulation: 35'000 copies



スイス鉄道175周年

日本で鉄道150周年となる2022年、スイスでは鉄道175周年を祝い、各地でイベントが開催されています。19世紀の産業革命による工業化、アルプスの豊富な水源を用いた水力発電による電化、登山ブームに始まる山岳観光の発展からスイス各地への鉄道敷設が進み、アルプスを切り開いたトンネルや石橋などの独自の鉄道建築・技術が、ヨーロッパや日本の鉄道にも重要な役割を果たしました。スイスの鉄道各社では、そうした歴史的な鉄道遺産を受け継ぎつつ、新型車両を導入するなど快適な鉄道旅を追求して常に進化しています。

アルバーツァー記念品や鉄道グッズなどが当たるスイス鉄道175周年キャンペーン実施中
www.myswitzerland.jp/175rail

1847年に開通した蒸気機関車に始まるスイスの鉄道は、世界最長の鉄道トンネルをつくりアルプスを征し、歯車式登山鉄道を開発し、国土のすみずみまで路線を広げていきました。さらに外国人旅行者のために鉄道、バス、船、都市交通が1枚のパスで乗り放題となるスイストラベルシステムを実現。そして今、地球にやさしい乗り物といわれる鉄道は積極的にSDGsに取り組み、環境先進国スイスを実践しています。

ユングフラウ鉄道110周年

アルプスの名峰アイガー山中を通り、ヨーロッパ最高地点となる標高3454mの駅まで、世界中からの観光客を載せて走り続けてきたユングフラウ鉄道。2022年は全線開通110周年です。かつて実現不可能だったといわれた鉄道は、数々の困難を乗り越えて誕生し、世界遺産に認定されている大自然を守りながらも常に新しく進化しています。

世界遺産のレーティッシュ鉄道

130年を超える歴史を誇り、自然豊かなグラウビュンデン州を赤い列車で結ぶレーティッシュ鉄道。アルプスを切り拓く鉄道技術は、箱根登山鉄道がベルニナ線をモデルにしたように世界各国の山岳鉄道の参考になりました。未来へ受け継ぐべきものとして世界遺産に認定されたサステナブルな鉄道は100%水力発電で運行しています。



Switzerland.

C&A – SwissRail175 Shumito Club e-newsletter.

- On the occasion of the 150th Japan Railway anniversary
- Exclusive E-newsletter by Shumito-Club (affluent senior social media)
- Link to SwissRail175 landing page on MySwitzerland with information on Swiss Travel Pass promotion, RhB world record attempt, RhB historical train, 110th anniversary of Jungfrau Railway
- Contacts: 160'000 recipients
- Date: 24 October 2022

いつも趣味人倶楽部をご利用いただき、誠にありがとうございます。
スイス政府観光局様からのお得な情報をお届けいたします。

伝統を受け継ぎ進化するスイスの鉄道

日本で鉄道150周年となる2022年、スイスでは鉄道175周年を祝い、各地でイベントが開催されています。豊富な水を使っての水力発電やトンネルや橋を多用して敷設していった独自の鉄道建築・技術は欧米や日本の鉄道にも重要な役割を果たしました。スイスの鉄道各社では、そうした歴史的な遺産を受け継ぎつつ、新型車両を導入するなど快適な鉄道旅を追求して常に進化しています。

スイスでは鉄道開通175周年企画として、各地で特別列車の運行や写真展などが開催され、鉄道の長い歴史や深い魅力あらためて再発見しています。スイス鉄道175周年記念グッズや鉄道グッズをセットにしたプレゼントキャンペーン実施中！

鉄道・バス・湖船の主な路線が乗り放題、市内交通や主な美術館・博物館も無料、山岳交通もほぼ半額で自由旅行に欠かせない「スイストラベルパス」4日間で最大22万円もお得になる10月31日までの特別プロモーション。6月先までのパスが購入できキャンセルも無料。このチャンスをお見逃しなく。

レーディッシュ鉄道は2022年10月29日「世界最長の旅客列車」のギネス記録に挑戦します。自由に列車を連結できる最新車両「カブリコン」を100両つなぎ、全長1910メートルの列車が1本に達して世界最長の鉄道路線である歴史的なアルブラ線をブレダからベルグシュンまで走ります。世界の鉄道史に刻むスイス鉄道の遺産を世界に示す注目のチャレンジです。

約130年前に創業したレーディッシュ鉄道は歴史的な車両を特別な思いで大切に受け継いでいます。スイス鉄道175周年を祝う2022年は、同社を代表するダブス＝フィズル湖で1920/30年代に活躍していた歴史的な機関車と客車を連結させたノスタルジック列車の旅が楽しめます。

2022年8月1日に全線開通から110周年を迎えたユングフラウ鉄道。かつて実現不可能だといわれてきた夢の鉄道は、アルプスの名峰アイーガー山中を通り、数々の困難を乗り越えて開通。常に進化を続け、標高3454mのヨーロッパ最南端の雄嶺で世界遺産であるユングフラウヨットルへ結びます。

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お問い合わせ

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スイストラベルパス 特別割引キャンペーン

Special Price 特別価格

自由旅行に必須のスイス鉄道4日間パスが約30%割引。月末まで実施しています。

10月29日。ギネス記録に挑戦！
世界遺産アルブラ線で世界最長の列車走行

スイス鉄道175周年を祝う2022年、約130年の歴史を誇るレーディッシュ鉄道が、世界遺産に認定されたアルブラ線で、2022年10月29日「世界最長の旅客列車走行」のギネス記録に挑戦し、世界の鉄道史に新たな記録を刻みます。

世紀のチャレンジの舞台となるのは世界遺産に認定されているアルブラ線。約120年前に深い峡谷が深く山脈を石橋やトンネル、ループを駆使して書きの鉄道技術で建設された。道路の難関ともな定かたが変遷しながら世界遺産の宝庫として知られる。自由列車を連結できる最新車両「カブリコン」を100両（4両×25編成）つなぎ、全長1910メートルの「世界最長の旅客列車」が走ります。

約2キロメートルの列車が運行するのは、標高7994メートル、起伏のある山間の狭い谷間を駆け抜けるルートです。アルプス山脈の季節のブレイクから登山シーズン。秋まで、いくつものトンネルや石橋を通り、標高を調整していく車庫から同じく谷間の山脈が右に左にと繰り返していき、トンネルを抜け、フィズルから有名なランドグラーゼへ。電車を送り、アルプス山脈の頂上まで24930メートルの距離を、時速30～35kmでゆっくりと進んでいきます。

これほど長い旅客列車の運行は世界初の試みです。さらに舞台となるアルブラ線は切り立った峡谷が深く山脈を石橋やトンネル、ループを駆使して書きの鉄道技術で建設された。道路の難関ともな定かたが変遷しながら世界遺産の宝庫として知られる。自由列車を連結できる最新車両「カブリコン」を100両（4両×25編成）つなぎ、全長1910メートルの「世界最長の旅客列車」が走ります。

いよいよ前人未到の記録へ挑戦する約46分の鉄道旅行が始まります。「スイスは他に数えない鉄道」です。今年、スイスの鉄道は175周年を迎えます。この世界遺産の鉄道より、レーディッシュ鉄道とトナーレーは、かつてない歴史的な事業を達成するために自分たちの役割を果たしたいと考えています。」とレーディッシュ鉄道代表のレナート・ファスティアー氏が語ったように、今回の世界記録チャレンジは、スイスの鉄道の歴史と技術、山岳鉄道のパイオニアであるレーディッシュ鉄道の歴史と遺産を継ぎ、先駆的な事業を可能にするものとなるでしょう。

South East Asia.



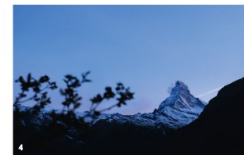
Switzerland.



KMM (Singapore) – Nu You.

- 2-page feature
- Partners covered: Zermatt,
- Circulation: 43,000
- Printed readership: 94,600

FROM: SG TO: ZERMATT/IST/POINTE DU VAN
NAME OF PASSENGER: LING DOH KIN

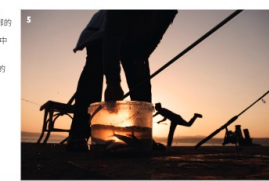


林道锦
@LINGDOHKIN
BIGFOOTTRAVELLER.COM
《大脚印》电子旅游杂志联合创始人
(大脚印)电子旅游杂志联合创始人
道锦是我仍是《女友》实习生时，正式采访的第一位人物。五年前的当时，他与旅游搭档林真云携手出版书籍《一起旅行》；时隔多年我好奇身为旅游博主的他，在疫情这几年都做了些什么。深入访谈后，发现他对旅行和探索世界的那股劲儿有增无减。

过去这五年都做了什么？
说来话长！与真云最后的旅行，是在2018年末至2019年初。同年末，我则单独去了埃及、西西里岛、日本本和缅甸仰光……那是疫情来前的最后几场旅行，至今仍记忆犹新。自从“坐不住”的我很难乖乖待在国内哪儿也不去，因此疫情期间我几乎每天一大早去骑脚车，从东海岸一路骑到滨海湾。人少又微风习习的早晨，我会“欺骗”自己身处异乡，哈哈！周末也会叫朋友们出来野餐，简单来说，是无奈在本地找寻旅行的感觉吧。

没有真云的旅行，有何不同？
我是蛮随性、随心的旅客，一个人旅行可以完全掌握自主权，没有太多行程上的安排，甚至可以无所事事走到哪算哪。记得仰光那趟旅程，我与酒店员工交谈后决定早上6am前往码头看大班的人群乘船来仰光上班，那虽是当地居民的日常，但对我来说却相当壮观，颇有次迁移的既视感。另外也因我本身喜欢建筑，单独旅行就会选择入住价格偏高但故事满满的精品酒店。

听说你疫情后的第一趟旅行甚是精彩？
去年11月当地还在主张社交距离时，欧洲的旅游已全面开放，我也有幸被瑞士旅游局邀请南部小镇Zermatt。当时的旅行政策不断更改，进出国门还得进行一系列检查和证明，很多的不确定性让我犹豫了很久。终于决定迈出那一步，也是我近期做的最正确决定。该趟旅程的高光时刻发生在位于Zermatt的 Matterhorn——当天我们乘坐火车缓缓向上去，火车穿梭在秋天的山谷间，心里很有莫名的感动。都说“旅行是一种疗愈”，到过那么多国家和地方的我，



1 道锦居于采尔马特山上
2 Pointe du Van——法国西部的“天空海岸”
3 搭列车前往采尔马特途中
4 瑞士著名的马特洪峰
5 伊斯帕希尔的日出
6 伊斯帕希尔Bakel区巧遇的老人家
7 高地野花的瑞士郊外

Digital (SEA) – GrabAds (Food in Transit).

- Circulation:
- Online readership:



KMM(Malaysia) – World of Watches magazine

Circulations: 30,000

Total: 6 full pages

- Partners: Lake Geneva Region, Zermatt

SPECIAL REPORTS

SPECIAL REPORTS



PATH OF THE LEGENDS

Discover the beauty of Swiss ancient castles, iconic pop culture and celebrated Swiss specialities in Montreux and Zurich.

KMM(Malaysia) – KwongWah Jit Poh Press



Switzerland.

Circulations: 100,000

Total: 1 full page

- Partners: Schilthorn, Bern, Zurich

瑞士米伦 悬崖边的天上人间

2022年10月16日

报道/摄影: 张易雄




假如你有去瑞士雪朗峰，千万别忘了一定要在米伦Mürren住上至少一天，那里简直是“天上人间”。住上一晚隔天一早用完早餐后再上山，真是美到“峰”。

我们从最好看的马特洪峰下来后到另一同样叫人惊喜的最美小镇米伦，同时还一定要上007到访的雪朗峰

Online – Swiss Embassy MY SoMe.

Embassy of Switzerland in Malaysia
 Published by Lyn Loh · September 25 at 10:01 AM ·

When the leaves turn golden, the cows return from their Alpine pastures and seasonal specialities grace the tables, it can only mean one thing: autumn has arrived. 🍂
 Discover one of Switzerland's most colourful seasons 🇨🇭
[#NeedSwitzerland](#) [#inlovewithswitzerland](#)



MYSWITZERLAND.COM
Autumn: holidays and excursions | Switzerland Tourism
 Experience autumn in Switzerland in all its colourful glory.


[See insights](#) [Boost post](#)

👍 22 1 Share

👍 Like 💬 Comment ➦ Share

Embassy of Switzerland in Malaysia
 Published by Lyn Loh · October 1 at 10:30 AM ·

🥬 Today, let's celebrate [#WorldVegetarianDay](#)!
 🌱 Today, the vegetables are the star of the show.
 🍅 Today, let's think about sustainable gastronomy!
 🥒 For more veggie lifestyle inspiration 🇨🇭



MYSWITZERLAND.COM
Swisstainable Veggie Day | Switzerland Tourism
 On 1 October 2022, it will be the official World Vegetarian Day – and when we will be cel...

[See insights](#) [Boost post](#)

👍❤️ 23 7 Comments 4 Shares

👍 Like 💬 Comment ➦ Share



Switzerland.

STS – Biker gathering with Kuoni + EU Holidays

- Date: 9 Oct 2022
- Market: SG
- Target: Engage special interest group Bikers community in Singapore, plan for biking + train trip in Apr 2023, >45 bikers attended the morning event with Kouni Mr Reto giving a briefing
- Goal: >20 STP through Kuoni SG for this biker + train trip
- Partners: Kuoni SG, EU Holidays SG






Switzerland.

STS – STC/Sedunia winter campaign

- Date: 1Oct - 31Dec 2022
- Market: MY
- Target: Drive online awareness of STP & GTToS winter offerings, push STP sales, build sales pipelines for Sedunia Travel
- Goal: >50k impressions in MY, push >30 STP sales
- Partners: Sedunia MY, STC



WINTER'S CHARMS : RM500 Airfare Rebate 




From: RM5870 



7D6N Grand Train Tour of Switzerland
Winter Magic

Country: Switzerland | City: Interlaken, St.Moritz, Zermatt

2 to Go Winter's Charms

 Booking Period: *from Now till April 24, 2023*

 Travel Period: *from December 10, 2022 till April 24, 2023*

 7Days 

STS – Winter & 4Days STP Newsletters

- Date: 18 & 23 Oct 2022
- Market: SEA
- Target: Communicate STS winter news, including new GoldenPass Express launching on 11Dec, Rhätische Bahn's world record attempt for the longest passenger train, resumption of service for Après ski train between Andermatt and Disentis
- Goal: Promote STP and GTToS offerings, highlight RhB's world longest train record setting, launch of new GPX, Après ski train etc, >50 STP sales
- Refresh and expand existing database

> [STS B2B Platform](#) > [Grand Train Tour](#) > [MySwitzerland.com/winter](#)



Swiss Travel System welcomes you this winter.

Dear travel agent partners & friends of Switzerland,

Switzerland is open and ready to welcome international visitors this winter. Are you ready for a winter filled with many exciting highlights?

The brand-new **GoldenPass Express** will begin operations from 11 Dec 2022 and takes travellers straight from Interlaken to Montreux, and vice versa. It features a Prestige Class cabin and a new culinary concept onboard.

STS – Meeting with Klook SG

- Date: 21Oct 2022
- Market: SEA
- Target: Review ongoing Autumn 4Days STP promo, preliminary discussions on plans for 2023
- Goal: >500 STP through Klook SG TH every month, activation of Klook MY PH ID for 2023
- Partners: Rail Europe Asia Pacific, Klook SEA



STS – Meeting with Pacific World Travel MY

- Date: 21Oct 2022
- Market: MY
- Target: Finalize Trade Presentation and Lunch events 7Dec in KUL and 8Dec in JHB, preliminary discussions on plans for 2023
- Goal: >100 STP through PWT, activate PWT sub agencies for 2023
- Partners: Rail Europe Asia Pacific, Pacific World Travel MY





Switzerland.

STS – Market Development Tour

- Date: 23-29 Oct 2022
- Market: PH, VN, MY, ID
- Focus: Manila, Saigon, Penang, Surabaya
- Target: Drive awareness and sales traction of STP from second tier markets, assess potential partners who may have desire and capability to expand sales channels
- Goal: Promote STP and GTToS offerings, >50 STP sales
- Partners: ST/STS



STS – Klook SG Travel Festival

- Date: 29-30Oct 2022
- Market: SG TH
- Target: Presentation to consumers to raise awareness of Autumn in Switzerland, highlight Grand Train Tour and STP offerings, motivate Klook SG TH for final push on the 4Days STP promo
- Goal: >100 STP sales during 2 days consumer events in SG and TH
- Partners: ST/STS, Klook SG TH



STS – Swiss Records Media Trip

- Date: 23-29 Oct 2022
- Market: MY
- Target: Drive online awareness of STS offerings via travel review websites e.g. Rileklah.com, Locco.com.my, GayaTravel.com.my to promote STP and GTToS
- Goal: >300k Malaysian Muslim readers in MY, push STP sales
- Partners: Verkehrshaus, Lake Lucerne Navigation, Pilatus, Stanserhorn, Rigi, Davos Klosters, Glacier Express, Bernina Express, Chur Tourism, Luzern Tourism, St Moritz Tourism





Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Indonesia, Malaysia, Thailand
- Corporate : Incentives
- Period: October 2022
- Carried out in CH : 20 incentives
- Grand Total Overnights: 4'526
- Grand Total Turnover: CHF 1,507,158
- Destination: Zürich, Lucerne, Rigi, Bern, Gstaad, Interlaken, Grindelwald, Lausanne, Montreux, Geneva, Zermatt, Lugano.





Switzerland.

SEA Market Development Tour 2022.

- Date: 23-29 October 2022
- Market: PH, VN, MY, ID, total 250+ participants
- Cities: Manila, Ho Chi Minh City , Penang, Surabaya
- Partners: 15 Swiss partners
- Total 8 events of Swiss products workshops and Business dinner receptions





Switzerland.

Manila Antenna Opening Evening.

- Date: 24 October 2022 at Grand Hyatt BGC
- Market: Philippines
- Participants: Embassy VIP guests, 15 Swiss Partners, Media, and Travel Trade
- Presence of the Ambassador of Switzerland to the Philippines and his opening speech
- ST Presence: Simon Bosshart, Batiste Pilet, Matthew Yabut, Thanchanok Nuammano





Switzerland.

KMM (Thailand) – Anywhere Magazine.

- 6-articles feature
- Partners covered: Vaud, Schilthorn
JF, Zurich, STS
- Circulation: 40,000+
- Links:
- GoldenPassLine
- Lavaux
- Schilthorn
- Jungfrau
- Zurich
- The Villars Palace



TRAVEL IDEA: ชมวิว ซิมไวน์ ที่ Vevey-Lavaux (อ่าน



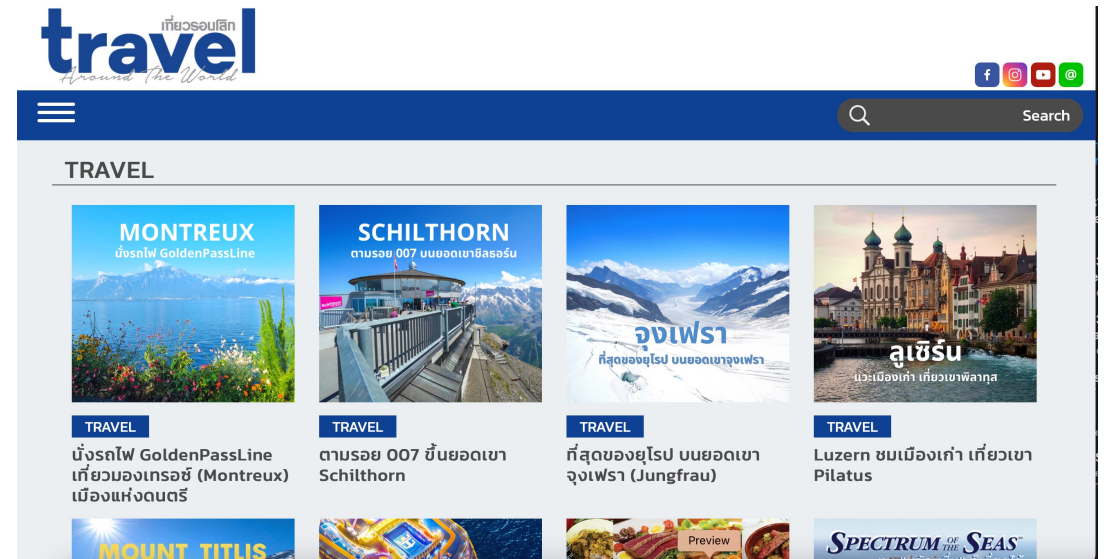
ภาพบนเนินหิมะของเขาสซิลทอร์น, Photo by swissinfo.in/ ในครั้งถัดจากนี้ เราจะพาคุณไปชมเมืองที่สวยงามและน่าทึ่งที่สุดในสวิตเซอร์แลนด์... (Info Down) ผู้ชมสามารถซื้อตั๋วเพียง 15 บาท ในขณะเดียวกัน ค่าเข้าชม 45 บาท สำหรับผู้ชมที่เข้าชมพร้อมทั้งรถบัสส่วนตัว

ชมวิวมุมสูงจากยอดเขาสซิลทอร์น (Top View from Schilthorn)

ตลอดแนวเทือกเขาแอลป์ที่ทอดตัวยาวผ่านหลายประเทศ เป็น
หลักคางของทวีปยุโรปนักท่องเที่ยวดำเนินการเดินทางไปทั่วทุก
ทิศนัยภาพ ไล่ตั้งแต่ยอดสูงสุดอย่างจุงฟราวยอร์ค
(Jungfrau joch) ที่ไคลน์แบทเทอร์ฮอร์น (Klein
Matterhorn) ด้วยธรรมชาติและทิวเขาที่แปลกตา ของยอดซิล
ธอร์น (Schilthorn) ก็ได้รับเลือกให้เป็นฉากภาพยนตร์ชื่อดัง
อย่างจามส์บอนด์ 007 ภาค On Her Majesty's Secret
Service

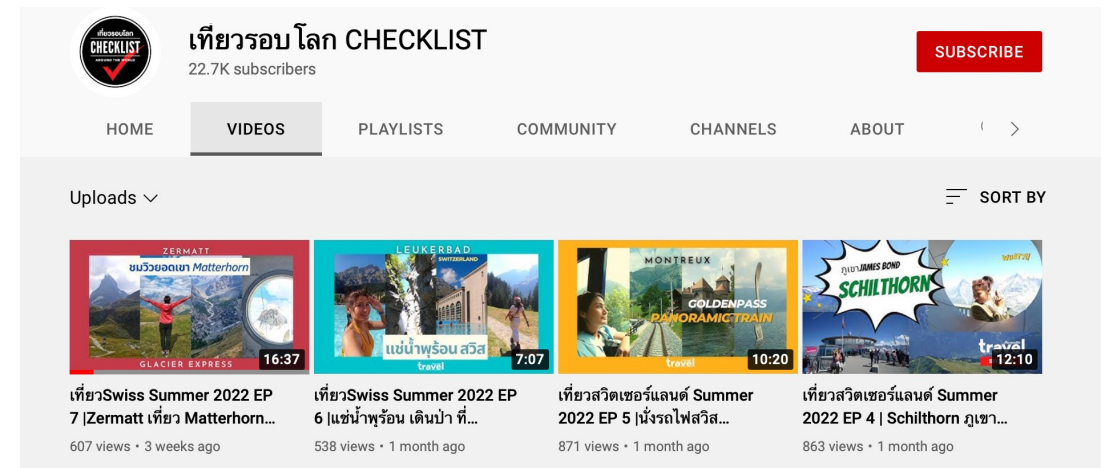
KMM (Thailand) – Travel Around the World.

- 3-articles featured in October
- Circulations: 50,000, contacts: 150,000
- Partners and links:
 - Vaud
 - Schilthorn
 - Jungfrau



KMM/Online (Thailand) – Checklist

- 4 YouTube videos featured in October
- Reach: >150,000
- Contacts: 22.7K on YouTube
- Link: [Checklist YouTube](#)
- Partners: STS, MRAG, Vaud, Schilthorn



The screenshot shows the YouTube channel page for 'เที่ยวรอบโลก CHECKLIST', which has 22.7K subscribers. The channel is currently displaying a grid of four video uploads. The first video is 'เที่ยวSwiss Summer 2022 EP 7 | Zermatt เที่ยว Matterhorn...' with 607 views, posted 3 weeks ago. The second is 'เที่ยวSwiss Summer 2022 EP 6 | แช่น้ำพุร้อน เดินป่า ที่...' with 538 views, posted 1 month ago. The third is 'เที่ยวสวิตเซอร์แลนด์ Summer 2022 EP 5 | นั่งรถไฟสวิส...' with 871 views, posted 1 month ago. The fourth is 'เที่ยวสวิตเซอร์แลนด์ Summer 2022 EP 4 | Schilthorn ภูเขา...' with 863 views, posted 1 month ago. The channel page also features a 'SUBSCRIBE' button and navigation tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT.

KMM (Vietnam) – Tuổi Trẻ Vietnam.

- 1-online article feature Switzerland campaigns 2022-2023, recovery in SEA
- Circulation: 2Mio per day
- Reporter: Nhu Binh
- Link: <https://tuoitre.vn/tin-sang-29-10-viet-nam-co-ti-le-that-nghiep-thap-gia-rau-da-lat-van-cao-tru-ca-chua-2022102822314146.htm>

Thụy Sĩ muốn hút khách Việt sau dịch COVID-19

Tổng cục Du lịch Thụy Sĩ và các nhà cung cấp sản phẩm du lịch hàng đầu của nước này vừa đến TP.HCM tổ chức cuộc gặp gỡ với hàng chục công ty lữ hành Việt Nam nhằm kết nối lại hoạt động du lịch sau hai năm gián đoạn.

Ông Simon Bosshart, giám đốc phụ trách các thị trường khu vực Đông Á của Tổng cục Du lịch Thụy Sĩ, cho biết dòng khách từ thị trường du lịch Đông Nam Á, trong đó có Việt Nam, đến quốc gia này đang hồi phục.



KMM (Vietnam) – HTV9 channel Vietnam.

- 2.5 mins news scoop about MDT event and Switzerland on Vietnam national television
- Broadcasted on 29 October 2022
- Partners: STS, SWISS were interviewed
- Link: <http://tv.tvhayhd.com/live-tv/xem-kenh-htv9-hd-truc-tuyen.html>





Switzerland.

KAM (Thailand) - ArtraLux

- Result from autumn Famtrip
- 8 days 6 nights Mono Switzerland Itinerary
- Travel trade: ArtraLux co., Ltd.
- Partners: STS, LLR, Vaud, Zurich



ARTRA
Lux

Chilling in Switzerland

8 วัน 6 คืน

Australia.

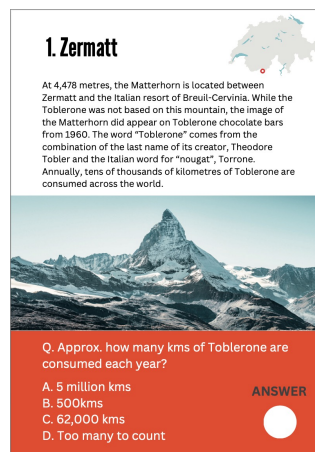




Switzerland.

Activation: Swiss Festival 2022.

- Annual Swiss Festival in Melbourne
- Over 500 guests (ticketed event)
- Switzerland booth with information material, brochures, maps and give aways
- Scavenger hunt with printed booklet. Switzerland and partners featured.





Switzerland.

Activation: Holiday and Travel Shows.

- Consumer expos in Brisbane (22 – 23 October), Sydney, 29-30 October) and Melbourne (5-6 November).
- Great (only) alternative to the previous Flight Centre Expos
- 14,000 guests expected over the three weekends
- Switzerland Tourism present with a large booth and various promotions (i.a. special offers with TO partners)





Switzerland.

Activation: Travel Project podcast.

- Creation of a destination podcast in cooperation with Travel Project Melbourne and nib (travel) insurance
- Reach of nearly half a million listeners
- Topics: Highlights of Switzerland, gastronomy, fun-facts, public transportation system, swisstainable
- Opportunities for future activities / amplifying reach via nib customer base



nib it's worth it

KMM: LATTE Destination of the month.



- Luxury Australia Travel Trade E-News (LATTE) is one of Australia's number one publisher for travel industry information on everything luxury travel and tourism
- Switzerland is «Destination of the Month» featuring digital banner and content campaigns over 4 weeks
- Topics: Swisstainable, Urban running, STP4 promotion
- Reaching 24,000+ luxury travel advisors

Friday 7
October 2022

L A T T E
LUXURY AUSTRALIAN TRAVEL TRADE E-NEWS

Volume 542



Swisstainable. Excellence in sustainability

Switzerland ranks at the top of international rankings in the area of sustainability, but this is little known by visitors. In the future, Switzerland Tourism plans to develop Switzerland from a 'hidden champion' to the most sustainable travel destination in the world.

[READ MORE](#)



RY NEWS



India.



Switzerland.





Switzerland.

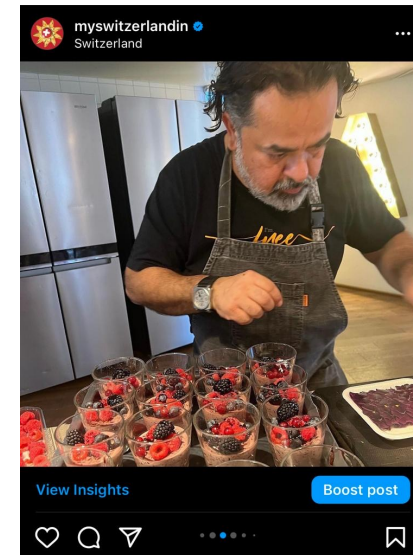
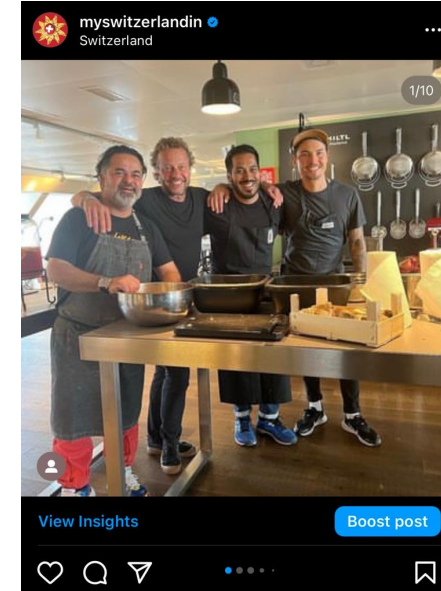
Veggie day Event 1st October.

- On 1 October 2022 - World Vegetarian Day, ST celebrated the Swisstainable Veggie Day.
- As Vegetarianism has a long history in India and no country is so closely associated with vegetarian cuisine like India, this initiative can make a strong noise in the market.
- To capture this, we created a PR push on the day along with a cooking event with Vicky Ratnani, celebrity chef for 10 food Journalist & Influencers. This event was conducted to create some noise around the initiative.
- Celebrity Chef – Vicky Ratnani, took a fun class while teaching the journalist a fun recipe of Mushroom Zurichoise & Roesti.
- The PR push for this day along with the event garnered good coverage.
- Total Clips: **55 Clips**
- Total Contacts: **9'049'282**



Veggie day FAM with celebrity chefs.

- To further capture this, with the help of Head office team we executed a Media FAM with 2 celebrity chefs and 8 food journalists.
- The group was divided in for 2 different regions namely French and German. The chefs and journalists interacted with chefs on the 100% veg food trail.
- The FAM was a great success as it very well impressed the journalists as well.
- The Chefs created content real time for their Instagram handles and the journalists will now file their stories soon.





Switzerland.

KAM: Training - STS Training with Ottila International Pvt. Ltd. – 11th Oct 2022.

- ST participated on behalf of STS at the training organized by Ottila (KAM – Wholesaler) in Kochi for their sub-agents in the market
- Presented STS, its various products and services and the latest news / updates for the market
- Interactive Quiz at the end with gratification for 5 lucky winners
- RSVP done by Ottila
- Total no. of attendees: 40





Switzerland.

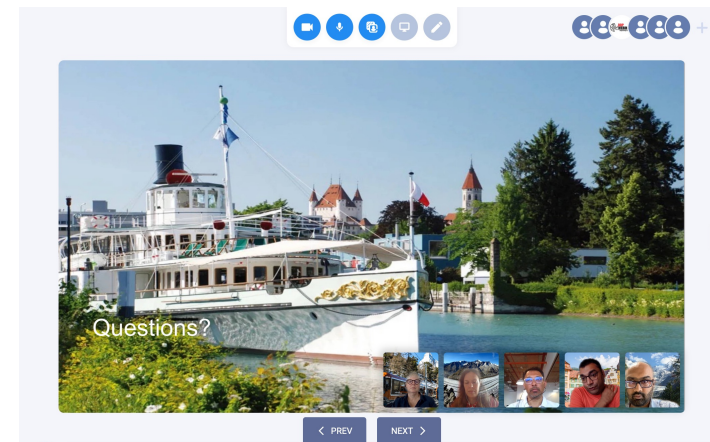
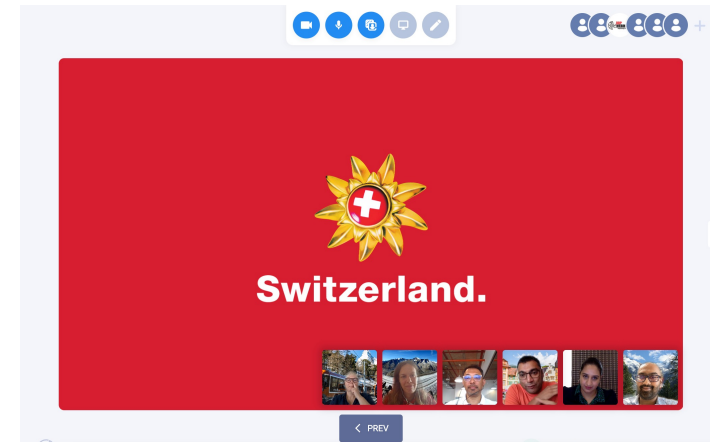
KAM: FAM Trip for ST & STS 2020 & 2021 Contest Winners.

- 6th – 13th Oct 2022
- Lucky winners from the travel trade who completed ST & STS contests in 2020 & 2021:
 - ST India Webinar Series Quiz
 - Switzerland Travel Academy
 - STS Excellence Program
- Les Diablerets – LGR – Interlaken – Zurich and their popular highlights
- Travelled with a Swiss Travel Pass
- Total No. of Winners. 8



KAM: ST India Webinar Series: BLS – Aletsch Arena – MGB – Swissminatur & FoxTown.

- 18th Oct 2022
- 15 min slot for each partner
- Presenters: BLS, Aletsch Arena, MGB, Swissminiatur & FoxTown
- Partners presented their respective products + updates for the market
- Live polls + Q&A Session + Quiz
- Total No. of attendees: 574
- Recording:
www.MySwitzerland.com/STIndiaWebinars

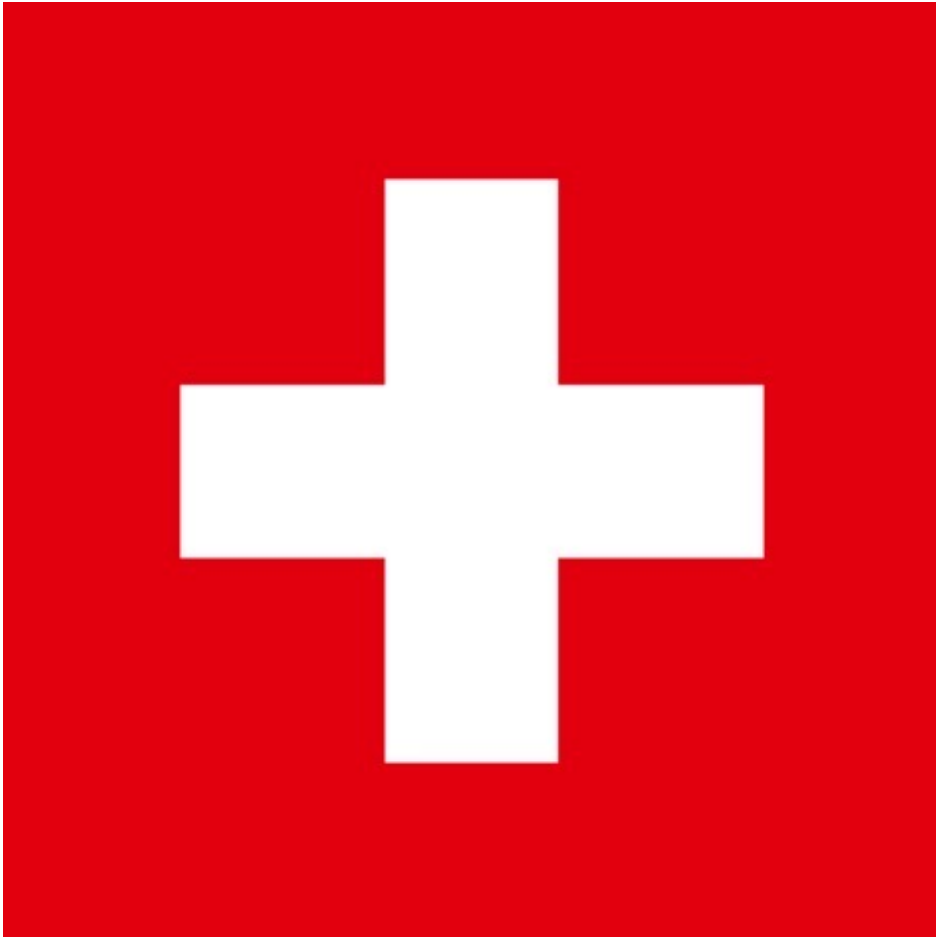


Markets West.

Switzerland.



Switzerland.



Wetter.tv – city weekend tip.

City autumn promotion in collaboration with
wetter.tv

- In the context of the weather forecast on
wednesdays & fridays, a city weekend tip is
presented by the weather presenter on
wetter.tv
- Each city tip is also posted on
meteonews.ch & facebook/meteonews
- Participation of 8 A-City partners and
Fribourg
- Promo period: 28.09.-23.11.2022
- 250.000 contacts per city



meteonews.TV
DAS SCHWEIZER WETTER FERNSEHEN

Livestream

SCHWEIZER WETTERFLASH

Besuch in der Fondation Beyeler



 12° 18° Sa	 11° 19° So
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Schweiz.

wetter.tv
DAS SCHWEIZER WETTER FERNSEHEN

Ausflugstipp
Wochenende

Schweizer Illustrierte GRUEN: Nature Spa.



Switzerland.

- Schweizer Illustrierte GRUEN: Hello Switzerland
- 2 page editorial on «Nature Spa», 1 paid ST add
- September 2022

- Print: 111'725 copies
- Nature Spa: Hot Tug, Lake Brienz -
Sauna boat , Lake Lucerne -
La Vigne, Lavaux - Horseback riding &
Yoga break, Leventina



Jetzt eine Auswahl der besten Nature Spas der Schweiz entdecken:
[MySwitzerland.com/naturespa](https://www.naturespa.ch)
 Suchen Sie Ihre schönsten Erlebnisse mit #HelloSwitzerland



BeNeLux.



Switzerland.




ST BeNeLux – Kachen & Reesen (LUX).


- Kachen: Luxembourg's only food & lifestyle magazine
- Reesen: Only travel magazine in Luxembourg
- Exclusive campaign with Made in Bern
- Print + Digital Sponsored Content

Marketing contacts: 120'000

Die besten Winteraktivitäten in der Jungfrau Region und der Ferienregion Interlaken

Kaum eine Region in der Schweiz ist so vielfältig wie die Region Bern. Skifahren, Schlitteln, Winterwandern und sogar Eisfischen – im Berner Oberland sind die Möglichkeiten unbegrenzt. Wir verraten unsere sechs Winter-Highlights in der Jungfrau Region und der Ferienregion Interlaken.






Wintersport vor Eiger, Mönch und Jungfrau

Die Jungfrau Region ist ein wahres Eldorado für Wintersport. Die vier großen Skigebiete Grindelwald-Wengen, Grindelwald-First, Mürren-Schilthorn und Mürren-Hasliberg mit 272 perfekt präparierten Pistenkilometern, modernster Infrastruktur, abwechslungsreichen Abfahrten, Snowparks, Skicross-Strecken, Abenteuern auf und neben der Piste und Schneesicherheit lassen die Herzen von Wintersportbegeisterten höher schlagen. Umgeben bist du dabei stets vom einzigartigen Bergpanorama mit dem Dreieck Eiger, Mönch und Jungfrau – traumhaft!


jungfrauregion.swiss/winter



Sternenschlitteln am Niederhorn

Genieße jeden Freitag- und Samstagabend das Sternenschlitteln am Niederhorn in der Ferienregion Interlaken. Nach einem Fondueplausch im Berghaus Niederhorn weisen dir der helle Mond und die glitzernden Sterne den Weg auf der romantischen Schlittelplatte nach „Vorsass“. Dort kannst du dich mit einem feinen Glühwein aufwärmen.


interlaken.ch/winter



Haslital – wo die Nacht zum Tag wird

Wenn sich die Sonne langsam senkt, Ruhe in die Täler einkehrt und die Nacht hereinbricht, wenn die Sterne zum Vorschein kommen und der Mond die winterliche Landschaft erhellte, dann ist im Haslital in der Jungfrau Region noch lange nicht Feierabend. Im Gegenteil. Nebst kulinarischen Köstlichkeiten wie Fondue und Raclette in urigen Hütten, locken auch in der Dunkelheit viele sportliche Aktivitäten wie Nachtskifahren, Nachtschlitteln, Nachteislaufen oder sogar Nachtlanglaufen!


jungfrauregion.swiss/nacht



Wintererlebnisse am Stockhorn

Mit dem Schnee verwandelt sich das Stockhorngebiet mit seinen beiden Seen in eine romantische Winterlandschaft. Die Erlebniswelt am Stockhorn bietet dir neben Erholung auch attraktive Winteraktivitäten wie Eisfischen, Schlittschuhlaufen, Winterwandern und Schneeschuhlaufen. In der Nähe der Mittelstation „Chrindi“ befindet sich inmitten der winterlichen Naturidylle ein Iglu mit Bar und gemütlichen Liegestühlen. Genieße ein leckeres Käsefondue oder einen weissen, wärmenden Glühwein.


stockhorn.ch



Die längste Abfahrt der Welt bezwingen

Begeisterte Schlittler finden in der Jungfrau Region der Klassiker schlechthin: Big Pinterfritz, die längste Schlittelabfahrt der Welt. Von der First bei Grindelwald führt ein markierter Winterwanderweg in etwas mehr als zwei Stunden am Bachalpsee vorbei zum Faulhorn. Der wunderbare Ausblick auf die umliegende Berglandschaft sowie die bevorstehende Abfahrt entschädigen für die Strapazen des Aufstiegs. Nun heisst es Helm auf, die 15 Kilometer lange Abfahrt zurück nach Grindelwald.

jungfrauregion.swiss/winter



Wellness & Spa in der Ferienregion Interlaken

In der zertifizierten Wellness-Destination Interlaken ist Entspannung mit schönstem Panoramablick garantiert. Ob in sprudelndem Wasser am Thunersee oder in einem Holzernen Hotpot am Brienzsee – das Wellnessangebot im Berner Oberland ist vielseitig. Relaxe in einer Sauna mit Blick auf die verschneite Bergwelt oder verwöhne dich mit einer Peeling-Massage. Dein Immunsystem stärkst du im Dampfbad mit revitalisierenden Kräuterdämpfen. Bringe Körper, Geist und Seele in Balance. Pure Erholung zwischen Bergen und Seen erwartet dich.

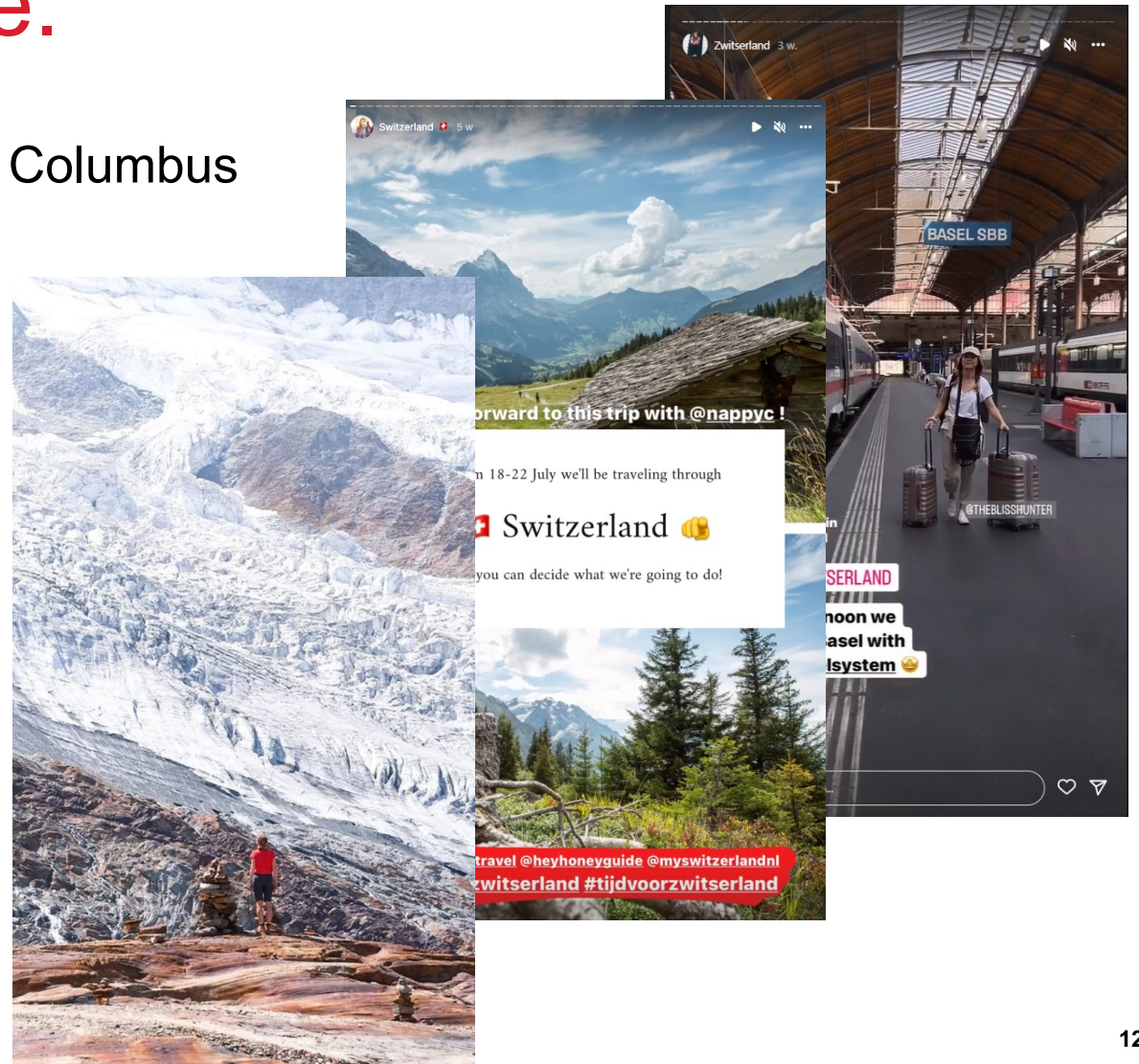
interlaken.ch/wellness



Switzerland.

ST BeNeLux - Time for Switzerland – Columbus Travel Magazine.

- Part of a cross-medial campaign together with Columbus Travel Magazine
- Print, online, social media, webinar, quiz
- Bern, Ticino, Valais



MICE Netherlands Networking Event.

- Swisstainable networking event.
- Date: 6th of October.
- Location: Zilt op de Pier (by the sea)
- Keynote Speaker: Gerrit Hiemstra (wellknown 20.00 o'clock news) about climate changes.
- Workshop with the Swiss partners.
- Dinner and at the end quiz.



Group press trips BeNeLux.



Switzerland.



Trailrunning in Wallis



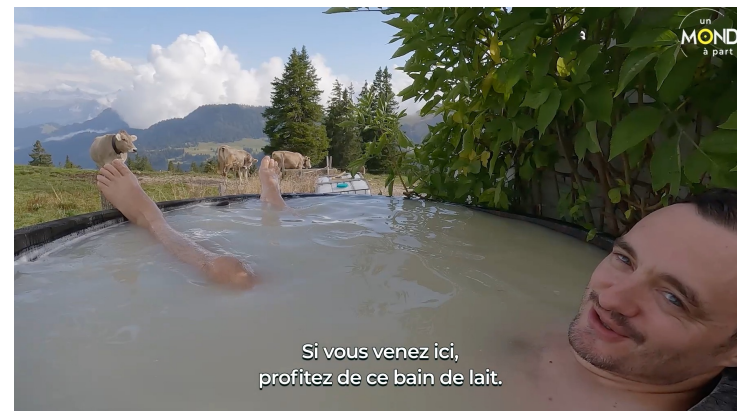
Trip to Lausanne & Lavaux



Switzerland.

Top Coverages.

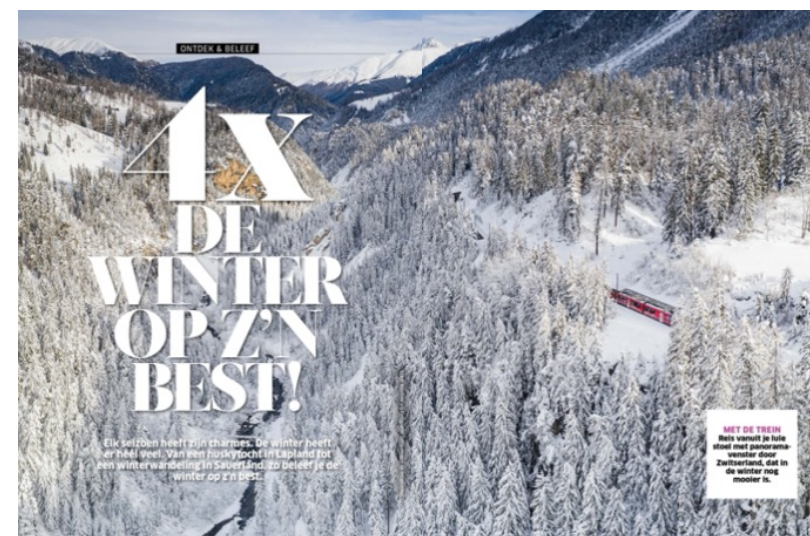
- RTBF - Une monde à part (BE)
- Kampioen – Rhätische Bahn (NL)
- De Zondag – Ticino (BE)
- Wandel Magazine – Basel (NL)



De industriestad aan de Rijn laten we doorgaans links liggen op onze route naar Zwitserland of Italië. Ten onrechte, want Albstadt-Großsessel is een juweel en de agglomeratie heeft de geïnteresseerde wandelaar veel groen en cultuur te bieden, tot over de landsgrenzen heen.

TEXST & FOTO'S JAN ERIK BURGER

Op weg naar de Zwitserse bergen is Basild de hotairballon hangaropvoert, of je nu met de auto of met de trein reist. Sachwgen vormen een grillig engels door een dichte agglomeratie. Snel hier maar bezoek blijkt dat zeer ten onrechte. Het kanton Basild-Saas is met een oppervlakte van 37 vierkante kilometer het allerkleinste kanton van Zwitserland, maar zijn belang overstijgt verre zijn omvang. In de stad





Switzerland.

Meetings: Belgium: Annual Networking Evening.

- Date: 18.10.2022
- Venue: brand new venue in Brussels: Sparks
- Theme: Swisstainable
- Key-note speaker: Melanie Delaplanche (Sustainable Effect):
"Empowering sustainable solutions for events"
- Guests : 30 corporate & association meeting planners
- Partners: 12





Switzerland.

Meetings: Belgium: Annual Networking Evening.

- Date: 19.10.2022
- Venue: Kattebroek in Dilbeek
- Theme: Swisstainable
- Key-note speaker: Bartel Dewulf (Zenses, chef of the national football teams) : "Sustainable catering for events"
- Interactive workshop with the partners
- Home made pesto with wild herbs workshop
- Guests: 32 from agencies and PCO's
- Partners: 12



Italy.



Switzerland.





Switzerland.

KAM: Virtual sales calls Travel Breaking News.

- Date: 5.10.2022
- What: Travel open Village virtual
- Focus: MySwitzerland Pro, Grand Train Tour and Cities
- Participants: 16 tour operator in slot of 20' from 10 am to 6 pm



SVIZZERA TURISMO

Home - Ricerca



SVIZZERA TURISMO

AZIENDA
Svizzera Turismo
Via Nomentana, 175
Roma RM
00161 IT



Switzerland.

KAM: TTG Rimini Fair.

- Dates: 12-14.10.2022
- What: Presence and distribution material in Adrastea Viaggi stand and dinner with partners.
- Launch of partnership cooperation with Assoviaggi Association (1'300 travel agents and to's in Italy)





Switzerland.

Digital: BLS/RHB - Repubblica.it/milano.

- Period: 3-30.10.2022
- What: Impact visual in Repubblica.it/milano, intro full screen devices
- Focus: Informing and inviting to visit Bern Region with BLS Trenino Verde delle Alpi and RHB Special Autumn offer
- Partners involved: BLS, RHB





Switzerland.

Digital: BLS/RHB – Milano Today.it + App.

- Period: 3-30.10.2022
- What: Native article in Milano Today, native box linked to the article, facebook post on @milanotoday, vertical prisma, banner in MilanoToday App
- Focus: Informing and inviting to visit Bern Region with BLS Trenino Verde delle Alpi and RHB Special Autumn offer
- Partners involved: BLS, RHB

Svizzera Turismo
10 ottobre 2022 09:20 Condividi

A ogni stagione il suo paesaggio: se è praticamente impossibile pensare all'estate senza immaginarsi lunghe spiagge dalla sabbia dorata bagnate da un mare cristallino, con l'autunno la nostra immaginazione si avventura in altri scenari.



Offerta d'autunno.
Solo 99 euro per due persone.
Scopri l'offerta!

I **cantoni svizzeri**, ad esempio, con le loro enormi vallate tinte dai colori caldi della stagione autunnale, con i loro massicci montuosi dalle

© Riproduzione riservata
Si parla di **area b**



Concediti un viaggio emozionante con i treni panoramici e scopri la bellezza autunnale della Svizzera

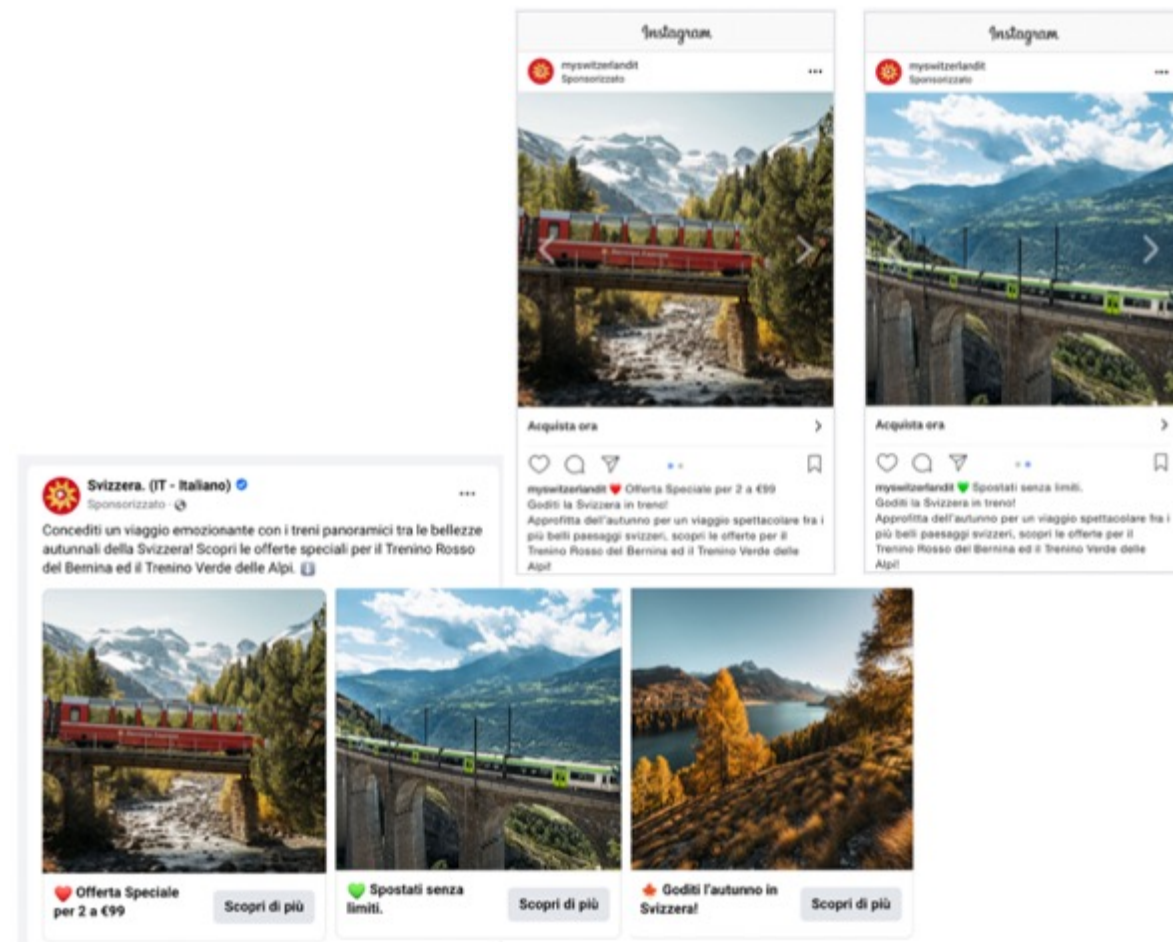




Switzerland.

Digital: BLS/RHB – Facebook + Instagram.

- Period: 29.9-30.10.2022
- What: 1 IG post and 1 FB post in feed and sponsored in @myswitzerlandit channel
- Focus: Informing and inviting to visit Bern Region with BLS Trenino Verde delle Alpi and RHB Special Autumn offer
- Partners involved: BLS, RHB



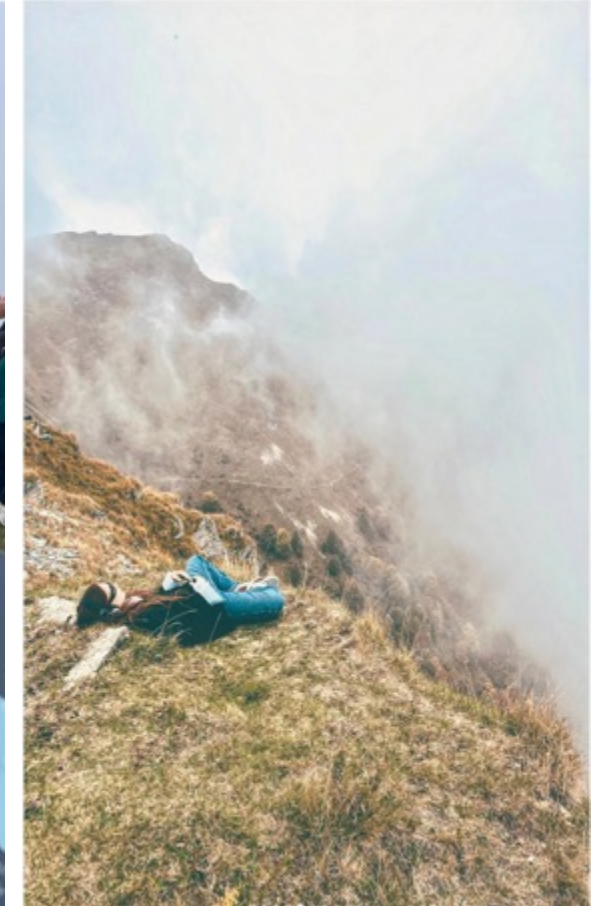
Campaigning & Activation: Dinner with Swiss Partners.

- Date: 27.9.2022
- What: Dinner with Swiss Ambassador Monika Schmutz, Swiss Consul Ugo Patroni Griffi, President of Festival del Cinema di Locarno Marco Solari and Euro deputy Silvia Costa



Campaigning & Activation: Team Building Hearst Digital in Ticino.

- Date: 4.10.2022
- What: Daily team building event at Monte Generoso
- Program: Train to Monte Generoso, Ecstatic Dance and lunch at Fiore di Pietra
- Participants: 52 digital content creators
- ST Italy in collaboration with Mendrisiotto Turismo



Campaigning & Activation: Shooting with Michelle Hunziker for winter campaign PROMOSVIZZERA.

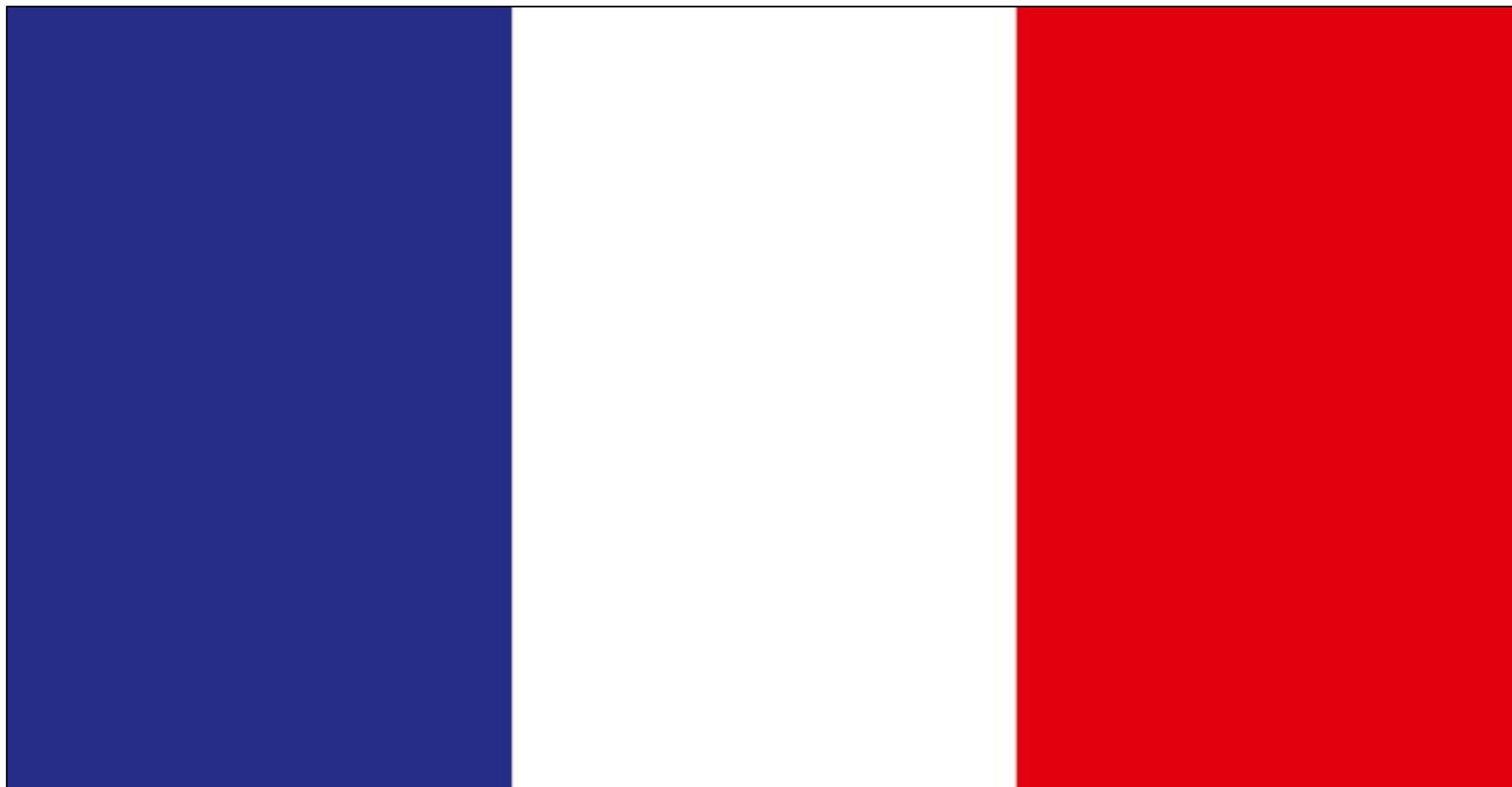
- Date: 12.10.2022
- What: Shooting in Station Centrale Milano and in Studio with Michelle Hunziker
- Production of winter campaign PROMOSVIZZERA in collaboration with Trenitalia/STS
- Partners involved: Bern, Basel, Lucerne, Lausanne, Montreux, STS, Trenitalia



France.



Switzerland.



Campaign activation – Key Partner Ticino.

Creation of a Landing Page on MyS.com promoting autumn in Ticino by highlighting the influencer trip TravelMeHappy

- Content push
 - Video of TravelMeHappy's trip
 - 10 autumn activities in Ticino
- Media campaign to generate traffic
 - Meta ads, boosted post, native/Outbrain
 - Social Media push on TravelMeHappy's pages

KPIs :

- 60'000 click – 20'000 visits





Switzerland.

Campaign activation – Key Partner Valais.

Bi-media campaign to promote autumn in the Valais

- Print
 - 2x 3 pages advertorial on Vivre Paris and Vivre Lyon. Autumn issue
 - + Social media post
- Digital
 - Awareness campaign : display banners on targeted platform
 - Performance campaign : native with outbrain

KPIs :

- 262.5K readers – 3M impressions – 56K clicks

Valais : un automne sous le soleil suisse

Que faire en Valais ? À trois petites heures de Lyon, cette grande échancrure alpine qui s'étire au sud de la Suisse est ensoleillée près de 300 jours par an. En automne, c'est un terrain de jeu sans fin pour les amateurs de sport, de patrimoine ou de gastronomie. Du grand glacier d'Aletsch aux vignobles surplombant Sion, en passant par le Cervin ou les Dents du Midi, voici une poignée d'expériences à vivre dans le canton du Valais, en attendant que l'hiver ne pointe son nez !

Texte
Lucas Lohargou
Photos
Voir mentions

Direction les sommets. Le Rhône qui traverse tout le Valais se faufile au pied de hauts montagnes. 45 sommets dépassent les 4000m d'altitude. 680 glaciers dévalent les pentes dont le grand glacier d'Aletsch qui coule sur 22km. C'est le plus grand des Alpes ! Il fait partie d'une région classée à l'UNESCO depuis 2001. Un itinéraire de randonnée écarlate est parsemé de grandioses. Pendant quatre jours, chaussures au pied, bâtons en main, on traverse des ponts suspendus, on pénètre dans la réserve naturelle de la forêt d'Aletsch, et on dort dans des chalets de montagne authentiques en plein coeur des montagnes. De l'autre côté du canton, au départ de la Région Dents du Midi, un tracé de 72km sillonne le massif de Chablais. Il relie Champéry au petit village lacustre de Saint-Gingolph en quatre jours. Les dénivelés sont épuisants et les journées de marche se terminent dans des refuges pleins d'âme, où l'on sent battre le pouls de la montagne. Mais pas besoin d'être aventurier au long cours pour profiter du Valais en automne. Dans la Gorge Alpine de Saas-Fee/Saastal, une via ferrata algue des câbles en acier, des échelles, des tyroliennes ou des ponts suspendus qui se balancent. Trois heures et demi d'effort suffisent pour arriver au bout de ce parcours sportif, en équilibre dans un milieu de rochers. Pissons garantis ! Apres tant de rudes, pause détente. La station de Loèche-les-Bains abrite les plus grands bains thermaux d'Europe. Que vous soyez en couple ou en famille, trois heures de barbotage dans les piscines extérieures, les bains à bulles et autres toboggans de cette destination thermale d'altitude vous remettront d'aplomb.

Mêler l'effort au réconfort
Le Valais est la plus grande région viticole de Suisse. En automne, les paysages changent de couleur. Les vignes revêtent des ocres et des bruns qui paraissent dorés sous les rayons du soleil. Le domaine des Celliers de Sion se visite facilement sur des vélos électriques. Une application mobile permet d'être en autonomie entre les parcelles d'Humagne, de Petite Arvine ou de Pinot Gris plantées en terrasses, en surplomb de la vallée du Rhône. Juste en face, à Thyon, c'est aussi en e-bike que l'on pédale à travers les pâturages, pour un tour gourmand dans le Val d'Hérens. Dans la roue d'un guide qui consulte cette vallée par

La Région Dents du Midi

La station de Loèche-les-Bains

Tour gourmand à Thyon, dans le Val d'Hérens

45 sommets dépassent 4000 m d'altitude dans les Alpes valaisannes

125

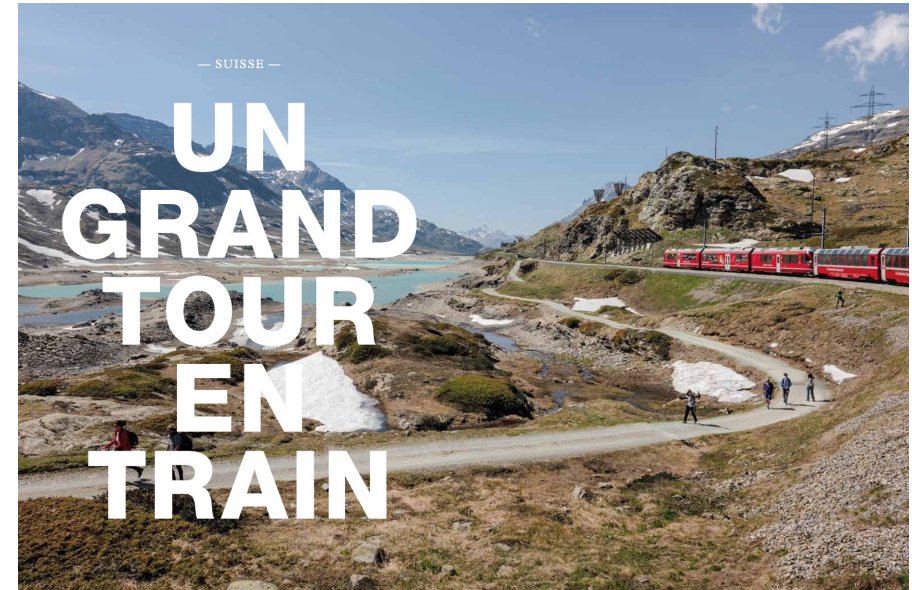


Switzerland.

Campaign Activation - Grand Train Tour of Switzerland.

Collaboration with AR magazine to promote the Grand Train Tour of Switzerland.

- One journalist and one photographer travelled along the GTToS in May 2022.
- Print and online articles published in the October issue.
- **Podcast Swiss Express**: 4 episodes available on Apple Podcast, Spotify, Deezer and Google Podcast.
 - Episode 1 – 3.10 À bord du MOB GoldenPass
 - Episode 2 – 25.10 Luzern-Interlaken Express and Jungfraujoch
 - Episode 3 and 4 will follow in the next weeks





Switzerland.

KMM – Group media trip.

Swiss cities group media trip.

- Date: From the 3rd to the 6th October.
- Participants: 4 culture and lifestyle medias.
- Genève, Lausanne and Berne
- Museums, city walk tours, culture, Swiss products, gastronomy, lifestyle addresses.



SCIB - Workshop.

Target : agencies + corporate

Date : October 17th

Venue: Le 3ème Cercle

Number of participants: 28

- Organization of a workshop before the cocktail-mix activity
- Great success for our clients and partners (Genève, Sandoz Hotels, Villars les Diablerets, Andermatt, Lausanne, Bâle represented by Dorint Hotels, Davos, Lausanne)



SCIB – 8th Suisse Cocktail Mix-Challenge.

Target : agencies

Date : October 17th

Venue: Le 3ème Cercle

Number of participants: 35 (7 teams)

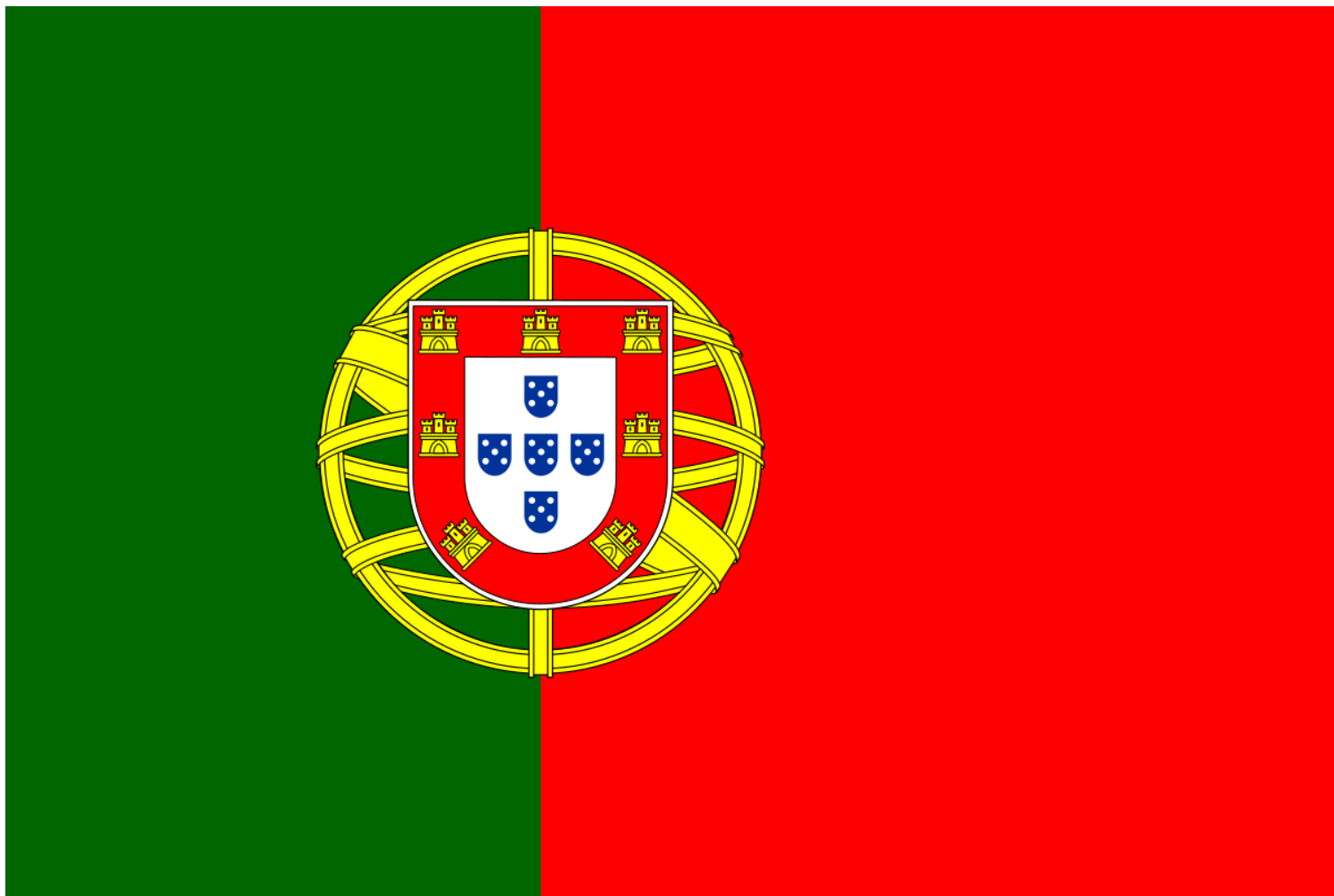
- First time that this event took place again since 2019 (Covid)
- Great feedbacks from the participants and partners
 - Fun activity that allows everyone to participate and learn more about the different regions
- Good venue with Swiss food



Portugal.



Switzerland.





Switzerland.

KAM: Sales campaign with TO Catai.

- Sales campaign to promote Christmas markets with a leading Spanish TO with offices in Portugal.
- The campaign promoted Christmas markets in Montreux and Basel, focusing on a period with two Portuguese public holidays.
- The collaboration includes:
 - Offer of 2 Christmas markets products
 - Display campaign on their website
 - B2B Newsletter to 1.6K travel agencies
 - B2C Newsletter to 40K clients
 - 14" spot on digital totems in all B the travel agencies
 - 3 SoMe posts on Facebook 16'000 followers
 - Event with presentation by ST to 45 agents



Timing: October 2022



Marketing contacts: 1'250'000 | Room nights: TBC



Switzerland.

C&A: Advertorial @Time Out Portugal.

- «Time Out» is a global high-quality print and digital magazine focused on culture and gastronomy. There are two Portuguese editions: Time Out Lisbon and Time Out Porto.
- We organized a print and digital advertorial about the Christmas markets in Basel and Zurich. It also included 2 posts on Time Out Lisbon's social media channels.



Timing: October 2022



Marketing contacts: 2'112'000

Time Out & Suíça Turismo

Viagem até ao Natal encantado

Com o fim do Verão, já só pensamos em sacudir o pó às decorações de Natal. Já sabe como vai viver a época mais bonita do ano? Nós temos uma ideia: uma escapadinha natalícia pelos mercados de Natal de Zurique e Basileia, na Suíça.

ONDE COMER?
O Kottenhof foca-se em pratos tradicionais e tem quadras originais de Picasso ou Miró. Também a não perder: o prato típico de fundido de queijo que pode provar em vários restaurantes. → **Basileia:** 4 (Durant), Seg-Dom, 12.00-00.00. kottenhof.com

ONDE DORMIR?
O HOTEL NOEL é um pop-up natalício que dispõe de 10 quartos em 10 hotéis espalhados pela cidade, decorados por artistas para um ambiente natalício único. → 26 Nov-26 Dez. www.noenhotels.com

O QUE FAZER?
300 convidados fazem as melhores vendas de Pin Natal mergulham nas águas geladas do rio Limmat. As vendas do Pin Natal decoram a cidade.

Com as montanhas e o lago a refletir as paisagens, Zurique vale a pena visitar – especialmente quando está recheado de neve e de mercados de Natal. No total, há seis mercados cheios de luzes e bonicas decoradas e ainda o Frau Gerold's Winter Garden, um grande jardim de Natal com salões, balcoões e laranças para aquecer mãos e pés. Espere três dos mais incríveis mercados de Natal – e se precisar de mais sugestões, é só visitar timeout.pt.

Sechselautenplatz
24 Nov - 23 Dez
Junto ao lago de Zurique e em frente à Opera House, este mercado, conhecido como Zurich Christmas Village, é um dos mais visitados em todo o país. Com mais de 100 bancas e milhares de luzes ou prova

Werdm
20 Nov
Neste mercado além das tradicionais luzes de Natal, há um registo se clássico

Münste
24 Nov
Entre as igrejas de Natal de Natal tão espas de gastrin

ZURIQUE

Viagem ao Natal encantado

A descoberta dos melhores mercados de Natal na Suíça

Com o fim do Verão, já só pensamos em sacudir o pó de decorações de Natal, vestir as tradicionais luminárias e preparar um doze de reis se enchermos de baos. E qual é melhor momento de viajar e tempo até chegar a tempo de 24 de Dezembro? Prepare uma escapadinha natalícia para si com a companhia de uma amiga ou amiga. A Suíça, o primeiro país no norte de Europa que faz fronteiras com a Alemanha, França, Itália, Áustria e Luxemburgo, é a melhor opção para quem quer viajar de avião, mas é especialmente mágico durante a estação. O país, com o seu rico património de tradições, é palco de alguns dos mais belos mercados de Natal de Europa. Baseiamos-nos em produtos locais, mercados tradicionais e igrejas barrocas para criar um verdadeiro Natal sob os signos das estrelas e do céu estrelado, desde mercados que atraem milhares de visitantes todos os anos.

Escapadinha a Zurich
Com luzes e Natal pitoresco de Natal, Zurich oferece alguns dos melhores mercados de Natal da Europa.

Escapadinha a Basileia
Para celebrar o Natal em um dos melhores mercados de Natal da Europa.

Deixe-se inspirar

Time Out

Viva um Natal encantado na Suíça

Spain.



Switzerland.



Switzerland.

KMM: Basel media event in Barcelona.

- Special media lunch with top Spanish journalists with focus on Christmas markets and the cultural offer of Basel
- Journalists had the opportunity to make their own Leckerly
- After the event, three interviews were arranged with different radios and future media trips before the end of the year



Timing: 4th October 2022
Media contacts: 11 journalists



Switzerland.

KMM: Zurich Tourism @ Radio Marca.

- A special monographic about Zurich was recorded at Paralelo 20, the leader travel program of Radio Marca, one of the most famous for football lovers in Spain and the Americas
- Posts on SoMe and a newsletter will be sent by the radio



Timing: 20.10.2022

Marketing contacts: 84'600



Switzerland.

KAM: Workshop in Bilbao with CEAV.

- Trade event organized by the Spanish Confederation of travel Agencies (CEAV) in Bilbao
- From the 50 exhibitors, there were 6 international travel destinations
- ST Barcelona met around 40 TA/TO from the Basque country in order to increase their Swiss products



Timing: October 2022

Marketing contacts: 100 travel agents

KAM: Zurich Sales Call @ B The Travel Brand.



Switzerland.

- Selected travel agents attended a presentation by Zurich Tourismus at the Premium travel Shop B Travel in Barcelona
- The focus was the cultural offer of the city and the wide offer on Christmas markets



Timing: October 2022

Marketing contacts: 20 travel agencies

Nature Spa @ City Confidential.



Switzerland.

- Exclusive activity to promote Nature Spa at City Confidential, a creative online magazine for a community of over 180'000 female urbanites.
- The promotion included:
 - Dedicated emailing to their community
 - Social Media posts in their Instagram and Facebook
- Link to the full article



Timing: October 2022

Marketing contacts: 469' 325

city confidential.



5 escapadas secretas
para reenergizarte en Suiza

¿Cuándo es el cambio de hora? ¿Perdemos o ganamos una hora? Olvídate de lo que pasará en dos semanas. Olvídate del reloj. Hemos encontrado **5 escapadas al país de Heidi** para que la única hora que cuente, sea la hora de meterte en una sauna flotante, servirte un vino desde una bañera burbujeante con vistas a las montañas, o comerte la *fondue* más rica de tu vida. Te hemos hecho el plan, para que tú solo tengas que reservar. ¡Volvemos a Suiza! [\(si quieres ver más planes de desconexión, pincha aquí\).](#)

1. La bañera-barca. ¿Te imaginas ir dentro de una bañera de agua calentita mientras te arrastra suavemente la corriente? Pues en el lago Brienzensee tienen esta peculiar atracción. Te metes tan tranquilo y vas lago abajo mientras tu cuerpo se relaja y disfrutas de las vistas.

Qué hacer después: visita las cataratas de Giessbach, son impresionantes y perfectas para hacerte unas fotitos chulas.

[Para más info, pincha aquí.](#)



5. Burbujas y vistas. Una jacuzzi con vistas a la montaña y una botella de vino. No necesitas nada más.

Qué hacer después: ir a visitar la Abbey Library of Saint Gall, una librería roccó que es un alucine.

[Para más info, pincha aquí.](#)



Desliza aquí, para hacer *match* entre una de estas actividades *relaxing* y el resto de tu viaje; ya vayas a hacer deportes en la naturaleza, en modo *culturasion* o de urbanita a descubrir ciudades.

¿Planeando una escapada? [Reenvíale este plan a tus acompañantes.](#)

Este es un Plan Cómplice y relajao de City Confidential con [Turismo de Suiza](#).

Parajes fascinantes, pueblitos de cuento y enclaves preciosos para entregar tu cuerpo y mente al relax

DESCUBRE SUIZA

DESCUBRIR SUIZA > REENVIAR A UN AMIGO >

@ f p v

Email enviado a [EMAIL_TO] | [Darse de baja](#) | [Contactarnos](#)

Apíntate a City Confidential para recibir por lo bajini planes insólitos, rincones secretos e ideas que cambian dos veces por semana en tu bición. ¡Juramos por nuestra madre que no mandamos spam, guardamos tu email como oro en paño y no nos pagan ni un duro por los planes editoriales (échale un ojo a [nuestro manifiesto](#)).

Nature Spa @ Cuerpamente.



Switzerland.

- 2 pages advertorial to promote the campaign of Nature Spa in Cuerpamente, a niche magazine for health and natural food lovers
- Link to the full article

SUIZA

NATURALEZA EN ESTADO PURO

En otoño, Suiza te ofrece increíbles experiencias en medio de bosques, lagos y montañas. Relájate y desconecta en auténticos balnearios naturales.



Reconexión con la naturaleza. En otoño y en invierno, estaciones sumamente hermosas en el país helvético, Suiza Turismo te ofrece propuestas únicas para hallar la tranquilidad y el silencio entre increíbles paisajes, montañas y lagos. Las Experiencias Nature Spa ofrecen 50 actividades tan innovadoras como relajantes, divididas entre 4 tipologías

distintas en plena naturaleza: bañeras de hidromasaje, saunas, yoga y baños forestales. ¿Quieres bañarte en el bosque, relajarte en una bañera de hidromasaje con vistas a los Alpes, darte un baño de hielo en el frío lago de montaña o navegar por el lago en un barco sauna? Puedes elegir la experiencia de bañera de hidromasaje en distintos lugares del país: en una típica y acogedora casa del Tesino, también una experiencia balnearia celestial en el cantón de Turgovia o en medio de la idílica naturaleza de Appenzel (con vistas al Alpestein), así como en el pueblo iglú Davos Klosters situado en la zona de esquí de Parsenn. Si prefieres la experiencia de sauna en la naturaleza, puedes visitar, entre otras opciones, un barco sauna en el lago de Biel o en el lago de Zürich, una góndola sauna en Vitznau o un baño de hielo en Arosa. Hay retiros de yoga y meditación en el corazón de la Engadina, en

Ovronnaz y Veysonnaz, y SUP o yoga en el Stand Up Paddle en Locarno y en el lago Bettmer. Estar completamente inmerso en la naturaleza es lo que proponen los baños forestales en Unterseen, Gargantas de Breggia, en el remoto Hifferrnthal, en Les Mélèzes... En los bosques de Champfèr se puede vivir esta experiencia junto con las cabras, donde se avivan todos los sentidos y se encuentra la tranquilidad. Auténticos balnearios naturales con las mejores experiencias para que puedas desconectar, relajarte y disfrutar del colorido otoño suizo.

Más información



MySwitzerland.com/NatureSpa



Baño caliente en el Brienzensee Mitad barco, mitad bañera: eso es el Hot Tug. ¿Qué puede ser más relajante en los meses de invierno que un burbujeante bañera de hidromasaje a 38°, deslizándose por el frío lago Brienzensee mientras los copos de nieve se derriten en frente, es algo para recordar siempre. ¡Los baños de invierno nunca han sido tan cool!

Yoga en el valle de la Engadina Cuatro amplias plataformas de yoga de madera en la ladera bajo el Grand Hotel Kronenhof de Pontresina, en medio de las montañas de la Engadina, ofrecen un entorno espectacular para realizar sesiones de yoga energéticas y relajantes. El glaciar Roseg a lo lejos y el suave murmullo del arroyo cercano ayudan a crear un ambiente único y especial.

Barco sauna en Lucerna Sauna encendida, vida cotidiana apagada. Casi ningún otro barco perturba la paz y la belleza de la naturaleza, como el barco sauna en el lago de Lucerna. Una experiencia privada que permite navegar sin licencia durante cuatro horas y con una sauna para entre dos y seis personas que puede calentarse a 90° grados gracias a una estufa de leña.

PUBLIRREPORTAJE



Timing: October 2022
Marketing contacts: 152'448

UK/Ireland.

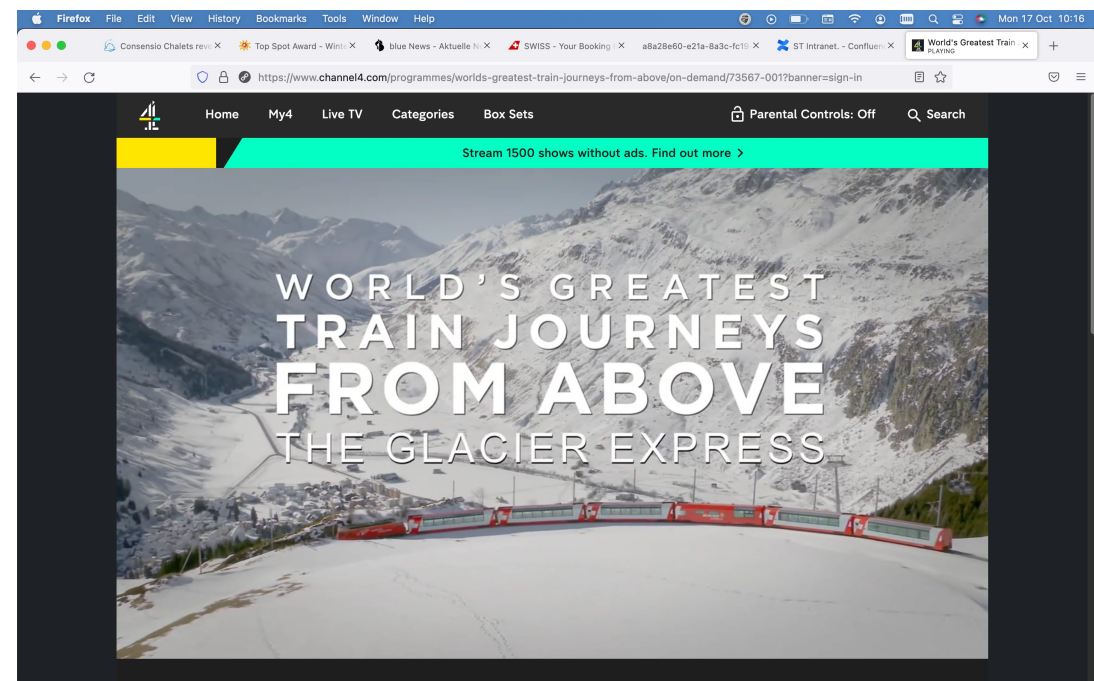




Switzerland.

Glacier Express in Winter on Channel 4.

- ‘World’s greatest train journeys from above’
- 16 October, 7pm prime time on UK’s Channel 4
- 45 minutes about the Glacier Express in winter, including behind-the-scenes coverage
- Shot in January, supported by ST
- Immediate results in bookings at UK-based tour operators incl. STC





Switzerland.

'Fantastic Friends' x HBO.

- Filming in Switzerland for the second season of this part adventure travel, part magic-infused challenge series
- Starring the twins from 'Harry Potter' and guest presenter Tom Hopper
- Six episodes
- Grindelwald / Jungfrau Region / Andermatt
- To be broadcast in 2023





Switzerland.

Living Golf x CNN International.

- Monthly half-hour episode that airs globally on CNN International
- Looks at the latest news, features and travel in the world of golf
- Filming in Switzerland
 - Crans-sur-Sierre golf course (Crans-Montana)
 - Hornussen in Höchstetten (Emmental Region)
 - Valais Wine from around Crans-Montana
- Aired in September 2022



Living Golf x CNN International.



Switzerland.

Play Video

Note to the recipient:

Crans-sur-Sierre golf course (Crans-Montana) minute 1:12-11:30

Hornussen in Höchstetten (Emmental Region) minute 11:30-15:30

Valais Wine from around Crans-Montana minute 15:30-18:10



Switzerland.

Winter Promotion with Red Bull.

- Print (Red Bulletin) & digital (incl. social media)
- 4-page print advertorial
- Switzerland Winter Hub on redbull.com
- Total predicted KPI's – 15mio
- 3.3mio uniques on redbulletin.com/mth
- Ave dwell time: 2m43s / social media audience: 5.35mio
- Print: 1.3m reach per issue
- 11th October distribution and go live





Switzerland.

Winter Promotion with The Sunday Times.

- Print & digital (incl. traffic drivers)
- Premium native online article per partner (Lucerne and Hotels)
- Front page strip on the Sunday Times Winter Special + additional traffic drivers & social media amplification to push views
- Distribution of ST 2022 winter brochure, 50k copies on 16th October
- KPI's: 17.2m reach (30% of UK adults)
1.4m av. monthly unique views (2022)



North America.





Switzerland.

NA Workshop – Valais Matterhorn Region.

- Oct. 10-14, 2022
- Brig as hub for buyers, Leukerbad, Saas Fee and Fiesch/Aletsch Arena were workshop destinations
- Combination of workshop and destination tours
- Buyers experienced a new destination every day, Suppliers stayed in the same destination
- 36 tables with 59 Suppliers



NA Workshop – Valais Matterhorn Region.



SCIB NA: IMEX America 11 – 13 October 2022.



Switzerland.

- Mandalay Bay, Las Vegas
- Largest trade show in NA for Business Events
 - 11th edition
- 12,000 participants (8,605 in 2021)
 - +45% overall vs 2021
- 4,000 buyers
 - 3,300 attended the hosted buyer program
- 12 Swiss Partners on Swiss booth
 - Over 150 appointments on the Swiss booth
- RF was a hit!



SCIB NA: Carried Out Event.

- October 1 – 4, 2022, 5000 pax
- 15,000 overnights
- Hallenstadion
- Agency: Towerhouse Experience
Production
- Client: IM Beyond
- Industry: Crypto Currency
- Moved from Dubai to ZRH in 2 mts
- Organizers feedback: ‘The event for the client was highly successful and went very smoothly’

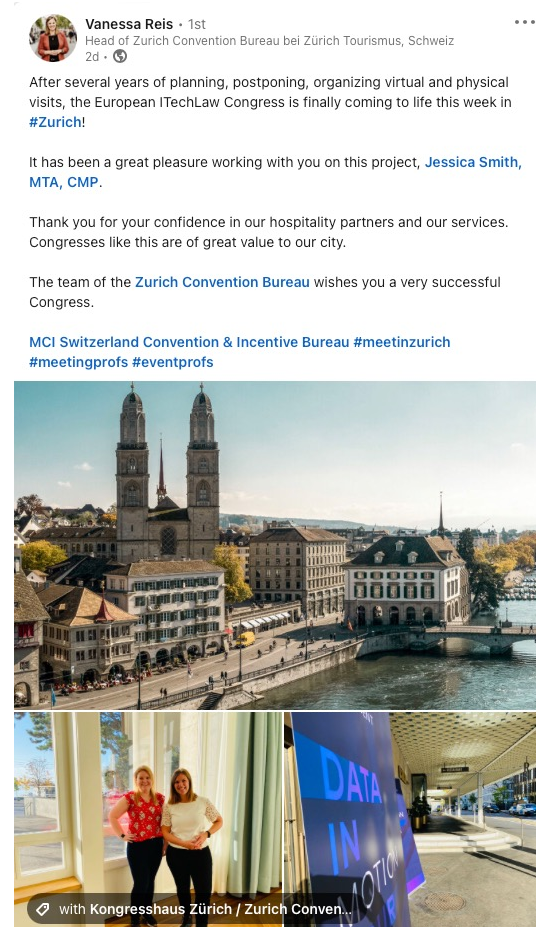


The image shows a digital event page for 'IM BEYOND ZÜRICH' held from October 1-4, 2022. The page features a dark blue header with the event title in large, bold letters. Below the title, there are navigation icons for 'Event Schedule', 'Speakers', 'Event Information', 'Entry Rules', and 'Hotel'. The main content area is titled 'EVENT SCHEDULE' and lists the dates and activities for each day: October 1 (Registration Day), October 2 (Registration AND Go Live Day), October 3 (Beyond Day 1), and October 4 (Beyond Day 2). The location is specified as Hallenstadion, Wallisellenstrasse 45, 8050 Zürich, Switzerland.

October 1	October 2	October 3	October 4
Registration Day	Registration AND Go Live Day	Beyond Day 1	Beyond Day 2
Check-In for IM Beyond	Check-In for IM Beyond (if you didn't on Oct 1)	Beyond Day 1 10 am - 6 pm	Beyond Day 2 10 am - 6 pm

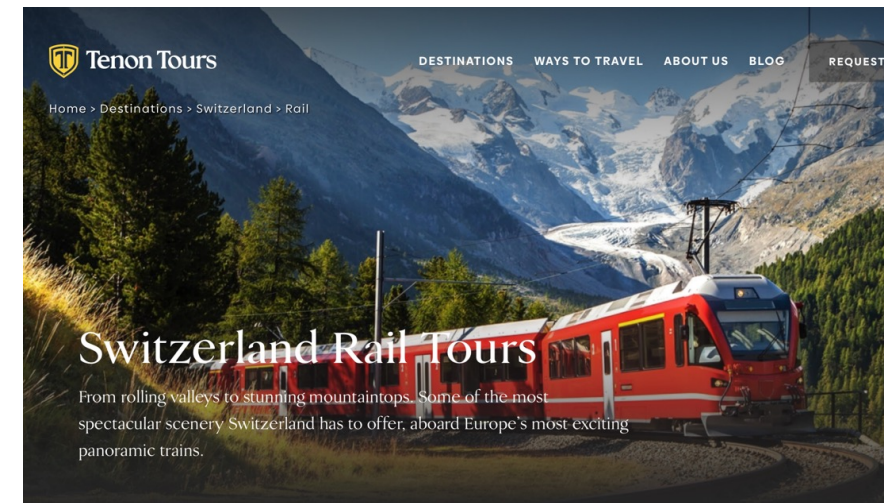
SCIB NA: Confirmed Conference.

- October 17 - 21, 2022, 400 pax
- 1,600 overnight
- Kongresshaus Zurich
- Agency: MCI Group
- Client: ITechLaw
- Industry: Technology Law
- Planning time:
 - 2016: First discussion
 - 2017: Corporate Trip & Site Inspection to ZRH/Arosa
 - 2018: Considered Buergenstock/The Circle
 - 2019: Confirmed Kongresshaus for 2021
 - 2021: COVID-19
 - 2022: Event finally taking place



ST & STS joint marketing with STC and RE.

- Marketing plans with selected priority accounts
- **Road Scholar (with Rail Europe)**
Features 3 Switzerland Rail and hiking tours
E-mailing to 150K qualified customers database
- **Tenon Tours (with STC)**
Promote the new Switzerland Rail website
E-mail blast and Google/Facebook Ads
Upgrade 1st cl. Swiss Travel Pass
- **Goals: Generate early bookings for 2023 tours**
Position Switzerland by Rail as a priority travel style
Expand product portfolio with future rail itineraries





Switzerland.

Media Top Result: SNOW Magazine.

- SNOW Magazine, www.thesnowmag.com
- Journalist: Andrew Findlay
- Title: If You Built It
- Date: Winter 22/23
- Circulation: 120'000
- Featured: Jungfrau Region, Jungfrau Railways, Arosa, Chäserrugg, Zermatt, Chur, Vals, Monthey, Grindelwald.



Media Top Result: Arch Daily.

- www.archdaily.com
- Journalist: Julia Josen
- Title: Paul Clemence Captures BIG's Hôtel des Horlogers in Le Brassus, Switzerland
- Date: September 12th 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 Josen

September 12, 2022

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

Share

Save

Media Top Result: Wall Street Journal.



Switzerland.

- Wall Street Journal, www.wjs.com
- Journalist: Laura Jacobs
- Title: 'Threads of Power: Lace From the Textilmuseum St. Gallen' Review: Webs of Influence
- Date: October 19, 2022
- Online contacts: 26'646'843 uvpm
- Circulation: 1'180'498
- Featured: Textilmuseum St. Gallen



BOOKS & ARTS | ART REVIEW

'Threads of Power: Lace From the Textilmuseum St. Gallen' Review: Webs of Influence

The Bard Graduate Center's exhibition of lace shows the development of the textile art from 17th-century ruffs to contemporary couture.



Installation view of 'Threads of Power: Lace from the Textilmuseum St. Gallen'
PHOTO: DA PING LUO/BARD GRADUATE CENTER

Brazil.



Switzerland.



KAM: WHITE SALES CALLS 2022.

October 03-05, 2022

- Customized agenda of meetings and trainings events in São Paulo with Roberta Panella from Kulm St Moritz e Kronenhof Pontresina.





Switzerland.

KAM: ONLINE TRAININGS.

October 04 and 11, 2022

- Online training presentations:
 - Oct 04: Orienter Travel
 - Youtube Live with 200 agents in attendance
 - Special partnership with St Moritz Tourism
 - 868 views as of Oct 24:
<https://www.youtube.com/channel/UC514aH8C4PXiVaaWRUAf02A>
 - Oct 11: Primetour
 - Special presentation regarding Primetour attendance at Brazil Workshop in Zurich with focus on their impressions of the event and post Convention tour

YouTube BR

Search

OTT TOUR & TRAVEL

St. Moritz TOP OF THE WORLD

FACEBOOK ORINTER

INSTAGRAM @ORINTERTT

SPOTIFY MOMENTO ORINTER

TELEGRAM ORINTERTT

MARKETING

Mara Aristeu Pezoso está apresentando

Suíça.

7:42 / 1:03:54

De Frente com o Especialista - St. Moritz, Suíça

868 views • Streamed live on 6 Oct 2022

107 DISLIKE SHARE SAVE

Orinter Tour & Travel
4.57K subscribers

SUBSCRIBE

KAM: FENIX Retreat 2022.

October 18-21, 2022

- Switzerland Tourism was the main sponsor for the 3rd edition of Fenix Retreat.
- Regeria Pinheiro's mentorship event held in Peninsula do Maraú, Bahia.
- Network opportunity with a selected group of 16 travel agents from across the country.
- 60-min Workshop session focusing on **Sustainable & Responsible travel (Swisstainable presentation)**
 - Workshop activity & competition: Best proposal of sustainable actions to be implemented in the travel agency business;
 - 2 winners: Switzerland famtrip - sustainable itinerary 2023;





Switzerland.

KAM/Digital Newsletter: 7132 Hotel.

> TREINAMENTO ONLINE FALE CONOSCO > TRADE CORNER

- **Highlight:** 7132 Hotel
- **02nd sending:** Oct 13rd
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 25.20%
- **Link newsletter:**

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



© 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



Switzerland.

SCIB: Study Trip – Wedding Destination.

Oct, 1st – 7th.

- International study trip focused on destination wedding.
- Media trip in Ticino and Luzern region.
- Two (2) Brazilians **Wedding Planners** participated in the trip.
- ST support: Flights, STP, overnight and program.





Switzerland.

KMM: Media Trip – Health Tourism.

Oct, 10th – 16th.

- International media trip focused on health tourism.
- Two (2) Brazilians journalists participated in the trip.
- **Exame Magazine:** 65k copies and digital
- **The Traveller Magazine:** 15k copies and digital
- ST support: Flights, STP, overnights and program



KMM: Media Trip Robb Report and Top Magazine.

Oct, 12th to 16th

- Media trip combined with Victorinox - celebrating 125 years of SAK
- **Robb Report:** 20k copies and digital.
- **Top Magazine:** 40k copies and digital
- Segmentation: Attractions tourer and luxury.
- ST support: flights, STP, overnights and program during 4 days – after that 3 overnights covered by Victorinox.





Switzerland.

KMM: Media Return. Globo television – Esporte Espetacular.

Oct, 8th and 16th

- Media trip organized in June, 2022 - 2 episodes already delivered: Lucerne and Jungfrau region.
- Audience: 50MIO

LINK





Switzerland.

KMM: Media return. The President.

October

- The President Magazine – 3 pages about Switzerland.
- 12k copies
- Audience: AAA
- Coverage: Luxury

THE PRESIDENT Turismo



Atmosfera alpina com toques orientais no The Chedi Andermatt se reflete na arquitetura e também na gastronomia, aos pés do circuito SkiArena



Um spa completo de 2.400 metros quadrados guarda 12 salas de tratamento, piscina *indoor*, sauna e *fitness center*. O rol de tratamentos inclui aromaterapia, massagens para o corpo e rosto, rituais detox e tratamentos de beleza.

Se o seu tipo de relaxamento é outro, The Chedi conta com um acervo de mais de 900 charutos de 15 países diferentes, na Cigar Library. Logo ao lado, a Wine Library oferece uma seleção de rótulos dos melhores *terroirs* do planeta.

No Chedi, você viaja por diferentes influências gastronômicas bastando para isso atravessar um salão. De um lado, a gastronomia europeia. Do outro, a experiência com

traços asiáticos. O Japão se faz presente dentro e fora do hotel. The Japanese Restaurant oferece opções de menu fechado de quatro, cinco ou seis cursos ou opções à la carte. Vale também apreciar o The Japanese by The Chedi Andermatt, o restaurante japonês mais alto da suíça, a 2.300 metros de altitude.

Para arrematar a noite – e a hospedagem –, The Bar and Living Room oferece um ambiente mais animado, com uma carta de drinques criativos. Boa parte das criações fornece um gráfico que apresenta os traços de paladar que cada coquetel oferece: umami, frutado, doce, azedo e amargo. ■

Thank you.



Switzerland.