

International.



Switzerland.





Switzerland.

Young Leaders Conference 2022.

Excursion on Mount Rigi – 17 November 2022.

- Annual Young Leaders Conference organized by American-Swiss Foundation
- 48 participants from USA & CH: Annika Grünig represented ST
- Sponsored by Zurich Insurance
- Excursion offered by ST on Mount Rigi ... one of the highlight of the week and exchange in Switzerland.





Switzerland.

ST Health Travel sales calls and events @ SGE/EDA Swiss Days in Tashkent, Uzbekistan.

- 16 – 23 November
- 17.11. ST Health travel presentation
- 24 visitors: medical officials, clinics, doctors, luxury travel agents, VIP individuals
- Invited guest speaker Mr. Andrej Reljic from Merian Iselin Clinic
- Networking Ambassador's reception, 95 guests
- 8 ST individual sales calls (1 media)



EXIT

USZ – Университетский Госпиталь Цюриха. Медицинские достижения.



USZ
Universität
Zürich

Новый амбулаторный центр в аэропорту Цюриха

Высочайший уровень экспертизы и хайтек медицинское оборудование



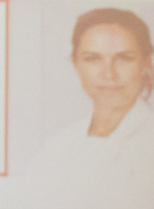
- 2022: Мировая премьера в Университетском госпитале Цюриха: печень донора прошла лечение вне тела человека в специальной машине и через три дня орган был успешно трансплантирован онко-пациенту (на сегодня пациент чувствует себя хорошо)
- 2021: успешно проведена 500я операция по трансплантации сердца



- Профессор Dittmer, дерматолог
- Наиболее цитируемый в мире швейцарский специалист
«Рак кожи: предоперационная иммунотерапия повышает вероятность благоприятного результата лечения заболевания»

- Профессор Доктор медицины Isabelle Schmitt-Optiz

- Директор отделения торакальной хирургии
- Глава Онкологического центра USZ специализация: легкие и грудной клетки отделения







Switzerland.

SCIB – IBTM World Barcelona

29 November – 01 December 2022.

ibtm® WORLD

29th Nov - 1st Dec 2022

Barcelona, Spain

www.ibtmworld.com

- B2B trade show, prescheduled 1:1 meetings
- 7'000+ hosted buyers and exhibitors from all over the world (31'000 meetings)
- 32 Swiss Partners and 9 Scibbies at the SCIB booth
- Raclette and other Swiss specialties were served during the three days of the show
- Swiss breakfast with 30 clients



Markets East.

Germany.



Switzerland.



Switzerland.

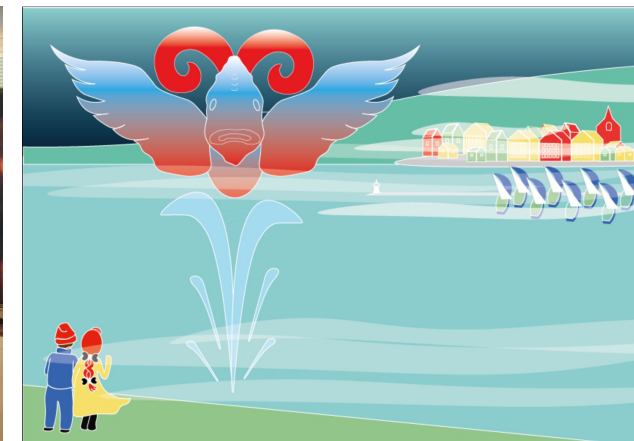
KMM: Group media trip “Chocolate”.

- Group press trip in cooperation with the association ChocoSuisse
- Topics: Lindt (production), Taucherli (bean 2 bar), Halba (sustainability), Camille Bloch (family brand), Cailler (history), Vevey (chocolate city walk)
- Date: November 16th – 20th
- 10 top journalists from Germany (>40 registrations!)



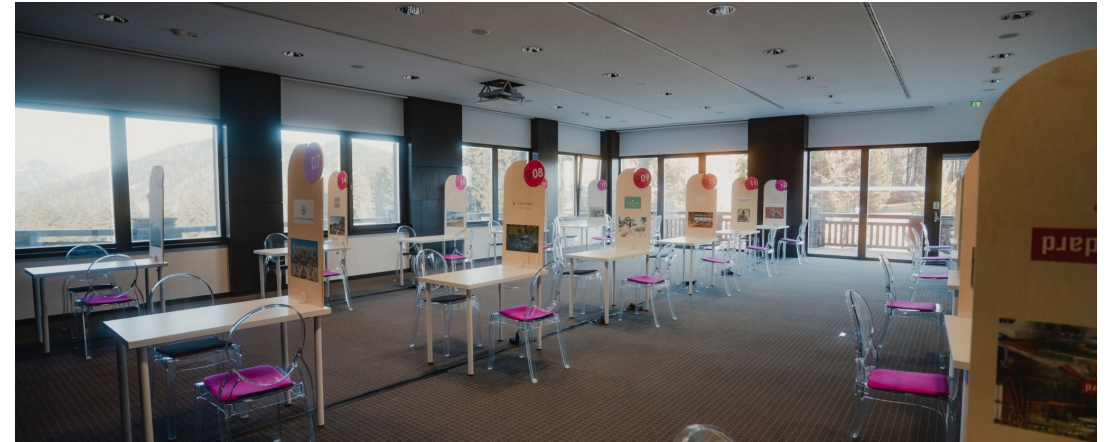
KMM: Swiss Cities Event Berlin, 10.11.2022.

- ST and the Swiss Cities invited Media representatives from Berlin to a media dinner on a boat
- 32 participants joined the dinner
- ST led through the evening with an invented fairytale about the «water ghost of Switzerland»
- Bern, Luzern, Lugano, Winterthur, Zürich, Lausanne and Basel presented their (water-)highlights as protagonists in the fairytale



SCIB: loop MICE.

- Date: 17.11. - 19.11.2022
- Location: Tyrol (Austria)
- B2B MICE event in luxury tourism
- Connects professionals with top-quality MICE buyers from the German speaking market
- In total 34 appointments





Switzerland.

KAM: Grisons in Stuttgart and Frankfurt.

- Date: 28. – 30.11.2022
- Sales calls and trade events in middle and south Germany
- Partner: GRF (Arosa Lenzerheide, Engadin and Davos Klosters)

- Sales calls with several tour operators for winter sport vacation.
- Two trade events in Stuttgart and Frankfurt with 25 travel agents each.





Switzerland.

KAM: DER Touristik Campus Urlaubsticker Seminar evening.

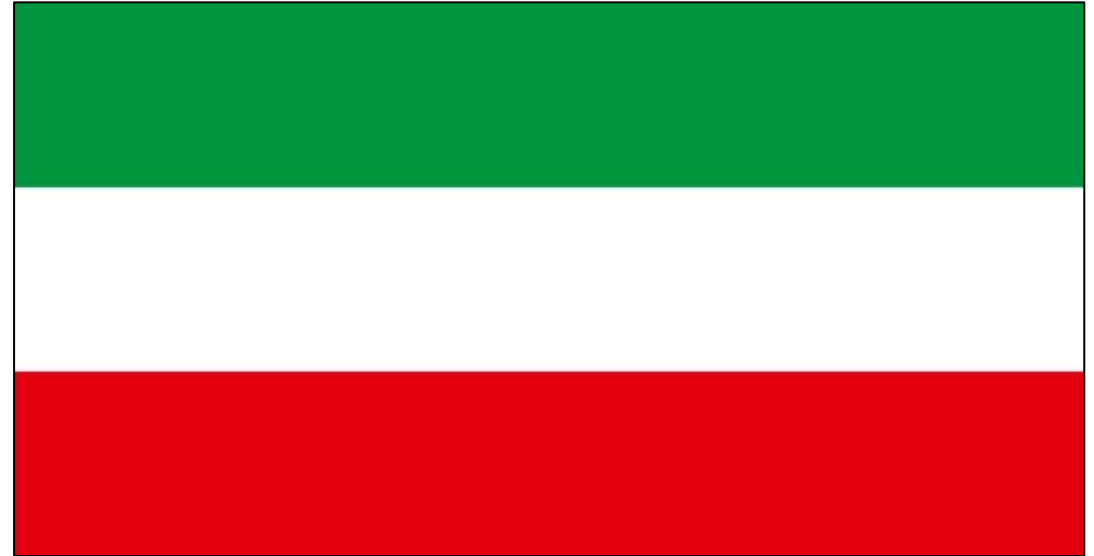
- 15.11.2022
- Location: Hotel Essener Hof, Essen
- Info booth and presentation on stage with focus on touring and Swisstainable
- Participants: 30 Travel Agents



Austria/Hungary.



Switzerland.





Switzerland.

Austria: ÖRV Kongress 2022.

The “Österreichische Reiseverband” congress takes place annually in another destination and luckily, we could bring this event 2022 to Switzerland. Trip to Luzern, Chur and Poschiavo.

- Date: 22.-25. Oktober 2022
- Participation of 40 top contacts of Austrian Travel Industry
 - Eurotours and Ruefa as part of Verkehrsbüro Group
 - ÖBB Railtours
 - REWE Touristik
 - Sabtours
- Follow up – Cheese Mailing as Fondue was not consumed during the trip



Austria: Corps Touristique Galaabend.

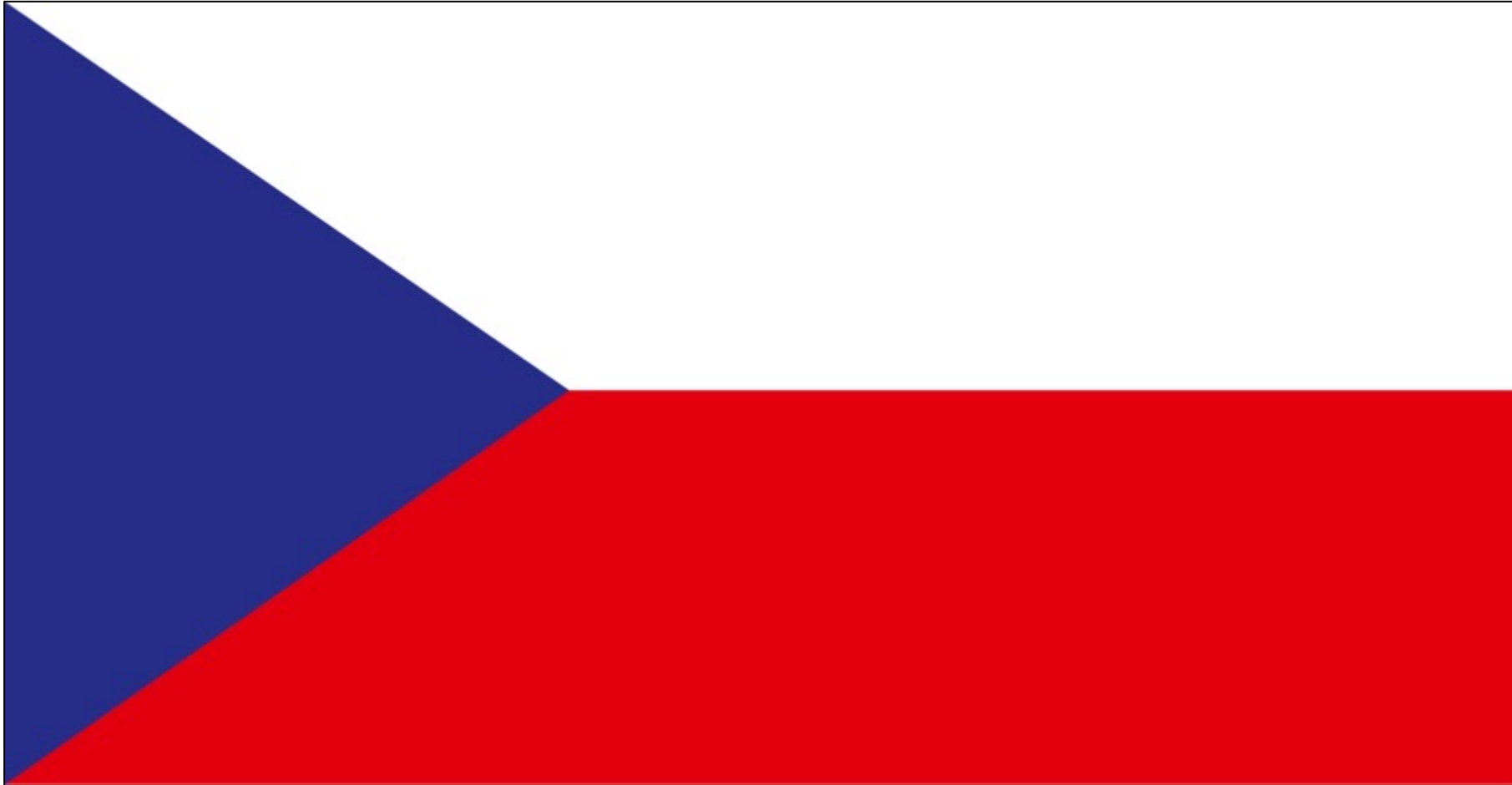
- Branch evening of national tourist offices in Austria where ST could network with travel trade (KAM) and media (KMM) contacts
- Date: 21. November 2022
- Contacts: 200



Czech Republic.



Switzerland.





Switzerland.

Winter Switzerland TV spots in OC Atrium Flora 2022/2023.

- 1. 11. – 31. 12. 2022
- Winter promotion in form of photo slides played in 16 TV screens in shopping center OC Flora in Prague focused on market partners: RhB, DDK, ESSVM, Schilthorn, Aletsch Arena, Zermatt Bergbahnen, SGV, Pilatus, Rigi, JFB, Chur.
- Every spot (for each partner) is played for 10 sec.
- Expected KPI: Each partner have guarantee of 134.000 Marketing Contacts – total of 1.474.000 Marketing Contacts.



Festival Obzory 2022.

- 12. – 13. 11. 2022, Prague
- Activity ID: PRG331445
- ST stand with maps and brochures distribution (all Market Partners) and presentation „TOP 10 Hidden valleys of Switzerland“ at biggest outdoor travel festival in the Czech Republic.
- Special contest partners: Pilatus.
- 245.487 Marketing Contacts, 2804 visitors





Switzerland.

Schilthorn advertorial in SNOW 11/2022.

■ 15. 11. 2022

■ 4/1 advertorial presenting winter possibilities of Schilthorn Cableway and Mürren placed in most important printed magazine for winter season named SNOW.

■ 17.000 printed copies

ADVERTORIAL

Tip: Máte narovnaný? V ten den málo žijete na Schilthornu a spánete zdarma



Schilthorn:

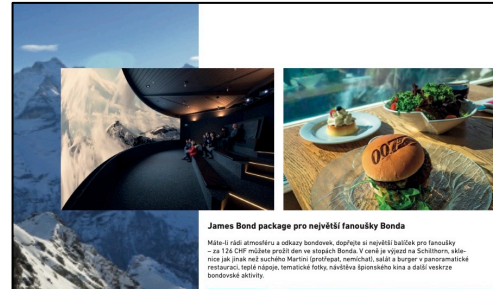
vítejte ve světě agenta 007

Ostré a rozebrané vrcholky nad městečkem Mürren jako by někdo osadil věky a lanovkami, a teprve pak je vyvrátil. Rozmanité terény, a především dechberoucí výhledy na švýcarské masivy, sahající nad 4 000 metrů výšky, z téměř třítisícového Schilthornu jsou vidět zažasně vrcholky Mont Blancu, Pilatu, Eigeru nebo Mnicha. To vše a mnohem víc najdete pod nejvyšší horou Jamese Bonda, Schilthornem.

Od sezony 2022/23 nemá Schilthorn samostatný tarif, spojí se pod společnou značku s lokálními a národními tarifními službami Swiss Alps. Dělejte si let letáček, takže svou cestu, kterou se budete pohybovat v rámci regionu Schilthorn, si můžete plánovat jako jednu celou cestu. Díky nové síti vlaků a možností připojení do Mürren, Eigeru a Jungfrau.


James Bond na Schilthornu
Při své cestě v roce 1961 se na dole setkal s agentem Jamesem Bondem. Schilthornu se od té doby stal jedním z hlavních míst natáčení filmů Jamese Bonda. Každoročně jsou zde natáčeny některé z největších akčních scén. Prohládky a zážitky z Jamese Bonda na Schilthornu jsou jedinečné a nezapomenutelné. Všechno, co potřebujete, je být u toho. Schilthorn je takovým místem, kde se můžete vydat na dobrodružnou cestu. Ať už jste fanouškem Jamese Bonda, nebo jen chcete strávit krásný den v Alpách, Schilthorn vám nabízí vše, co potřebujete pro dokonalou dovolenou. Užijte si každý okamžik a nezapomeňte na svůj oblíbený sportovní oblečení.

90



James Bond package pro největší fanoušky Bonda

Máte-li rádi adrenalín a zábavy bondovské, dopřejte si největší balíček pro fanoušky - za 124 CHF můžete strávit den ve světě Jamese Bonda. V ceně je vjezd na Schilthorn, oběd, nůžek jako jehla, nečekaně Martiní (pro nečekané), nemichá, salát a burger v panoramatické restauraci, teplé nápoje, herní automat, herní automat, herní automat a další možnosti bondovské aktivity.



Piz Gloria jako náš nejmenší tábor

Bondem proslavená restaurace a panoramatickým výhledem do všech stran se vydati návštěvníků milovníků filmové klasiky jako Jamese Bonda. V rámci bondovského menu můžete zažít třeba dopisovat lákavých zpráv a más. Každá návštěva doplněná kina a další možnosti vrcholky užívat při dovolených kulinách, kterým by neopověřil ani Bond.

91



celoplošné lanovky. Čestno přelosa

Od začátku 20. století je toto místo významným cílem turistů z celého světa. Díky své krásě a historické hodnotě je toto místo stále oblíbenější. Každoročně se zde konají různé festivaly a akce, které přilákají tisíce návštěvníků. Schilthorn je takovým místem, kde se můžete vydat na dobrodružnou cestu. Ať už jste fanouškem Jamese Bonda, nebo jen chcete strávit krásný den v Alpách, Schilthorn vám nabízí vše, co potřebujete pro dokonalou dovolenou. Užijte si každý okamžik a nezapomeňte na svůj oblíbený sportovní oblečení.

92



Tip na ubytování:
Rozkládkou kamenný hotel Blumental z roku 1870 byl prvním v Mürren. Odes na jeho místě stálo moderní zmodernizovaná budova a dřevěnou pokrý, které výhledem klenutí moderní konkrétně shodově zmodernizované kamenné budovy.

Sředeční večerní sňkování
Každou středu večer lze vyrazit za zábavou a dobrým jídlem. Vjezd za 35 CHF začíná pozemní lanovkou na Alpendehubel. Kde se prochlutě na bondu, a večerní romantickým večerem zakončí sledem rolní zvířátko krápnou na sňkách za št. Mürren.

93

Poland.



Switzerland.



Switzerland.

Future activities.

- Business plans with TO's – winter offers
- Influencer trip to Davos Klosters in December
- Snow Edition, STMW in January
- Group skiing media trip in January



Switzerland.

KMM: media meeting - winter.

- 9th November
- 23 participants
- Winter presentation
- TO's presence, discussion on Swiss offers and trends
- Partners' news – Davos Klosters, Zermatt, Schilthorn, Pilatus
- Fondue served – Swiss winter mood





Switzerland.

KMM: mini-international trip - RhB world record.

- 1 pax from Poland
- Journalist from onet.pl, one of the biggest horizontal portals
- SoMe activities by participant in his own SoMe and by onet.pl
- Online article after return published in travel section

Maciej Frąckiewicz jest w: Albulatunnel.
29 października · Bever, Szwajcaria · 🌐

Pojechałem najdłuższym pasażerskim pociągiem na świecie, wiozącym pasażerów, po rekord Guinnessa 🏆. 100 wagonów (w ich skład wchodziło również 25 lokomotyw) dało po potężeniu 1906,376 m. Szwajcarskie koleje Rhätische Bahn AG 🇨🇭 miały ogromne wyzwania technologiczne, ale wszystko zadziałało i obyło się bez żadnej awarii. Pociąg ruszył z ponad pięciokilometrowego tunelu na wysokości ponad 1800 m .n.p.m. i przy pięknym stożcu 🍂 oraz niesamowitych górach dookoła 🏔️, nowy rekord świata stał się faktem 🙌

#inneedswitzerland, #inlovewithswitzerland #swisstainable #mojaszwajcaria #switzerlandtourism Switzerland.



Maciej Frąckiewicz
14 November at 23:57 · 🌐

Szwajcaria 🇨🇭, poza najdłuższym pasażerskim pociągiem świata 🏆, to także m.in. piękne Jezioro Czterech Kantonów w i lowe Lucerne u podnóża Alp 🏔️, czy najbardziej stroma kolej zjazdowa na świecie, która momentami jedzie nachylna pod kątem 48% i w około pół godziny wjeżdża na szczyt Pilatus Kulm (2132 m n.p.m.) 🚠

#inneedswitzerland, #inlovewithswitzerland #swisstainable #mojaszwajcaria #switzerlandtourism Switzerland.



Pobiłem rekord Guinnessa, jadąc 35 km na godz. Pod żadnym pozorem nie można było jechać szybciej [ZDJĘCIA]

MACIEJ FRĄCKIEWICZ | 26 lis, 08:55
Ten tekst przeczytasz w 8 minut

f FACEBOOK TWITTER E-MAIL KOPIUJ LINK

Wszelobecne, po części ośnieżone góry i pokolorowane jesiennymi barwami drzewa stanowiły malownicze tło mojej wyprawy przez Szwajcarię. Znalazłem się w gronie szczęśliwców, którzy brali udział w bicju kolejowego rekordu świata. To niesamowite uczucie. Jednak na samym początku tygodniowego pobytu w Szwajcarii zaskoczyło mnie jedno spotkanie...



Jechałem najdłuższym pasażerskim pociągiem świata i i bitem rekord Guinnessa



Switzerland.

KAM: training for agents by Snow Trex.

- In co-operation with Snowtrex
- November
- Platforms wakacje.pl and travelplanet.pl selling skiing offers
- Presentation about Switzerland and dedicated offers
- 370 participants (in person and online)





Switzerland.

Campaigning & Activ.: ST calendar.

- Our ST wall calendar
- Autumn colours of Switzerland
- Pictures of PL photographers visiting Switzerland in autumn
- 1'500 copies
- Distributed among partners, individuals, KAM, KMM, embassy etc.
- Used by photographers as a prize for their insta followers





Campaigning & Activ.: campaign with SnowTrex. Switzerland.

- Monthly campaign
- Winter offers
- SoMe activities (IG, TikTok, LinkedIn)
- Newsletters
- Online branding
- Online and print articles about Swiss winter
- Final results in December

Akcja tygodnia
Do 244 zł rabatu na osobę na wyciąg narciarski we Włoszech
7 nocy z karnetem w cenie od 922 zł

jeszcze tylko
02 dni 09 godzin 54 minuty
AKCJA TRWA: 02.12. - 07.12.2022

FILTRY
Lokalizacja wyciągów: 1 - wszystkie

KARNET
 tylko oferty z karnetem

BEZPŁATNA REZYGNACJA
 Dostępność Flex-Option (Szczegóły)

CENA ZA OSOBĘ
do dowolna

CEL PODROŻY

KRAJ
Szwajcaria

TERENY
Gryzonia (40)
Berneński Oberland (23)
Walis (13)
Szwajcaria Centralna (4)
St. Gallen (2)

REGIONY

Obiekty: 82

SORTUJ wg: GWIAZDKI/SŁONECZKA REKOMENDACJA CENA

WAŻNE Radość bez ryzyka: rezerwuj Flex-Option już teraz! Gwarancja zwrotu pieniędzy - koronawirus w cenie dla wszystkich rezerwacji (Szczegóły)

Swisspeak Resort Vercorin
Vercorin

Szczegóły dot. obiektu
Powstały w 2017 roku obiekt Swisspeak Resort Vercorin znajduje się w świetnej lokalizacji na zboczu, bezpośrednio przy wyciągu "Vercorin-Sigurduz". Możliwy jest zjazd na nartach pod sam obiekt. Ciężki sprzęt można w centrum miejscowości Vercorin, różne placówki handlowe i restauracje można znaleźć w bezpośrednim sąsiedztwie. Nowoczesny resort posiada noclegi, Wi-Fi, saunę, restaurację, punky zabaw dla dzieci i przechowywanie sprzętu narciarskiego...

Szczegóły dot. miejscowości
Położenie miejscowości: 1 330 m

Szczegóły dot. terenu narciarskiego
Nartostrady: 195 km | Maks. wysokość: 2 374 m

Wszystkie świadczenia w cenie
Karnet i ubezpieczenie 8.000 zł w cenie!

Narty w Szwajcarii

Material Informacyjny SnowTrex 29 listopada 2022, 10:05

To właśnie tam, ponad 150 lat temu, zaczęła się zimowa turystyka. Dziś Szwajcaria wciąż jest uznanym celem narciarskich wypraw. Zasadnie.

Zaczął się od zakładu. Jesienią 1864 roku Johannes Badrutt, właściciel hotelu w St. Moritz, umówił się z szóstką swoich brytyjskich letników, że jeśli zostaną, a nie będzie słońca, to zwróci im za pobyt. Anglicy w hotelu Kulm spędzili całą zimę – od Bożego Narodzenia do Wielkanocy. Pogoda była wspaniała. Do domu wrócili zadowoleni i zaczęli opowiadać, że w Szwajcarii jest pięknie nie tylko latem. W ten sposób narodziła się tam zimowa turystyka, a z nią sporty alpejskie.

Swisspeak Resort Zinal
Zinal

Szczegóły dot. obiektu
Nowy, powstały w 2018 roku Swisspeak Resort Zinal znajduje się jedynie ok. 150 m od wyciągu Zinal-Sorebois, natomiast do centrum miejscowości jest ok. 200 m. Nowoczesny resort składa się z kilku budynków i posiada recepcję, Wi-Fi, windę, bar, pokój zabaw dla dzieci i przechowywanie sprzętu narciarskiego. Za opłatą mogą Państwo skorzystać z opieki nad dziećmi (w wieku 3-8 lat). W odległości ok. 300 m znajduje się ogólnodostępna strefa wellness (za opłatą)...

Szczegóły dot. miejscowości
Położenie miejscowości: 1 675 m

Szczegóły dot. terenu narciarskiego
Nartostrady: 195 km | Maks. wysokość: 3 026 m

Wszystkie świadczenia w cenie
Karnet o wartości do 1 537 zł w cenie!

TYP POKOJU **DATA** **NOCLEGI** **KARNET** **OD**



Switzerland.

Campaigning & Activ.: ST online winter campaign.

- Digital campaign, mobile and desktop creations
- Native campaign
- Focus on ski & snb, Swiss winter
- One month activities
- Mailing
- Display creations
- Video
- Final results asap

Potrzebuję zjazdów. Szwajcaria. Sprawdź

Potrzebuję stoków. Szwajcaria. Sprawdź

Doskonałe miejsce na narty? Szwajcaria! Idealne warunki na stokach, czyste powietrze, świetne trasy, brak kolejek i niesamowite widoki. <https://bit.ly/MySwitzerland01>

Potrzebuję zimy. Zima w Alpach. Szerokie trasy, doskonałe snowparki, niekończący się głęboki śnieg - wszystko szybko i łatwo mieć. Szwajcaria to wyjątkowa zimowa destynacja. Spraw sobie mnóstwo przyjemności i przeżyj wyjątkową zimę. Sprawdź >

Doskonałe ferie. Majestatyczne, pokryte śniegiem szczyty to jeden z wielu powodów, by uznać Szwajcarię za doskonałe miejsce na zimowy wypoczynek. Sprawdź

Potrzebuję Szwajcarii.

Potrzebuję doskonałych stoków. Szwajcaria. Sprawdź

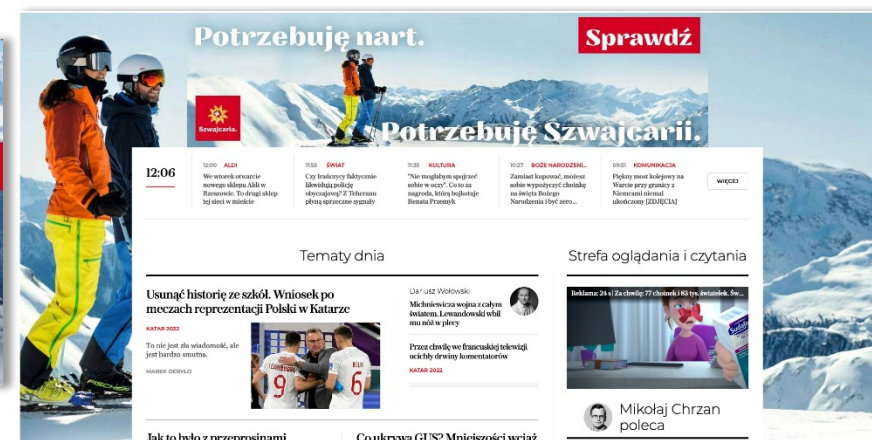
Potrzebuję Szwajcarii.



Switzerland.

Campaigning & Activ.: branding on wyborcza.pl.

- Weekend branding
- 18–19 November
- Display creations – winter inspiration: ski & snb, winter activities
- Link to MyS winter
- Views: 1'430'000

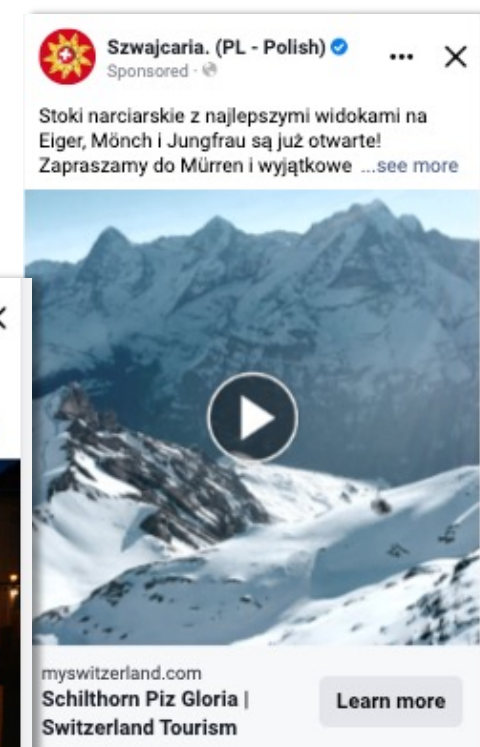
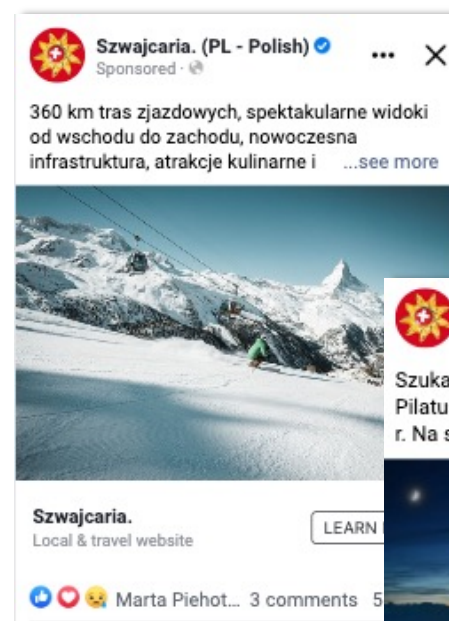




Switzerland.

Camp. & Activ.: SoMe activities ST FB.

- Paid campaign for partners
- Pilatus, Schilthorn, Zermatt – topic Xmas market, skiing attractions, movie
- Reach in November almost 520'000

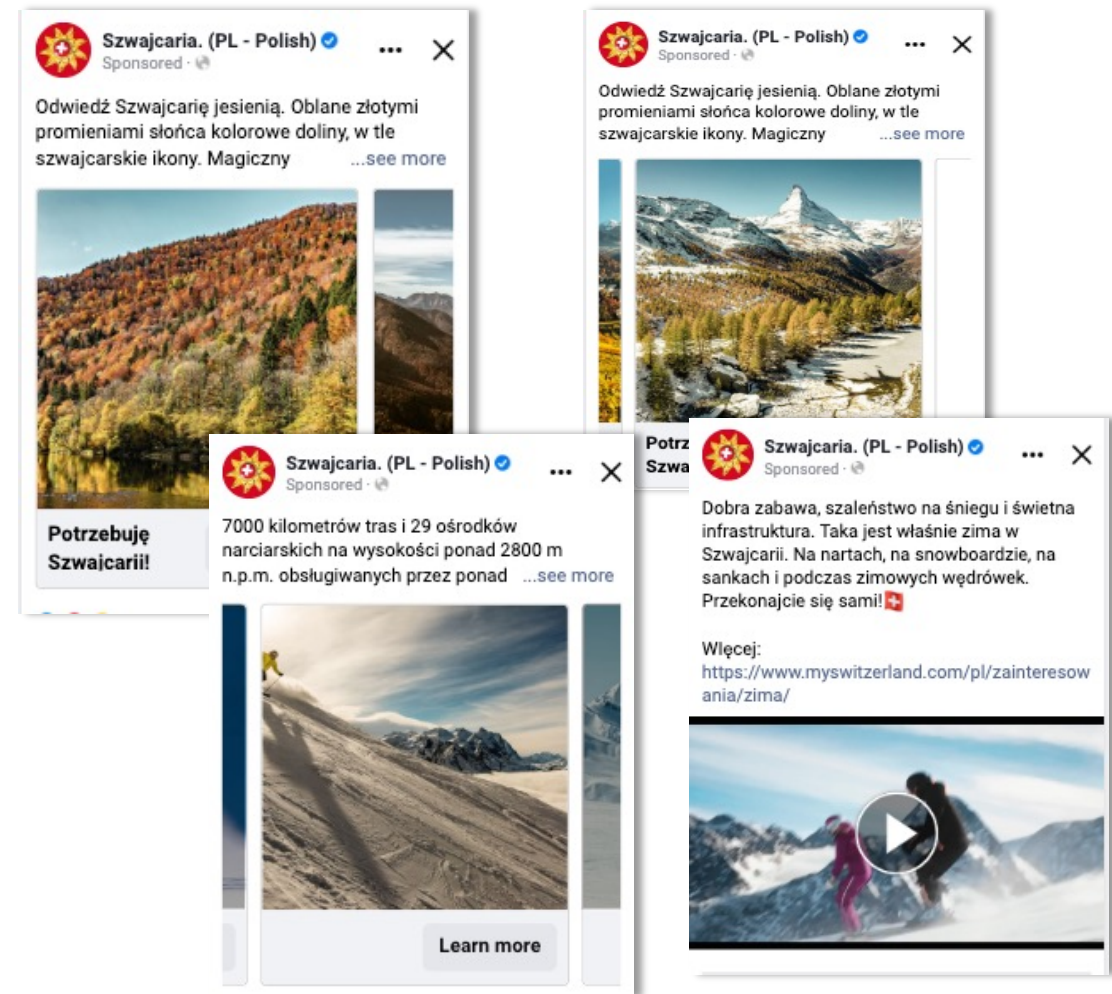




Switzerland.

Camp. & Activ.: SoMe activities ST FB.

- Posts promoted on our ST autumn and winter topics
- Our ST Key Visuals
- Link to MyS
- Winter mood film 34'000 views in November
- Posts reach 210'000 in November



GCC.



Switzerland.



KAM: STE 12 – 18 Nov.

- 5 GCC countries, 8 cities.
- 7 workshops & 1 get together in Doha.
- 28 Sales calls.
- Total amount of travel agents met: 750.
- Partner: DVS, GVA, Montreux, Zermatt, Ticino, LUV, Interlaken, ZRH



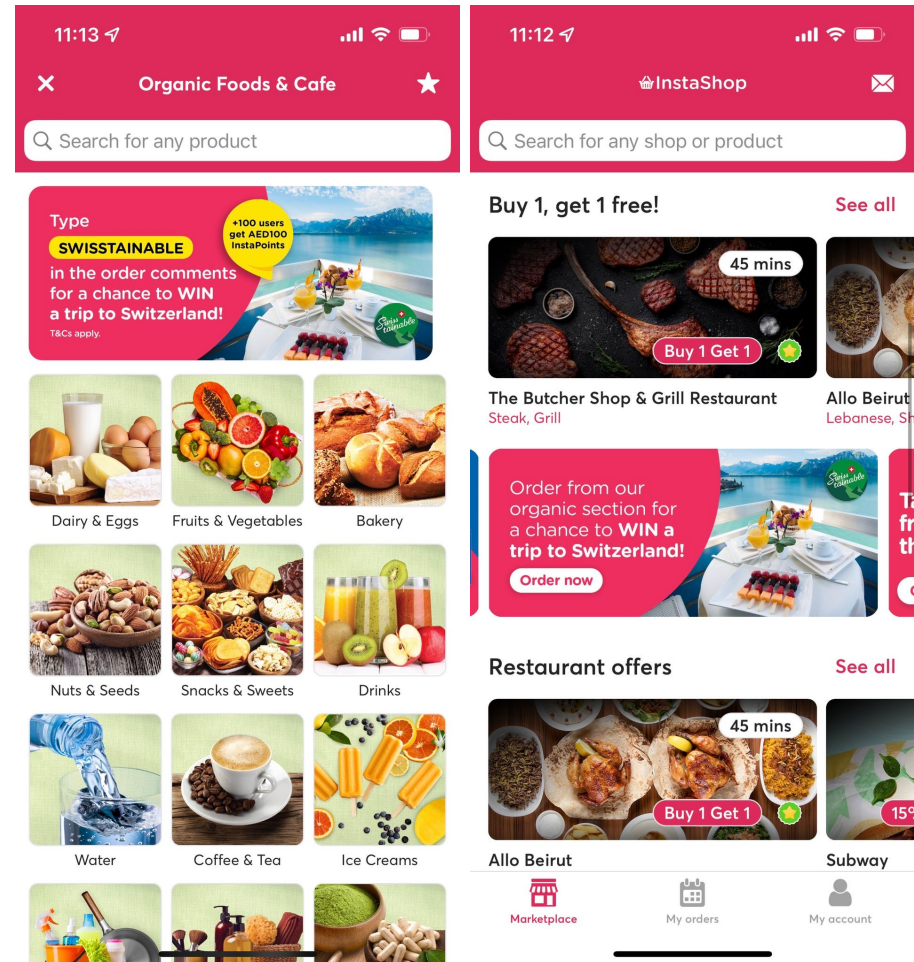
Health: Saudi Health Mission.

- Date: 22-27 OCT
- Workshop with Ministry of Investment, 9 visits to private&public hospitals in Riyadh and Jeddah. Event at the Swiss Residence. Meeting with Ministry of Health.
- Press Conference with around 35 medias
- Partners: USZ, La Tour, La Praise, Bad Ragaz, Bürgenstock, Zihlschlacht, Les Alpes



Campaigning: Instashop campaign.

- 06-31 OCT
- Instashop Campaign with online in-app presence, newsletter, and social media posts
- Newsletter: 312'000, 111'000 opened
- Online, 563'000 impressions, 10'500clicks, 18692 post engagement
- Total contacts: 1'120'767
- Partners: Vaud, Montreux, Eurotel Montreux, STS

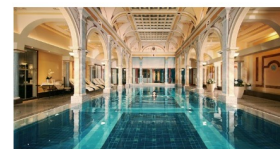
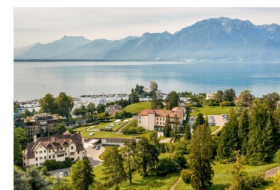
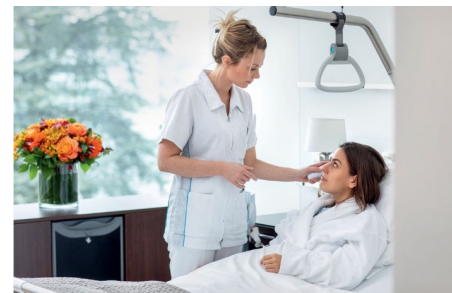




Switzerland.

Campaigning: Sayidaty Health Editorials.

- Sayidaty, leading women magazin Saudi Arabia.
- 4 double page issues
- Total contacts: 1,5Mio contacts
- June, September, October, November
- Partner: Bad Ragaz, Montreux, Bürgenstock, Mammern



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 بالتحضير، وتوضيح لدى الجهات السويسرية قبل جمع الوثائق المطلوبة لتنظيم إقامتك بألمانيا وهناك أيضا وكالات متخصصة في السفر العلاجي إلى سويسرا. كما وحتى العناية بصنع السبلت حول علاجات الطب وحفظك والعزم القراء العائنة والمرافقين.

ما الذي يجعل سويسرا الخيار الأول للسفر العلاجي؟
 تعتبر المستشفيات والعلاجات في سويسرا بالجودة التي تشتهر بها البلاد وليس من المستغرب إذن أن يكون نظام الرعاية الصحية السويسري واحدًا من أفضل الأنظمة في العالم وذلك تمازجًا مع الفعالية المحيطة بمواطني سويسرا، فإن حماية الخصوصية مصونة، ويمكن علاج المرضى من كبار الشخصيات دون التمييز بأي اتجاه كما تميز المناطق الطبيعية العالية الاسترخاء للرائح ويمكن أن والمرافقين الإقامة في فندق سويسري فاخر أو مرفق صحي خلال فترة إقامتك في الفندق أو إذا كنت تفضل في الحصول على درجة أكبر من الخصوصية، ستوفر أيضًا شاليهات مميزة وسهيق فاخرة.

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 وكرامتها الطبية الواسعة، وأوقات الانتظار القصيرة وتبؤ خيارات العلاج. وتشمل العوامل المميزة الأخرى مستويات الخدمة المتميزة في البلاد، والخصوصية المطلقة، وتوفر مستوى الأمان والسلامة.



أي مشفى هو الأنسب لاختياري؟
 لدى سويسرا شبكة واسعة من المستشفيات والعلاجات المتخصصة، كمنفذًا على احتياجاتك، 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 تخصصها الطبية.

كيف يمكنني اختيار برنامج الرعاية المناسب؟
 دائمًا ما يتم السفر العلاجي لأسباب محددة، والتي يمكن أن تختلف اختلافًا كبيرًا من شخص لآخر. هل تحتاجين إلى إدارة من حالات البرونة من قبل المشفاة والمستشفى؟ هل تعاني من مرض مزمن؟

في معالجته من قبل أفضل المتخصصين في المجال؟ لقد وضعت المصاحبات والمستشفيات في سويسرا مجموعة من البرامج لعلاج الجسم والروح على حد سواء.

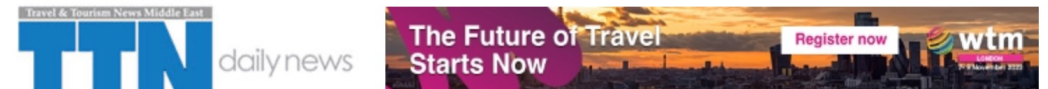
متى تكون هناك حاجة للعلاج الطبي؟
 كل من سافر إلى سويسرا للحصول على الرعاية الطبية لديه أسبابه الشخصية لفقره بذلك، أو أنه في بعض الأحيان، تختلف الحالة الطبية الخطيرة إجمالاً إجراء فوري، وفي حالات أخرى، قد تكون البرونة للتعافيات الشخصية. وتهدف الجولات إلى الحفاظ على صحة جيدة على المدى الطويل، كما وتسهل برامج العحة النفسية إلى إزالة التوتر الذي يخلق أوجهار والمصوبات في الحياة بالجسم.

KAM: STS Promotion.

- Publications in TravTalk and TTN about Excellence Talk and Excellence Program
- Contacts: 45'000
- TTN: Newsletter Banner, Newsletter Publication, Social Media Campaign
- TravTalk: Newsletter Publication, Article in print magazine
- Partners: STS



Forward to a friend | Visit our website |



5th October 2022

Middle Eastern travel partners invited to join Swiss Travel Pass Excellence Expert

© September 17, 2022

Post Views: 583



Promoting its innovative and state of the art travel system, Swiss Travel System's Excellence programme is aimed at equipping travel agents, tour operators and media to understand, obtain knowledge, explore and learn about the different aspects of the Swiss travel system, which would finally be rewarded. Andreas Nef, Market Manager GCC, Swiss Travel System shared with tourism breaking news that they would like to invite every person engaged in the travel industry to join the programme; one can be a travel agent, media, tour operator etc.

Nef reiterated, "participants will get a profound knowledge of the Swiss Travel System and Switzerland as a tourism destination. There are lucky draws on a regular basis for participants who have successfully completed the program with great prizes to win, such as Swiss watches. The whole programme consists of several modules covering various topics. For completing a module, 5 to 20 minutes are required. Participants will be tested to check on the progress of each of them."

He further added, "each participant can earn points in making progress in the program, especially by completing the test very well. Additional points can be earned for participating in extra modules, e.g. the Excellence Talk etc. Our aim is to welcome every person interested to join in the programme."

Speaking on benefits of attending or completing the programme Nef shared, "once a participant has concluded the whole programme and passed all the tests, a certificate will be issued with the title of "Swiss Travel Pass Excellence Expert". This certificate states that the person in possession of it is an expert of Swiss Travel System. Finishing the programme does not mean you are done with everything. Regular updates are planned and special content available once participants are registered. Our goal is to interact with the Excellence Program community and give them access to exclusive content and information."

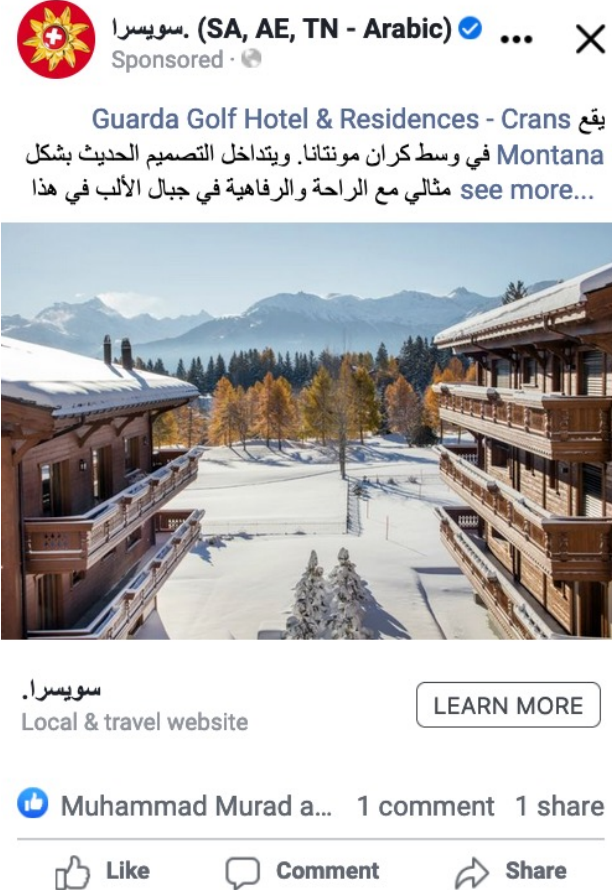
Health: Ministry of Health.





- Date: 28 NOV
- Follow-up meeting together with S-GE with Ministry of Health Referral department in Riyadh.
- Discussed potential MoU, referral criteria, visit to Switzerland, and areas of cooperation.




Campaigning: Winter Hotel digital push.

- Date: 16 – 20 Nov, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 344,223
- Clicks: 4,459
- Reach: 224,966
- Guarda Golf Hotel & Residences







 سويسرا (SA, AE, TN - Arabic)   

يقع **Guarda Golf Hotel & Residences - Crans** في وسط **كران مونتانا**. ويتداخل التصميم الحديث بشكل مثالي مع الراحة والرفاهية في جبال الألب في هذا [see more...](#)



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

 Muhammad Murad a... 1 comment 1 share


 Like  Comment  Share




Switzerland.

Campaigning: Winter Hotel digital push.



- Date: 8 – 12 Nov, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 242,818
- Clicks: 3,717
- Reach: 176,867
- Hotel Donatz




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

يقع Hotel Donatz في قلب ساميدن، ويتمتع بموقع متميز في اينجادين لقضاء عطلات التزلج الريفى على الثلوج، ورياضة المشي بالأحذية الثلجية المريحة والاستجمام في الحمامات [see more...](#)



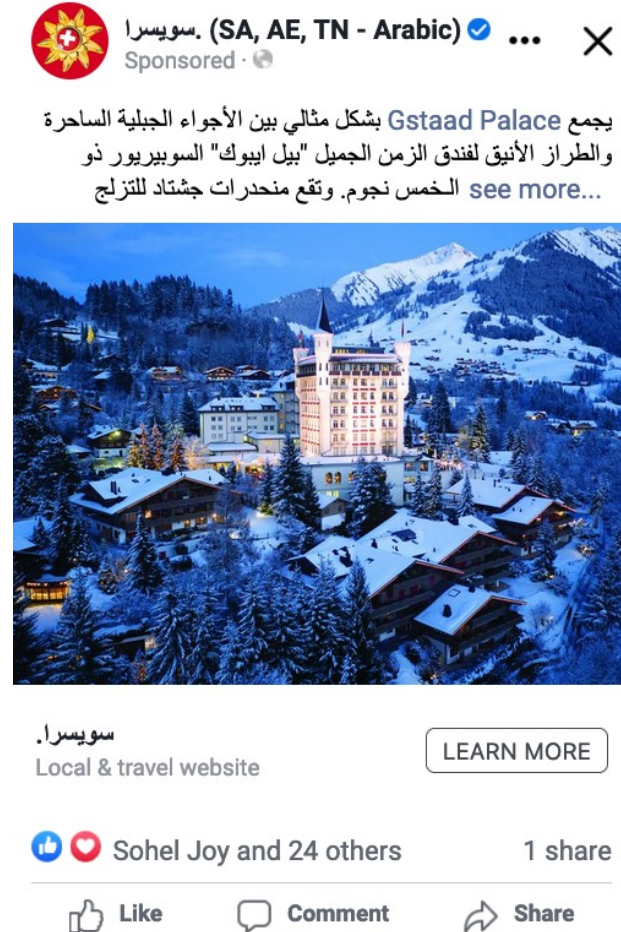
سويسرا.
Local & travel website [LEARN MORE](#)

  Muhammad Murad and ... 1 comment




 Like  Comment  Share

Campaigning: Winter Hotel digital push.


- Date: 1 – 6 Nov, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 260,901
- Clicks: 3,914
- Reach: 182,562
- Gstaad Palace





The image shows a screenshot of a Facebook post from the official page of Switzerland (سويسرا). The post is in Arabic and promotes Gstaad Palace, a luxury hotel in Gstaad, Switzerland. The text describes the hotel's location in a beautiful mountain setting and mentions its amenities. The post includes a photograph of the hotel at night, illuminated against a backdrop of snow-covered mountains. The post is marked as 'Sponsored' and has received 1 share and 24 likes from other users.




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

يجمع Gstaad Palace بشكل مثالي بين الأجواء الجبلية الساحرة والطراز الأنيق لفندق الزمن الجميل "بيل ايوك" السويبيور ذو الخمس نجوم. وتقع منحدرات جشتاد للتزلج see more...



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

  Sohel Joy and 24 others 1 share

 Like  Comment  Share



Switzerland.

Digital/Health: Medical Facebook Campaign.

- Facebook campaign.
- Date: 9 – 14 Nov, 2022
- Impressions: 478,802
- Clicks: 3,084
- Reach: 187,681
- Hirslander Part 1

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

يمكن علاج آلام الركبة-لكن تختلف كل ركبة عن الأخرى. قم بزيارة موقعنا لمعرفة ما إذا كانت الأطراف الاصطناعية المخصصة للركبة والمطبوعة بتقنية ثلاثية الأبعاد قد تكون خياراً مناسباً لك ولترتيب استشارتك.



HIRSLANDEN.CH
آلام الركبة القابلة للعلاج
الأطراف الصناعية الفردية للركبة | هيرسلاندين [Learn more](#)



Switzerland.

Digital/Health: Medical Facebook Campaign.

- Facebook campaign.
- Date: 30 Oct – 4 Nov, 2022
- Impressions: 668,604
- Clicks: 6,311
- Reach: 386,436
- Hirslander Part 2

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

عندما تتوقعين قدوم مولودك الجديد، تكون حياتك على وشك أن تتقلب رأساً على عقب. قد يكون "الطفل الرضيع" هو بالضبط ما وصفه الطبيب. اكتشف عرضنا الخاص هنا واحجز إقامتك!



HIRSLANDEN.CH
ولادة الطفل في دولر جراند
عرض خاص ماقبل ولادة الطفل في دولر جراند

[Learn more](#)

Digital/Health: Medical Facebook Campaign.



Switzerland.

- Facebook campaign.
- Date: 7 – 11 Nov, 2022
- Impressions: 707,325
- Clicks: 4,380
- Reach: 372,548
- Mammern

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

بدأت حقبة جديدة في عيادة شلوس مامرن. المبنى الجديد مع مطعم وكافيتريا وبار يستوعب 34 جناحاً حصرياً بإطلالة مباشرة على البحيرة. إعادة التأهيل من الدرجة الأولى كأفضل ما لديها!



KLINIK-SCHLOSS-MAMMERN.CH
34 جناحاً حصرياً [Learn more](#)
Aufgrund der zunehmenden Corona-Ansteckungs...

Campaigning: Expo: SWISS digital campaign, part 2.

- Date: 7 – 21 Nov, 22
- Facebook ad campaign targeting the UAE market targeting sales.

Arabic

- Impressions: 1,859,743
- Reach: 495,364
- Clicks: 11,531

English

- Impressions: 2,573,106
- Reach: 824,969
- Clicks: 11,944



(SA, AE, TN - Arabic) .سويسرا

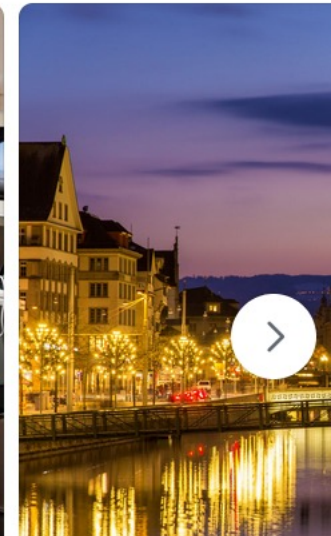
Sponsored · 🌐

With SWISS Premium Economy from Dubai into Switzerland's snow this winter



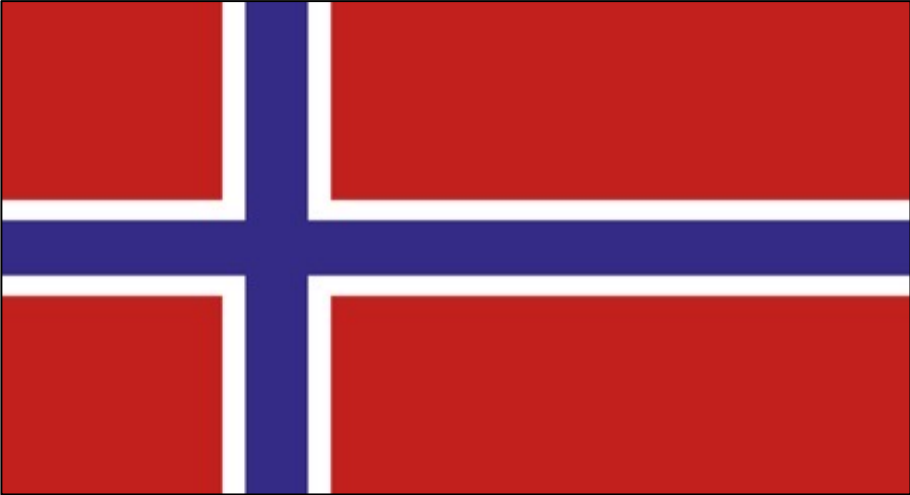
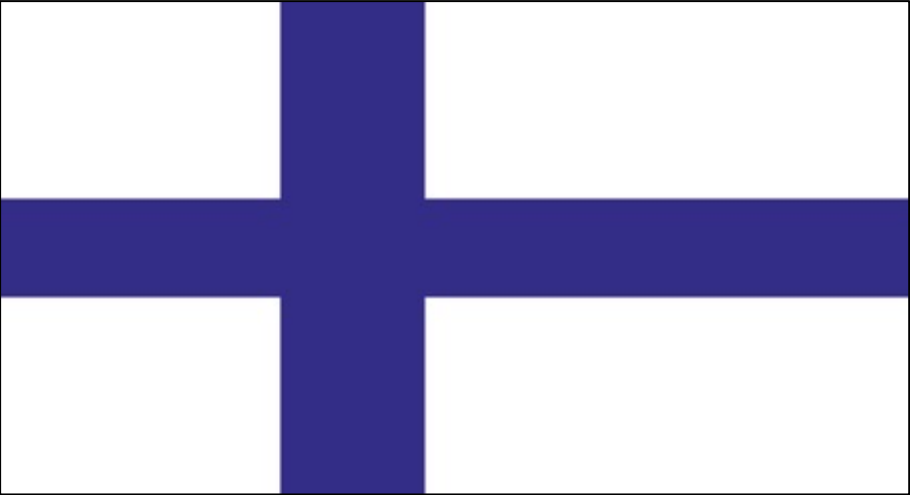
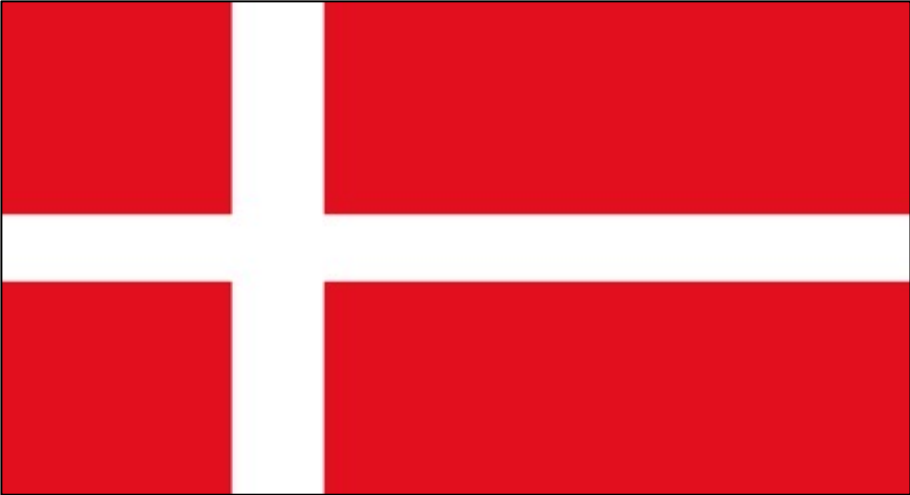
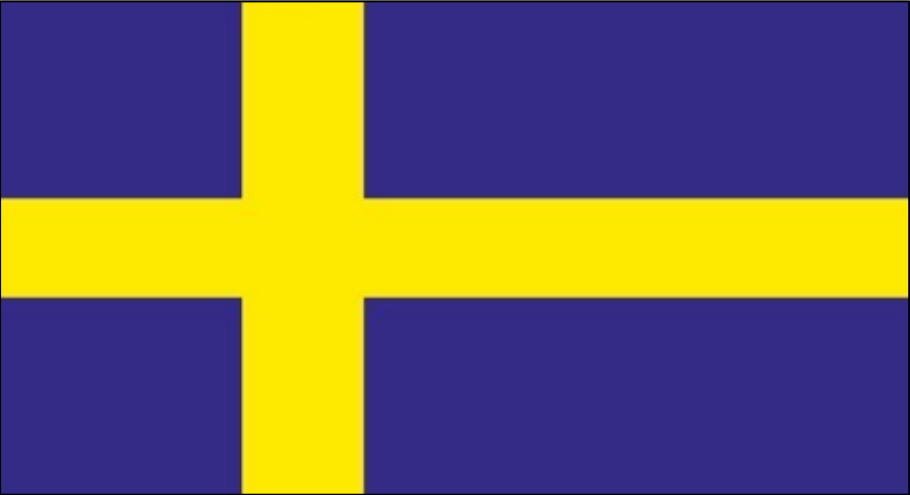
SWISS Premium Economy

Book Now



Explore Zurich

Nordics.





Switzerland.

Sthlm Days Winter Launch Events.

- Workshop + après-ski party + think tank discussion in Stockholm Nov 24 and 25
- Total 80 Nordics guests and 7 CH partners
- We gave the stage to protagonists of 3 projects we supported or got helped for in 22
 - The Bunch, film “Many fantasies later”
 - Regisseur Jens Assur Photography Project
 - Actor Eva Röse, WR participant 100% Women
- Innovation & entrepreneurship think tank “morning after” sesh with selected guests: a.o. epic but responsible content across generations, diversity/inclusion in ski sport





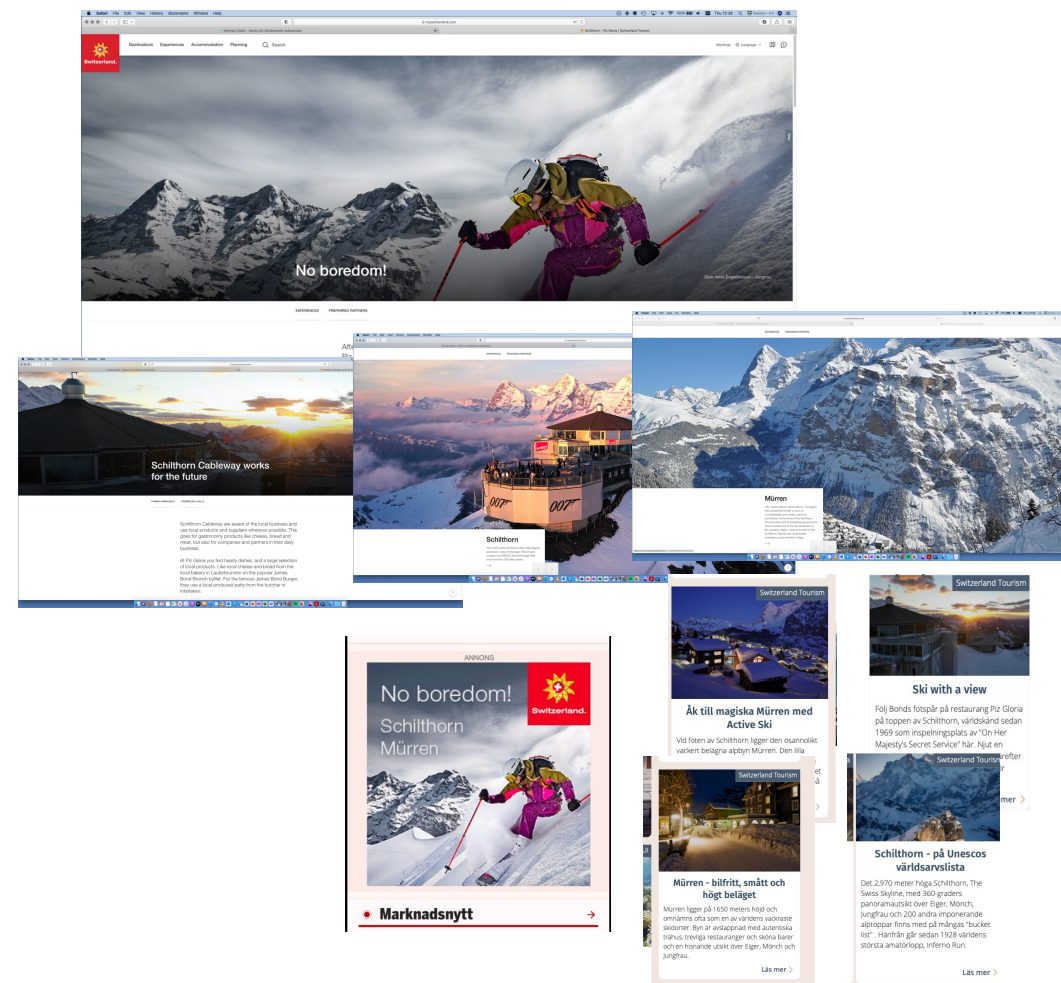


Switzerland.

SE - Digital Campaign “No boredom!”.

Schilthorn

- Winter campaign with a Swisstainable touch focussing on experiences, outdoor activities and local products with call to action.
- Activation:
 - Digital activation, banner campaign with landing page.
 - The campaign was activated in two waves, Jan - Feb & Oct - Nov on Dagens Industri and Reseguiden
 - Ad Impressions: 1,178,763
 - Visits landing page: 4,545
 - Time spent on landing page:
 - Jan - Feb: 2min10
 - Oct - Nov: 4min58
 - Click from landing page to other sites*: 764



*Schilthorn, Mürren & Active Ski



Switzerland.

SE - Top media result Vagabond.

- 14 pages article, incl cover, about train travels in Switzerland published in November issue
- The article is based on a presstrip realized in August earlier this year
- Vagabond is positioned as the leading travel magazine in Sweden and has been an advocate for sustainable travel over the years
- The journalist, Per Andersson, is a travel expert who participates in TV programs with a focus on responsible travel.
- Destinations featured: Basel, Lucerne, Andermatt, Zermatt and glacier express
- Circulation: 139'000



Innehållsförteckning för den här utgåvan av Vagabond...
Innehållsförteckning för den här utgåvan av Vagabond...
Innehållsförteckning för den här utgåvan av Vagabond...

FI - Top media result Mondo.



Switzerland.

- 12 pages article, incl cover, about skiing in Grindelwald published in November issue
- The article is based on a presstrip realized in winter 2022
- Mondo is the leading travel magazine in Finland
- Circulation: 76'000



« Hiihtäminen voi olla hieno harrastus, mutta on silti syytä muistaa, että hiihtäminen on vaarallista ja vaatii oikeita taitoja.»
« Hiihtäminen on vaarallista ja vaatii oikeita taitoja.»

O NPA LUMIHAUTAUKANKAA! Hiihtäminen on vaarallista ja vaatii oikeita taitoja. Raporttimme ei kuitenkaan voi mitään. Kun pyysidymme pitämään tulos, huokotat kuin suomalaisen kartasta 50 kilometrin hiihtokisan jälkeen.

Oppaamme Seline Papp ehdottaa loppuohjelmaa vieressä kaltevilla. Istahdumme uikoterassille ja tilaamme epätyydyttävää omenasohutaa ja karpaloleivätkä suklaat rakkaita janojuomia. Veressä on etrohonista aurinkoa, jota ihmettelimme vain ja puolellemme. Näköetäköyksiä alkaa koluta. Lae-ohjeita rinte. Täällä jätetään joka vuosi alppihiihtö maailmancupin osakkaiksi.

"Olin aattelut, että voisimme nyt laskea yhdessä maailmancup-jäsenen". Seline ehdottaa tapon päätyttyä. Vaetaan, että jään löy- miehuus ei edellytetään muuta porukkaa terassille. Se ei onnistu. Rinte pöyryy aivan talle prokelle vuorta, eikä siitä pääse enää hiihtää takaisin tänne. Niinpä kiinnitämme aluet ja suuntaamme mäkeen. Yli neljän kilometrin pituinen Lauberhorn on yksi alppihiihtö klatkoita: sein, nopeat ja korkeuskaan suurin rinte. Hiihtäjämmen lasketaan sen alle 2,5 minuutissa, kiihtien kiihennytään lähes 160 kilometriä tunnissa. Meidän taitamme on onneksi rauhallisempi.

Jokien rakko kohtaan on aivan taito. Häälämuut, alle osumi hiihtäjäkeli loitrapää. Edessä näkyy laakso kullon kaltaista, joiden välillä menee alas 15 metriä korkea, taito ja kiihkeä rinte. Kiihkeitä on oivakkaasti hyppänyt taito vuorta koko loppuun yli.

China.



ST Travel TV 2022: Switzerland I.

- Fliggy travel TV On 9th November 2022
- STS, RhB, Zurich, Basel, Vaud, LAAX
- No. of Audiences: 38,534
- STC shop page visitors from live streaming: 107,327
- STC shop page view from live streaming: 310,825



第一场 双十一之夜 瑞士Swiss Travel TV

瑞士 stc

王天舒 瑞士国家旅游中心 中国区商务拓展经理

常典娜 瑞士国家旅游局 大中华区主任

皇甫一宁 瑞士国家旅游局 华北区经理

瑞士交通系统 Swiss Travel System

瑞士博物馆之城 巴塞尔Basel

世界遗产名录- 雷蒂亚铁路RhR

瑞士第一大城市 苏黎世Zurich

历史和美景散发出 纯正魅力瑞士沃州VAUD

阿尔卑斯户外运动天堂 瑞士LAAX莱克斯

11月9日(周三) 20:00
看直播赢惊喜大奖“瑞士旅行通票”

瑞士 Rhätische Bahn Zürich, Switzerland. BASEL VAUD LAAX

ST Travel TV 2022: Switzerland II.

- Fliggy travel TV On 10th November 2022
- Titlis, Schilthorn, DDK, GRF,LLR, BLS
- No. of Audiences: 49,797
- STC shop page visitors from live streaming: 156,051
- STC shop page view from live streaming: 391,372



瑞士 stc 双十一之夜 第二场 瑞士SwissTravel TV

王天舒 瑞士国家旅游中心 中国区商务拓展经理
 常典娜 瑞士国家旅游局 大中华区主任
 皇甫一宁 瑞士国家旅游局 华北区经理

瑞士铁力士Titlis山上的 壮志凌云
 感受瑞士天际线美景 雪朗峰Schilthorn
 魔域之山活力之源 瑞士Davos达沃斯
 小海蒂的故乡 格劳宾登Graubünden
 瑞士中部名城 琉森Luzern
 走进瑞士的湖光山色 BLS游船

11月10日(周四) 20:00
看直播赢惊喜大奖“瑞士旅行通票”





Switzerland.

Public Promotion

“So Swiss” Pop-up in Shanghai.

- Joint booth ST+SWISS
- RF Winter exposure
- Date: 18 – 27 November 2022
- 19 November “Tourism Day”
- ST Igloo display with partners logos
- Total XXX visitors





Switzerland.

Swisstainable Trade Workshop

“So Swiss” Pop-up in Shanghai.

- Reborn Eco-Forum cooperation
- 10:00 – 12:00 at “So Swiss” HoS
- 16 senior trade VIPs gather in Shanghai, ST presentation of partner sustainable highlights, Reborn VIPs Think-Tank workshop, sustainable solutions etc





Switzerland.

Winter Media Kick Off

“So Swiss” Pop-up in Shanghai.

- 14:00 – 16:00 on 19Nov.
- 40+ Shanghai medias participated
- HQ winter new campaigns
- Key partners info sharing
- ST local marketing activities introduction
- SWISS presentation on new products





Switzerland.

CIIE Shanghai

Livestreaming interviews.

- 07 November @ CIIE Greenland Mall
- 1100+ pax live streaming
- 20mins present Switzerland
- Sharing culture, swisstainable, traditional festival and food
- Lucky draw support



Trade webinar – Webinar Nov.

- 22 Nov, monthly webinar course
- Valais
- Schilthorn no reply
- Reservation: 9, Live participants: 54



瑞士 

瑞士马特宏峰地区培训课程

直播时间：2022年11月22日16:00

课程摘要：
户外天堂、惊艳体验-瓦莱州-马特宏峰地区

嘉宾信息：
 瑞士瓦莱州-马特宏峰地区
Matterhorn Gotthard Bahn
中国区市场代表
Ricci 翟蕊女士



抽奖礼品：
2023年瑞旅定制台历



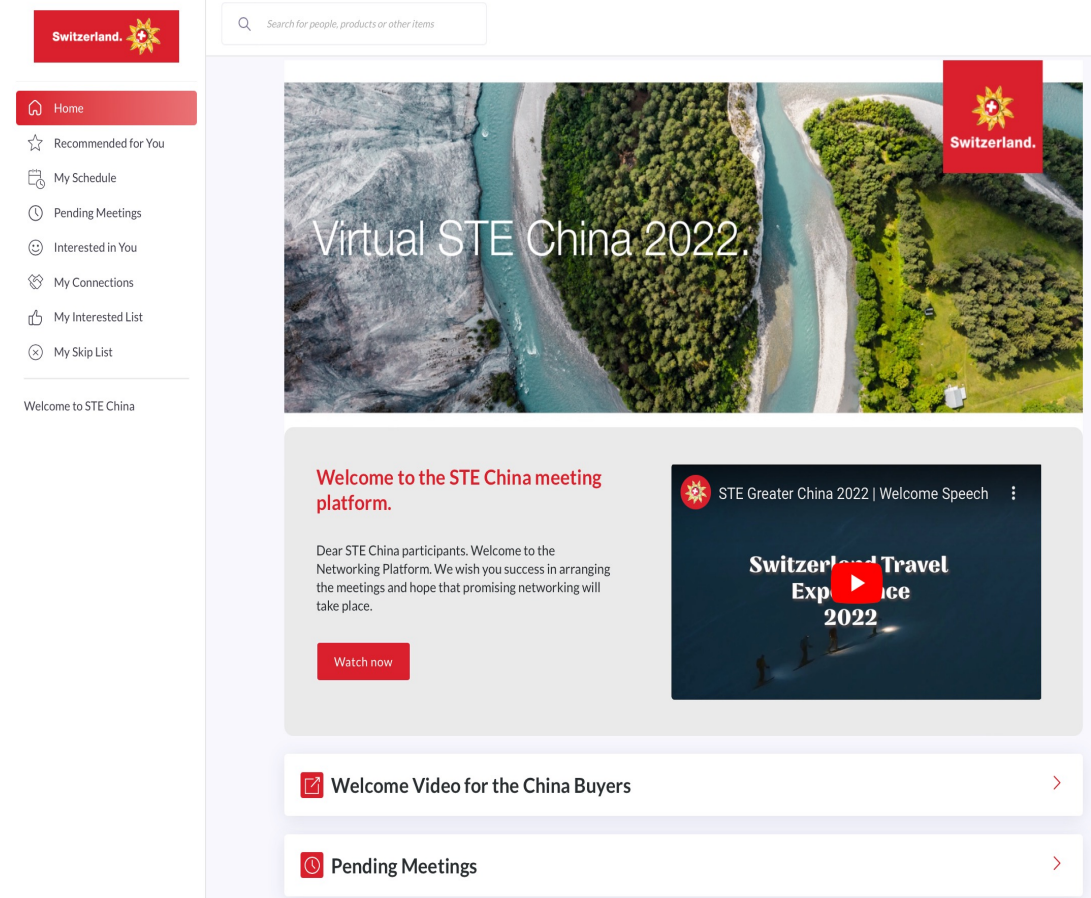
扫码参与课程

Virtual STE China 2022.

21-23 November

- Total numbers of buyer: 85
- Total numbers of suppliers: 19
- Total achieved meetings: 724

Meeting Format		Meeting Types	
Select...		Pre-Scheduled 1 to 1	
Total Meetings	Total Pending Meetings	Total Accepted Meetings	Total Declined Meetings
1,089	33	724	332
Percentage Responded		Percentage of Accepted Meetings	
97.0%		66.5%	



The screenshot shows the user interface of the Virtual STE China 2022 platform. At the top, there is a search bar and a navigation menu with options like Home, Recommended for You, My Schedule, Pending Meetings, Interested in You, My Connections, My Interested List, and My Skip List. The main content area features a large banner with an aerial view of a river and the text "Virtual STE China 2022.". Below the banner, there is a "Welcome to the STE China meeting platform." section with a video player for "Switzerland Travel Experience 2022" and a "Watch now" button. At the bottom, there are two more sections: "Welcome Video for the China Buyers" and "Pending Meetings", both with right-pointing arrows.

STE Offline event Shanghai.

- 23Nov in Shanghai
- 15 buyers + 4 Swiss partners in Shanghai (LLR, MRAG, RE, RhB)
- Daniela video speech, partner speech, networking



STE Offline Event HK – Trade Luncheon.

- 24 Nov @ Cordis Hotel HK
- 32 Buyers + 8 Partners/VIP (CG, LX, RE, STC & Corvatsch/Diavolezza)
- Greetings from DC, Welcome Speech by CG, PPT from all Partners
- Very happy, fun & relaxing gathering with table prizes, Grand Prize from Diavolezza, RE & STC
- ST Sales Manual, STS & Leaflets from Partners distributed





Switzerland.

STE Offline events Taipei.

- 22 Nov
- 15 buyers + 3 Swiss partners
(Jungfrau, RhB, Valais)





Switzerland.

ITF Taiwan.

- 4 - 7 Nov. Taipei Nangang Exhibition Center
- Staff by GoFederal and MITravel
- FIT: 286 Swiss Travel Passes sold
- Group: 150 people pay deposit for Swiss group itinerary
- Media Exposure: 16 online news from 15 digital news platforms with the total exposure around 10,800,000



BangTrip Award 2022.



- Joint award by Witrip + BANG!
Matrix Media
- Switzerland: Top Health Destination
- Jungfrau “Top of the World” : Top Sustainable Destination



LuxuryTimes Award 2022.

- Switzerland Tourism: World's Best Destination National Tourism Bureaus by Luxury Times magazine





Switzerland.

Culture Destination Switzerland

Vaud Livestreaming @ ZaiArt APP.

- 10Nov 20:00 – 21:00
- 18'867 viewers
- 20 minutes art tour videos by Yunlong
- Walking livestreaming by Director Yunlong, Artists Gu Tianchang living in Lausanne, local representatives from Lausanne museums
- New highlights: Platform 10, MCBA, Mudac etc





Switzerland.

Culture Destination Switzerland

Basel Livestreaming @ZaiArt APP.

- 24Nov 20:00 – 21:00
- 10'994 viewers
- 20 minutes art tour videos by Yunlong
- Walking livestreaming by Director Yunlong, cross field artist Ms. Cheng Bo
- New highlights: Art Walk, Theatre plaza, Teddy Museum, City Hall, Rhine River etc





Switzerland.

Culture Destination Switzerland Art Tour Roadshow Suzhou.

- 26Nov pm @ Suzhou Star City
Choo Noble Academy
- 50+ East China Swiss Nobleness
Academy guests
- AMOS, Cities presentation, videos,
painting experience of AMOS
architectures, networking etc
- ST calendar + NFT as giveaways



STS trade webinar @Lushu.

- Trade webinar @ lushu platform.
- Nov 17, 1400-1500
- Introduce STS general information and latest news 2022/2023, STS Excellence Program
- Live participants: 230



STS 路书

游览瑞士的最佳方式

分享时间
2022年11月17日
14:00

分享内容

- 瑞式可持续旅Swisstainable
- 瑞士交通系统产品和服务
- 豪华全景观快车
- 瑞士交通旅游卓越专家课程

分享嘉宾

Una Sun
瑞士交通系统 中国区市场销售经理



扫码预约课程



Switzerland.

Award: GO TRAVEL reader selection sustainable destination.

- 28 Nov 2022 Shanghai
- Switzerland award as sustainable destination by GOTRAVEL reader selection
- 200pax on awarding ceremony
- ST movie present



KMM: Beijing Joy FM 87.6 live.

- 28 Nov 2022 Beijing
- FM87.6 1 hour talk for Switzerland
- Swiss lifestyle
- WorldCup



FM 87.6 北京文艺广播
BEIJING JOY FM

跨界嘉宾 朱琳琳
韩国旅游发展局
北京办事处媒体宣传总监

主持人 原依

跨界嘉宾 一宁
瑞士国家旅游局华北区经理

主持人 夏铭

欢聚876
跨界世界杯

11月28日 17:00-19:00 《吃喝玩乐大搜索》
今日话题：看世界杯吃点儿啥？

*欢迎关注微信@吃喝玩乐大搜索，微博@北京文艺广播 参与节目互动，竞猜赛事结果

扫码收听直播

Korea.





Switzerland.

KAM: STA Study Trip.

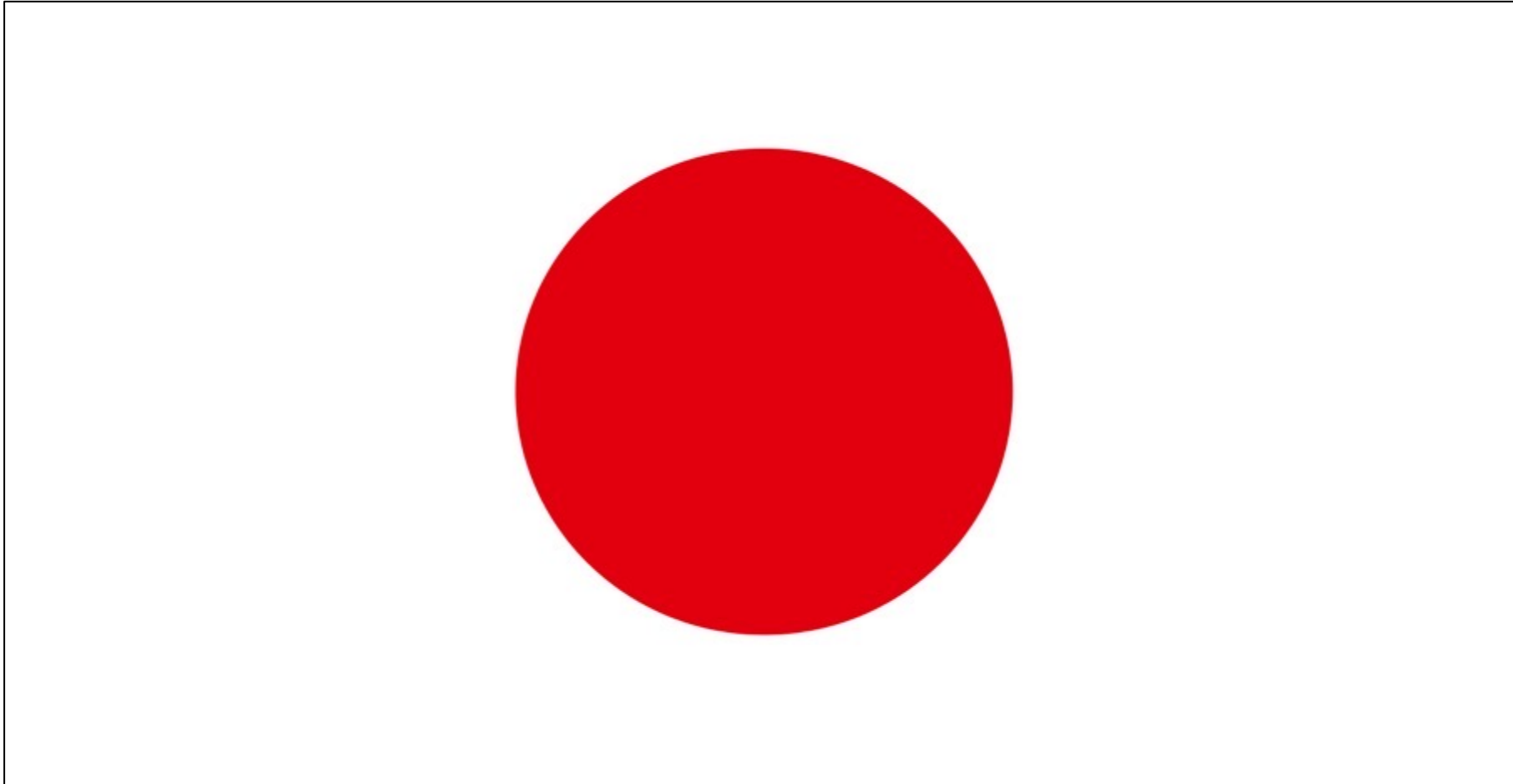
- Period: Oct. 22-31, 2022
- Destinations: LLR, Interlaken, Jungfrau Region, Jungfrauoch, Valais, Schilthorn, Zermatt, Zurich, BEX
- Participants: 13 pax (senior managers from major travel agencies_HanaTour, ModeTour, KRT, NaeilTour, etc.
- 2023 summer product preparations
 - Hiking suggestions
 - Introduction of hotels, panorama trains, museums for FITs and groups



Japan.



Switzerland.





Switzerland.

KMM – Media winter launch.

- Media winter launch in Tokyo.
- Date: 8 Nov, 2022
- Participants: 33 journalists.
- Presented winter attractions, partners' news, ST global projects such as Swisstainable, Roger's winter choice etc. followed by lunch for networking.
- Presence of CEO Martin Nydegger.
- StraPa integration – Mammut beanie give away, Swiss wine for lunch.





Switzerland.

KMM – Online ‘Travel Voice’.

- ‘Travel Voice’ is a daily travel trade online media.
- Contacts: 300,000
- Pages: 2 pages.
- Issued: 30 November 2022.
- Report about the interview to Martin Nydegger at ST Tokyo media winter launch about ST’s focus on Swisstainable.

travel voice トラベルボイス 観光産業ニュース 創刊号 No.1

HOME / ニュース / スイスのサステナブル観光の5本柱、共通認証制度などの戦略を政府観光局CEOに聞いた

スイスのサステナブル観光の5本柱、共通認証制度などの戦略を政府観光局CEOに聞いた

2022年11月30日

#インタビュー #サステナブル #スイス・インターナショナル・エアラインズ #スイス政府観光局 #海外旅行

ツイート! おすすめ??

メールに転送 このページを印刷

スイス政府観光局は、スイス国内での観光産業でのサステナビリティの取り組みを強化している。このほど来日した同局CEOのマルティン・ニーデッガー氏は、「欧州では以前から環境保護の意識が強かったが、パンデミックの中でさらに高まった。ツーリズムは、パンデミックから多くのことを学んだ。それをさらに発展させていきたい」と話す。同局のサステナビリティ戦略として推進する5つの柱と、近年の航空と鉄道の連携を聞いた。

共通のサステナブル認証制度を設定

まず、同局では新たに共通の認証制度「スイステナブル (Swisstainable)」を設定。サステナブルな活動に積極的な宿泊施設、レストラン、観光施設、交通機関など認証することで、その取り組みを可視化するものだ。

これまでは、さまざまな団体がサステナブル認証を発行していたため、旅行者にとっては分かりづらい面があった。観光産業での統一した認証ブランドを設定することで、事業者の活動強化とともに、旅行者への啓蒙活動も強めていく考えだ。

認証プログラムとして、基準に応じて3段階のレベルを設け、認証を受けると公式ロゴを使用することが可能になる。今年初めまでに約1300社が認証を受けた。今後、最終的には約5000社の参画を目指すという。

また、長期滞在の需要も拡大させたい方針だ。「旅行者はコロナ禍を経て、よりゆっくりとリラックスした旅を楽しみたいと思うようになっていっている」と市場動向を分析したうえで、地域の経済活性化にもつながる長期滞在旅行者を増やしていきたい考え。ニーデッガー氏は「コロナ前よりも平均で2泊は増やしていきたい」と意欲を示した。

旅行先やシーズンの分散化を進めていく。人気の都市や観光地だけでなく、さまざまな地域に旅行者を誘客することで、地域創生につなげる。日本を含めた遠距離市場は夏季に需要が集中しているが、春、秋、冬のコンテンツを発信していくことで、シーズンリテリの平準化を目指す。

スイス政府観光局は、日本市場でもその取り組みを強化。スキーのほか、ウィンターハイキング、雪見鉄道、クリスマス、伝統の祭りなどの訴求を強めていくほか、先日引退を発表したロジャー・フェデラー氏がお勧めする冬の楽しみ方も紹介していく。

このほか、さまざまなステークホルダーとのコミュニケーションも重視し、スイス独自のサステナブルツールズを「スイスウェイ」として広めていくという。ニーデッガー氏は「サプライヤーもサステナブルツールズは重要なテーマであると認識している。これは、単独で進められるものではなく、協業が必要。トップダウンではなく、ボトムアップの取り組みが求められる」と話したうえで、「サステナブルは20年単位の取り組み」として、長期的視点に立った活動と位置づけた。



スイスでも進む航空と鉄道の連携

欧州各国と同様に、スイスでもCO2排出削減の一環として、鉄道利用が見直されており、航空と鉄道との連携も進んでいる。今年12月から、スイス・インターナショナル・エアラインズは、スイス連邦鉄道 (SBB) との「エア・レール」パートナーシップを拡大。1枚の搭乗券だけで、チューリッ空港からインタラケンとルツェルンへの乗り継ぎを可能にする。ニーデッガー氏は「サステナビリティの観点から、航空と鉄道の連携は拡大していくのではないかと」の認識を示した。

ニーデッガー氏によると、欧州では「6時間ルール」というものがあり、政府機関や企業には6時間以内の移動時間では航空ではなく鉄道を利用することが推奨されているという。法律的に義務化されているわけではないが、自主的な努力として進められている。

そのなかで、「航空ネットワークは縮小せずとも、欧州では今後航空の運航便数は減っていくのではないかと」予想。ただ、6時間ルールなどがツーリズムに与える影響については、「現時点では分からない」と話すにとどめた。

KMM – Online ‘Yomiuri Shimbun’.

- ‘Yomiuri Online’ is the daily online news of key newspaper.
- Contacts: 42 mio. UU / month.
- Pages: 1 page.
- Issued: 30 Oct. 2022.
- Report about RhB Guinness World Record attempt on Unesco World Heritage site.

読売新聞

トップ 新型コロナ ウクライナ情勢 紙面ビューアー オピニオン 連載 コラム 特集

ホーム > ニュース > 国際

スイス山岳鉄道、100両連結し全長1・9キロで運行... 「世界最長の旅客列車」ギネス認定

2022/10/30 18:35

この記事をスクラップする

客車100両の動画はこちら

【ベルギン（スイス東部）＝森井雄一】スイス東部の山岳地帯を走るレーティッシュ鉄道が29日、100両の客車を連結した列車を運行した。全長約1・9キロ・メートルに及び、世界で最も長い旅客列車としてギネス記録に認定された。



29日、スイス東部の山中を走る100両編成の列車（レーティッシュ鉄道提供）

スイスの鉄道運行開始175周年を記念したイベント。走行区間は全て、2008年に国連教育・科学・文化機関（ユネスコ）世界遺産に登録されている。

標高約1800メートルの高地にあるフレダを出発した列車は、紅葉が始まった山間を縫うように下り、約25キロ・メートルの区間を1時間かけて走り抜けた。途中のベルギンに特設された会場では、約3000人が列車を見守った。



29日、スイス東部の山中を走る100両編成の列車（レーティッシュ鉄道提供）

ダニア・ディームさん（30）は「列車がヘビのように山に巻き付きながら下りてくる様子は美しかった。特別な瞬間に立ち会えて幸せだ」と顔をほころばせた。



Switzerland.

KMM – Online ‘FNN Prime Online’.

- ‘FNN Prime Online’ is the online news.
- Broadcasted: 1 Nov, 2022.
- Duration: 1 min.
- Contacts: 41 mio UU/month.
- Report about RhB Guinness World Record attempt on Unesco World Heritage site.

The screenshot shows the FNN Prime Online website interface. At the top, the logo 'FNNプライムオンライン' is visible on the left, and navigation links 'お知らせ', '特集', and '番組発' are on the right. Below the logo, a horizontal menu lists categories: '政治', '社会', '経済', '国際', 'ライフ', 'エンタメ', 'スポーツ', 'コラム', and '都道府県'. The main content area features a large aerial photograph of a train winding through a scenic, forested valley. Overlaid on the image is a yellow banner with a red question mark icon and the text '世界記録を更新した列車 一編成...どこまで続く?' and '気になるギモン'. At the bottom of the image, a white box contains the text '100両 全長2km'. Below this, a diagram shows a train with three stations: '東京', '有楽町', and '新橋'.



Switzerland.

KMM – TV ‘TV Asahi News’.

- ‘TV Asahi News’ is a daily morning news.
- Broadcasted: 3 Nov, 2022.
- Duration: 4 min. 20 sec.
- Contacts: 49 mio. households.
- Report about RhB Guinness World Record attempt on Unesco World Heritage site.





Switzerland.

KMM – Newspaper ‘Mutsu Shimpo’.

- ‘Mutsu Shimpo’ is a local newspaper.
- Circulation: 51,000 copies.
- Pages: 1/10 page.
- Published: 6 Nov. 2022.
- Report about RhB World Guinness Record attempt on Unesco World Heritage site.

119
旅客列車の最長を更新

ちきゅうレポート

スイス

息をのむような美しいアルプスの山の中を長さ 1910

km、100両編成の真っ赤な列車が走っています＝写真＝。スイス東部のグラウビュンデン州で、旅客（りょかく）列車の長さの世界最長だった1990年代のベルギーの非公式記録を破り、世界記録を更新（こうしん）しました。

このイベントは、スイスで時刻表による鉄道の運行が始まってから今年で175周年をむかえたことを記念

して、レーティッシュ鉄道が企画（きかく）、アルプラ線で行われました。

150人の乗客を乗せた列車は、トンネルや橋を通りながらアルプスの山の中を

進行。チケットを手に入れた約3000人がコース途中（とちゅう）に設置されたスクリーンで歴史的な旅のゆくえを見守ったということです。（AFP時事）





Switzerland.

KMM – Online ‘Travel Voice’.

- ‘Travel Voice’ is a daily travel trade online media.
- Contacts: 300,000.
- Pages: 1 page.
- Issued: 7 November 2022.
- Report about RhB Guinness World Record attempt on Unesco World Heritage site.
- Introduced on Yahoo! Japan News as well.

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・レーティッシュ鉄道、世界最長の旅客列車走行でギネス記録、100両連結で全長1910メートル、世界遺産のアルブラ線

2022年11月07日 #海外旅行

スイス最大の私鉄レーティッシュ鉄道は、「世界最長の旅客列車走行」でギネス記録を達成した。自由に列車を連結できる最新車両「カプリコーン」100両（4両、25編成）を連結。全長が1910メートルとなり、ギネス公式記録に認定された。世界遺産に登録されているアルブラ線で達成された。



列車は、高低差789.4メートル、起伏のある山間の曲がりくねったルートを走行。2022年10月29日午後2時20分にブレダを出発し、ランドヴァッサー高架橋をこえて、午後3時30分過ぎアルヴァノイ駅に到着した。

今回のチャレンジには多くの技術的な課題が山積したという。総重量が約2990トンとなる重さの列車の制御、同時運転のための特別なソフトウェアの開発と導入、架線の過電圧への対策などに取り組み、技術的な挑戦と安全保証のテストを過去数ヶ月にわたって実施した。

スイス鉄道は今年開業175周年。レーティッシュ鉄道には約130年の歴史がある。



報道資料より

YAHOO! JAPAN ニュース | osh***** | 0円 | プレミアム会員 | 最大40%お得 | 全国旅行支援を開催中

キーワードを入力 | 検索

トップ | 速報 | ライブ | 個人 | オリジナル | みんなの意見 | ランキング

主要 | 国内 | 国際 | 経済 | エンタメ | スポーツ | IT | 科学 | ライフ | 地域

スイス・レーティッシュ鉄道、世界最長の旅客列車走行でギネス記録、100両連結で全長1910メートル、世界遺産のアルブラ線

11/7(月) 13:30 配信 | 13 | 共有 | 共有 | 共有 | 共有 | 共有 | 共有

travel voice | 観光産業ニュース | トラベルボイス



スイス最大の私鉄レーティッシュ鉄道は、「世界最長の旅客列車走行」でギネス記録を達成した。自由に列車を連結できる最新車両「カプリコーン」100両（4両、25編成）を連結。全長が1910メートルとなり、ギネス公式記録に認定された。世界遺産に登録されているアルブラ線で達成された。

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今回のチャレンジには多くの技術的な課題が山積したという。総重量が約2990トンとなる重さの列車の制御、同時運転のための特別なソフトウェアの開発と導入、架線の過電圧への対策などに取り組み、技術的な挑戦と安全保証のテストを過去数ヶ月にわたって実施した。

スイス鉄道は今年開業175周年。レーティッシュ鉄道には約130年の歴史がある。

トラベルボイス編集部




Switzerland.

KMM – Newspaper ‘Yamanashi Nichinichi Shimbun’.

- ‘Yamanashi Nichinichi Shimbun’ is a local newspaper.
- Circulation: 190,000 copies.
- Pages: 1/10 page.
- Published: 9 Nov. 2022.
- Report about RhB World Guinness Record attempt on Unesco World Heritage site.

119

新型コロナウイルス禍のため海外との行き来が制約される時代。海外から届いたホットな話題を紹介します。



🌐 なが〜い列車

スイス東部を走る100両の列車=写真上。長さは1910mで、旅客列車としては世界新記録になるそうです。(AP=共同)

世田



Switzerland.

KMM – Newspaper ‘Seikyo Shimbun’.

- ‘Seikyo Shimbun’ is the daily newspaper.
- Circulation: 5,500,000 copies.
- Pages: 1/10 page.
- Published: 9 Nov. 2022.
- Report about RhB World Guinness Record attempt on Unesco World Heritage site.

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美しいアルプスの山の中を長さ1910m、100両編成の列車が走る。スイス東部のグラウビュンデン州で、旅客列車の長さの世界最長だった1990年代のベルギーの非公式記録を破り、世界記録を更新した。

このイベントは、スイスで時刻表による鉄道の運行が始まってから今年で175周年を迎えたことを記念して、レーティッシュ鉄道が企画し、アルブラ線で行われた。

150人の乗客を乗せた列車は、トンネルや橋を走りながらアルプスの山の中を進行。チケットを手に入れた約3000人が、コース途中に設置されたスクリーンで歴史的な旅を見守った。

(記事、写真ともにAFP時事)

地球レンズ

旅客列車の最長を更新

スイス



Switzerland.

KMM – Newspaper ‘Iwate Nichinichi’.

- ‘Iwate Nichinichi’ is the local daily newspaper.
- Circulation: 178,700 copies.
- Pages: 1/10 page.
- Published: 13 Nov. 2022.
- Report about RhB Guinness World Record attempt on Unesco World Heritage site.



South East Asia.



Switzerland.





Switzerland.

STS – Participate in Media & Trade Winter Briefings.

- Date: 4Nov 2022
- Market: SG
- Target: Build awareness of winter offerings amongst Singapore media and trade, networking opportunities.
- Goal: Editorial articles featuring STP and GTToS, deepen relationships with key media and trade partners.
- Partners: ST/STS





STS – Google Ads web banner Winter campaign. Switzerland.

- Date: 1Nov-30Nov 2022
- Market: MY
- Target: Drive online awareness of STP & GTToS winter offerings, push STP sales
- Goal: >300k impressions in MY, >100 STP
- CTA and click-throughs to [MySwitzerland.com/SwissTravelPass](https://www.myswitzerland.com/SwissTravelPass)
- Partners: ST/STS





Switzerland.

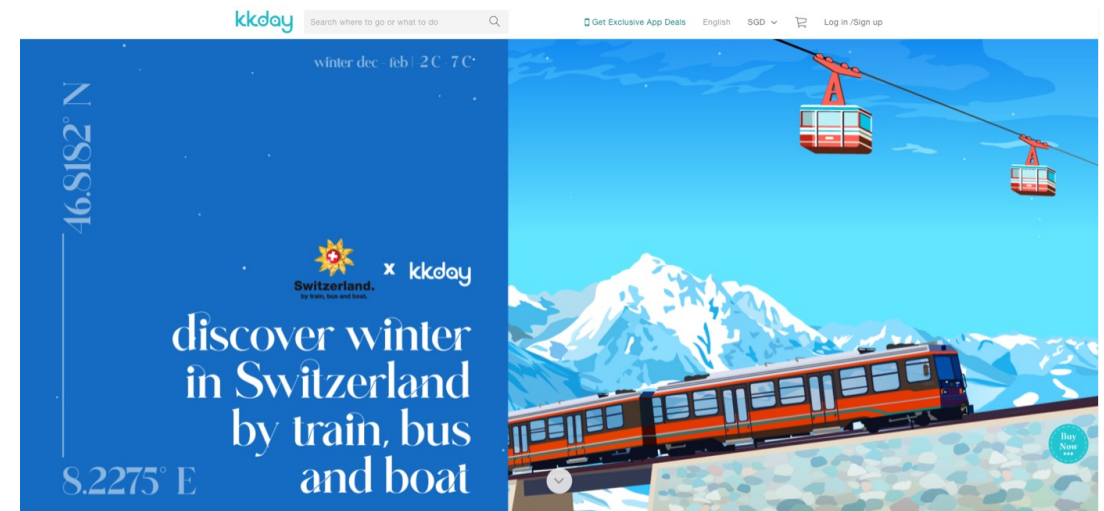
STS – OOH digital billboard Winter campaign.

- Date: 1Nov-30Nov 2022
- Market: MY (Kuala Lumpur)
- Target: Drive outdoor awareness of STP & GTToS winter offerings, push STP sales
- Goal: Placement of 3 digital billboards with >3mil impressions monthly in heavy traffic areas, >100 STP.
- CTA to MySwitzerland.com/SwissTravelPass
- Partners: ST/STS



STS – KKDay web & app Winter campaign.

- Date: 7Nov-6Dec 2022
- Market: SG TH MY
- Target: Drive online awareness of STP & GTToS winter offerings, push STP sales, build user base, sales pipelines for SEA
- Goal: >100k impressions in SG TH MY, push >100 STP.
- CTA and click-throughs to book on KKDay App and websites.
- Partners: ST/STS, Rail Europe Asia Pacific



STS – MICE Newsletter to trade partners.

- Date: 3 Nov 2022
- Market: SEA
- Target: Communicate MICE offerings on trains and boats, highlight unique venues for incentive groups, meetings and weddings.
- Goal: Promote events on trains and boats, at least 1 MICE event on boat / train in 2023, refresh and expand existing database.

> STS B2B Platform > Grand Train Tour > mystsnet.com/mice



Plan your M.I.C.E. on trains and boats in Switzerland.

Dear travel agent partners & friends of Switzerland,

Switzerland is not only a popular holiday destination, but also a preferred place for MICE organizers from all over the world. The Swiss public transport network offers MICE and mobility solutions for your guests' needs.

Whether you have to organize a business meeting, an incentive trip, an industry congress, or a specialized event: With the **Swiss Travel System**, meetings and incentives start as soon as your guests arrive in Switzerland.

From the nostalgic **Red Arrow "Churchill"** which accommodates 110 guests, to modern Salon Suisse coach equipped with the latest technology, to scenic **boat charters** on the lakes, to unique venues with majestic views of snow capped mountains, the Swiss Travel System and its partners have plenty to offer your groups for your special occasions in Switzerland.

With the rebound in international travel this year, we are seeing a surge in incentive enquiries from Southeast Asia. Companies from life insurance, pharmaceuticals, technology, financial services, automotive, energy sectors are again looking to incentivise employees and distributors with **incentive trips** abroad.

Switzerland is considered a premium and highly aspirational destination for incentive groups. The Swiss Travel System offers your groups efficient and unique MICE venues available for

STS – Elearning Newsletter to trade partners.

- Date: 15 Nov 2022
- Market: SEA
- Target: Communicate STS elearning program, encourage trade sign-ups and get certified, increase number of certified agents from SEA.
- Goal: >50 sign-ups, confidence and engagements from trade partners, refresh and expand existing database.

› STS B2B Platform › STS Excellence Program › Switzerland Travel Academy



Become a Swiss Travel System expert today!

Dear travel trade partners & friends of Switzerland,

October was an amazing month with a Guinness World Record set by **Rhaetian Railway** (RhB) for the *world's longest passenger train*. November and December will be equally exciting as **Après ski train** resumes 4x daily service between **Andermatt and Disentis** during the ski season. Additionally, the new **GoldenPass Express** will commence from 11Dec 2022, providing seamless travel between **Montreux and Interlaken**. The new panoramic train line features a Prestige Class and a new culinary concept onboard.

What's more? Many travel trade partners have signed up for the **Swiss Travel System Excellence Program**, the online learning courses with essential updates and everything you



Switzerland.

STS – Presentation at MOB trade dinner.

- Date: 16 Nov 2022
- Market: TH
- Target: Recorded presentation at trade dinner with 80 agencies organized by MOB and Glacier 3000.
- Target: Drive trade awareness of STP & GTToS winter offerings, push STP sales
- Goal: Highlight STP and GTToS offerings, support GPX launching 11Dec
- Partners: MOB + Glacier 3000

<https://www.gpx.swiss/en/pages/media-gpx>





Switzerland.

STS – Presentation gathering with PanTravel.

- Date: 24 Nov 2022
- Market: ID
- Target: Support PanTravel presentation to Jakarta travel agents at Park Hyatt Hotel. 40 pax attended including celebrity influencer Mike Lewis.
- Goal: Highlight STP and GTToS offerings, inclusion into outbound travel packages
- Partners: Rail Europe Asia Pacific + PanTravel JKT





Switzerland.

STS – Presentation at Avia Tour JKT.

- Date: 25Nov 2022
- Market: ID
- Target: Engage Avia Tour outbound tour and B2B arm, position GTToS and STP prominently for their European products to sub-agencies in 2023
- Goal: >30 STP, product visibility through their trade engagements across Indonesia.
- Partners: G2 Travel, Globus, Trafalgar





Switzerland.

STS – Presentation at Tiket.com JKT.

- Date: 25 Nov 2022
- Market: ID
- Target: Account opening of Tiket.com with Rail Europe, increase STP distribution outside of Greater Jakarta.
- Goal: >100 STP monthly in 2023, brand and product visibility through their OOH and digital platforms.
- Partners: Rail Europe Asia Pacific



STS – Presentation at Obaja Tour JKT.

- Date: 25 Nov 2022
- Market: ID
- Target: Drive trade awareness of GTToS and STP, explore MICE options on trains and boats.
- Goal: >30 STP, 1 MICE event on train or boat in 2023.
- Partners: G2 Travel, Kuoni Tumlare





Switzerland.

Public Events (Winter) - Photo Contest.

- Date: 18 Nov 2022
- Photobooth (photo contest) at SwissCham Indonesia's Golf Tournament
- 138 golfers (groups of 4)
- 89 photos
- Partners featured: DDK, MRAG, RhB





Switzerland.

KMM Winter: B2B Media Story on TTG Asia.

- Published on 21 November 2022
<https://www.ttgasia.com/2022/11/21/alpine-adventure-swiss-winter-wonderland/>
- Partners featured: STS, Zermatt, RhB, MRAG, DDK, Schilthorn, JF, Titlis

The screenshot shows the TTG Asia website interface. At the top, there is a navigation bar with links for HOME, PRINT EDITION, SHOW DAILY, SOCIAL, VIDEOS, and a Subscribe button. Below this is a secondary navigation bar with dropdown menus for Destination, Hotel, Transportation, Appointments, Gallery, Trade Calendar, and News Archive, along with social media icons for Facebook, Instagram, Email, RSS, Twitter, and a search icon.

The main content area features an **Advertorial** section with the title **Alpine Adventure: Swiss Winter Wonderland**. The byline reads "By TTG / Posted on 21 November, 2022 0:01". It is attributed to "Switzerland Tourism". The text describes the Swiss winter as a destination for snow lovers and provides tips for inspiration.

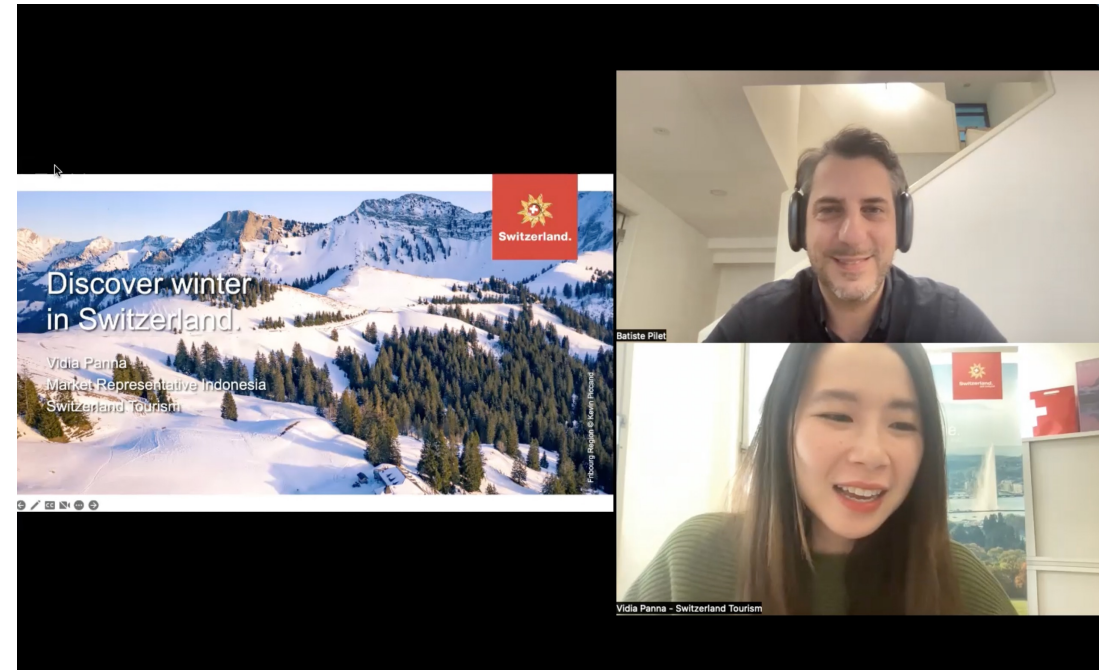
Below the text is a section titled **Winter magic tour** with a photograph of a red and white Zermatt train traveling through a snowy, forested landscape.

On the right side of the page, there are three promotional boxes:

- Latest Issues:** TTG Asia Luxury X ILM Asia Pacific Show Preview 2022, featuring a globe graphic.
- Digital Flipbooks:** Tourism New Zealand Incentive Brochure, featuring a helicopter in a field.
- TTG Show Daily: ATF 2022:** ITB Asia 2022 Day 1, featuring a newspaper-style layout with the headline "Travel demand surges as Japan opens up".

KMM Winter: Online Media Briefing.

- 30 November 2022
- Attendees (MY, PH, ID): 5 (4 ID, 1 PH)
- Partners featured: STS, RhB, DDK, Zermatt, MRAG, Schilthorn, JF, Titlis





Switzerland.

Content Distribution Winter: World Travel Magazine (online).

- Published on 1 November 2022
- Partners:
 - Titlis
 - Interlaken Jungfrau
 - Davos
 - Schilthorn



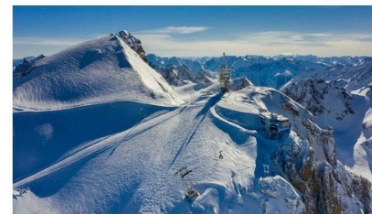
Mt. Titlis: Skiing, Snowboarding, Tubing & So Much More



DESTINATIONS SPONSORED
Perfecting the art of movement in snow when at Davos this winter



DESTINATIONS SPONSORED
The ultimate winter wonderland of Jungfrau Ski Region



DESTINATIONS SPONSORED
Mt. Titlis: Skiing, snowboarding, tubing & so much more



DESTINATIONS SPONSORED
Winter sports holidays in Switzerland – experience Alpine skiing in Mürren



Switzerland.

KMM/ Online(Malaysia) – New Straits Times.

Circulations: 44,090

Readership: 261,000

Total: 2 full pages

- Partners: Matterhorn Region, Lucerne Region, Schilthorn, Zermatt

NewStraitsTimes • THURSDAY, NOVEMBER 17, 2022 23

BROUGHT TO YOU BY LIFE & TIMES

JOM!



Sitting at an altitude of 1,411m, Leukerbad is surrounded by rugged mountain cliffs from east to west, and to the north.

Mountain villages and towns

Zalina Mohd Som shares her experience exploring five Swiss mountain-jump-off-point villages and towns

It is almost impossible to visit Switzerland without including one of its mountain destinations in the itinerary, with names like Matterhorn Klein, Jungfrauoch and Titlis not needing a hard sales pitch. With their year-round winter attractions (read: single-digit temperature, snow-capped mountains and glacier tunnels), these mountains are on top of the list of Switzerland's must-visit places. Thanks to the country's superb network of transportation systems and an attractive travel pass, these mountains become more appealing and attractive as sightseeing destinations. So appealing that most of the time, the villages or little towns located at the base of the mountains are often overlooked. While the villages of the more popular mountains are more touristy, the others win over with their charming, quaint settings. Check out these five personal favourites of mountain-jump-off-point villages and towns.

LEUKERBAD Leukerbad, my second favourite village, is as charming as Murren, but with a more modern and bustling setting. While there are Swiss chalets lining its narrow, winding streets, the village central square is surrounded by charming low-rise buildings with barn window shutters. Famed for its natural thermal bath, the square is marked by a long bronze wall fountain with warm thermal water falling off the one-metre-high wall. Across the fountain is a charming church that stands opposite the grand Walliser-Alpenherme, one of the village's thermal bath spas. Records have it that the mountain spa resort town has 3.9 million litres of 51°C water gushing from its 65 thermal springs every day. These thermal springs have been drawing tourists to the village for over 500 years, making Leukerbad the largest thermal bathing and wellness resort in Switzerland. Sitting at 1,411m above sea level, the thermal spa village is located at a mountain valley surrounded by the Gemmi Pass (2,322m) to its north, the Daubenhorn (2,942m) to its east and the Salmhorn (3,458m) in the west. Just stand at the village square, and you can see these magnificent rugged mountains standing guard around you. The view is simply breathtaking. **MOUNTAIN EXCURSION:** Our tour at Leukerbad doesn't take us up the mountain peak, but it compensates with a two-hour Thermal Canyon Walk that begins with a leisure stroll in the village, before continuing further up and into a forested area where Dala River, the source of the thermal springs, is located. Then, the Thermal Canyon Walk starts on a steel walkway suspended about four metres above the river bed, and securely attached to the vertical bank of the gorge. TURN TO PAGE 24

MURREN When we wait for our guide, we are still high on adrenaline and excitement from the Schilthorn mountain tour. There seems to be no expectation on the hour-long walking tour in Murren. However, the quaint, car-free village doesn't take much time to grow on us. Just five minutes after leaving the meeting point, the adrenaline and excitement from the mountain tour disappears. The village wins us over with its charming collection of traditional Swiss timberhouses, widely referred to as Swiss chalets, that are characterised by wide projecting roofs and facades that are decorated with balconies and ornaments. Fitting Murren's position as a ski resort village, most facades hang old wooden ski sledges, and the balconies have potted colourful flowers. Interestingly, the village of Murren was "created" as a place for out-of-towners to ski or take part in other mountain activities. Those on long journeys to or from the mountains use it as a transit point. Murren's history dates back to the 13th century, with it first being mentioned in writing in 1257. During the day, the village is bustling with tourists, but at night, it takes on a peaceful atmosphere save for some occasional laughter from merry-makers at local pubs. **MOUNTAIN EXCURSION:** Take the cable car all the way to the peak of Schilthorn (2,970m) where Piz Gloria, a building housing a revolving restaurant featured in the 1959 James Bond film *On Her Majesty's Secret Service* and a Bond World exhibition and an outdoor observation deck, is located. Or stop at its Berg Station for its thrilling Skyline Walk.



Tourists take on the car-free streets in Murren. PIX BY ZALINA MOHD SOM

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SCIB SEA Carried Out Business Meetings.

- Market: Indonesia, Malaysia, Thailand, Vietnam
- Corporate : Incentives
- Period: ovember 2022
- Carried out in CH : 12 incentives
- Grand Total Overnights: 4'997
- Grand Total Turnover: CHF 1,664,001
- Destination: Zürich, Bern, Lucerne, Bürgenstock, Engelberg, Gstaad, Interlaken, Grindelwald, Lausanne, Montreux, Geneva, Zermatt, Leukerbad





Switzerland.

KAM Winter: SEA Trade Webinar.

- 24 November 2022
- Zoom Webinar Topic: "We need a winter wonderland, we need Switzerland."
- 2 x Trade newsletters
- Participants: 136
- Partners: STS, Zermatt, MRAG, Davos



Grüezi! Bonjour! Buongiorno! Allegra!

Thank you very much for joining us on our **"We need a winter wonderland, We need Switzerland."** webinar.

We hope the presentation inspired you to dream about our destination and offers you ideas to plan your next products and trips to Switzerland.

Please contact us if you need further assistance and we are happy to help you with ideas and recommendations.

KAM (Thailand): Exclusive Trade Luncheon.

- 03 November 2022, The Athenee Bangkok
- 10 Travel trade partners including the Thai Travel Agent Association (TTAA)
- ST Presence: Martin Nydegger, Batiste Pilet, Thanchanok Nuammano



Public Event (Thailand): VIP Networking Dinner Event.

- 03 November 2022, Swiss Residence
- 65 attendants from Embassy VIP Guests, Swiss Partners, Associations, Corporates, Travel Trades, and Medias
- ST Presence: Martin Nydegger, Batiste Piliot, Thanchanok Nuammano





Switzerland.

KMM (Thailand): Winter Media Briefing.

- 03 November 2022, The Athenee Bangkok
- Participants: 22 Thai Offline & online medias
- ST Presence: Martin Nydegger, Batiste Pilet, Thanchanok Nuammano



KMM (Thailand): BangkokPost.

- 07 November 2022
- Swisstainable concept
one newspaper article and
BangkokPost online
- Circulations: 110,000
- Contacts: 192,500
- Link: <https://www.bangkokpost.com/thailand/general/2431539/switzerland-raises-green-tourism-stakes>



The screenshot shows the Bangkok Post website interface. At the top, the 'Bangkok Post' logo is on the left, and navigation tabs for 'THAILAND', 'WORLD', 'BUSINESS', 'OPINION', 'AUTO', 'LIFE', and 'LEARN' are on the right. Below the navigation, the article title 'Switzerland raises green tourism stakes' is prominently displayed. The publication date 'PUBLISHED : 7 NOV 2022 AT 09:33' is on the left, and the newspaper section 'NEWS' and writer 'PORAMET TANGSATHAPORN' are on the right. Social media sharing icons for Facebook (41 shares), Twitter, LINE, and a comment icon (18 comments) are visible. The main text of the article begins with 'About 200,000 Thai tourists are expected to visit Switzerland over the next year as demand for travel recovers post Covid-19, says the Switzerland Tourism Southeast Asia Office director.' A sub-headline reads 'Batiste Pilet said Thailand was one of the largest sources of tourists from Southeast Asia in Switzerland.' The final line of the visible text is 'Mr Pilet, who is overseeing the Switzerland tourism campaign in the region, spoke at a Switzerland tourism winter media briefing in Bangkok'.



Switzerland.

KMM (Thailand): Bangkok Biz News.

- 10 November 2022
- Circulations: 400,000
- Contacts: 700,000
- Partners: GEX, Davos
- Full pay newspaper article
- Online link: <https://www.bangkokbiznews.com/world/1036955>

World Beat

เลือกตั้งกลางเทอม
เส้นตายการสู้รบในยูเครน

การเลือกตั้งกลางเทอมของสหรัฐอเมริกาเป็นขบวนการสำคัญในประวัติศาสตร์ และการเลือกตั้งครั้งนี้จะเกิดขึ้นในวันที่ 5 พฤศจิกายน... **เลือกตั้งกลางเทอมเส้นตายการสู้รบในยูเครน**

การเลือกตั้งกลางเทอมของสหรัฐอเมริกาเป็นขบวนการสำคัญในประวัติศาสตร์ และการเลือกตั้งครั้งนี้จะเกิดขึ้นในวันที่ 5 พฤศจิกายน... **เลือกตั้งกลางเทอมเส้นตายการสู้รบในยูเครน**

'สวิส'ชวนคนไทย
เที่ยว 'तालमหนาว'ปลายิป

การท่องเที่ยวในสวิสเซอร์แลนด์... **'สวิส'ชวนคนไทยเที่ยว 'तालमหนาว'ปลายิป**

สินค้า	ราคา	ราคา	ราคา
ดัชนี	327,884	328,443	328,443
ทองคำ	29,219	29,077	29,077
ยูโร	298,443	45,111	45,111
บาท	315,900	85,796	85,796
ดัชนี	378,422	277,308	277,308



Switzerland.

KAM (Thailand): Visa Green Channel Workshop.

- 22 November 2022, So/ Bangkok
- Together with Consular directorate, SEM, Visa section Embassy of Switzerland in Bangkok, VFS Global Thailand and ST
- 13 selected travel trade partners
- ST Presence: Simon Bosshart, Batiste Pilet, Thanchanok Nuammano





Switzerland.

KMM (Thailand) – Anywhere Magazine.

- New articles feature
- Partners covered: JF, JFJ
- Circulation: 40,000+
- Links:
- <https://www.anywheremagazine.com/grindelwald-terminal>



Grindelwald Terminal/ประตูสู่jungเฟรรา

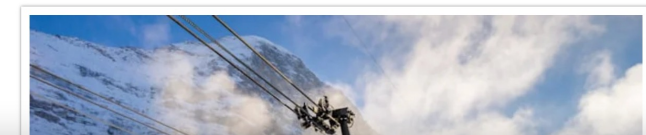


Grindelwald Terminal, Photo by jungfrau.ch

เทอร์มินัลกับสมัยเป็นเส้นทางไปยัง Jungfrau joch ได้เร็วที่สุด หรือตรงไปยังพื้นที่เล่นสกี และเป็นเขาที่เชิงเขา Eiger North Face ด้วยยกอนโดลา Eiger Express ใช้เวลาเพียง 15 นาทีจาก Grindelwald Terminal ไปยังสถานี Eiger Glacier ในทะเลสาบ ลอยฟ้าที่ทันสมัยที่สุดในยุโรป พร้อมประสบการณ์ที่ดีที่สุดในการชมวิวทิวทัศน์บนเทือกเขาแอลป์ ชื่นชมกับทัศนียภาพด้านเหนือของเทือกเขาแอลป์ที่ยิ่งใหญ่อลังการในระยะใกล้ชิด อีกด้านหนึ่งเป็นวงแหวนของยอดเขาเบอร์นีส ที่มีเลาเบอร์ฮอร์น, มานน์ลิเคิน และไพลาฮอร์น

การเดินทาง

สามารถเดินทางด้วยรถยนต์ หรือรถไฟ Bernese Oberland จากสถานี Interlaken-Ost ไปยัง Grindelwald Terminal จากนั้นใช้ Eiger Express โดยตรงไปยัง Eiger Glacier หรือนั่งกระเช้าไฟฟ้า Grindelwald-Mannlichen ไปยังสถานีภูเขา Malen โดยตรง เวลาเดินทางจากสถานี





Switzerland.

KAM (Thailand): One World Tour and Travel.

- New itineraries/new product development for Winter, result from business plans 2022
- Partners: MRAG, Zermatt, Davos, STS
- Programs:
- <https://www.oneworldtour.co.th/tour/owtt220168/>
- <https://www.oneworldtour.co.th/tour/owtt220102/>

LOVELY SWISS
Mountain & Glacier
THE DOM ยอดเขาที่สูงที่สุดในสวิตเซอร์แลนด์
10 DAYS

THAI
Switzerland Tourism Recommended Itinerary
OCT 2022 - MAR 2023
149,900

- DIESENKOFEN
- STEIN AM RHINE
- DAVOS
- WEISSFLUH
- ST MORITZ
- BERNINA EXPRESS
- FOX TOWN OUTLET
- EGGISCHORN
- ALETSCHE GLACIER
- SAAS-FEE
- ALPIN
- LEUKERBAD
- SION
- MONTREUX RIVIERA
- PILATUS

OWTT220168 **GRAND SWITZERLAND**
ALETSCH GLACIER - ROSENLAUI (UNSEEN) - LEUKERBAD
10 Days 8 Nights

พิกเมืองเซอร์แมท
เมืองลียงเคอร์เนา

หมู่บ้านโรเซินอย(อันซีน)
เมืองสลา 'ลียงเคอร์เนา' - อาลิซึ่ กลาเซียร์
นั่งรถไฟชมถนนแคโรล 5 ชมองตาเนกอร์จอร์น
ล่องเรือทะเลสาบเบร็อนซ์ - ทะเลสาบรีฟฟาลี
ยอดเขาเทกเคอเลป 'ไทเคทูลอร์'
อิววาลด์ - ภูเขาริลาเน - ทุ่งหญ้าที่
ยอดเขาเอทีสวอร์น - กลาเซียร์เจ้าชายเฟรเดอริก

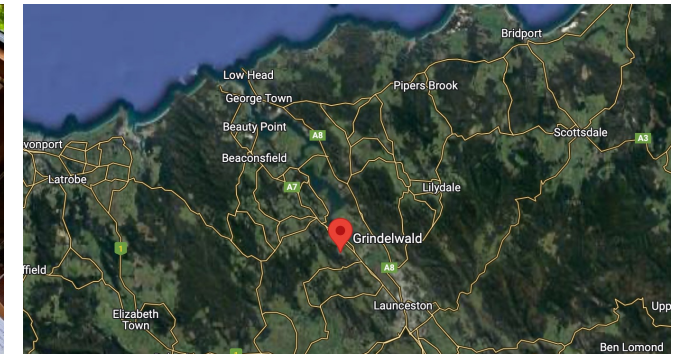
SWISS ออกเดินทาง **119,900**
MAR - JUN 2023

Australia.



KAM/KMM: Grindelwald, Switzerland meets Grindelwald, Tasmania.

- Exclusive activity for Gold Partner Jungfrau Marketing (Jungfrau Railways, Jungfrau Region and Interlaken).
- Agents training events “Mini STE” in Grindelwald and Interlaken (Tasmania), and Hobart.
- Media lunch and training in Hobart.
- 25 travel agents and media partners visited.
- “Live from Grindelwald” Video from Jungfrau partners.



India.



Switzerland.





Switzerland.

Neeraj Chopra Campaign



Switzerland.

Neeraj Chopra – Friendship ambassador for Switzerland in India.

- The announcement of Neeraj Chopra as a Friendship Ambassador was made through a press release on 8th November post his trip to Switzerland in October.
- Before distributing the press release we organized multiple interviews with top publications and channels (with a document signed for confidentiality until 8th Nov)
- On the day of the press release, a video was release on social media handles and was dessiminated with the press release as well.
- The main film **garnered organic views in millions – 2.58M on Instagram.**
- **Organic media coverage** about the trip garnered **11.5M** contacts.



INTERLAKEN

Top Organic Media Coverage – Press Release.



The screenshot shows a news article on the Dailyhunt platform. The article title is "Olympic Gold Medalist Neeraj Chopra is the 'Friendship Ambassador' of Switzerland". The main image shows Neeraj Chopra in a red winter jacket and white helmet, giving a thumbs up. The article text includes: "Switzerland Tourism has appointed Olympic Gold medalist Neeraj Chopra as the 'Friendship Ambassador'. In his new role, the talented Indian sports superstar will showcase and promote the adventurous, sporty, and stunning outdoors of Switzerland to Indian travellers. Friendship Ambassador Neeraj Chopra in Switzerland Chopra has often travelled to Switzerland for tournaments and training but this time, after his season ended, India's newest sports icon spent his days relaxing in the country while doing what he loves best-getting the adrenaline pumping! Among the top destinations that Chopra visited were Interlaken, Zermatt and Geneva. After winning the Diamond league championships in Zurich in September this year, Neeraj and his closest friends who joined him in Switzerland, embarked on a holiday which was tailor-made for his adventurous side. His program covered it all - from canyon jumping, sky diving, jetboat in Interlaken as well as snow scooters and sleds on Jungfrauoch to Monster biking, hiking, paragliding and a helicopter tour in Zermatt. But adventure was just one of his holiday thrills. He also visited the city of Geneva, which he explored via a unique running tour as well as on an e-tuktuk tour which took him to United Nations as well as the Gandhi statue to pay homage to the father off the nation. But being Neeraj Chopra, he capped things off with a river rafting tour down to the iconic Lake Geneva to see Geneva's famous landmark-the let'deau."

The screenshot shows a news article on the IANSlife platform. The article title is "Neeraj Chopra is Switzerland Tourism's Friendship Ambassador". The main image shows Neeraj Chopra in a red winter jacket and white helmet, giving a thumbs up. The article text includes: "The athlete also donated his gold-winning javelin to the Olympic Museum in Lausanne. November 09, 2022 (ANI/NewsVoi) Swiss Olympic Gold medalist Neeraj Chopra as the 'Friendship Ambassador' of Switzerland. Chopra has often travelled to Switzerland for tournaments and training but this time, after his season ended, the Indian sports icon spent his days relaxing in the country while doing what he loves best-getting the adrenaline pumping! Among the top destinations that Chopra visited were Interlaken, Zermatt and Geneva. As Switzerland Tourism's 'Friendship Ambassador', Chopra will share his experiences in the country to showcase it as the ideal destination for outdoor and the best destination for hiking, biking, soft and extreme adventure and of course snow sports, for anyone be it beginner or seasoned. 'Switzerland is my favourite international holiday destination! It's so beautiful everywhere you look! It was great spending time exploring the country after the season. I also wanted to show the country to my friends and family. It was the best place to relax after a hectic season for me. You had retraced experiences in the country whether you are out in the mountains or even just chilling in the city! But what got me excited was chance to experience the adventure side of the country with my closest friends. I was excited to show Interlaken and Zermatt which we had known for their adventure activities but also that it's possible to enjoy the outdoors in Geneva which is Switzerland's second largest city. We had everything from canyon zing to river rafting to paragliding and anything amongst other activities. And of course, it was to know that Switzerland is the safest place for all kinds of adventure sports!' expressed Chopra. The athlete also donated his gold-winning javelin to the Olympic Museum in Lausanne, Switzerland in September this year. The museum founded by the International Olympic Committee in 1980 showcases the richness and diversity of Olympic through history, culture, design, technology, and sociology with sports as the main element. Many Kumar's games as well as Chopra's hockey was already a part of the exhibits at the Museum. (This article is website exclusive and cannot be reproduced without the permission of IANSlife) IANSlife can be contacted at info@ianslife.com

The screenshot shows a news article on the PTI website. The article title is "Olympic Gold Medalist Neeraj Chopra Signed Up As 'Friendship Ambassador' of Switzerland". The main image shows Neeraj Chopra in a red winter jacket and white helmet, giving a thumbs up. The article text includes: "Olympic gold medalist Neeraj Chopra has started a new partnership. The Indian javelin thrower has been signed up by teams up Switzerland Tourism to give Indian travellers a glimpse of the fun, adventurous and sporty side of the alpine country. Neeraj Chopra has teamed up with Switzerland Tourism to showcase and promote the adventurous, sporty, and stunning outdoors of the alpine country to Indian travellers. Olympic gold medalist Neeraj Chopra has started a new partnership. The Indian javelin thrower has been signed up by teams up Switzerland Tourism to give Indian travellers a glimpse of the fun, adventurous and sporty side of the alpine country."

The screenshot shows a news article on ThePrint website. The article title is "Olympic Gold Medalist Neeraj Chopra is the 'Friendship Ambassador' of Switzerland". The main image shows Neeraj Chopra in a red winter jacket and white helmet, giving a thumbs up. The article text includes: "Switzerland Tourism has appointed Olympic Gold medalist Neeraj Chopra as the 'Friendship Ambassador'. In his new role, the Indian sportsman will share his experiences in the country to showcase it as the ideal destination for outdoor and the best destination for hiking, biking, soft and extreme adventure and of course snow sports, for everyone be it beginners or seasoned pros. Though Chopra has travelled to Switzerland often for tournaments and training, this time, after his season ended, he extended his stay to explore Interlaken, Zermatt and Geneva. He even followed a tailor-made itinerary to experience the adventurous side of the country. 'Neeraj is an Indian icon and a very outdoorsy person, and he will be the perfect person to showcase the sporty and outdoor side of Switzerland as well as allow us to promote lesser-known sides of the country," said Mishra Gambetta, Director -India, Switzerland Tourism."

Mumbai (Maharashtra) [India], November 11 (ANI/NewsVoi): Switzerland Tourism has appointed Olympic Gold medalist Neeraj Chopra as the 'Friendship Ambassador'.

The screenshot shows a news article on TravelWorld.com. The article title is "Olympic gold medalist Neeraj Chopra is the 'Friendship Ambassador' of Switzerland". The main image shows Neeraj Chopra in a red winter jacket and white helmet, giving a thumbs up. The article text includes: "Switzerland Tourism has tied up with Chopra to inspire Indian travellers to explore the fun, adventurous and sporty side of the alpine country. Though Chopra has travelled to Switzerland often for tournaments and training, this time, after his season ended, he extended his stay to explore Interlaken, Zermatt and Geneva. Switzerland Tourism has appointed Olympic Gold medalist Neeraj Chopra as the 'Friendship Ambassador'. In his new role, the Indian sportsman will share his experiences in the country to showcase it as the ideal destination for outdoor and the best destination for hiking, biking, soft and extreme adventure and of course snow sports, for everyone be it beginners or seasoned pros. Though Chopra has travelled to Switzerland often for tournaments and training, this time, after his season ended, he extended his stay to explore Interlaken, Zermatt and Geneva. He even followed a tailor-made itinerary to experience the adventurous side of the country. 'Neeraj is an Indian icon and a very outdoorsy person, and he will be the perfect person to showcase the sporty and outdoor side of Switzerland as well as allow us to promote lesser-known sides of the country," said Mishra Gambetta, Director -India, Switzerland Tourism."



Switzerland.

Paid Articles.

As the last leg for the phase 2 of the campaign we had branded content placement in Top 2 publications in India – Times of India and Hindustan Times.

Times Network – Top 8 Metros



Total contacts: 9'039'000

Hindustan Times Network – Top 2 Metros



Total contacts: 3'606'000

KAM: ST Destination Trainings: Bangalore.

- 2nd Nov 2022
- 1 session in the morning
- Presented Switzerland and its various touristic offerings, travel guidelines, and latest updates
- Interactive quiz at the end with prizes for winners
- Presenters: ST, STS, Rail Europe, RhB & BLS Interlaken, Zurich Tourism & Aletsch Arena
- Total No. of attendees: 86





Switzerland.

KAM: ST Destination Trainings: Pune.

- 4th Nov 2022
- 1 session in the morning
- Presented Switzerland and its various touristic offerings, travel guidelines, and latest updates
- Interactive quiz at the end with prizes for winners
- Presenters: ST, STS, Rail Europe, SWISS & Jungfrau Railways, Zurich Tourism & Aletsch Arena
- Total No. of attendees: 84





Switzerland.

KAM: ST Destination Trainings: Nagpur.

- 15th Nov 2022
- 1 session in the morning
- Presented Switzerland and its various touristic offerings, travel guidelines, and latest updates
- Interactive quiz at the end with prizes for winners
- Presenters: ST, STS, Rail Europe, Jungfrau Railways, BLS Interlaken & RhB
- Total No. of attendees: 47



KAM: ST Destination Trainings: Ahmedabad.

- 17th Nov 2022
- 1 session in the morning
- Presented Switzerland and its various touristic offerings, travel guidelines, and latest updates
- Interactive quiz at the end with prizes for winners
- Presenters: ST, STS, Rail Europe, Jungfrau Railways, BLS Interlaken & RhB
- Total No. of attendees: 107





Switzerland.

KAM: Visa Event with “Preferred Partners” of the Visa Section in Delhi.

- 23rd Nov 2022
- Participants
 - ST, Visa Section, VFS, SEM, FDFA
 - TAs / TOs: Thomas Cook, SOTC, SWISStours, D’Pauls & MakeMyTrip
- Put systems in place for smooth visa process in 2023 and establish the basis for the Visa Preferred Partner Scheme (VPPS)
- Total no. of attendees: 10





KAM: Visa Event with “Preferred Partners” of the Visa Section in Mumbai.

- 25th Nov 2022
- Participants
 - ST, Visa Section, VFS, SEM, FDFA
 - TAs / TOs: Thomas Cook, SOTC, SWISStours, Veena World, Kesari Tours & Flamingo Transworld
- Put systems in place for smooth visa process in 2023 and establish the basis for the Visa Preferred Partner Scheme (VPPS)
- Total no. of attendees: 10





Switzerland.

KAM: Sales Calls with Schilthorn Cableway Ltd.

- 28th Nov 2022 – 2nd Dec 2022
- Sales calls tour with Schilthorn with key travel trade representatives across Delhi, Chennai and Mumbai
- Present Schilthorn and its various touristic offerings
- Provide latest news / updates from Schilthorn for the Indian market
- No. of TOs / TAs met: 23

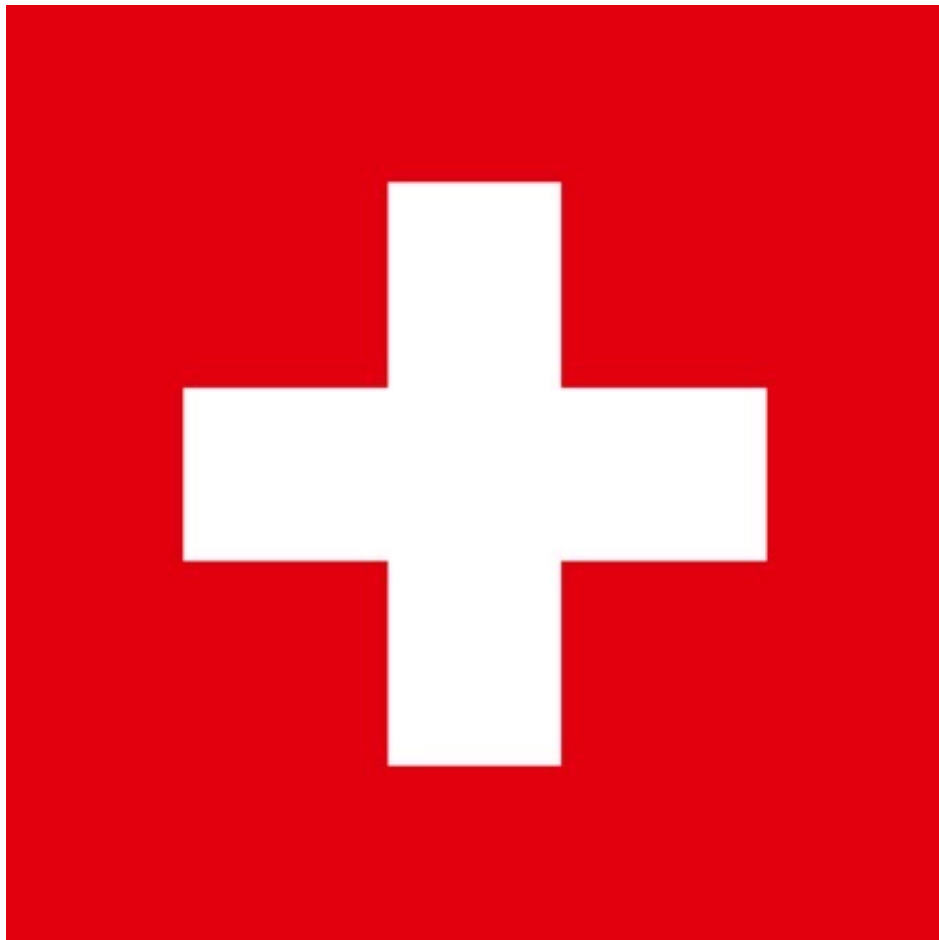


Markets West.

Switzerland.



Switzerland.





Switzerland.

Nature Spa – Magazine Schweizer Familie.

- Biggest Swiss family magazine
- Readership: 517'000
- 6 page advertorial
- Focus: Sustainability
- Publication: 3. November 2022
- 1 Page Ad “Nature Spa”
- Integration StraPa: Rauchsch

SCHÖNER LEBEN

AUF DEM SEE SAUNIEREN

Sanneben auf dem Zürchersee

Die Sonne auf dem Wasser ist ein wunderbares Erlebnis. Mit Blick auf die Schweizer Alpen, die Berge und die Natur, ist dies ein unvergessliches Erlebnis. Die Sonne auf dem Wasser ist ein wunderbares Erlebnis. Mit Blick auf die Schweizer Alpen, die Berge und die Natur, ist dies ein unvergessliches Erlebnis.

SCHÖNER LEBEN

Der Waldweg, der uns Boot klug

Hörst du dir an, was ein Boot klug ist, hörst du dir an, was ein Boot klug ist. Hörst du dir an, was ein Boot klug ist, hörst du dir an, was ein Boot klug ist. Hörst du dir an, was ein Boot klug ist, hörst du dir an, was ein Boot klug ist.

SCHÖNER LEBEN

Die Seele wecken

Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken.

SCHÖNER LEBEN

Das tut gut!

Den Körper entspannen und die Seele baumeln lassen – das klappt am besten am und im Wasser, an der frischen Luft und in der Natur. Zusammen mit Wärme und Licht. Wir lassen Orte an denen der Himmel nah und die Erde fern ist.

SCHÖNER LEBEN

Baden wie ein Eisbar

Baden wie ein Eisbar, Baden wie ein Eisbar. Baden wie ein Eisbar, Baden wie ein Eisbar. Baden wie ein Eisbar, Baden wie ein Eisbar. Baden wie ein Eisbar, Baden wie ein Eisbar.

SCHÖNER LEBEN

Die Seele wecken

Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken. Die Seele wecken, die Seele wecken.

SCHÖNER LEBEN

Das Boot in der Badewanne steuern

Das Boot in der Badewanne steuern, Das Boot in der Badewanne steuern. Das Boot in der Badewanne steuern, Das Boot in der Badewanne steuern. Das Boot in der Badewanne steuern, Das Boot in der Badewanne steuern.

SCHÖNER LEBEN

Das einfache Leben genießen

Das einfache Leben genießen, Das einfache Leben genießen. Das einfache Leben genießen, Das einfache Leben genießen. Das einfache Leben genießen, Das einfache Leben genießen.

SCHÖNER LEBEN

Wir brauchen Entschleunigung

Wir brauchen Entschleunigung, Wir brauchen Entschleunigung. Wir brauchen Entschleunigung, Wir brauchen Entschleunigung. Wir brauchen Entschleunigung, Wir brauchen Entschleunigung.

SCHÖNER LEBEN

Wir brauchen Entschleunigung

Wir brauchen Entschleunigung, Wir brauchen Entschleunigung. Wir brauchen Entschleunigung, Wir brauchen Entschleunigung. Wir brauchen Entschleunigung, Wir brauchen Entschleunigung.

Winterspecial Market Switzerland.

- 24-page Winterspecial in collaboration with Swiss partners
- Release/distribution
 - 20.11.2022 – *NZZ am Sonntag* (331.000 readers)
 - 26.11.2022 – *Le Temps* (93.000 readers)
- In addition, download digital version to be promoted via native ads, newsletter and SOM





Switzerland.

Adventskalender and City- and Fondue-Finder.

- Digital Winter Push
 - Combination of the ST Adcentscalendar, Fondue Experience and Cities – Xmas Markets
- NZZ
 - NZZ Bellevue (D): Multidevice Halfpage, Newsletter Native-Ad
 - News-Alliance (F): lefigaro.fr & journaldesfemmes.fr (targeting CH-IP addresses), lenouvelliste.ch, lacote.ch, laliberte.ch
- Ron Orp (D&F)
 - Standalone NL, sponsored story, SoMe Post, NL integration

RON ORP

Donnerstag 01.12.22 #4812

Dieser Newsletter ist in Zusammenarbeit mit Schweiz Tourismus entstanden.

Mein Profil Message Box Follows

Hoi Yamuna


Es ist so weit, Weihnachten liegt vor der Tür. Und in der Luft! Gestern habe ich nämlich in meinem Treppenhaus das erste Mal den Duft von Weihnachtsgetzei eingeschnitten. Himmlisch. Ich freue mich aber nicht nur auf die süßen Leckerereien, sondern auch auf die Zeit der Weihnachtsmärkte. Du denkst dir jetzt sicherlich: -Ach, die sind doch überall gleich!- Denkste! Ich habe mich nämlich mit Schweiz Tourismus ausgetauscht und bewese dir n das Gegenteil. Versprochen!

Und übrigens: In diesem Newsletter versteckt sich ein kleines Rätsel. Wer du ihn genau durchliest, kannst du es vielleicht lösen. Unter allen Person mit der richtigen Antwort verlose ich ein Pack selbst gemachter Ron-Weit nachtsguetzi. Viel Glück!

Vorweihnachtsgrüsse



Paid Post




Advent, Advent, das erste Lichtlein brennt

Schweiz Tourismus beschenkt Entdeckungsfreudige mit einem Online-Kalender. Jeden Tag gibt es einen Mix aus Kulinarik, Übernachtung und Aktivität zu gewinnen.

Viel Glück!

Paid Post



Winterzeit bedeutet immer auch Fonduezeit!

Ob traditionelle Fondue-Hütte, Pop-up-Restaurant oder Fondue-Gondel - **hier** findest du heraus, wo in deiner Gegend Brot in Käse geschwenkt wird.

Zu deinen Fondue-Erlebnissen

BeNeLux.

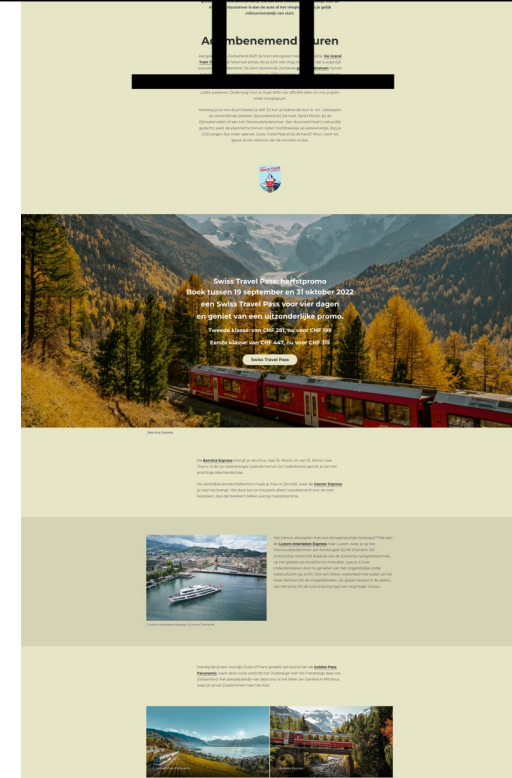


Switzerland.



Autumn & STP4 Promotion.

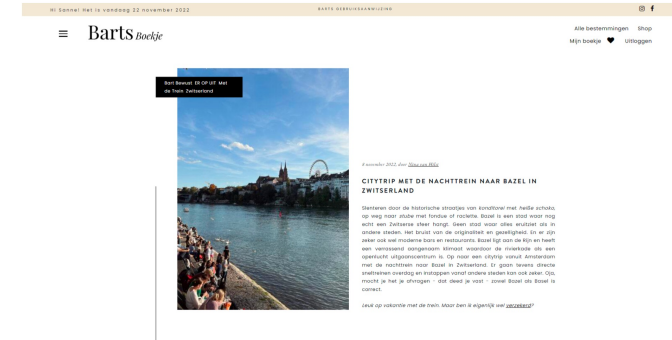
- Content collaboration with DPG Media in Belgium & Netherlands about Swisstainable autumn.
- Dedicated landingpage and digital promotion through well known newspapers **De Volkskrant** (NL) and **Het laatste Nieuws** (Be) with 50'000 articles views
- Overall results: 19.4 Mio Contacts



Cities. Influencer Trip to Basel.

- Influencer Trip's to Basel with:
 - We Are Travellers: 21.-23.10.2022
 - Barts Boekje: 20.-23.10.2022
- Focus: Art & culture
- Social Media and blogs

Overall results: 1.09 Mio Contacts





Switzerland.

Winter. Recovery 2022 – Digital promotion.

- Awareness Winter Campaign with VDX
- Digital content distribution In-stream + in-read on major NL & BE publisher pages.
- Desktop, Laptop, Mobile response
- Traffic to MyS/Winter Landingpage.
- October – November 2022

▪ **Marketing contacts: 1'271'912**



KMM. ANTOR Workshop Brussels & Amsterdam.

- Media Workshops
- 21 November in Brussels,
29 November in Amsterdam
- 24 tourism boards
- 150 travel journalists,
photographers, influencers and
bloggers



Media & Trade Event Luxembourg.

- 24 November networking evening in restaurant Edelwyss Kopstal
- Partner: Ascona-Locarno & Benvenuti Hotels
- 16 key media & trade contacts
- Presentations: Winter in Switzerland, Summer in Ascona-Locarno, Highlights Benvenuti Hotels





Switzerland.

Meetings: Belgium: Lufthansa Group MICE workshop.

- 22.11.2022
- Lufthansa Group MICE workshop
- At Bhouse (Brussels Airlines HQ)
- 85 registrations, about 70 participants
- A few new interesting contacts
- Partners: Lufthansa Group, United Airlines, Air Canada, German Convention Bureau, Frankfurt & München, Meet Salzburg, Visit Brussels & SCIB



Italy.



Switzerland.





Swiss Winter Village, Milano
07 – 27.11.2022



Switzerland.

Winter campaigns 2022/23.

- Partners: Andermatt, St. Moritz, Made in Bern (Interlaken, Jungfrau Railways, Bern Welcome), Swissminiatur
- New partner: Trenitalia
- Strapa: STS/SBB, RhB, Mammut, SCM, Swiss Wine, Appenzeller Bier, HoKo, Rausch
- Event partners: GR Ski Academy, Ricola, Stöckli



Swiss Winter Village, Milano (7 – 27 Nov. 2022).



Switzerland.



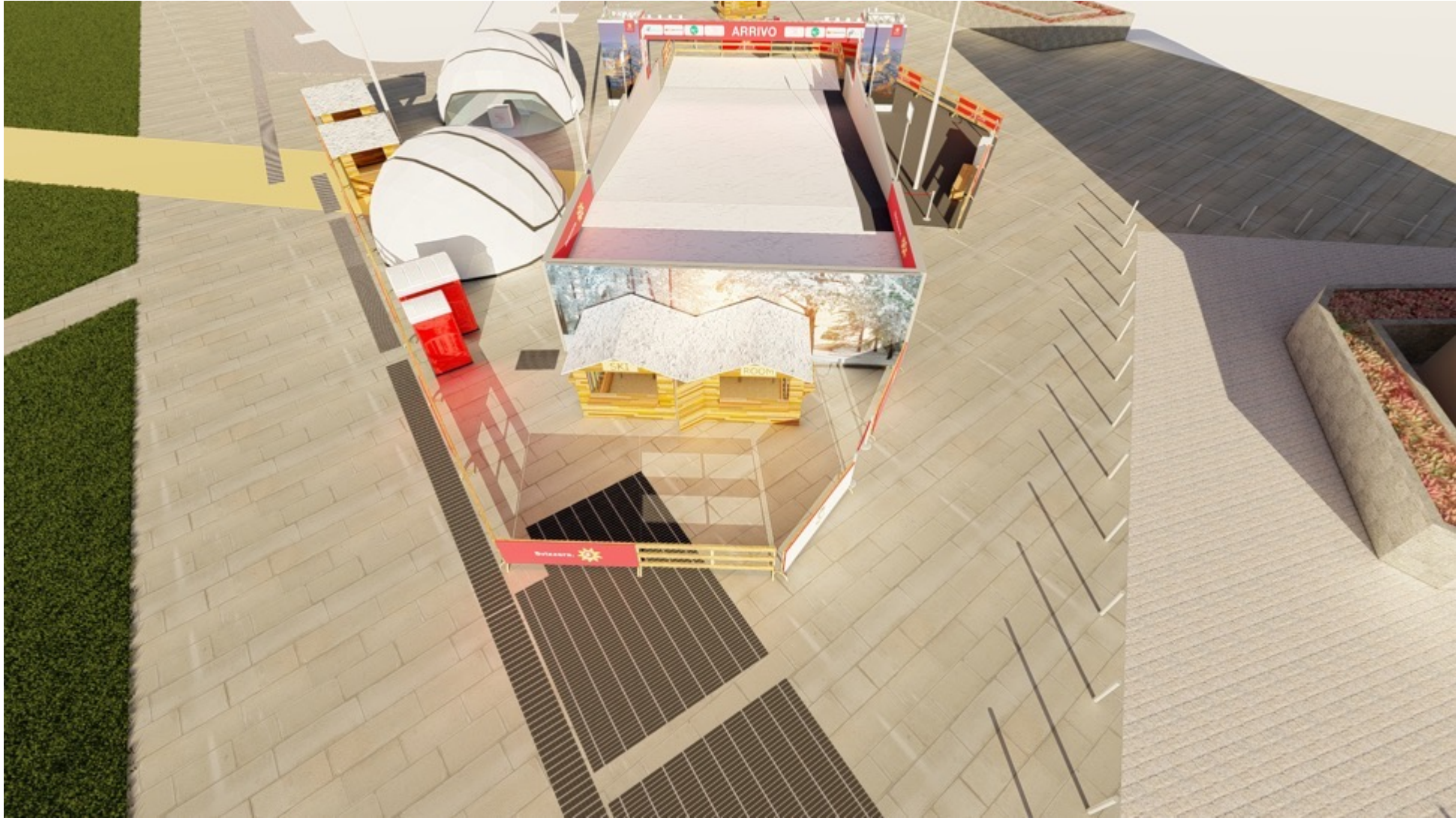
Swiss Winter Village, Milano (7 – 27 Nov. 2022).



Switzerland.



Swiss Winter Village, Milano (7 – 27 Nov. 2022).



Swiss Winter Village, Milano (7 – 27 Nov. 2022).



Switzerland.

OPEN EVERY DAY, 09 AM – 09 PM:



Landingpage

- myswitzerland.com/it/swiss-wintervillageamilano
- Integration of the partners with dedicated link of partners homepage
- **10 days: 11'000 visits (3,5 min.! average)**



App Porta Nuova

- 5 slots / day
- Comm. partner

Free ski lessons with 3 ski instructors (GR Ski Academy), min. age 4 years

Ski equipment for free (Stöckli)

Sledges «donuts»

09 AM – 03 PM: Exclusive ski lessons for schools from Milan (ST target)

03 PM – 09 PM: Registration on STITA landingpage or app of Porta Nuova (Sold out 3'000 ski lessons before the opening of the SWV!), top customer database!

1 slot: 1 hour -> 20 min. preparation, 30 in. Ski lesson, 10 min. sledges

Ski gilet sponsored by Swissminiatur, incl. free entrance with gilet at Swissminiatur for each participant on the slope



Switzerland.

Swiss Winter Village, Milano (7 – 27 Nov. 2022).

10'000
visitors in the
winter village





Switzerland.

Swiss Winter Village, Milano (7 – 27 Nov. 2022).

3000
Ski lessons!

20'000
pedestrians



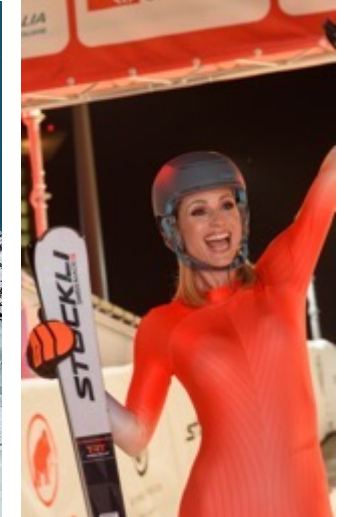
Swiss Winter Village, Milano (7 – 27 Nov. 2022).



Switzerland.

7 events in the SWV:

- Opening event with testimonials Michelle H., Giorgio R., Bernhard R.: 180 guests (VIPs, media & partners)
- Trade workshop
- Media partner (DV) event in collaboration with Ricola (casting with 200 women)
- Apres ski events in collaboration with GC, Business Hub, Swisschamber and Consulate General of Switzerland in Milano

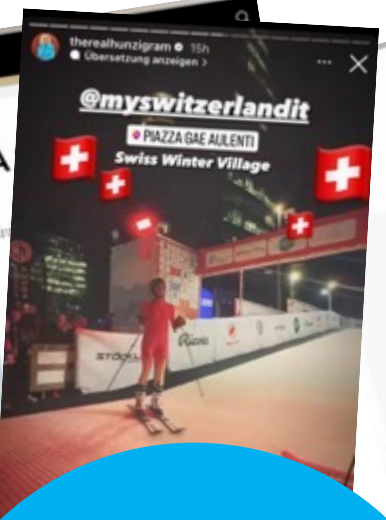




Switzerland.

Swiss Winter Village, Milano (7 – 27 Nov 2022).

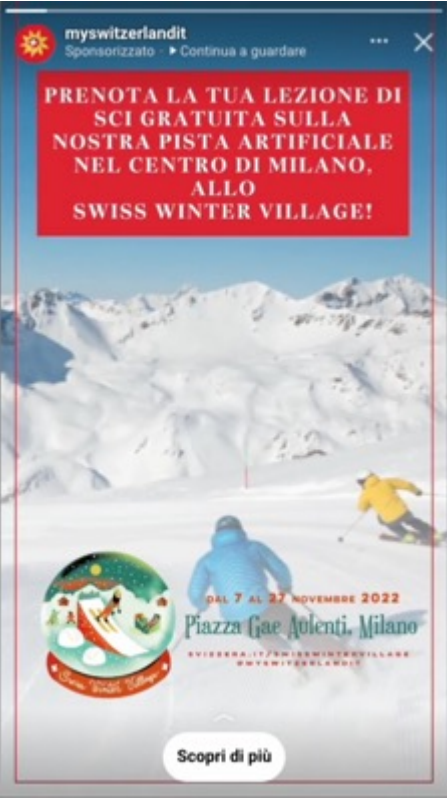
65 media articles (print, online, TV)
10 Mio. SM impr.,...
counting...





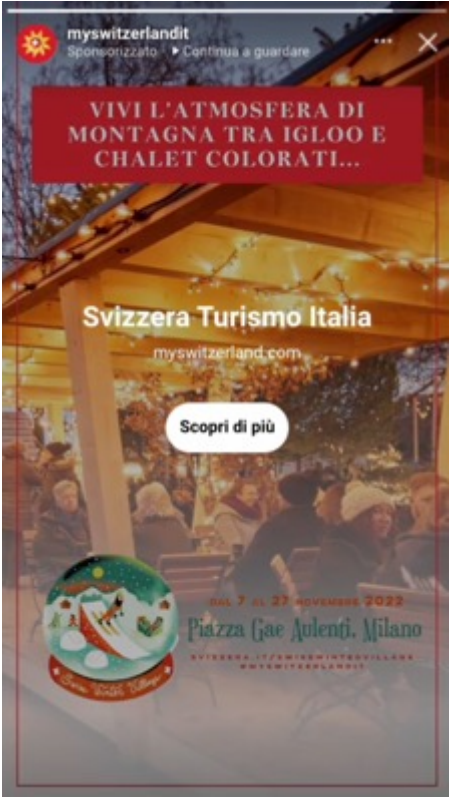
Switzerland.

Swiss Winter Village, Milano (7 – 27 Nov. 2022).



Social Media
Adv IG Stories

Impressions:
111.904
Clicks: 1.428





Switzerland.

KAM: Workshop Winter c/o Swiss Winter Village.

- Date: 9.11.2022
- What: Workshop for Travel Agents, t.o.'s, ski clubs, association and CRAL in Swiss Winter Village in Piazza Gae Aulenti in Milano
- Organized in coop with Travel Quotidiano
- Contacts: 70
- Partners involved: Adrastea Viaggi, Andermatt, Corvatsch Diavolezza Lagalb, Crans Montana, Hotel Cooperation, Interlaken, Jungfrau, RhB, Radisson Blu, STS, The Chedi



KAM: Fam Trip Ticino.

- Dates: 25-27.10.2022
- What: Fam trip in Bellinzona, Locarno and Isole di Brissago
- Participants: 5 travel agents of Assoviaggi
- Partners involved: Ticino Turismo



KAM: Sales Calls Padova.

- Dates: 15.11.2022
- What: Travel Open Day in Padova
- Participans: 30
- Partners involved: Bern, BLS





Switzerland.

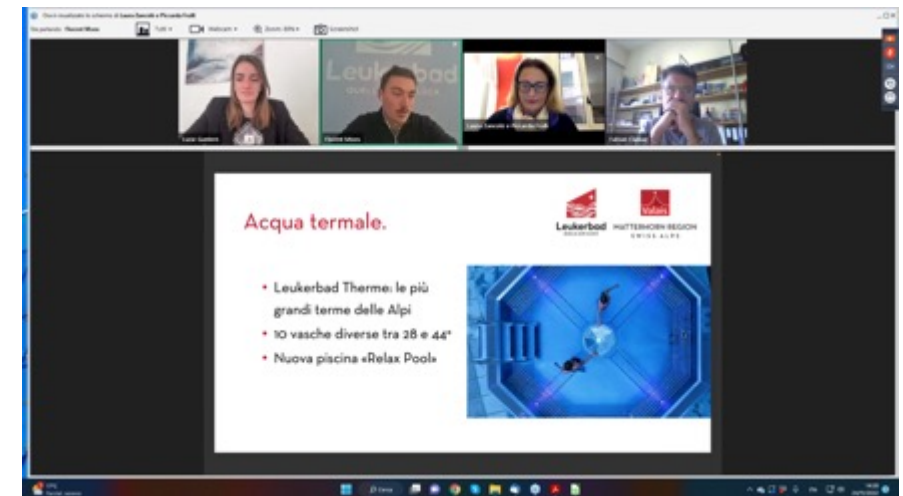
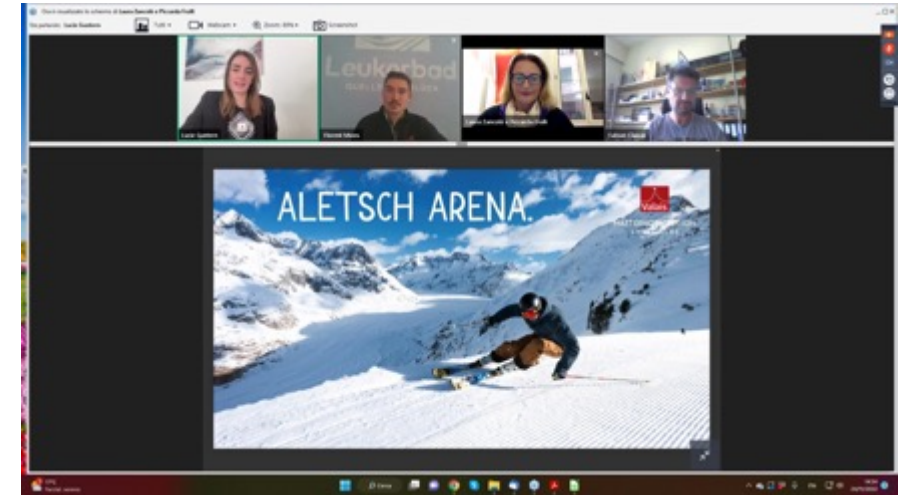
KAM: Sales Calls Brescia.

- Dates: 16.11.2022
- What: Travel Open Day in Brescia
- Participants: 30
- Partners involved: Bern, BLS



KAM: Webinar Wallis.

- Date: 24.11.2022
- What: Webinar Wallis held by Travel Quotidiano
- Partners involved: Aletsch Arena, Leukerbad, Regione di Martigny





Switzerland.

KMM: Media winter event in Rome.

- Date: 8.11.2022
- What: Media event at SAID
- Participants 25 journalists
- Partners involved: Interlaken, STS



KMM: Media Meeting Zurich in Bologna.

- Date: 9.11.2022
- What: Exclusive Media Meeting in Bologna at Casa Borgonuovo
- Participants: 10 journalists & 6 agencies
- Partner involved: Zurich Tourism





Switzerland.

KMM: Radio and TV interviews in Florence.

- Date: 22.11.2022
- What: TV Interview on Reteitalia 7Goig and Radio Interview on Radio Toscana
- Focus: Winter and Promosvizzera
- Partners involved: BLS, RhB, STS



KMM: Media lunch in Florence.

- Date: 22.11.2022
- What: Informal lunch with top media of Florence
- Partners involved: RhB



KMM: Media and Trade Event Bari.

- Date: 29.11.2022
- What: Media event circolo della Vela di Bari
- Participants: 42 journalists
- Partners involved: RhB, STS





Switzerland.

Campaigning & Activation: Matching Day Modena Skipass Fair.

- Date: 31.10.2022
- What: Matching Day c/o Modena Fiera during Skipass Modena
- Focus: Winter offer
- Partners involved: Corvatsch, Diavolezza, Labalb





Switzerland.

Campaigning & Activation: eNL II Cioccolatoino.

- Date: 9.11.2022
- What: eNL II Cioccolatoino sent to DB Trade
- Focus: PromoSvizzera, Swiss Cities, Swiss Winter Village, TOD Roadshow, bern news openings, Christmas Pass Bern
- Opened: 18.48%
- Clicked: 2,36%



In Svizzera con Michelle.

Svizzera Turismo ha inaugurato il suo **Swiss Winter Village** per offrire ai milanesi un'anteprima dell'inverno e l'ebbrezza di una **sciata nel centro di Milano!**

La piattaforma ideale per presentare tutte le novità per la prossima stagione ormai alle porte.

Dalla **PROMOSVIZZERA** con Trenitalia per viaggiare a prezzi scontati verso le città alla scoperta dei mercatini di Natale (ma anche di esperienze gastronomiche per i buongustai, avventure outdoor per i più attivi e visite ai musei per gli amanti della cultura) alle offerte delle destinazioni montane.

Fra igloo e chalet colorati i nostri partners vi aspettano.

L'installazione sarà aperta fino al 27 novembre.

A presto!

Laura Zancolò

[Maggiori informazioni](#)

Swiss Winter Village: sci & relax in Piazza Gae Aulenti.



Dal 7 al 27 novembre Svizzera Turismo e i suoi partner accolgono i milanesi nello **Swiss Winter Village** - una installazione di 800 mq composta da pista da sci sintetica, igloo e chalet - per offrire un assaggio della stagione invernale tra sport su neve e mercatini di Natale. Dalle 9 alle 21 si potrà **sciare per la prima volta** o migliorare la propria tecnica con i maestri della **GR Ski Academy**, fondata da Giorgio Flocca. Le lezioni di sci e il noleggio dell'attrezzatura sono gratuiti e su prenotazione. Per l'après ski ci sono poi sdraio, musica e bevande calde...

[Prenota il tuo posto](#)

PROMOSVIZZERA.



In Eurocity alla scoperta dei mercatini di Natale.

Per una escursione in giornata o per un city break Montreux, Losanna, Basilea, Zurigo, Berna, Lucerna e le altre città svizzere vi attendono durante il periodo dell'Avvento. La Promocodice permette di acquistare biglietti a tariffa SMART con un ulteriore 20% di sconto utilizzando il codice PROMOSVIZZERA. In 1° e 2° classe per viaggi dal 20 novembre al 20 dicembre.

[Maggiori informazioni](#)

A Berna con il Christmas Pass.



Con il Christmas Pass risparmi fino al 30% su tante attività e golosità per vivere al meglio i mercatini di Natale della città Patrimonio Mondiale Unesco! Il booklet con il coupon sarà disponibile dal 28 novembre presso il Tourist Information della Stazione ferroviaria di Berna.

Commissionabile al 10% per operatori.

[Scopri di più](#)



Switzerland.

Campaigning & Activation: Distribution “Svizzera 06” magazine with DONNA MODERNA.

- Date: 10.11.2022
- What: Distribution of Svizzera 06 brochure about winter with women magazine DONNA MODERNA
- Circulation: 40'000 copies
- Area: Lombardia



Campaigning & Activation: Area Radio Spots.

- Period: 21-25.11.2022
- What: 25 spots 30" (5 x day) on 6 radios in Tuscany and Emilia
- Subject: PromoSvizzera and Christmas Markets
- Contacts: 1'170'000

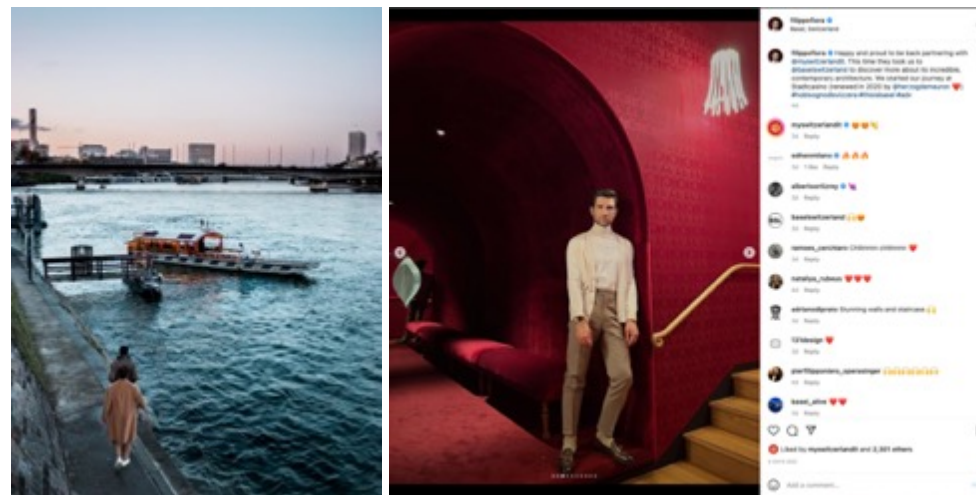




Switzerland.

Campaigning & Activation: Influencer trip with Ambassador Filippo & Filippo.

- Period: 24-25.11.2022
- What: Trip to Basel with Filippo & Filippo to promote Basel, with focus on Architecture, Museums and Christmas Markets
- Creation of a youtube video and an itinerary-dedicated landingpage on MyS
- Partner involved: Basel Tourism





Switzerland.

Digital: ST E-Newsletter Stand Alone.

- Date: 8.11.2022
- What: Stand Alone Newsletter to promote Christmas Promo, Swiss Winter Willage, Winter offer and ride&slide
- Open Rate: 33,36%
- Delivery rate: 42'133



Grüezi signora Schürer

In Svizzera con Michelle: regalati una corsa in treno Eurocity a prezzi scontati con PROMOSVIZZERA e vivi la magia del Natale nelle principali città. Con il Promo Code presentato da Michelle Hunziker puoi visitare Berna, Basilea, Montreux, Lucerna, Losanna e le altre città svizzere durante l'Avvento quando le vie del centro si animano di bancarelle, sapori ed eventi tradizionali. Puoi risparmiare il 20% sul prezzo del biglietto SMART e SMART 2 sia in 1° sia in 2° classe.

[Scopri di più ↗](#)



Swiss Winter Village Milano

Dal 7 al 27 novembre puoi sciare sulla pista di sci artificiale del nostro Swiss Winter Village e vivere l'aria di montagna tra igloo e chalet decorati. Vieni a trovarci in Piazza Gae Aulenti e prenota una lezione di sci gratuita con i maestri della Giorgio Rocca Ski

[Maggiori informazioni ↗](#)



Consigli invernali in città

Le città svizzere in inverno offrono ispirazione per tutti i gusti grazie alle loro mille sfaccettature e portano un raggio di luce nella stagione più buia: esperienze gastronomiche per i buongustai, avventure outdoor per i più attivi e visite ai musei per gli amanti della cultura.

[Scopri i nostri consigli ↗](#)



ride&slide

Sei alla ricerca di un viaggio rilassante e dai importanza alla sostenibilità? Prenota un viaggio in treno per la Svizzera e con il tuo biglietto ferroviario internazionale avrai diritto a sconti su biglietti per comprensori di sci, scuole di sci, attrezzature e molto altro ancora!

[Scopri di più ↗](#)

Event: Rethining “Sustainable tourism” in the 21st Century.

- Date: 11.11.2022
- What: Event in cooperation with the Istituto Svizzera di Cultura in Rome
- Focus: Tourism and sustainable



Event: Swiss Evening in Florence.

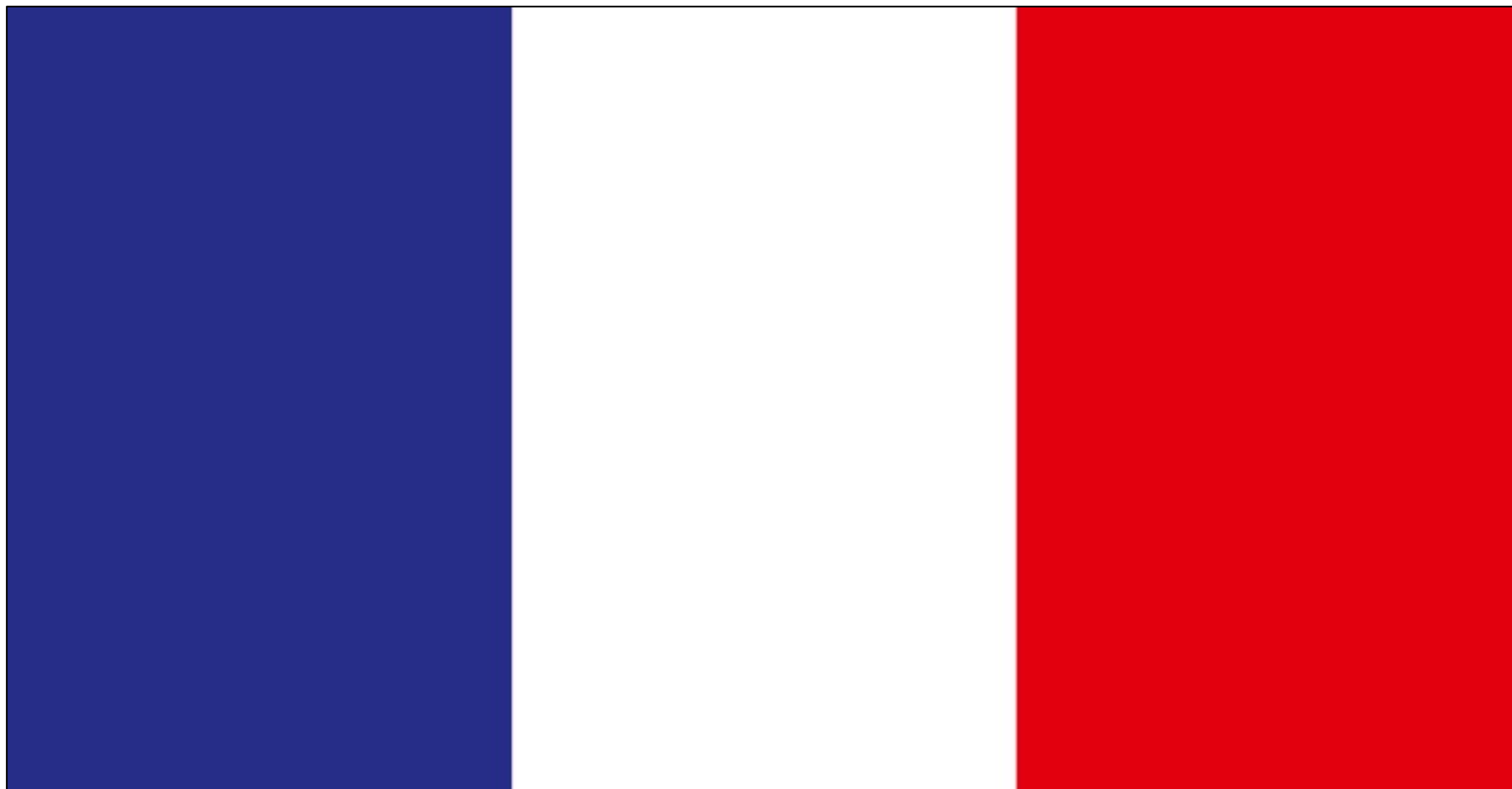
- Date: 25.11.2022
- What: Typical swiss dinner with raclette and fondue, organized in coop with the swiss consul in Florence
- Partners involved: Mammut, RhB



France.



Switzerland.

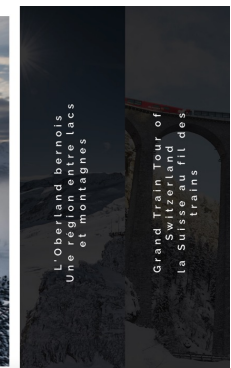




Switzerland.

Campaign activation: Le Routard.

- Partnership with **Le Routard**
 - Part of the Key Partner campaigns: STS, Made in Bern, VS
- **Print:** 5 pages dedicated to Swiss winter
 - 100'000 copies
 - 250'000 readers
- **Digital on routard.com**
 - Interactive map with a focus on highlights
 - Promotion of the platform with display, social media, and push editorial
 - 808'000 reach
 - 30'000 visits





Switzerland.

Campaign activation: Le Guide Des Stations.

- Partnership with le **Guide des Stations** (media group l'Equipe) with Valais.
- **Print**
 - 5 pages entirely dedicated to promoting the Valais
 - Focus on: experiences, highlights and the Valais shop
- **Digital**
 - Native content on lequipe.fr
 - Social Media push to give visibility to the native content
- **KPI's:**
 - 200'000 copies – 3M readers
 - 3'500 visits on native content





Switzerland.

Campaign activation: Le Figaro & Madame Figaro.

- Magazine advertising pages in **Figaro Magazine** and **Madame Figaro** together with **Bâle Tourisme**

- 1 single page per media
- Both issues in November

KPI's

- 756'000 copies
- 2.3M reach

madame & Suisse.

NOËL À BÂLE

un Avent goût des fêtes

IDÉALEMENT SITUÉE À LA CROISÉE DES TRADITIONS ET DES PAYS, BÂLE EST CETTE BELLE VOISINE AUSSI DÉPAYSANTE QUE FAMILIÈRE PAR SON ARCHITECTURE, SA CONVIVIALITÉ OU SA GASTRONOMIE. LA CAPITALE CULTURELLE DE LA SUISSE SE MÉTAMORPHOSE DES FIN NOVEMBRE EN ANTICHAMBRE DE NOËL. UNE AUTHENTIQUE INVITATION AU RÊVE...

Réchauffant l'hiver par sa chaleur bienveillante, la plus scintillante des fêtes mériterait un écrin à la mesure de l'enchantement qu'elle prodigue : elle l'a trouvé en Bâle. Son charme pittoresque rend la cité rhénane toute désignée pour accueillir la magie de Noël... et faire durer le plaisir de l'attente pendant




Comment s'y rendre ?
TOUT Y VOUS PROPOSE PLUSIEURS ISSUES QUOTIDIENNES ENTRE PARIS-GARE DE LYON ET BÂLE EN 3H54. tgv.sncf.com

Xmas package
Du 24 novembre au 23 décembre 2022, 150 stands du marché de Noël de Bâle vous attendent de 11h à 20h30. le temps d'admirer les illuminations de Bâle. Une réservation dans une nuit d'hôtel vous octroie une **BaaleCard** et un bon cadeau d'achat-Bâle de 50 CHF valable pendant 60 jours dans environ 425 établissements du centre-ville. baale.com/lepack-xmas

Pour préparer votre séjour :
baale.com et suisse.com/bale.

réalisé par 14HAUSMANN

en collaboration avec **Suisse.**

BÂLE :

VILLE DE CULTURE

Il suffit de passer par le Rhin pour être subjugué par les mille charmes de Bâle. Brillant par son patrimoine pluriséculaire et ses constructions modernes, réputée pour son rendez-vous d'art contemporain, la capitale culturelle de la Suisse offre la plus forte densité de musées du pays ainsi qu'une infinité d'adresses incitant à l'épicurisme. Une destination à savourer...



Novartis Campus Basel

Longtemps identifiée par sa cathédrale de grès rouge, alliance subtile des styles roman et gothique, Bâle affiche aujourd'hui pour l'amateur de paysages urbains le visage d'une métropole unique en son genre : celui d'une Meque de l'architecture moderne. Dans la cité rhénane colaborent les symboles d'un riche passé avec une stupéfiante collection d'édifices contemporains signés par les plus grands noms internationaux, dont les Bilkas, Christ & Gantenbein, Diener & Diener ou Herzog & de Meuron. Récipiendaires du prix Pritzker, ceux-ci viennent d'achever la tour Roche 2 (205 m), plus haut bâtiment helvétique, ouverte aux visites. À découvrir aussi, le Novartis Pavillon conçu par Michele De Lucchi dans un esprit de durabilité et point de départ avant l'inauguration du Novartis Campus le 3 octobre. L'accès est gratuit pour les visiteurs la semaine de 7 h à 19 h. Bâle propose également un ARTour pour admirer dix œuvres en réalité augmentée, à la croisée du réel et du virtuel.

Studier Van den Berg

PLAISIRS DES SENS
Et que serait Bâle sans ses innombrables galeries et ses 40 musées ? Parmi ceux-ci, la Fondation Beyeler : dessiné par Renzo Piano, le musée le plus fréquenté de Suisse célèbre son quart de siècle d'existence en présentant son plus prestigieux accrochage tiré de son fonds, soit 400 œuvres du XIXe au XXe siècle. Autre temple pour les artistes, le Museum Tinguely, qui consacre jusqu'à début 2023 une exposition au thème des déchets et de la pollution. Et le Kunstmuseum Basel, réparé pour ses collections d'œuvres classiques modernes, régulièrement enrichi depuis sa fondation en...1661. Les gastronomes ne seront pas oubliés ; ils découvriront des émotions gustatives insouïes à la table d'Alchemist, mais aussi auprès du chef Jean-François Karcher, qui veille aux destinées du Safran Zanetti depuis quarante ans. Bâle est un chef-d'œuvre qu'on dévore des yeux et à pleines dents !

INFOS PRATIQUES
Comment s'y rendre ?
TOUT Y VOUS PROPOSE PLUSIEURS ISSUES QUOTIDIENNES ENTRE PARIS-GARE DE LYON ET BÂLE EN 3 H 54. tgv.sncf.com
Une réservation dans une nuit d'hôtel vous octroie une **BaaleCard** et un bon cadeau d'achat-Bâle de 50 CHF valable pendant 60 jours dans environ 425 établissements du centre-ville. baale.com/lepack-xmas
Pour préparer votre séjour :
baale.com et suisse.com/bale



Switzerland.

Networking event in Monaco with consulate and embassy.

- Partnership with the Swiss Embassy as well as the Consulate general of Marseille and Monaco in the framework of the project «En Route avec la Suisse»
- ST organized a Swiss cocktail with raclette and Swiss wines after a conference in the Centre Scientifique de Monaco with the Prince
- Participants: total about 30 (members of Club Suisse de Monaco, VIP contacts from embassy and Monegasque/Swiss scientists)
- Results
 - Promotion of Switzerland as a premium destination
 - Networking with the Club Suisse de Monaco



KMM: Winter media booklet.

- 20 pages booklet containing winter news, inspirational content for medias and media trips
- Available online on our media corner.
- Positive feedback (on the form and content of the booklet) from the journalists
- KPI:
 - Reach: Email sent to +/- 625 media contacts





Switzerland.

KMM: Radio broadcast Sud Radio.

- **Participation in the radio show of Sud Radio, « Le Monde à découvrir – En Suisse », 20.11.2022.**
- 50 minutes interview with Luc Berthold, Emilie Morard (Valais Wallis Promotion) and Michelin-starred chef Franck Reynaud, from Crans-Montana.
- [Link to the replay](#)
- **KPI:**
 - Reach: about 2'000'000 contacts





KMM: November, the « Swiss trains month ».

- **RhB World Record**, strong positive impacts on French media. Broadcasted on BFM TV and +/- 30 online articles (TF1, Le Figaro, Paris Match, Cnews, etc.)
- **La vie du Rail**, 01.11.2022, *10 stations suisses directement accessibles sans voiture*. 12 pages article promoting the winter destinations that are accessible by train.

Articles on the new GoldenPass Express

- Le Figaro Voyage, 07.11.2022, *Le plus beau circuit ferroviaire suisse s'offre un nouveau train passe-partout*.
- Rail passion, 01.11.2022, *Une première étape s'achève pour le GoldenPass Express*

SCIB : E-news « Crans-Montana : the ideal destination for your mountain event ».

- **Target:** subscribers from our client DB
- **Date:** Sent on October 20th
- **Content:**
 - Promotion of Crans-Montana & new hotels openings
 - Focus on the strengths of the station: sustainability, and incentive activities ..
- **KPI's:**
 - Reach: about 2'334 contacts
 - 28.86 % opening rate
 - 62 clicked a link

Crans-Montana : la destination idéale pour votre événement à la montagne.
Si l'email ne s'affiche pas correctement, merci de cliquer [ici](#).



Crans-Montana : la destination idéale pour votre événement à la montagne.

Accessible facilement depuis la France et à 2h de Genève, la destination Crans-Montana est bien plus qu'une station de montagne, c'est une région extrêmement riche et dynamique, allant d'un glacier à 3000 mètres d'altitude à la plaine du Rhône, ayant toutes les infrastructures et services d'une petite ville à la montagne.

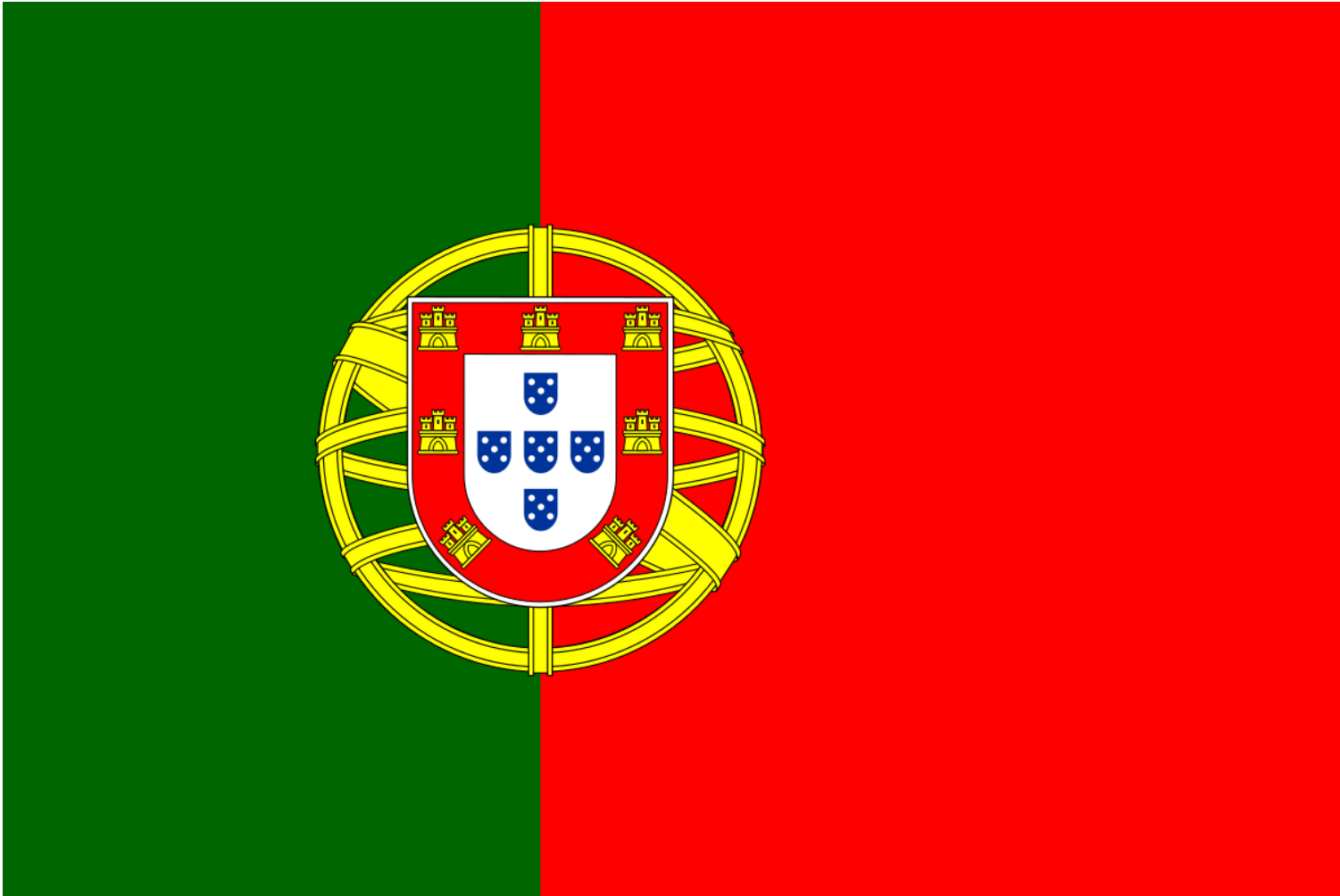
Des lieux de réunions classiques ou insolites, des hébergements pour tous les budgets et tailles de groupes, des possibilités d'activités diverses, mais aussi du soleil, de beaux panoramas, de l'air pur, des bars, boutiques, restaurants ... La destination a tout à offrir aux personnes qui recherchent les avantages du lifestyle urbain à la montagne, le stress en moins.

Depuis plus de 125 ans, Crans-Montana évolue et innove sans cesse pour votre accueil. Découvrez dans cette newsletter la richesse des offres et nouveautés pour l'organisation de vos futurs événements à la montagne.

Evan Pasquini - Représentant Commercial – Market Manager France - Crans-Montana
Tourisme

Franziska Luthi & Salomé Perrin - Suisse Convention Bureau

Portugal.





Switzerland.

C&A: Content Creator trip @IamIsabelSilva.

- A content creator trip with Isabel Silva, a famous TV host and athlete from Portugal, was organized on Switzerland's nature and SPA from the regions of Lavaux and Interlaken.
- 11 posts and reels were created and approximately 14 daily stories as well a full itinerary of her trip on her blog dedicated to well-being and sustainability.



Timing: October 2022

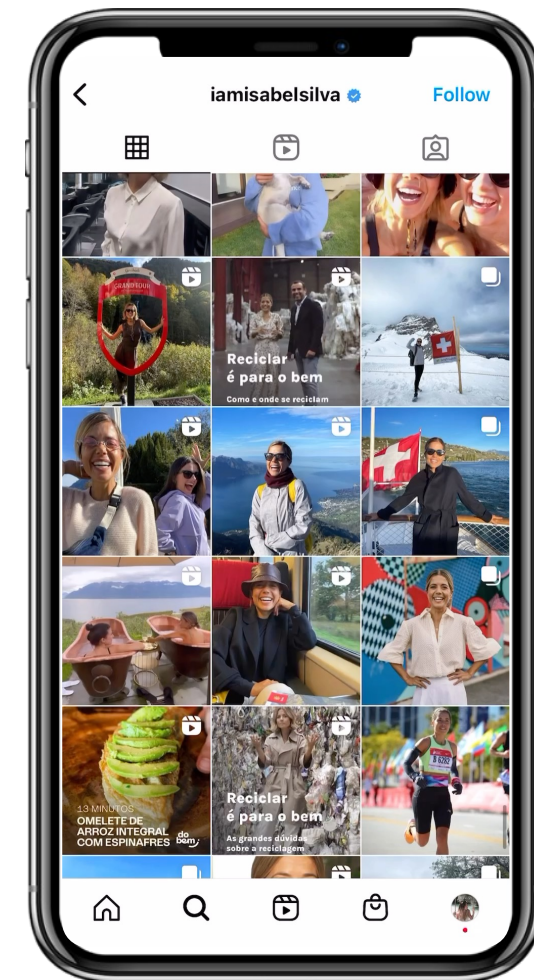
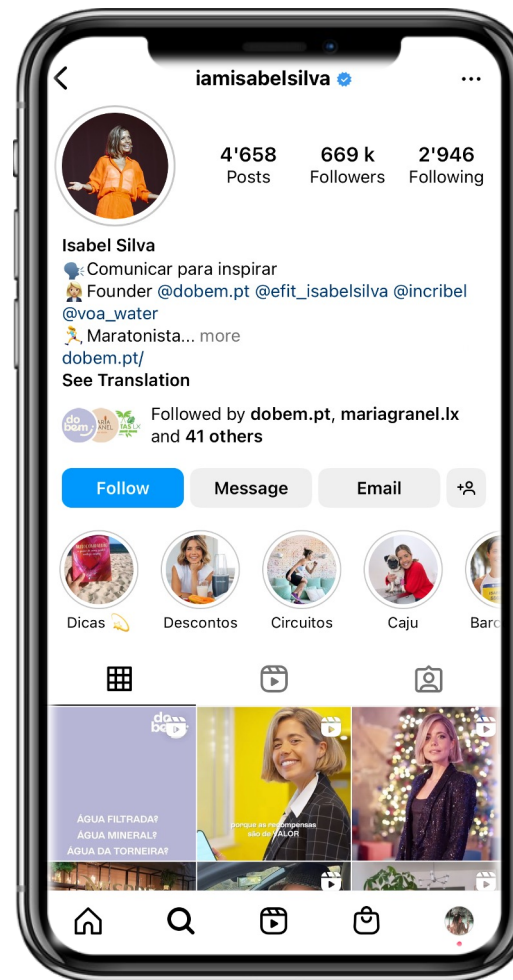


Number of posts: 11



Number of stories: 168

Reach: 370'511





Switzerland.

KMM: RhB world record attempt @ Público.

- 3 journalists from «Público» and "ECO", leading print and digital newspapers, participated in the media trip for the RhB world record attempt.
- 3 exclusive and extensive digital reports were published.
- 1 podcast of 28 minutes was produced for Público's channel dedicated to trains.
- In addition, several posts were published on their social media channels.



Timing: October 2022



Media contacts: 6'599'506

Marketing contacts: 2'914'206



Spain.



Switzerland.



Switzerland.

Winter Mag Distribution @ La Vanguardia.

- Insertion of 30'000 copies of the ST winter magazine in La Vanguardia, a Spanish leading newspaper
- 2 pages Advertorial at the weekend supplement of : «Que fem?», distributed among all the 140'000 newspapers in Spain



Timing: 28.10.2022
Marketing contacts: 350.000



Bern @ Viajes National Geographic Online.

- Campaign to promote the Christmas market in Bern with Spain's leading online travel magazine Viajes National Geographic
- Collaboration included:
 - Extensive advertorial placed on the homepage (1 week) with more than 350'000 unique visits a month
 - SoMe posts reaching more than 400'000 accounts
 - Integration in the Magazine's NL with 1'800 subscribers

» [link](#) to the full article





Switzerland.

KMM: Record RhB in the Spanish media.

- El mundo.es: “Las insólitas cifras del tren de pasajeros más largo del mundo”, 1’250’000 contacts
- La Vanguardia: “Un tren interminable”, 323’099 contacts
- Elperiodico.com: “Así es el tren más largo del mundo”, 350’000 contacts
- Elcorreo.com: “El tren de pasajeros más largo del mundo”, 150’000 contacts
- As.com: “El tren que tiene 2km de largo”, 350’000 contacts
- Abc.es: “El tren de pasajeros más largo del mundo completa con éxito un trayecto por los Alpes suizos”, 792’233 contacts
- Tendencias.com: “Suiza tiene el tren más largo del mundo”, 75’000 contacts

Total Media Contacts: 3’290’332

The screenshot shows a news article from the website 'EL MUNDO'. The article is titled 'ALPES SUIZOS' and 'Las insólitas cifras del tren de pasajeros más largo del mundo'. It reports that Guinness World Records has confirmed the world record for the longest passenger train after Switzerland set a record with a train of nearly two kilometers in length in the Alps. The article includes a photo of a red train on a bridge over a forested valley. There are social media sharing icons (Facebook, Twitter, Email) and a 'Ver 1 comentario' button. The author is identified as MARTA GONZÁLEZ-HONTORIA, and the article was updated on Thursday, November 3, 2022, at 01:43. There are also two related article teasers: 'Lujo El regreso del Orient Express: el mítico tren original volverá a cruzar Europa con más glamour que nunca' and 'De Portugal a Singapur El viaje en tren más largo del mundo: 13 países en 21 días'.



Switzerland.

Vaud Promotion @ «Piedra de Toque».

- Radio-Podcast program in the Basque Country that reaches over 350'000 nature and travel lovers
- Journalist Iñaki Makazaga visited Vaud Region recording 3 programs that were broadcasted in the newspaper eldiario.es and 2 leading radio stations
- SoMe posts reaching more than 10'300 accounts



» [link](#) to the full article



Timing: September – November
Marketing contacts: 379'000

Zürich @ El Extraordinario.



- @Pedro_Torrijos has the most important Spanish twitter account on architecture, and he traveled to Zurich to create content based on the architectural treasures and curiosities
- The content was also published on @culturainquieta, one of the most important profiles in Spain based on culture and art with over 3M followers and achieving more than 361k interactions



» [link](#) to the twitter thread



Timing: October-November 2022
Marketing contacts: 3.4 M



Switzerland.

Podcast Blum @ MasdeArte.com.

- MasdeArte.com is a digital cultural magazine and the perfect place to promote our new fiction podcast Blum
- The campaign included:
 - a dedicated emailing to 25'000 cultural lovers
 - a very extensive advertorial + a fix banner with over 190'000 unique visits a month
 - SoMe posts reaching 81'000 accounts

MASDEARTE.COM NOV 2 BOLETÍN EXTRA

un thriller de ficción

Turismo de Suiza y El Extraordinario presentan Blum, una ficción sonora en formato podcast que cuenta la historia de Ursula Blum, una pintora vanguardista suiza del siglo XX, próxima a Paul Klee y a los pintores de Der Blaue Reiter.

Este inquietante thriller, escrito por Carmen Pacheco y Manuel Bartual, está inspirado en el lado más urbanita y cultural de Suiza. Comienza con la desaparición de Clara Pastor, una estudiante de Historia del arte que desaparece mientras realiza su tesis sobre la artista Ursula Blum. Cinco años después, la periodista Emma Castillo decide viajar a Suiza para continuar la investigación de Clara y narrar en un podcast lo que va descubriendo sobre el misterio que envuelve a ambas mujeres.

Poco a poco, Emma se contagiará de la obsesión que años antes también había atrapado a Clara: el descubrimiento de una misteriosa partitura escrita por Blum y su creencia en el poder terapéutico de la música.

Ginebra, Lucerna, Basilea, Lugano, Zürich, Winterthur, St. Gallen, Lausana y Berna. Sus indagaciones llevarán a Emma hasta estas 9 ciudades boutique suizas —elegantes, históricas, vanguardistas y cosmopolitas, llenas de vida y de cultura—, con el objetivo de descifrar algunas obras de arte custodiadas en los 10 museos de arte de Suiza, visitar abadías y bibliotecas milenarias o tiendas de antigüedades. En sus continuos desplazamientos en tren, Emma descubrirá, además, la magia de los paisajes nevados y las montañas suizas. A través de su narración, de las conversaciones y de los sonidos de ambiente que somos capaces de percibir, consigue también teletransportarnos hasta esos lugares emblemáticos de Suiza, alimentando el deseo de visitarlos.

Blum está disponible en Apple Podcasts, Spotify, Amazon Music, iVoox, Youtube y la Living App de El Extraordinario en Movistar.

+info
blum.myswitzerland.com

BOLETÍN EXTRA MASDEARTE 2 DE NOVIEMBRE DE 2022

» [link](#) to the full article



Timing: November
Marketing contacts: 296'000



Switzerland.

KAM: RACC B2C Barcelona travel show.

- The biggest car club in Spain, with 800k members, organized a B2C travel event in Barcelona
- ST Barcelona participated with a table and a 20' presentation of Switzerland
- In addition, an offer of the GToS was created and distributed through their channels: SMS, NL, a flyer and shown on the event's screens



Timing: 26.10.2022

Marketing contacts: 1'000



Switzerland.

KAM: Zurich @ B Travel digital campaign.

- Campaign with B Travel, a net of 633 travel agencies in Spain and 2M users on their website.
- Collaboration included:
 - Zurich Microsite with bookable offers
 - A 20" spot with Zurich images shared daily on all their travel agencies and on Atresmedia TV (600.000 impressions)
 - SoMe organic posts with a dynamic game

B travel 913 277 760 | Viajes para Empresas | Agencias de Viajes | ORIGEN | Mi cuenta

HOTELES VUELO + HOTEL CARIBE ISLAS CIRCUITOS CRUCEROS EXCLUSIVOS CITA PREVIA GRUPOS Más productos

Estas Navidades, **Déjate llevar** **Zúrich** Mercadillos Navideños

SUSCRIBETE

Mercadillos Navideños en Suiza y Alsacia
5 días / 4 noches
Vuelos ida/vuelta + Hotel 3*
Todo Incluido
Salida el 11 de diciembre desde Madrid
Desde 979 €

Estancias en Zúrich
4 días / 3 noches
Vuelos ida/vuelta + Hotel 3*
Solo Alojamiento
Salida el 13 de diciembre desde Madrid
Desde 306 €

Estancias en Zúrich
4 días / 3 noches
Vuelos ida/vuelta + Hotel 3*
Solo Alojamiento
Salida el 12 de diciembre desde Barcelona
Desde 319 €



Timing: November
Marketing contacts: 1.6 million

KAM: Zurich @ B Travel B2B presentation.

- In addition to the B Travel digital campaign, B2B event was organized by Avoris in their Flagship store in the center of Madrid, with a selection of travel agents
- The focus was the cultural offer of the city and the wide offer on Christmas markets

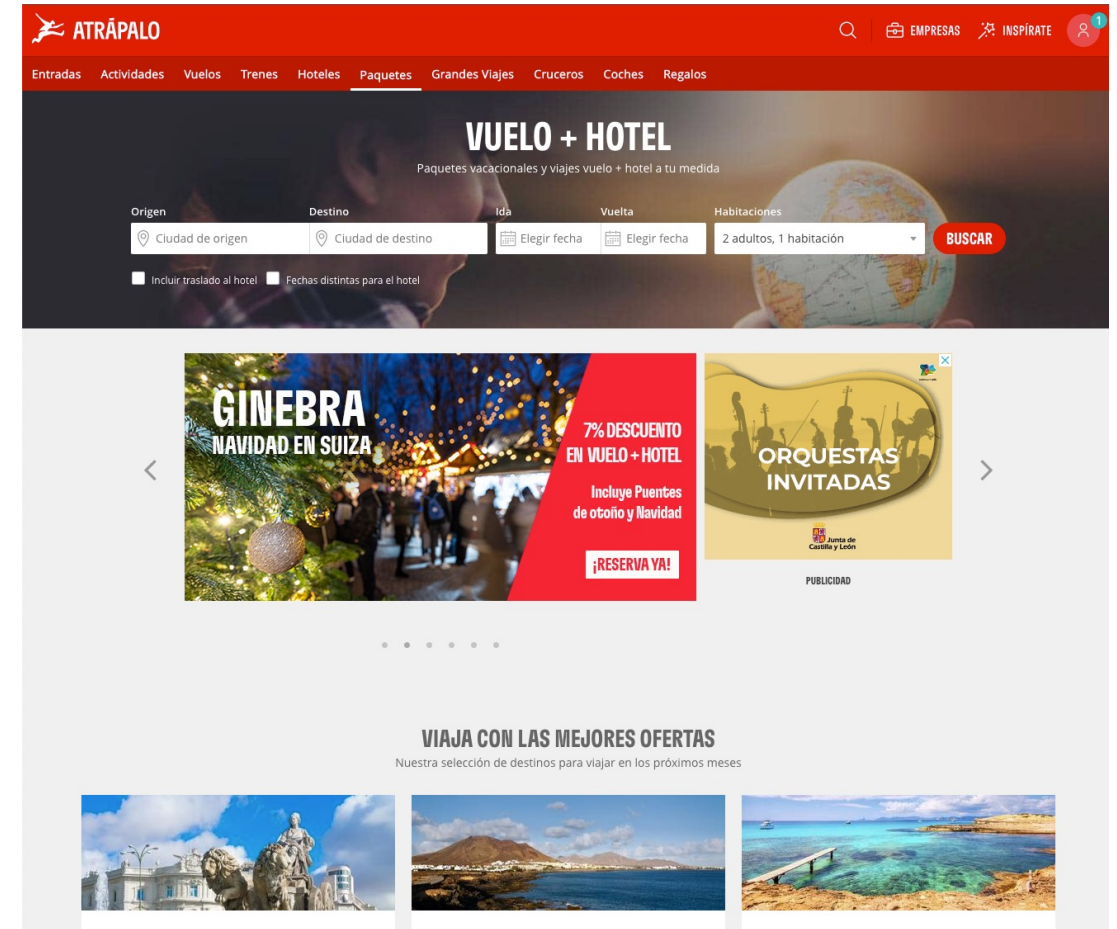


Timing: November

Marketing contacts: 20 travel agents

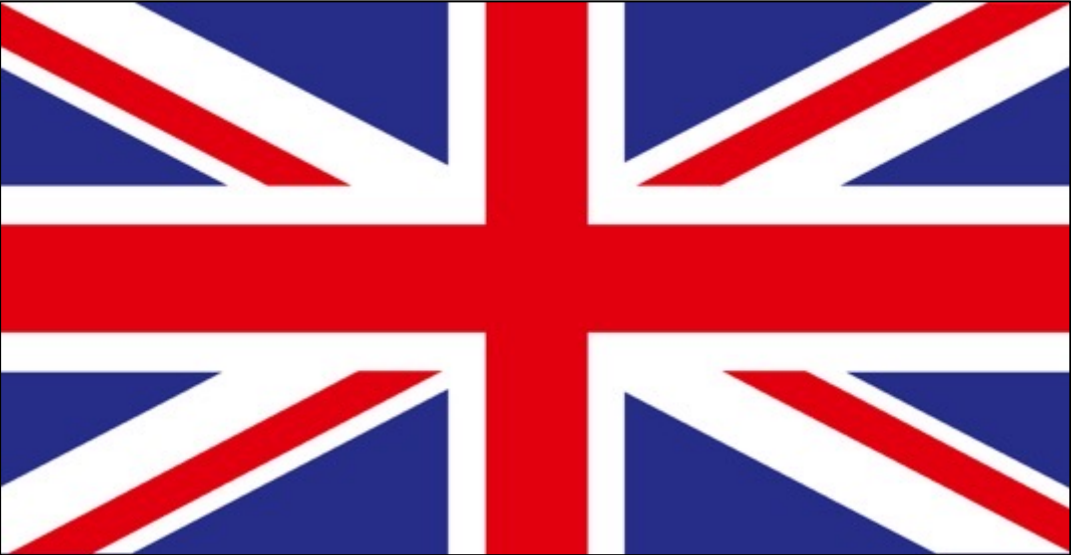
KAM: Geneva @ Atrapalo digital campaign.

- Sales oriented campaign to push Christmas citybreak packages for Geneva with Atrapalo, the third most visited travel website in Spain
- Collaboration included:
 - Display campaign on their website
 - Microsite with flight + hotel offers
 - Branded content on their travel blog
 - Newsletter
 - SoMe posts



Timing: November - December
Marketing contacts: 1.4 million

UK/Ireland.





Switzerland.

Switzerland at SKATE Somerset House, London.

- Partnership with iconic British art & cultural venue, Somerset House
- 15 November - 15 January 2023
- 'SKATE' – much-loved winter tradition in London, ice rink set in beautiful, historic courtyard of Somerset House
- Pop-up 'Chalet Suisse' with Swiss winter ambience, serving Swiss dishes, Raclette, Fondue, Älplermagronen etc.
- Incl. 2 Swiss-styled private dining rooms
- Partners Made in Bern, Lucerne, Valais





Switzerland.

'Chalet Suisse' at SKATE Somerset House.

- On landing page as official 2022 Destination Partner of SKATE
- Competition for a luxury winter holiday' via QR code on menu
- Amplification via social media, newsletters of Somerset House and pop-up partner
- Hosting various KAM, KMM and SCIB events
- VIP event launch - 800 VIP guests, incl. key UK/London media and celebrities.
- ST supplied a taste of Switzerland with pop-up Raclette stands for guests
- 1/2 million skaters expected





Switzerland.

Swisstainable at WTM 2022.

ST participating in two events on the WTM Sustainability Stage:

- On 8 November, AdventureConnect event with the Adventure Travel Trade Association, panel discussion with head of Intrepid UK etc.
- On 9 November a ‘best practices’ presentation for destinations, sponsored by UK travel magazine ‘Wanderlust’
- Total of 200 participants





Switzerland.

Swiss Deluxe Hotels at Forum in London.

- 17 November in London
- Sponsorship of exclusive dinner at Spencer House with private Club 'Forum', a High-Networth community of over 300 business leaders in 30 global cities
- 5 SDH hotels plus Jan Brugger joining
- Forum guests introduced personally to hotel representatives during lunch
- Competition to win 6 stays in Switzerland
- SDH and ST speech, Swiss Red Wine, plus luxury give-away





Switzerland.

Let's Network: KAM UK&Ireland. 10 days - 100 one-to-one meetings.

- 2-3rd November, 31 Swiss suppliers met 31 buyers in Marlow near London over 24 hours at the **first ever 'Meet the Swiss' event**
- 4th November, ETOA's Global Market Exchange GEM in London with 14 one-to-one meetings
- 7-9th November, World Travel Market in London with 12 meetings
- 14-17th November River Cruise Basel, Luzern with 25 luxury advisors
- 21st November 24 hours Country Retreat in Ascot with 18 luxury advisors





Switzerland.

'Meet the Swiss' Event.

- First 24hour event of ST UK&Ireland
- 2/3 November, coordinated with other KAM events in London (ETOA's GEM, WTM)
- 31 UK operators, agents, 31 Swiss partners
- Chocolate making, two discussions with panel incl. SWISS, STC, top travel personality, one-to-one sessions, DJ, morning yoga



SCIB UK/Ireland – Switzerland Retreat.

- 24h networking event outside of London in Marlow, 14/15 November
- 6 Swiss partners: Made in Bern, Geneva Tourism, Basel Tourism, Lausanne Tourism, Lucerne Tourism, Jungfrau Railways
- Bento box lunch, SCIB presentation, teambuilding activity, free time, raclette dinner, overnight, breakfast and partner one-to-one meetings



Winter Promotion 2022/23.

Deliverables:

- Social: 500k reach total, IG (200k), Twitter (277k), FB & You Tube
- E-Newsletter: 240k subscribers via Somerset House database

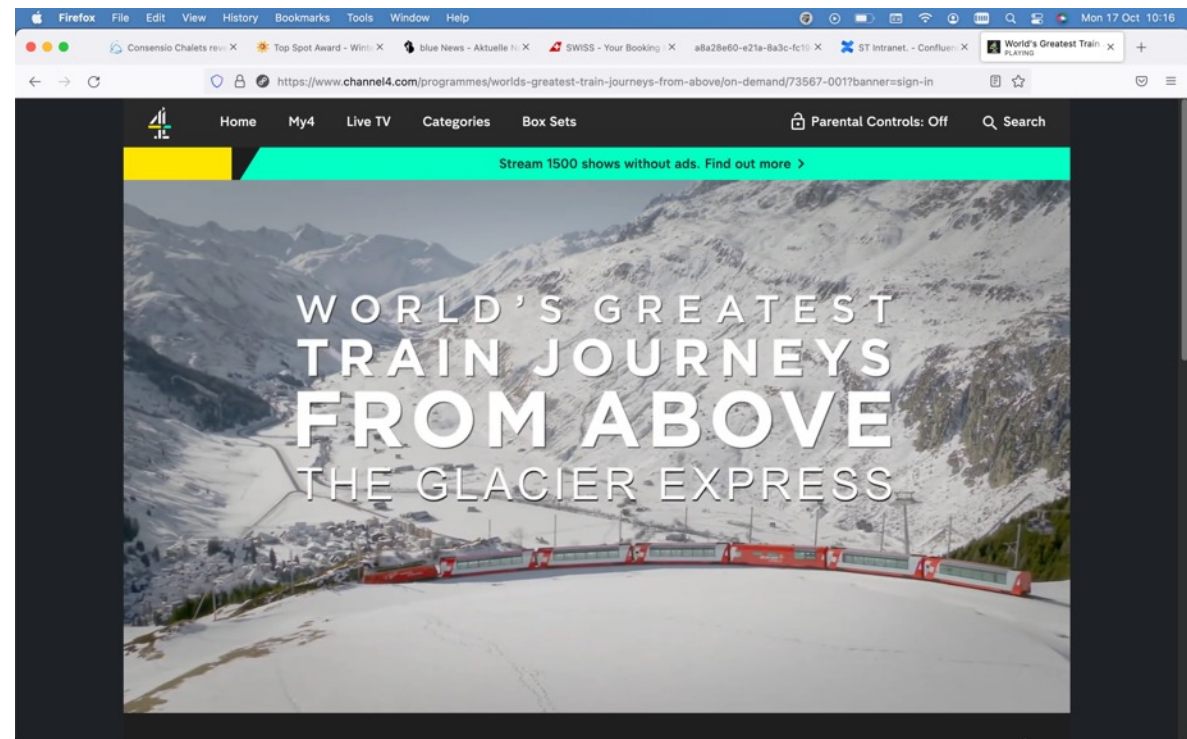




Switzerland.

‘World’s Great Train Journeys from Above’.

- Pilot episode of new series
- Produced for National Geographic Channel plus other broadcasters
- 45-minute Glacier Express in winter, shot in January 2022
- ST and RhB provided support
- Sunday night prime time broadcast on Channel 4 in the UK in October
- Immediate reaction and Switzerland bookings at tour operators
- additional broadcasts planned



North America.





Switzerland.

KAM: FIFA World Cup Games 2022.

Welcoming event for the new Director Canada by celebrating the Swiss National Team in 2 group games at World Cup in Qatar.

- 28th November 2022
- 2nd December 2022
- 65 travel agents, Tour Operators, the Swiss Chamber of Commerce, and media to attend the game & networking event
- Chelsea Hotel, Toronto



Signature Travel Network Conference – Las Vegas.



- November 8 - 11, 2022
- Conference with top-selling Signature advisors
- 2,500 overall attendance (1,195 travel advisors)
- Switzerland presence with **booth** and **group appointments**, and exclusive **Switzerland breakfast event** together with Kuoni Tumlare presenting the jointly created Swisstainable offers
- Attendees:
 - Group booth appointments → 75
 - Switzerland event → 42





Switzerland.

SCIB NA: Educational Trip Lake Lucerne Region.

November 6 – 9, 2022.

- Global Incentive Summit (GIS) Palermo pre-tour
- Host destinations:
 - Lucerne CVB, the Bürgenstock Resort, Radisson Blu Andermatt
- 6 qualified NA event planners
- Program:
 - 2 overnights at the Bürgenstock Resort
 - 1 overnight at the Radisson Blu Andermatt
 - Mount Pilatus, lunch cruise, Swiss Museum of Transport, Andermatt walking tour, site inspection at The Chedi Andermatt





Switzerland.

SCIB NA: Global Incentive Summit (GIS), Palermo, Sicily.

November 9 – 12, 2022.

- Rocco Forte Hotels, Villa Igia Palermo
- Opening reception followed by 2 mornings of one-on-one meetings, two afternoons of activities and evening events.
- Swiss partners: Lucerne CVB, Radisson Blu Andermatt, The Bürgenstock Resort, St. Moritz, The Dolder Grand
- 91 suppliers (61 tables) + 58 planners
- SCIB had a total of 19 appointments

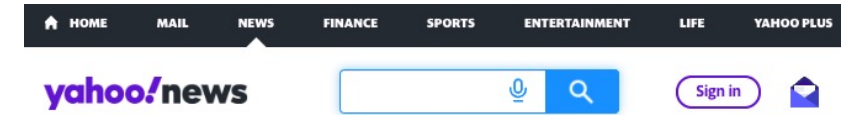


Media Top Result: Yahoo! News.



Switzerland.

- Yahoo! News, news.yahoo.com/
- Journalist: Beatrice Nolan
- Title: World's longest passenger train, which stretches 1.2 miles, snakes through the Swiss Alps. Take a look.
- Date: November 2nd, 2022.
- Circulation: 26'700'000 uvpm
- Featured: Rheatian Railway



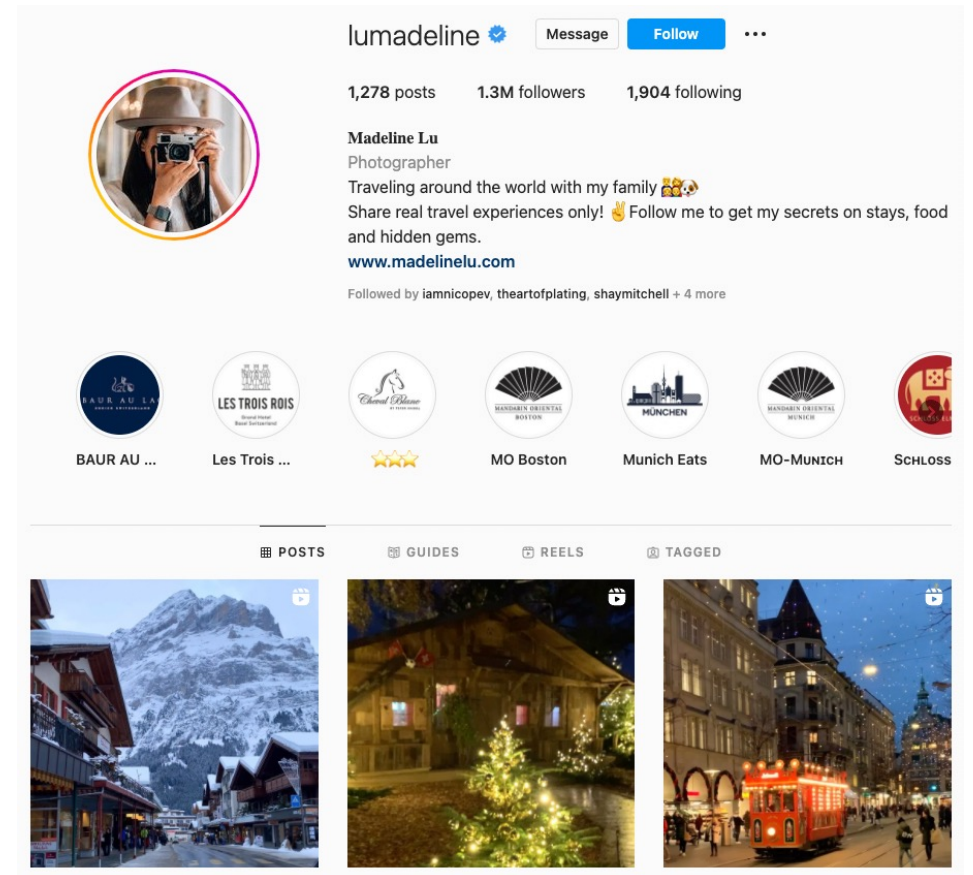
World's longest passenger train, which stretches 1.2 miles, snakes through the Swiss Alps. Take a look.



World's longest passenger train, which stretches 1.2 miles, snakes through the Swiss Alps. Take a look.

Media Top Result: Lumadeline.

- Social media, Instagram @lumadeline
- Influencer: Madeline Lu
- Date: posting regularly from September 2022 to now.
- Circulation: 1'300'000 followers
- Contacts: average of 10k Likes per post
- Featured: Grindelwald, Zermatt, St. Moritz, Verbier, Zurich, Basel, Gstaad, Appenzell, etc.





Switzerland.

Media Top Result: Forbes.

- Forbes, forbes.com/
- Journalist: Christopher Elliott
- Title: Switzerland Tourism: Here's Where Travelers Are Headed Now
- Date: November 12th, 2022.
- Circulation: 68'300'000 uvpm
- Featured: Zermatt, Basel, Zürich, Graubünden,

TRAVEL

Switzerland Tourism: Here's Where Travelers Are Headed Now

Christopher Elliott Senior Contributor [Follow](#)

I'm a consumer advocate. I write about customer service.

0 Nov 12, 2022, 05:26am EST

Listen to article 11 minutes

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in

Basel, Switzerland, during Herbstmesse (fall fair) in November. CHRISTOPHER ELLIOTT



Switzerland.

Media Top Result: Leader-Post and more.

- Article picked up in more than 30 papers across Canada like National Post, Vancouver Sun, Calgary Herald.
- Leader-Post, online and printed www.leaderpost.com
- Journalist: Jody Robbins
- Title: Savour the spa life as the Swiss do
- Date: November 18th, 2022.
- Circulation: 18'000'000 uvpm over all the titles
- Featured: Tamina Therme, Grand Resort Bad Ragaz, Bürgenstock.

REGINA LEADER-POST

Travel

Savour the spa life as the Swiss do

In the land of the Matterhorn and muesli, you don't have to spend a fortune to soak up health benefits

Jody Robbins, Postmedia News

Nov 18, 2022 · November 21, 2022 · 4 minute read

[Join the conversation](#)



An Olympic-sized hot spring pool on the grounds at Waldhotel Bürgenstock Resort PHOTO BY WALDHOTEL BÜRGENSTOCK RESORT

Light streams in through floor to ceiling windows, making the thermal waters shimmer like an aquamarine. Floating in this more than Olympic-sized hot spring pool with full view of the lush grounds is all about soaking up the healing effects of nature.

Brazil.



Switzerland.



KAM: GSTAAD TRAINING – TTW GROUP.



Switzerland.

November 01st

- Dedicated Gstaad winter training presentation
- 28 travel agents from TTWLab + TTW Group operations team attended
- Dedicated Q&A session with agentes
- Breakfast sponsored by Switzerland Tourism



KAM: FESTURIS.



Switzerland.

November 03 – 06

- Switzerland Tourism had the opportunity to showcase the latest news about Swiss tourism with the 12'000 participants, with focus on the luxury segment.
- 42 pre-scheduled meetings with highly interested agencies and operators.
- Joint-event with ETC Brazil Chapter.
- Partners who also attended:
 - Vanda Catão, **Lucerne & Mt. Titlis**
 - Fernando Aquino, **Jungfrau Railway**



KAM: FESTURIS.





Switzerland.

KAM: PRIMETOUR'S ANNUAL CONFERENCE.

November 19th

- Switzerland Tourism was one of the supplier sponsors for Primetour's annual conference at Palacio Tangará.
- Opportunity to talk to 160 employees (Primetour's management, operations, sales team + Primetour's ICs from across the country);
- Destination video;
- Logo in the event communication;



KAM: TTW LAB TRAVEL TALKS.



Switzerland.

November 25th

- TTWLab agencies exchanged trends that guide luxury tourism in Brazil and had important insights to further strengthen the relationship between the Brazilian market and Switzerland.
 - Claudio Zemp, Director in the Americas;
 - Fabien Clerc, Market Director Brazil
 - Mara Pessoa, Trade Manager Brazil.





Switzerland.

KAM: WORLD CUP'S BRAZIL & SWITZERLAND GAME.

November 28th

- Switzerland Tourism sponsored Belmond's trade event to watch the World Cup's Brazil & Switzerland game;
- Meet around 230 trade contacts;
- Distribution of customized Lindt's gift;
- Message of Brazil & Switzerland as the perfect match;
- ST also hand delivered customized gift boxes for VIP clients to watch the game from their home;



KAM: WORLD CUP'S BRAZIL & SWITZERLAND GAME.



KAM/Digital Newsletter: Suíça - destino premium de saúde na Europa.

- **Highlight:** Health Tourism dedicated newsletter
- **02 sendings:** Nov 17th and 30th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 27,16%
- **Link newsletter:**

<http://smtp.mailnewsdobrasil.com.br/email/SUIC A-03DE12-2022/suica-03de12-2022.html>

> TREINAMENTO ONLINE FALE CONOSCO > TRADE CORNER



©Switzerland Tourism

Suíça - destino premium de saúde na Europa

A Suíça é o destino ideal para viagens de saúde, combinando os mais altos padrões de atendimento médico com serviço personalizados. O sistema de saúde suíço é considerado um dos melhores do mundo. As clínicas exclusivas do país oferecem excelente infraestrutura e os médicos suíços são pioneiros em técnicas e pesquisas médicas inovadoras. A reputação do país como um destino seguro, suas belas paisagens e excelentes hospitalidade e atendimento atraem visitantes de todas as partes do mundo.

Saiba mais

Meu médico prescreveu Suíça: [clique aqui para assistir](#)

Equipe Switzerland Tourism Brasil



Switzerland.

CAMPAIGNING & ACTIVATION: EVENT “GLENTLEMAN’S CLUB”.

November, 10th

- Event at Consul Residence in São Paulo to launch an exclusive travel package to entrepreneurs.
- The trip will take place in April, 2023 to Zurich and Geneva including special visits to Swiss companies.
- Event to 30 guests.
- ST Presence: Fabien Clerc and Natália Leal.





Switzerland.

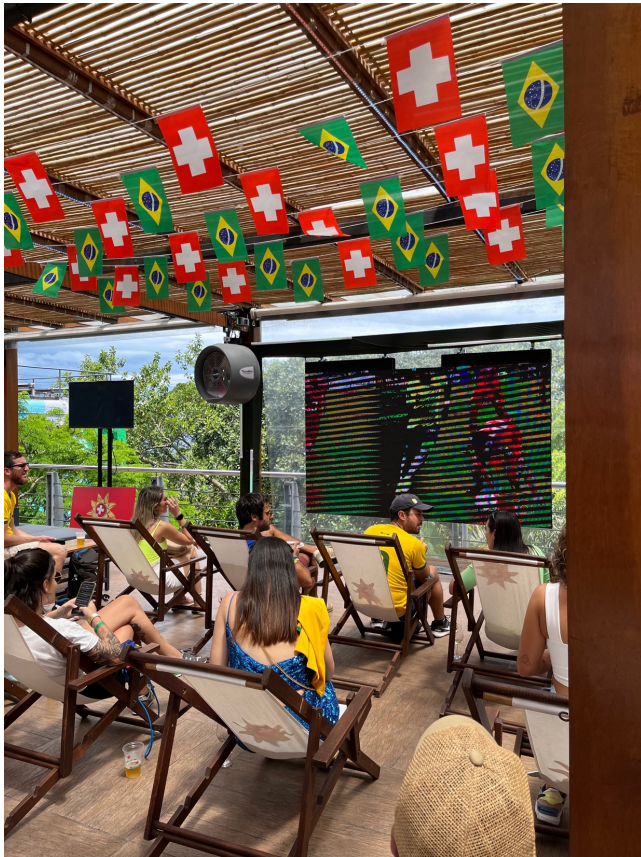
CAMPAIGNING & ACTIVATION: EVENT WORLD CUP`S BRAZIL & SWITZERLAND GAME”.

November, 28th.

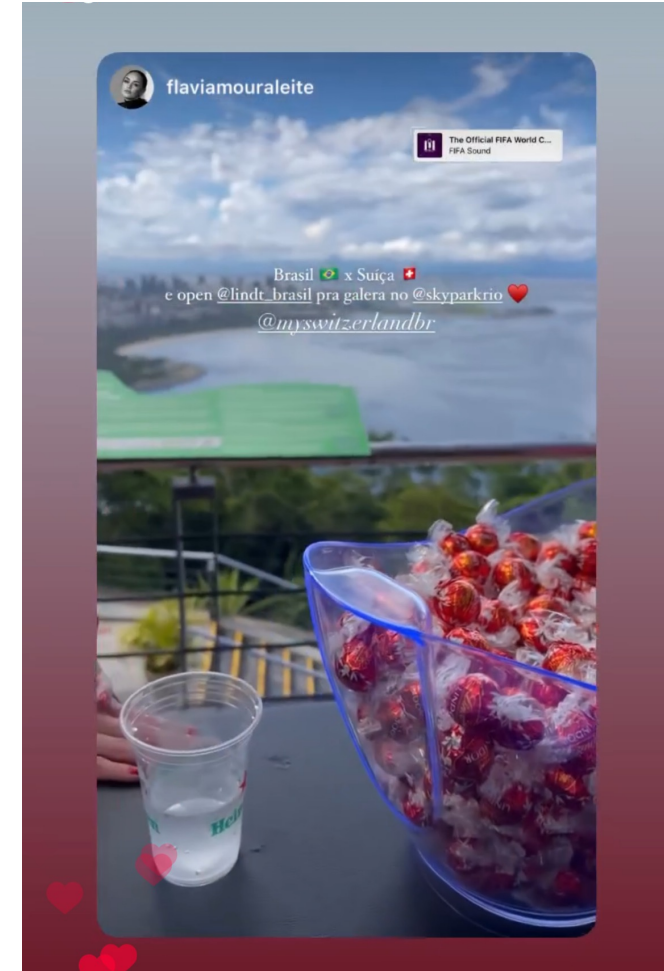
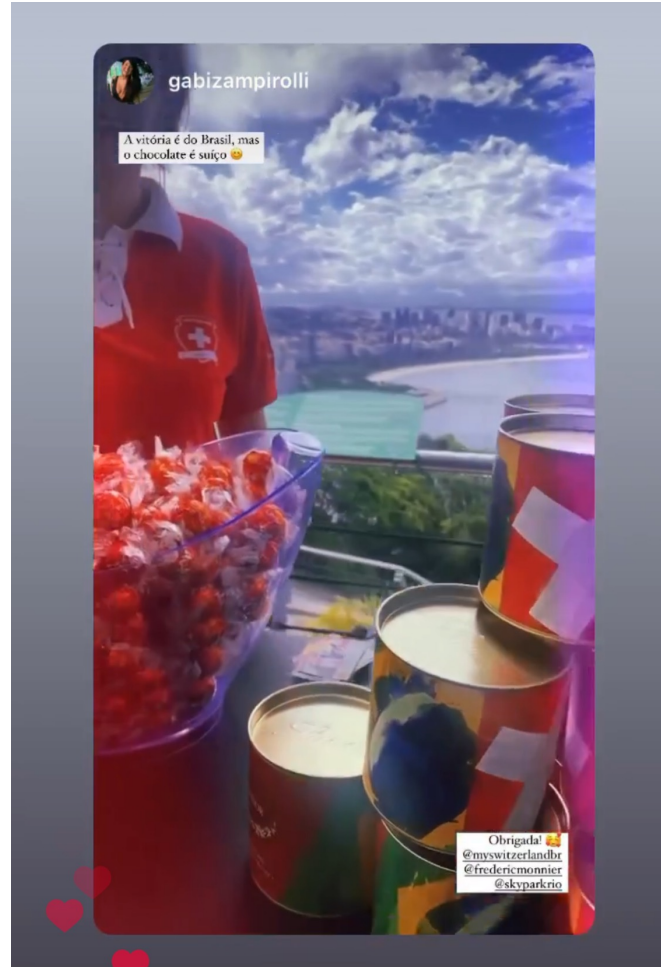
- Event at Bondinho – Morro da Urca, Rio de Janeiro to watch the World Cup’s Brazil & Switzerland game;
- VIP área to Switzerland Tourism for 100 guests.
- Mailing: Digital influencers from Rio de Janeiro and special partners.
- Included in the event: DJ, special Swiss catering, Swiss wine and Lindt chocolate.
- Switzerland Tourism Brazil got a special approval to use “We need Brazil and Switzerland”
- ST Presence: Fabien Clerc and Natália Leal



CAMPAIGNING & ACTIVATION: EVENT WORLD CUP'S BRAZIL & SWITZERLAND GAME".



CAMPAIGNING & ACTIVATION: EVENT WORLD CUP'S BRAZIL & SWITZERLAND GAME".





Switzerland.

KMM: SEEDING ACTIVITY WORLD CUP`S BRAZIL & SWITZERLAND GAME.

November, 28th.

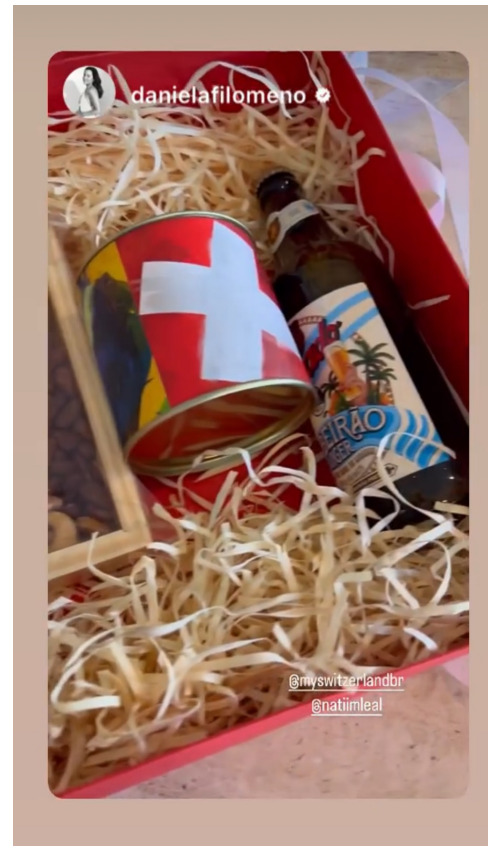
- Seeding activity to 50 journalists and digital influencers from São Paulo.
- ST Brazil prepared a special box including Brazilian products: castanha do Pará, doce de leite, brazilian beer and Swiss products: cheese and chocolates to promote the message “we are the perfect match”.





Switzerland.

KMM: SEEDING ACTIVITY WORLD CUP`S BRAZIL & SWITZERLAND GAME.





Switzerland.

CAMPAIGNING & ACTIVATION: 32nd EUROPE COMMUNICATION AWARD.

November, 29th

- European Travel Commission Event: 32nd Europe Communication Award event at France Consulate.
- Event to 80 guests: media and travel agencies
- ST support: gift bag and Swiss wine.
- ST Presence: Natália Leal





Switzerland.

CAMPAIGNING & ACTIVATION: 32nd EUROPE COMMUNICATION AWARD.



KMM: MEDIA TRIP RETURN.



November

- Exame magazine
- 77k copies
- Audience: AAA, A
- Coverage: Health tourism

BEM-ESTAR

SPAS NAS ALTURAS

Com infraestrutura hoteleira de ponta e profissionais de saúde de excelência, a Suíça se lança ao topo dos roteiros de turismo médico

ANDRÉ LOPES

S inônimo de montanhas e lagos deslumbrantes, ar puro e, claro, chocolates e relógios mecânicos, a Suíça também é destino para os que precisam de cuidados médicos dos mais avançados e inovadores do mundo. O país foi classificado recentemente na primeira posição do ranking Euro Health Consumer, com um sistema de saúde reconhecido, particularmente, por duas áreas: a qualidade dos tratamentos e a rapidez dos resultados. Graças a essas vantagens, um número crescente de turistas tem se dirigido anualmente para diversas clínicas do país dos Alpes. A procura é por procedimentos médicos que vão de cirurgias plásticas a tratamentos de câncer inovadores — ou simplesmente momentos de calma em meio ao estresse de uma doença extenuante.

Um destino que exemplifica bem esse caminho à saúde da Suíça é o Bürgenstock Hotel & Alpine Spa. Datado de 1873, o conjunto de instalações está situado no alto de uma montanha, à qual só é possível chegar com uma balsa que atravessa o Lago de Lucerne e, por fim, um funicular. Apesar de ser um destino tradicional, o Bürgenstock passou por uma reforma que custou mais de 500 milhões de dólares e o transformou em um ícone do luxo. O destaque nesse sentido é o Waldhotel, que, além da arquitetura contemporânea por fora, reúne um corpo médi-

co e equipamentos de ponta com spas sofisticados e de vista panorâmica única. Na culinária, um curioso cardápio que serve alimentos monocromáticos para cada dia da semana.

Já no vilarejo de Bad Ragaz, a 1 hora de carro de Zurique, o visitante encontra na paisagem aos pés dos Alpes do leste da Suíça dois hotéis cinco estrelas: o Grand Hotel Quellenhof & Spa Suites e o Grand Hotel Hof Ragaz. Com 233 quartos luxuosos, distribuídos em edificações de estilo germânico, o foco lá são os tratamentos alternativos, com fontes termais no centro de toda a filosofia do negócio. Integrado ao resort, um time de terapeutas orienta os hóspedes sobre os princípios da medicina holística Newyou, criada pelos médicos de Quellenhof.

Na parte francesa da Suíça, situada às margens do Lago Genebra, está o Beau-Rivage Spa, um palácio neoclássico que entrega um amplo jardim ligado ao porto de Lausanne.



KMM: MEDIA TRIP RETURN.



Switzerland.

November

- Forbes
- Zurich and St. Moritz
- 30k copies
- Audience: AAA
- Coverage: Luxury





Switzerland.

KMM: MEDIA TRIP RETURN.

OS ENCANTOS DE ST. MORITZ

ESPORTES DE INVERNO PRATICADOS SOB UM CÉU ENSOLARADO, HOTÉIS ACOLHEDORES E RESTAURANTES ESTRELADOS FAZEM DE ST. MORITZ UM DOS DESTINOS DE INVERNO MAIS EXCLUSIVOS DO MUNDO

POR MARIA RITA ALONSO



O Sol brilha praticamente o ano todo em St. Moritz, e essa atmosfera ensolarada diz muito sobre o sucesso dessa estância de férias, que é pioneira na prática de esportes na neve, reúne cerca de 350 quilômetros de pistas para a prática de esqui e atrai turistas do mundo todo há mais de 150 anos. Desde o final do século XIX, bem antes de ganhar fama internacional como um dos resorts de inverno mais exclusivos do mundo, St. Moritz já era conhecida pelas suas águas termais de propriedades curativas, que deram origem à tradição de spas na cidade. Ao longo das últimas décadas, sua fama turística só aumentou, com a chegada de hotéis de luxo, ótimos restaurantes e uma programação variada voltada à contemplação da belíssima paisagem local.

O fato de a cidade ter sediado por duas vezes os Jogos Olímpicos de Inverno (em 1928 e 1948) foi a sua con-

sagração absoluta como um belo destino alpino para esportistas. Nas pistas de gelo de St. Moritz, foram criados e aperfeiçoados nada menos do que oito modalidades: bobsled, combinado nórdico, esqui cross country, hóquei no gelo, patinação artística, patinação de velocidade, saltos de esqui e skeleton – além, é claro, do esqui, uma das atrações mais tradicionais de St. Moritz, que conta com mais de 350 km de pistas, adequadas tanto para iniciantes quanto para os níveis mais avançados. Por conta da altitude local, é possível esqui sob o céu azul e ensolarado, em três principais áreas: Corviglia, Diavolezza-Lagalb e Corvatsch.

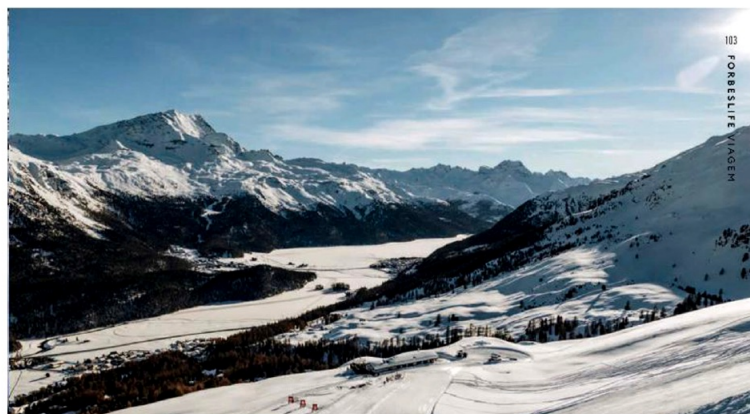
A mais próxima do centro é Corviglia, acessível diretamente por St. Moritz, apropriada para todos os níveis de esquiadores. A Diavolezza-Lagalb fica a 30 minutos da cidade e é recomendada apenas para experts. Já Corvatsch fica a 20 minutos de St. Moritz e às sextas-feiras, disponibiliza o esqui noturno na pista iluminada. Durante a temporada de neve, St. Moritz

também vira sede de esportes de inverno como o polo na neve, cricket no gelo e white turf, uma corrida de cavalos sobre o lago congelado de St. Moritz. A cidade é palco de eventos de renome internacional, com destaque para a Copa do Mundo de Polo na Neve. A próxima edição está marcada para os dias 27, 28 e 29 de janeiro.

No coração da cidade, encontra-se a Via Serlas, a rua comercial ao ar livre mais alta do mundo. A 1822 metros de altitude, a área compreende grifes como Gucci, Prada, Chanel, Dior, assim como alguns designers locais bem interessantes. Para além da moda, seus becos e ruas estreitas abrigam galerias de arte, lojas de vinho exclusivas e delicatessens. Entre os restaurantes imperdíveis, experimente o Igniv. Em romanche, uma das quatro línguas nacionais da

Suíça, *igniv* significa “ninho”, traduzindo o ambiente confortável do salão, com visão para a cozinha aberta e o conceito do chef Andreas Caminada de culinária compartilhada. Localizado no Badrutt's Palace, o Igniv hoje possui duas estrelas Michelin e sua adega conta com mais de 30 mil garrafas.

Por fim, vale dar uma volta pelo Museu Segantini, que abriga o acervo mais completo e importante da obra de Giovanni Segantini, representante do Simbolismo no final do século XIX e reconhecido por resuscitar a pintura alpina. Apesar de pequeno, com apenas três galerias, o museu, inaugurado em 1908, possui um conteúdo denso e a arquitetura típica da região, com a estrutura de pedra e domo característico do local. Um programa cult e charmoso que resume bem o clima de St. Moritz. **•**



Vistas de St. Moritz, estância alpina de luxo no vale Engadina, na Suíça. A cidade, que recebeu os Jogos Olímpicos de Inverno por duas vezes, é polo dos esportes na neve. Conta com pistas de gelo olímpica e um lago gelado, que recebe competições de polo, criquete, patinação, entre outras modalidades. As áreas de esqui e de snowboard incluem Corviglia, Diavolezza e Corvatsch



UMA PASSAGEM PARA 1848

TRADIÇÃO E MODERNIDADE ENCONTRAM O EQUILÍBRIO PERFEITO NO KRONENHOF, HISTÓRICO HOTEL CINCO ESTRELAS DA ERA DA BELLE ÉPOQUE NOS ALPES SUÍÇOS

Raio de Sol perpassam os painéis de pinho e o grandioso lustre que mimetiza o logotipo de coroa do hotel. O silêncio é atravessado apenas pelas suaves notas de piano que ressoam diariamente durante o chá da tarde, um eventual desliz de lâminas de esqui sobre a neve compacta ou o tímido crepitar da lareira. Aos pés, pedras de origem local e cabochões de mármore; no alto, afrescos centenários do artista suíço Otto Haberer. O lobby do Grand Hotel Kronenhof é a porta de entrada para os esplendores de 1848 preservados em todo o interior da construção neobarroca – o que não significa que ali falte modernidade ou tecnologia. A mescla única de passado e presente, natureza exuberante e uma filosofia de wellness mundialmente reconhecida fazem do hotel um dos melhores do planeta – ou o melhor, como o elegeram em 2014 os viajantes do site TripAdvisor.

O Kronenhof fica em Pontresina, a apenas 6 quilômetros de distância de St. Moritz, mas as duas cidades adotaram conceitos diferentes para o turismo de luxo. Enquanto St. Moritz é mais cosmopolita e badalada, Pontresina opta pela elegância discreta, com um ritmo sereno compassado com o ambiente alpino. A cidade é também ponto de passagem do célebre Bernina Express, patrimônio mundial da Unesco que exhibe as vistas mais deslumbrantes da Suíça e desem-

barca em Tirano, na Itália – das geleiras ao gelato em poucas horas.

Pontresina fica também em uma das regiões mais ensolaradas do continente, com 322 dias de Sol a cada ano – o que em nada afeta sua forte cena de esqui, iniciada dois séculos atrás pelos turistas britânicos. O Kronenhof, aliás, tem uma coleção de belíssimos esquis antigos de madeira que pertenceram a esses viajantes, com etiquetas com seus nomes, cujo uso oferece hoje aos seus descendentes. A 1800 metros de altitude, o hotel tem uma vista incomparável da geleira Roseg e fácil acesso a 350 quilômetros de pistas de esqui – com destaque para Corviglia, Corvatsch e Diavolezza – além de pistas de boliche e de patinação no gelo.

Tombado pelo patrimônio histórico suíço, o hotel passou por uma renovação completa nos anos 2000, que o atualizou sem alterar seu caráter. Os 112 quartos têm vasta iluminação natural e uma paleta suave de verdes, bege e pêssego – de preferência para os da ala sul, que têm vista da geleira. A adição mais significativa, no entanto, foi o spa ultramoderno. Com uma área de mais de 2 mil metros quadrados, tem como destaque uma piscina interna de 20 metros com música subaquática e enormes janelas com vista para as montanhas e a floresta de pinheiros. O local conta ainda com piscina de hidromassagem, saunas e um trio de grutas – de água salgada, de banho de vapor e de flutuação.

KMM: MEDIA TRIP RETURN.



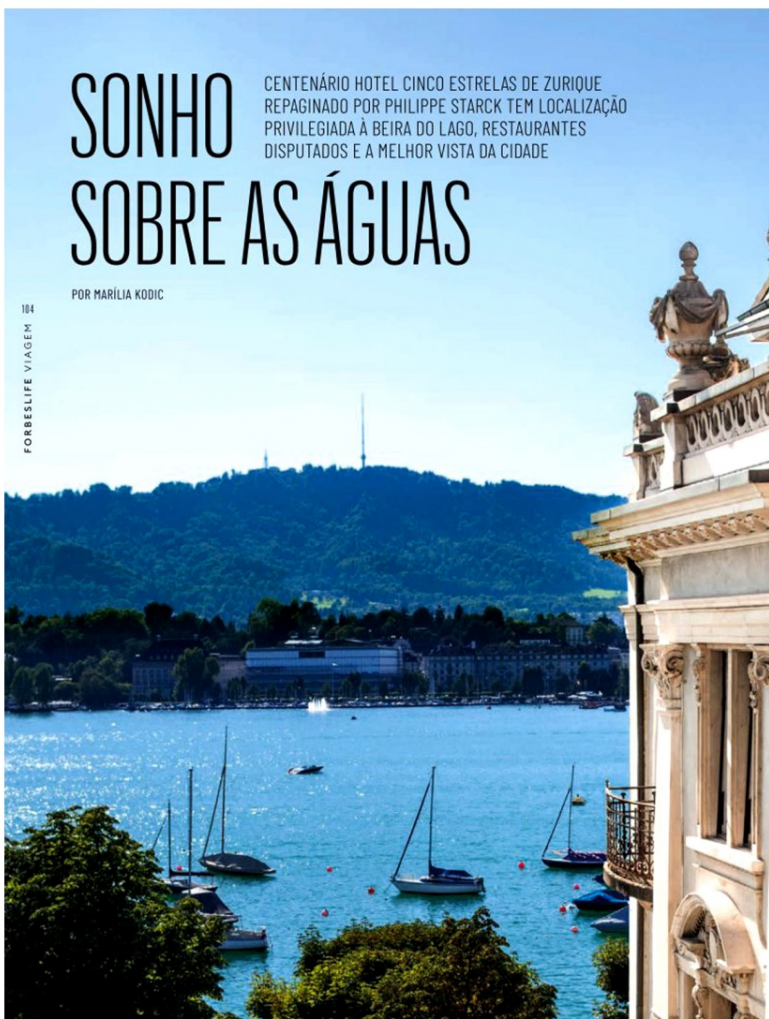
Switzerland.

SONHO SOBRE AS ÁGUAS

CENTENÁRIO HOTEL CINCO ESTRELAS DE ZURIQUE REPAGINADO POR PHILIPPE STARCK TEM LOCALIZAÇÃO PRIVILEGIADA À BEIRA DO LAGO, RESTAURANTES DISPUTADOS E A MELHOR VISTA DA CIDADE

POR MARILIA KODIC

FORBESLIFE VIAGEM 104



Se os mais conceituados hotéis da Suíça tendem a seguir um estilo tradicional e conservador, o projeto do La Réserve Eden au Lac Zurich faz o hóspede sentir como se estivesse “dançando rock’n’roll com a rainha da Inglaterra”, nas palavras de seu criador, Philippe Starck. O estrelado designer e arquiteto francês foi contratado para fazer uma transformação revolucionária na propriedade centenária, que incluiu os 40 quartos e suítes, os dois restaurantes e o bar no rooftop e demandou que o hotel ficasse fechado por dois anos, entre 2017 e 2019.

O resultado é um suntuoso hotel boutique com ares de iate clube, com uma abundância de jatobá, couro e metal, paredes de tijolos aparentes, mármore preto e branco, tons terrosos, janelas panorâmicas e varandas com toldos náuticos de listras azuis e brancas. Tudo com o bom gosto e o toque luxuoso característicos de Starck, na fronteira entre o hype descolado que atrai os aficionados por design e a sofisticação esperada por quem se hospeda em um hotel cinco estrelas – especialmente aqueles já familiarizados com a bandeira La Réserve (que gerencia também hotéis em Paris, Ramatuelle e Genebra). Os tempos estão mudando, e Philippe Starck está sempre à frente.

Situado em um dos melhores endereços da cidade, em frente ao cristalino Lago de Zurique, um dos mais limpos do mundo, o hotel oferece vistas panorâmicas que incluem as torres da Grössmünster – igreja protestante construída no século 12 que é cartão-postal da cidade –, no centro histórico, e os mantos brancos nos picos dos Alpes suíços no horizonte.

A uma curta caminhada de distância, estão a célebre Casa de Ópera de Zurique; o museu de arte Kunsthaus, que abriga coleções impressionantes de Munch e Giacometti em seu acervo de mais de 4 mil obras; a Bahnhofstrasse, uma das avenidas comerciais mais caras e exclusivas do mundo; e a Fraumünster, igreja famosa por conter vitrais de Marc Chagall. Nos meses mais quentes, vale se refrescar com um mergulho no lago, aproveitando a parceria do hotel com um “badi”, que oferece serviços como aulas matinais de ioga, pranchas de stand up paddle e transfers em barco para restaurantes ao redor do lago.

Distribuídos por cinco andares, os quartos têm tamanhos que variam entre 22 e 79 metros quadrados e são divididos em oito categorias, a maior parte deles com vista para o lago. A decoração náutica surge em detalhes como esculturas em madeira de cascos de navio, pinturas de barcos a vela e retratos de capitães. O minibar em tamanho avantajado oferece uísque japonês, gin britânico e vodka suíça, além de champagne e vinhos tintos de excelente qualidade da vinícola Cos d’Estournel, pertencente ao proprietário do hotel, Michel Reybier.

Hóspedes e visitantes podem apreciar um café da manhã à la carte no Eden Kitchen, no piso térreo – experimente os ovos pochê com abacate e limão no pão de centeio. No almoço e no jantar, o restaurante serve criações de inspiração mediterrânea assinadas pelo chef italiano Marco Ortolani. Por trás dos azulejos verdes da cozinha americana, são montados pratos



O LA MUÑA, RESTAURANTE DE ESPECIALIDADE NIPO-PERUANA COMANDADO PELO CHEF TOMOKO GUNJI HANGARTNER, É ONDE A INSPIRAÇÃO DE IATE CLUBE DE STARCK ATINGE SEU APÍCE. COM PAREDES INCLINADAS E CANOAS DE MADEIRA PENDURADAS DO TETO

Acima, o rooftop do La Réserve, que oferece uma das melhores vistas panorâmicas de Zurique (esq.), e o restaurante La Muña, que serve pratos nipo-peruanos (dir.). Ao lado, detalhes dos quartos, que têm décor náutica com pegada industrial – todo o projeto do hotel é assinado por Philippe Starck

como espagete frio com camarões e caviar, risoto com escargot e cogumelos cantarelo e carbonara à base de lula. Pergunte sobre os pratos especiais do dia, que podem incluir um saboroso tagliatelle com trufas brancas.

Uma enorme cúpula cobre o terraço do hotel – que tem uma das melhores vistas da cidade –, protegendo os visitantes do frio e do vento nos meses de inverno. É ali que fica também o La Muña, restaurante de especialidade nipo-peruana comandado pelo chef Tomoko Gunji Hangartner. Os pratos, ideais para serem compartilhados, incluem sushis de tartar de salmão e wasabi cítrico, ceviche de robalho com trufas e niguri de cavalinha e gengibre caramelizado. Os sashimis, fresquíssimos e cortados à perfeição, chegam à mesa de maneira teatral, em uma esfumante travessa de gelo seco.

Com capacidade para apenas 35 comensais e reservas esgotadas com semanas de antecedência – mas sempre um ou outro lugar guardado para hóspedes –, o restaurante é onde a inspiração de iate clube de Starck atinge seu ápice, com paredes inclinadas e canoas de madeira em tamanho real penduradas do teto.

Além do Eden Kitchen, o térreo abriga um bar vibrante que atrai o público local, com mixologistas bem treinados que

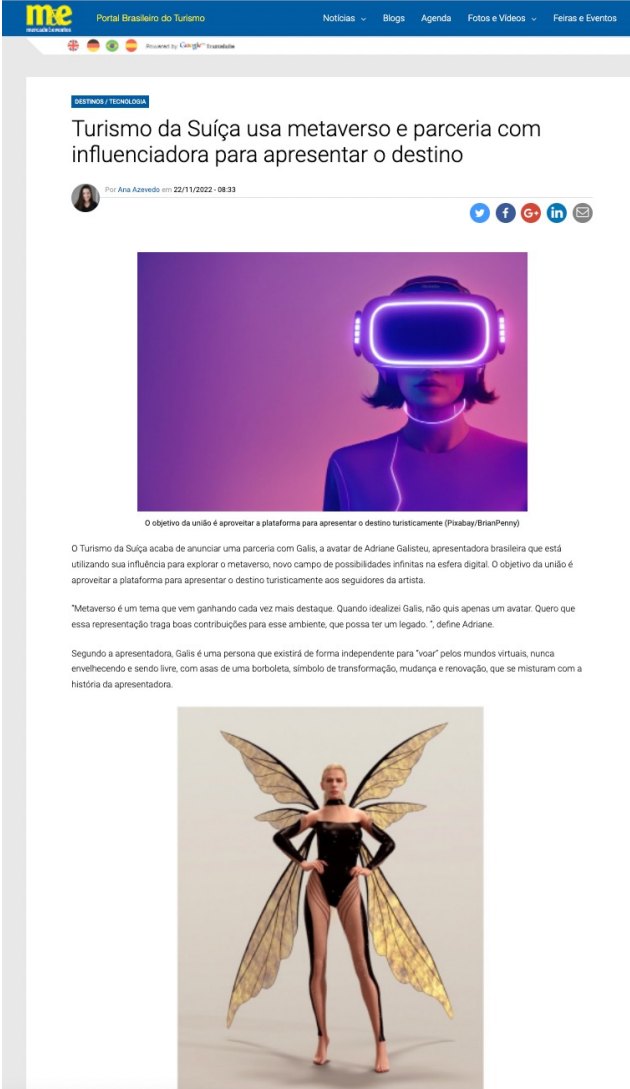
preparam drinques clássicos com um twist, como o spritz de morango, o pisco de jasmim e o french 75 de rosas. Entre as opções sem álcool, destaque o Hugo, com flor de sabugueiro, lima e hortelã. No lobby em frente ao bar e ao elevador de vidro, uma DJ anima quem vem chegando a partir do fim da tarde. Os hóspedes podem ainda usufruir de um salão de charutos – quase secreto, escondido atrás de uma porta sem sinalização – e uma pequena academia.

Uma instituição de Zurique desde 1909, o hotel se beneficia agora, após dois anos de lockdown mundial, do culto de seguidores do La Réserve entre o jetset internacional – incluindo um expressivo número de brasileiros, que no ano passado representaram 70% dos hóspedes estrangeiros do La Réserve Eden au Lac Zurich – graças à abordagem única da marca à hospitalidade. Não é à toa: até os cachorros são tratados como monarquia, desfrutando de enormes camas de couro, snacks locais e amenidades exclusivas. 1

KMM: METAVERSO.

November

- Switzerland Tourism Brazil promote the destination in the metaverso in partnership with a celebrity .
- Page Views: 20K
- Instagram: @lamgalis



The screenshot shows a news article on the 'me Portal Brasileiro do Turismo' website. The article is titled 'Turismo da Suíça usa metaverso e parceria com influenciadora para apresentar o destino' and is dated 22/11/2022. It features two images: one of a person wearing a VR headset and another of a woman with large, golden, insect-like wings. The article text discusses the Swiss Tourism Board's partnership with the influencer Adriane Galisteu to promote the destination in the metaverse.

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DESTINOS / TECNOLOGIA

Turismo da Suíça usa metaverso e parceria com influenciadora para apresentar o destino

Por Ana Azevedo em 22/11/2022 - 08:33

O objetivo da união é aproveitar a plataforma para apresentar o destino turisticamente (Pixabay/BrianPenny)

O Turismo da Suíça acaba de anunciar uma parceria com Galis, a avatar de Adriane Galisteu, apresentadora brasileira que está utilizando sua influência para explorar o metaverso, novo campo de possibilidades infinitas na esfera digital. O objetivo da união é aproveitar a plataforma para apresentar o destino turisticamente aos seguidores da artista.

"Metaverso é um tema que vem ganhando cada vez mais destaque. Quando idealizei Galis, não quis apenas um avatar. Quero que essa representação traga boas contribuições para esse ambiente, que possa ter um legado.", define Adriane.

Segundo a apresentadora, Galis é uma persona que existirá de forma independente para "voar" pelos mundos virtuais, nunca envelhecendo e sendo livre, com asas de uma borboleta, símbolo de transformação, mudança e renovação, que se misturam com a história da apresentadora.

Thank you.



Switzerland.