

International.



Switzerland.



7th edition Asia Trophy (carried out in Dec 2022)

- **Date:** 2 – 5 December
- **Profile:** 54 MICE agents from India, SEA, HK, Taiwan, Japan, Korea, Thailand
- **Programme:** 3-day MICE study tour in a rally format with challenges and games
- **Destination and highlights**
 - Interlaken, Thun, Eigergletscher
 - Partner's workshop in Zurich and chocolate tasting at Lindt
 - Snow activities in Davos and award dinner





Switzerland.

Signature of Memorandum of Understanding with Georgian National Tourism Agency.

- MoU: Signature in Zurich on 5 December 2022 between ST and GNTA
- Goal: Cooperation in field of tourism including know-how exchange, statistics, marketing insights, education in tourism and hotel management, sustainable tourism.
- Participation: Simon/Pascal/Federico + 6 pax delegation GNTA



Official visit of Delegation GNTA to Zermatt.

- Visit from 4 – 7 December 2022
 - Zurich: Signature of MOU and meeting with partners from education and health
 - Zermatt: Explore sustainable and mountain tourism (Winter), visit to Glacier Paradise
 - Lucerne: Sightseeing and lake cruise
- Participants:
 - Ambassador of Georgia to Switzerland
 - First Deputy Head of GNTA
 - Delegates: Media, Product Development and Mountain Trail Agency



Markets East.

Germany.



Switzerland.

Recovery Winter Campaign – Top Spot Award 2022.



Switzerland.

- Budget: 170'000 EUR
- Timing: 3.-11. December 2022
- ST Markets: Germany, France, Netherlands, UK
- Destination: Crans-Montana, Valais
- Target group: Snow Sports Enthusiast
- Project: 2nd time running Content Marketing Campaign with film contest: 10 videographer are creating a movie about the swiss winter in 100 hours. 4 tiktokers from ST markets accompanied them.
- Distribution will follow in January
- **Content Results:**
 - 1st winner Flo Nick:
<https://www.youtube.com/watch?v=PwnbMzgKaeQ>
 - Making Of:
https://www.youtube.com/watch?v=WzxKUopPJ_Y





Switzerland.

Winter Fairytale in the Jungfrau Region.

- December, 4th – 7th
- Swiss Singer Luca Hänni and his fiancée Christina Luft (both well known in Germany) discovered the Jungfrau Region
- Dual content production for their own social channels and for a paid ST social media campaign
- Very good results on meta:
 - CTR 3,30%
 - CPC 0,17 Euro





Switzerland.

KAM: Snow Trex in the Jungfrau Region & Interlaken.

- December, 14th – 18th
- Within the scope of a Social Media prize draw 10 winners won a organised trip to the Jungfrau Region and Interlaken.
- Participations: over 2000
- Accompanied with a videographer and the ski influencer Julian Witting.
- Content production for their own social channels and for ours.
- Aftermovie can be watched [here](#).



Austria/Hungary.

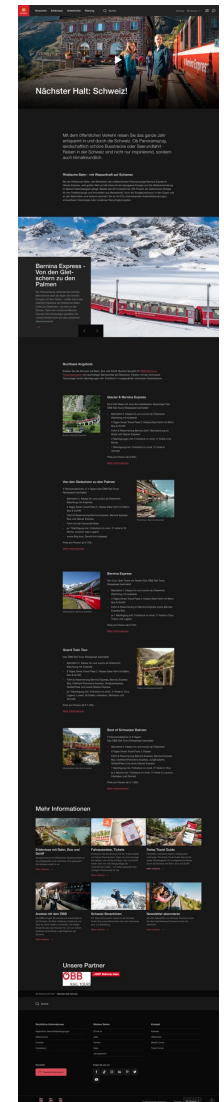
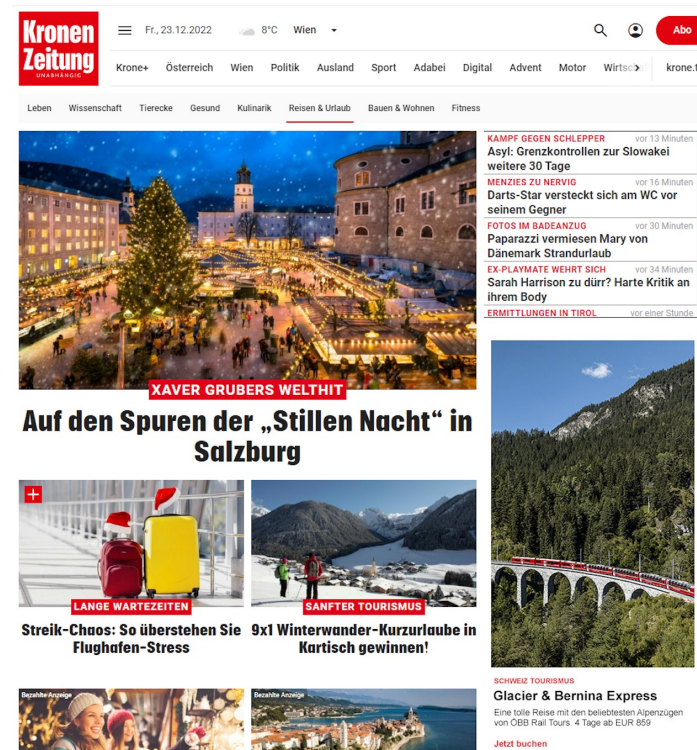




Switzerland.

Austria: Rhaetian Railway digital campaign.

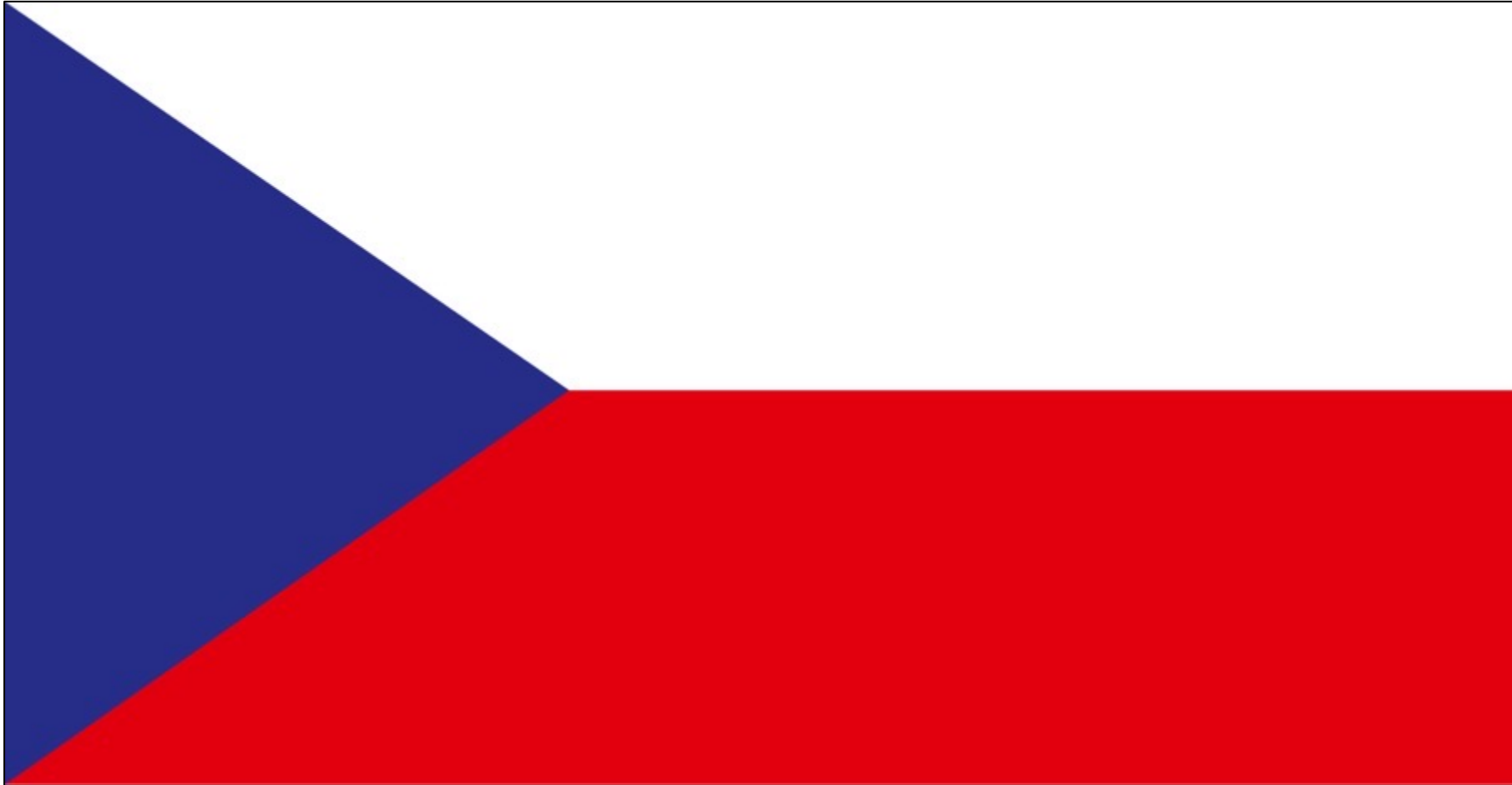
- Rhaetian Railway digital campaign in cooperation with the Austrian KAM ÖBB Rail Tours in order to promote the panoramic train rides in Switzerland in general as well as their bookable offers in Austria with native, social and video ads.
- Date: 23 -31 December 2022
- Expected contacts (final reporting to follow):
appr. 9 million AIs, 15'000 clicks with 7'493 Engagements (> 8sec on MyS.com-Landingpage)



Czech Republic.



Switzerland.



Swisstainable holiday – Prague metro.

- 1. – 30. 12. 2022, Prague
- Promotion focused on Swisstainable experiences, attractions and offers placed in Prague metro line C (most frequent metro line with 470.000 PAX per day) in form of special advertising 35x30 cm posters in ST InS design (photo focused on Swisstainable, logo Interhome, short text explaining the offer and inviting for e-contest with Interhome placed at [MojeSvycarsko.com](https://www.mojesvycarsko.com) (incl. web link and QR code).
- 14.085.000 Marketing Contacts





Switzerland.

Davos Klosters at Prague main train station.

- 1. – 31. 12. 2022, Prague
- Promotion of Swisstainable winter holidays with focus on active ski holidays in Davos Klosters via digital slides (384 x 192 cm) on LED displays in main departure hall at Prague main train station.
- Slide focused on Davos Klosters and offer of ČD Ski – 20% discount on rent of ski equipment in Davos Klosters for all passengers on daily night train connection from Prague to Sargans operated by Czech Railways.
- 1.840.000 Marketing Contacts





Switzerland.

Winter promo in Premium Ski 12/2022.

- 12. 12. 2022
- TOP 10 exclusive winter experiences placed in form of 3/1 advertorial in deluxe ski magazine Premium Ski (December - January edition).
- Integrated promotion of: GToS, Bernina Winter Panorama, wellness at Rigi, Davos Klosters Premium Card & Spengler Cup, Pistenbully experience by Zermatt Bergbahnen, Early Birds in Aletsch Arena, cross-country ski in Val Müstair, Via Silenzi snowshoe hiking in Engadin, nostalgic fondue rides by Rigi, brunch with SGV and Snowpenair JFB.
- 67.500 Marketing Contacts

ŠVÝCARSKO
10 EXKLUZIVNÍCH ZIMNÍCH ZÁŽITKŮ

STRANA 2

PREMIUM SKI

3. ZIMNÍ DAVOS KLOSTERS PREMIUM CARD

Región Davos Klosters láká hosty z Čech především vzdělaností. Z Práhy to sem autem trvá jen sedm hodin. Sledovat průběhy akcí a celodenní tréninky se zde provádějí každoročně, v období ho má již od mládí současný anglický krol a v lednu se zde koná proslulá Světová ekonomická fórum. V létě dojde sem ale nezapomenutelně, to je totiž závodu dvojnásobně a pokud je navíc zřídle bezpečnostní sportovní. Ideálně je zážit, že sem po káňarce, kdy se tedy koná prázdný hokejový turnaj Spengler Cup, kde letos nastoupí i tým Sparty Praha nebo jak kdykoliv až do listopadu. A co je Davos Klosters Premium Card? Období je každý ubytování na celou dobu pobytu a dopravuje ho k lázeň na nejznámějších aktivitách organizovaných turistickou kanceláří, která vám pomůže naplánovat podrobně každou minutu a vybere nové sportovní disciplíny.

4. VIA SILENZI – DVOUDENNÍ PŘECHOD NA SNĚŽNÍCÍCH

Okružní romantiku zimní zasněžené krajiny v blízkosti jednoho švýcarského národního parku si lze dobře užít na sněžnicích. Pro dvou denní přechod budete mít průvodce a zavedeno vám budete přehledně do místa vašeho ubytování a pak i do cílové stanice. Přechod proběhne v malebném švýcarském prostředí do Cöstlen, doplněné do Lü a odtud druhý den přes Alp Champoch a Alp do přelomu Oberviz.

5. SJEZD NA RANNÍM MANŠESTRU U LEUDOVEZ ALETSCHE

Aletsch Arena spouští letos novinku pro lyžařské nadšence, kteří nemohou dojet. Už v 08:15 vás lanovka Aletsch-Bahnen vyveze z Bettmeren na Bettmerhorn a vy se můžete vydat na neapomněnou zájezdu a vyjet do náh svahu. Zážitky zavítá nezapomenutelnou horskou sňahou, která pro vás bude připravena v chodě Bettmerhornu.

6. NOSTALGICKÝ VÝLET NA KRÁLOVNU HOR

Nejstarší zubatka Evropy vozí cestující z Vitellu na horu Rigi, vůbec nepopíratelně nejvíce švýcarský, již od roku 1871. Káňarce lákavě vyrazí v ranní zasněžené lety a láskou a odhodnou páči zpražďování a nyní vlastní Rigi-Bahnen jeden z největších vozových parků historických káňarckých vozidel na světě. Při lokomotivě v kombinaci s historickým vozem železniční cestou, kde se nachází historický zážitky. Speciální jízdy se uskutečňují v lednu a v únoru. Trávníky na dohled je pak nezapomenutelná fondue party v nejvyšším aktivitovaném ovocném vagonu světa z roku 1951 – jízda se koná každý pátek. Vyhřívám všem vyprávěné až do výše 1800 m n. m. a během cesty okouškový zasněženou krajinnou vám poskytne nezapomenutelné zážitky a správné fondue.

7. BRUNCH NA LUCERNSKÉM JEZEŘE

Nezapomenutelné ráno v mělné vyhlídce na dohled lázeň přiláká na Lucernském jezeře. Vyplovte se v 10:30 z Lucernu směrem na Beckenberg. Každá plavba trvá 2,5 hodiny a na palubě loď z Rigi, Schiff-Haus, generální agentura Vinteraktivitäten AG se doplní: tradiční zimní správy sládky jako náctice a fondue.

8. SNOWPENAIR NA MÄNNLICHEN

Tradiční občerstvení nachází festival v Jungfrau regionu se vrací. 26. ročník se bude konat ve dnech 25.-26. 3. 2023 nově na Männlichen. Informace k programu a přehledový jízdenek najdete na stránkách Jungfrau Railways.

Podrobné informace a řadu dalších nabídek najdete na MejeSvycarsko.com. Užijte si krásnou zimní dovolenou plnou nezapomenutelných zážitků!

PREMIUM SKI



Switzerland.

Winter KAM campaign with TO Experitour.

- 15. 12. 2022 – 15. 2. 2023
- KAM campaign focused on promotion of Davos Klosters and RhB activities via tour operator Experitour and its digital channels (website, online banners, social media channels, Google AdWords, Seznam Sklik) with our logo and website promotion.
- Goal 500.000 Marketing Contacts

Vertical banner for Switzerland ski campaign. The background shows a skier in red pants and a black jacket on a snowy slope. The text is white and yellow on a dark background. At the bottom, there is a red square with the Switzerland logo and the word 'Švýcarsko.'.

SKIPAS V CENĚ

Švýcarsko

300 km sjezdovek v kolébce lyžování již od 8 960 Kč

CHCI NA HORY

EXPERITOUR

Horizontal banner for Switzerland ski campaign. The background shows a skier in red pants and a black jacket on a snowy slope. The text is white and yellow on a dark background. At the bottom right, there is a red square with the Switzerland logo and the word 'Švýcarsko.'.

SKIPAS V CENĚ

Švýcarsko

300 km sjezdovek v kolébce lyžování již od 8 960 Kč

CHCI NA HORY

EXPERITOUR

Horizontal banner for Switzerland ski campaign. The background shows a skier in orange pants and a black jacket on a snowy slope. The text is white and yellow on a dark background. At the bottom right, there is a red square with the Switzerland logo and the word 'Švýcarsko.'.

SKIPAS V CENĚ

Švýcarsko

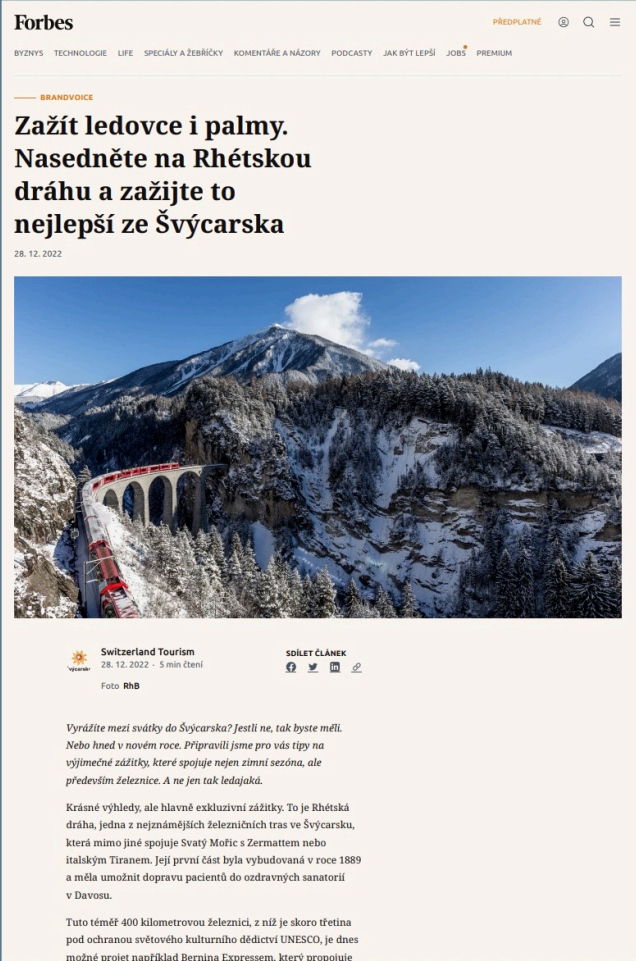
300 km sjezdovek v kolébce lyžování již od 8 960 Kč

CHCI NA HORY

EXPERITOUR

Winter RhB at Forbes.cz.

- 28. 12. 2022
- Advertorial presenting winter possibilities with RhB (BEX, GEX, sledging with RhB, Landwasser with hike, Davos Klosters with ski, RhB map with snowshoe hiking, STS tickets) placed at Forbes.cz (website of the magazine Forbes in Czech language).
- 400.389 Marketing Contacts



The screenshot shows a Forbes.cz article titled "Zažít ledovce i palmy. Nasedněte na Rhétskou dráhu a zažijte to nejlepší ze Švýcarska" (Experience glaciers and palm trees. Board the Rhodanese railway and experience the best of Switzerland). The article is dated 28. 12. 2022 and is categorized as a "SOŠLET ČLÁNEK" (Sponsored Article). The main image shows a scenic view of a snowy mountain landscape with a red RhB train crossing a stone viaduct. The article text describes the unique winter experiences offered by the RhB, including the Bernina Express, and mentions the Davos Klosters area.

Poland.



Future activities.

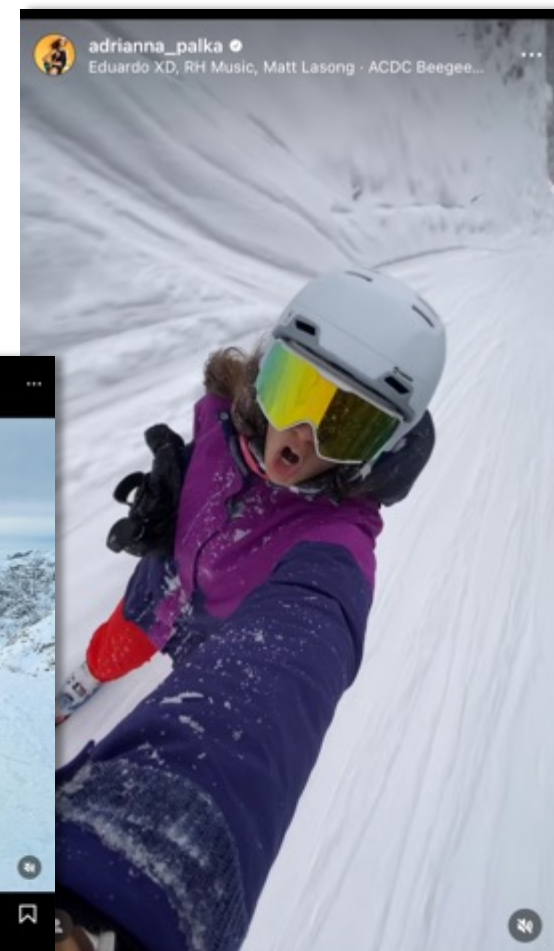
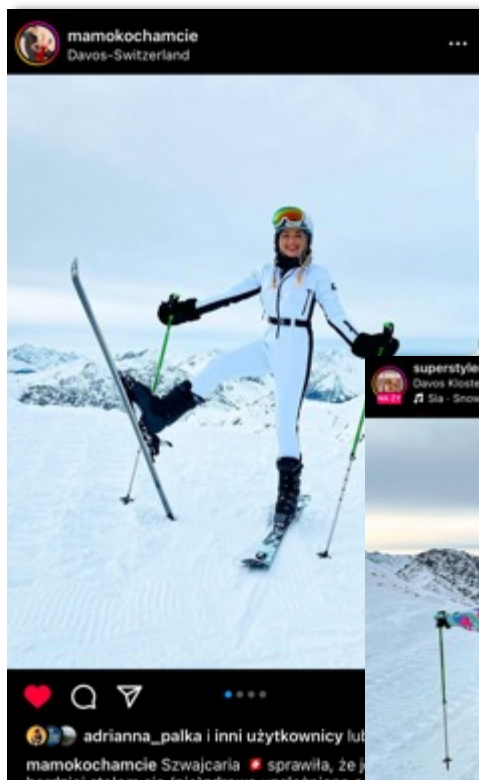
- Media trip with eSky.pl in January
- Snow Edition, STMW in January
- Group skiing media trip in January
- Business plans with TOs



Switzerland.

KMM: influencer trip with Wild Holidays.

- Destination Davos Klosters
- 14. - 17.12
- 7 influencers with different backgrounds, also family focus
- In cooperation with VÖLKL skies
- Focus on skiing and winter vibe
- SoMe activities on spot via Instagram and TikTok
- Dedicated commercial for offer of Wild Holidays

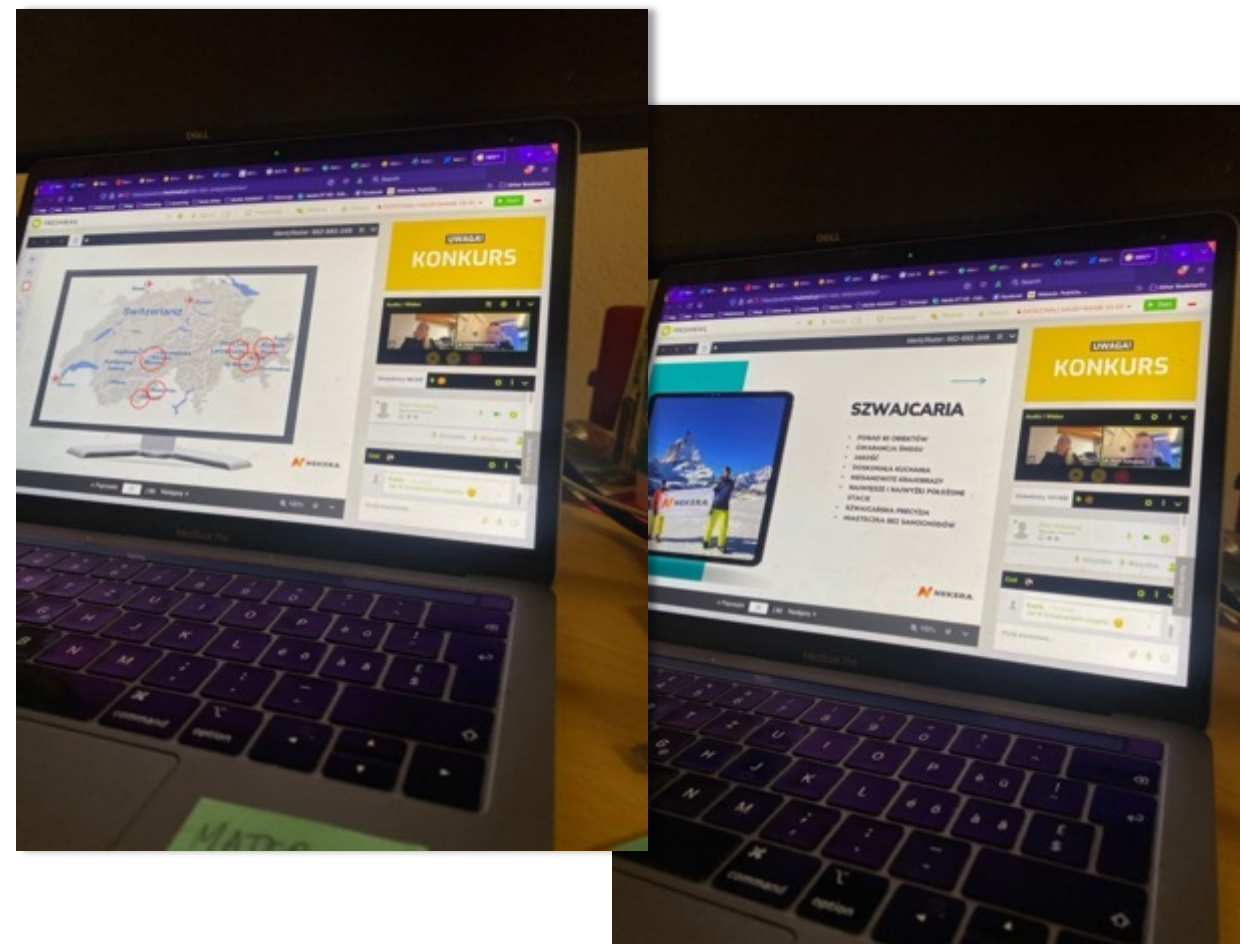




Switzerland.

KAM: webinar for agents by NEKERA.

- In co-operation with Nekera TO, one of the leading TOs in Poland
- December 2nd
- Online webinar for agents selling skiing offers
- Presentation about winter in Switzerland and dedicated offers
- Swiss partners included: Davos Klosters, Zermatt, Schilthorn
- 180 participants, webinar recorded and shared in NL after the live meeting

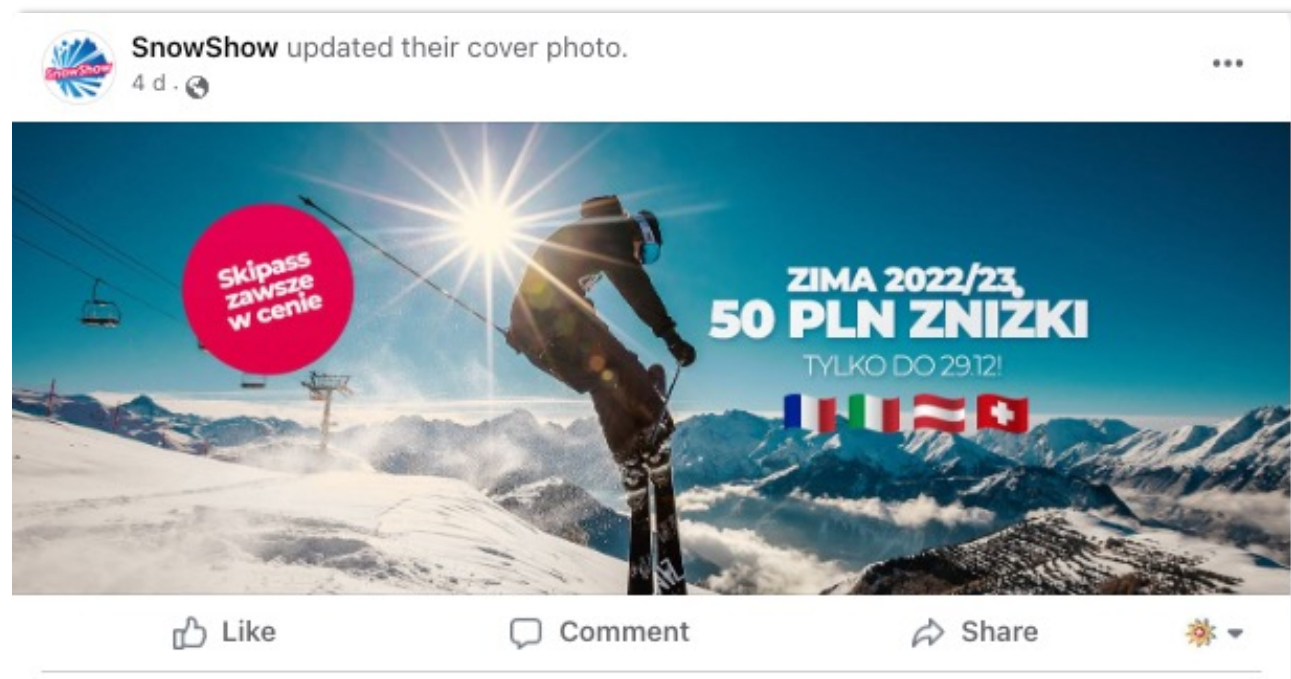




Switzerland.

KAM: business plans with TO's.

- Winter activities promo by Allegra, Snow Show, Hey Holiday, Nekera, Taksidi, Wild Holidays
- Online activities promoting Swiss winter offers
- SEM, Social Media
- Newsletters
- Promotion of winter season lasting until April





Switzerland.

Campaigning & Activ.: ST fence exhibition.

- Winter activities in Switzerland
- Exhibition on the fence of the Embassy
- 17 panels presenting skiing, sledging, touring, Swiss traditions
- One panel with a map and skiing destinations in Switzerland
- QR codes leading to our MyS/winter
- December reach in busy before Xmas time around 200'000



Campaigning & Activ.: Swiss day in SIX.

- Special lunch organised to celebrate 5 years of Swiss company SIX on PL market
- 140 participants
- Lunch - typical Swiss raclette
- Presence of Swiss Ambassador in Poland, speech about Swiss food
- ST materials: wall calendars, maps, movies from Switzerland on the screen
- Info about event on SIX linked in profile

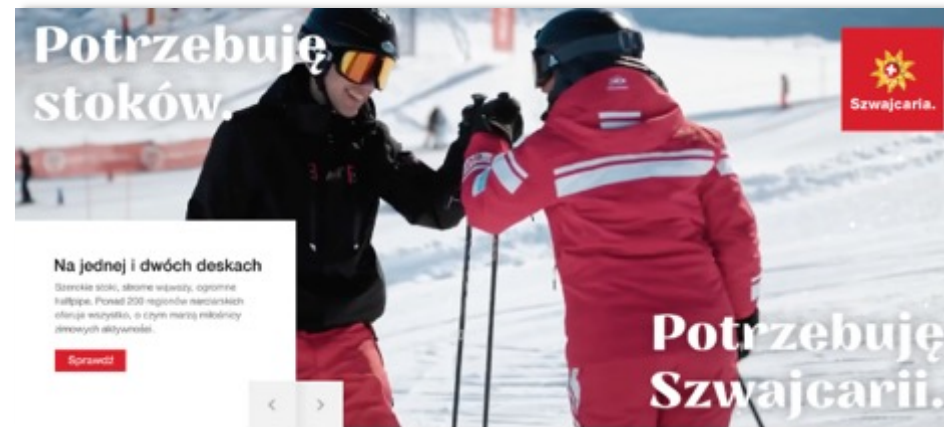




Switzerland.

Campaigning & Activ.: ST online winter campaign.

- Digital campaign, mobile and desktop creations
- Second part of the campaign that started in November
- Native campaign
- Focus on ski & snb, Swiss winter
- Display creations
- Video
- Final results beginning of January





Switzerland.

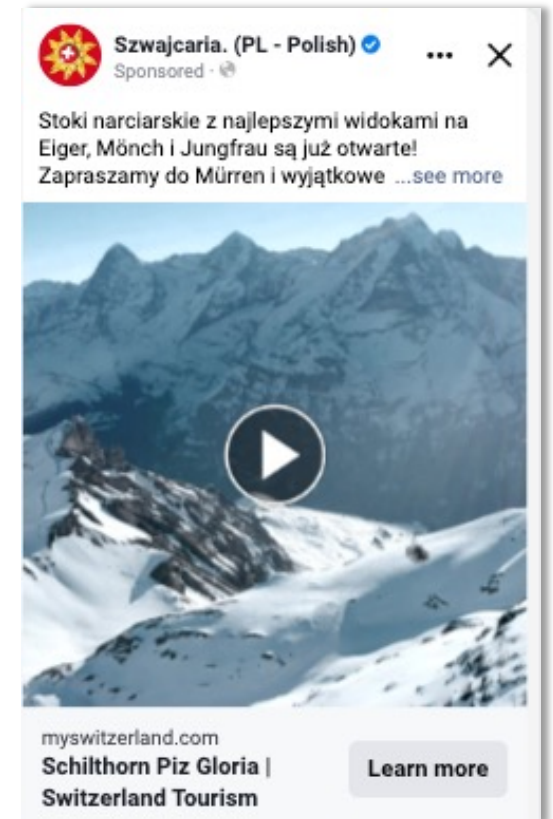
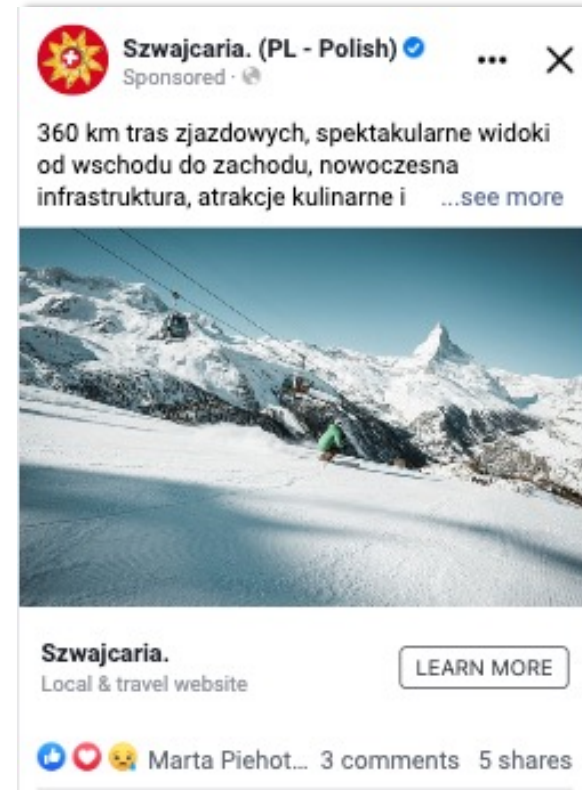
Campaigning & Activ.: ST winter campaign with eSky.

- First wave of online activities with eSky, lasting 3 months
- Online portal offering flights, accommodation to Switzerland
- SoMe Instagram and Facebook, posts and stories
- Web/app push, banners
- Final results at the end of the campaign



Camp. & Activ.: SoMe activities ST FB.

- Paid campaign for partners
- Schilthorn, Zermatt – market partners, skiing attractions, movie, continuation of November activities
- Reach in December almost 370'000

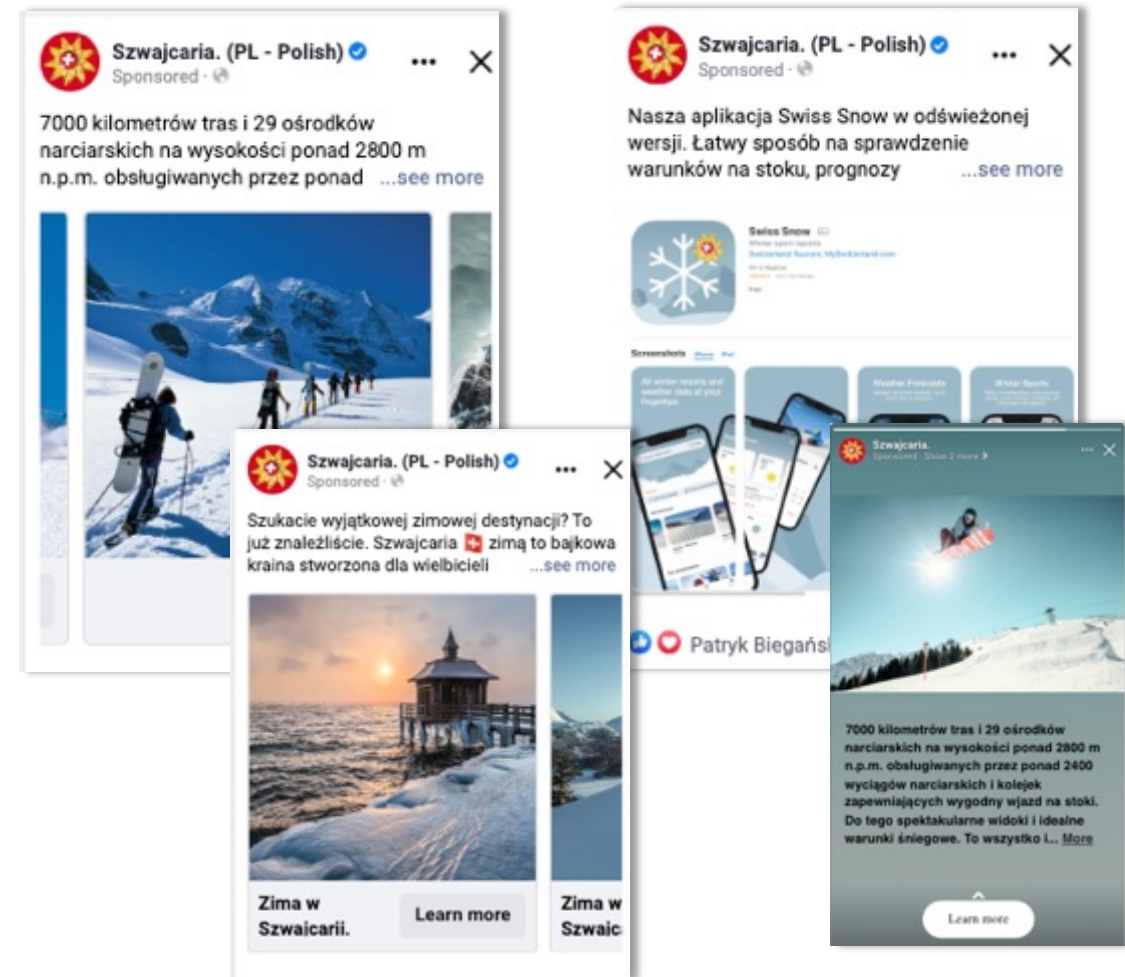




Switzerland.

Camp. & Activ.: SoMe activities ST FB.

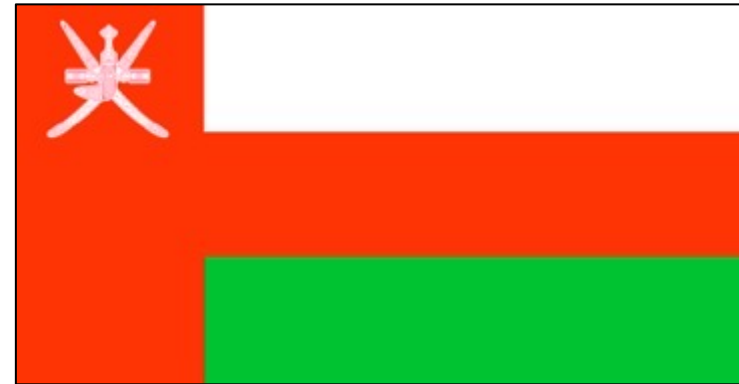
- Posts promoted on our STFB account - winter topics
- Winter images
- Snow Application
- Link to MyS/winter
- Winter mood film 12'000 views in December
- Posts reach 330'000 in December



GCC.



Switzerland.



Club Suisse Doha @ FIFA World Cup.

- Open 18.11.-18.12.2022, 21'000 Visitors
- Topic: Swisstainable (Partly recycled from HoS Milano)
- 1 VIP Event 23NOV with 60 Guests
- Artefacts wall: 42 Artefacts, 15 Screens
- 11 Articles, 560'000 Media Contacts
- Digital Campaign: 9 Mio Impressions, 380'000 Clicks, 4 Mio Reach
- Partner: Interlaken (Jungfrau, Schilthorn), Geneva, Zurich, Montreux





Switzerland.

KAM: Winter Promotion with Omeir Travel-UAE

- From 1st – 31 Dec.
- 90 radio spots on Emarat FM.
- Social media
- Barq UAE
- 3000 flyers
- SMS 90k
- Emailers: 46k
- Contacts: 5236000
- Partner: Interlaken & Davos





Switzerland.

KAM: Winter Promotion Promotion with Al Rais Travel-UAE

- From 1st – 30th June.
- Noor Dubai: 30 sec x 40 spot
- 15000 flyer distribution thru Alkhaleej Newspaper
- social media activities on Instagram, Twitter & Facebook
- Contacts: 1515000
- Partners: Davos & Interlaken

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Switzerland.

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Switzerland.

Campaigning: Winter Hotel digital push.

- Date: 7 – 11 Dec, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 551,949
- Clicks: 658
- Reach: 216,832
- Victoria Jungfrau Collection Hotel



سويسرا. (SA, AE, TN - Arabic)

Sponsored · 🌐

يقع Victoria Jungfrau في وسط إنترلاكن، ويطل على جبل يونغفراو المعروف عالمياً. ويُعدّ الفندق نقطة انطلاق مثالية للرحلات الاستكشافية في فصل الشتاء، في منطقة يونغفراو، ولاسيما عند العودة للاسترخاء في السبا.

<https://bit.ly/2XODKMs>



سويسرا.

Local & travel website

Learn more



Switzerland.

Campaigning: Winter Hotel digital push.

- Date: 11 – 15 Dec, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 299,617
- Clicks: 4,445
- Reach: 203,520
- Carlton Hotel



سويسرا. (SA, AE, TN - Arabic)

Sponsored · 🌐

فندق **Carlton Hotel St. Moritz** أسطوري من فئة الخمس نجوم. وكما تتوقع، تبدو فالمعالم البارزة بلا حدود: فالهندسة المعمارية الفاخرة التي يزيد عمرها عن 100 عام، والأجنحة الرائعة المطلّة على بحيرة سان موريتز، وخادم شخصي في الهواء الطلق للأنشطة الرياضية الحصرية، مع توفير خدمة ليموزين وطائرة مروحية.

<https://bit.ly/3Uzap4V>



سويسرا.

Local & travel website

Learn more

Campaigning: Winter Hotel digital push.



Switzerland.

- Date: 26 – 31 Dec, 22
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 299,277
- Clicks: 4,018
- Reach: 221,824
- W Verbier Hotel



سويسرا. (SA, AE, TN - Arabic)

Sponsored · 🌐

يتمتع فندق **W Verbier Hotel & Residences** بموقع استراتيجي في مكان مثالي في أسفل المنحدرات وعلى بعد مسافة قصيرة من مصاعد التزلج الرئيسية، فقط اسأل. كل ما تريد، وقتما تشاء. مما يجعل إقامتك تكاد لا تُنسى.

<https://bit.ly/3iMaOnH>



سويسرا.

Local & travel website

Learn more



Switzerland.

Campaigning: Winter facebook campaign.

- Date: 23 – 31 Dec, 22
- Winter video facebook campaign focusing on winter ski camp in Davos
- Impressions: 970,146
- Clicks: 57,983
- Reach: 413,568
- Davos Klosters

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

المخيم السويسري الشتوي (من 19 - 23 مارس) ، حيث يلتقي المتزلجين من جميع أنحاء العالم.

Swiss Winter Camp Asia

MYSWITZERLAND.COM [Learn more](#)

المخيم السويسري الشتوي 2023 في دافوس كلوسترز

Campaigning: Club Suisse digital campaign.

- Date: 21 – 27 Dec, 22
- Partner Instagram campaign for Club Suisse Doha
- Impressions: 1,903,239
- Clicks: 159,386
- Reach: 1,070,768
- Geneva

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

استمتع بخصوصية جولة منطاد الهواء الساخن الحصرية لك ولأصدقائك.



BALLONS-DU-LEMAN.CH
BALLONS du LEMAN رحلة [Get Offer](#)

Campaigning: Club Suisse digital campaign.



- Date: 25 –31 Dec, 22
- Partner Instagram campaign for Club Suisse Doha
- Impressions: 1,850,701
- Clicks: 96,067
- Reach: 699,264
- Montreux Riviera

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

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Switzerland.

Campaigning: Club Suisse digital campaign.

- Date: 28 –3 Jan, 23
- Partner Instagram campaign for Club Suisse Doha
- Impressions: 3,011,061
- Clicks: 30,316
- Reach: 1,196,612
- Zurich

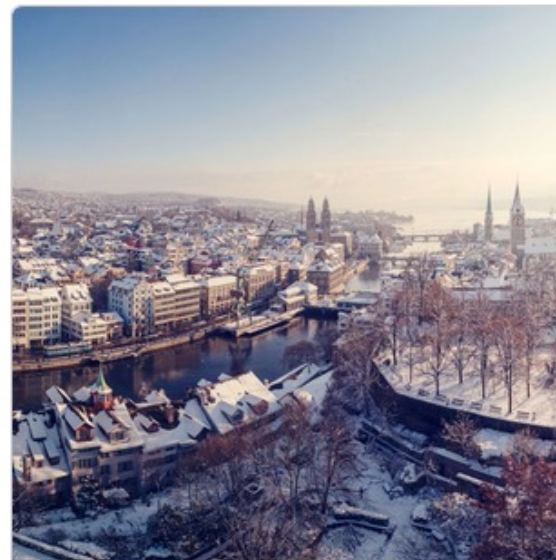


سويسرا (SA, AE, TN - Arabic)

Sponsored · 🌐



تُعتبر زيوريخ مكاناً مرغوباً للمسافرين في المدينة لزيارتها في فصل الشتاء.



الشتاء في زيوريخ



نادي فاخرة

Health: Medical Newsletter.



- Date: 23 Dec, 2022
- Medical newsletter sent out to more than 13,528 GCC Doctors and some medical dealers
- Contacts: 13,528
- Opening rate: %, Click rate: %
Click-to-open rate: %
- Topics: 10 reasons to choose Switzerland for medical treatment, Check ups, rehab programs, Clinic Les Alpes, Chenot Palace, Kurhaus Cademario Hotel & Spa and Carlton Hotel



Top 10 reasons to choose Switzerland for medical treatment

Visitors from all over the world flock to Switzerland for medical treatment, attracted by its medical excellence and proven expertise, short waiting times and diversity of treatment options. Other persuasive factors include the country's outstanding levels of service, absolute discretion, and strong safety and security record.

[Learn more ↗](#)



Check-ups – protection for your health

Everyone wants to stay fit and healthy well into old age. The foundations for a long life are a healthy diet, exercise and regular relaxation. But the one thing that cannot be controlled is the genes. Specialized clinics in Switzerland offer comprehensive check-ups to identify personal health risks at an early stage.

[Further information ↗](#)

Health: Winter Newsletter.

- Date: 20 Dec, 2022
- Winter newsletter sent out to more than 29,780 B2B (Travel Agents and tour operators) and B2C subscribers.
- Contacts: 29,780
- Opening rate: 21.25%, Click rate: 0.6%
Click-to-open rate: 2.4%
- Partners: Interlaken, Davos

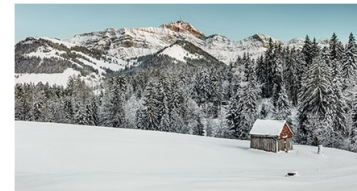


I need snow. I need winter.

Switzerland is one big picture postcard this winter: glistening snow in the mountains and Christmas markets in the cities sparkle in competition. Whether up high or amidst the hustle and bustle, everything is quickly, conveniently and sustainably accessible here. Feel inspired and put together your bucket list for the start of winter. But be warned: it may be long!

[Swiss winter condensed](#) ↗

This is winter.



Bucket list for this winter

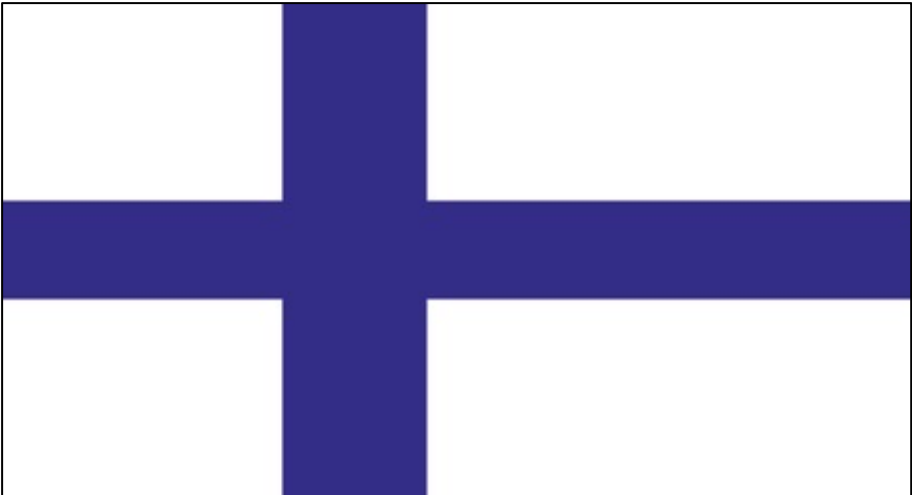
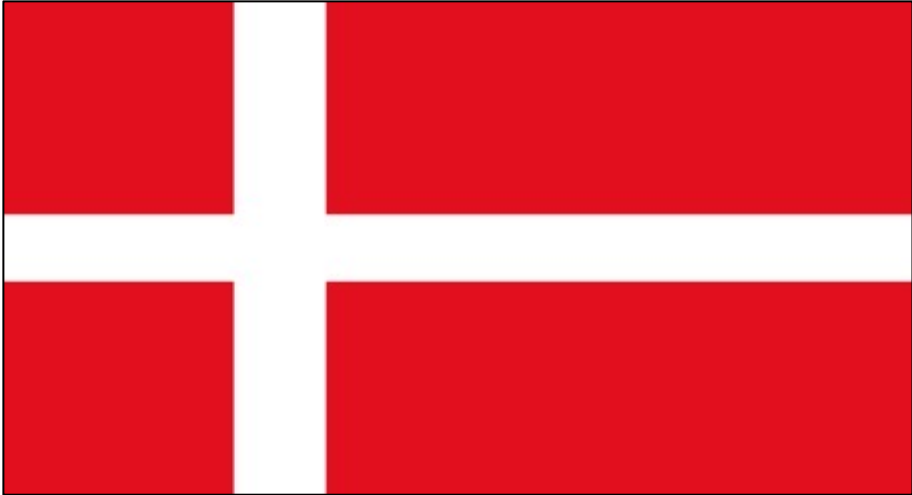
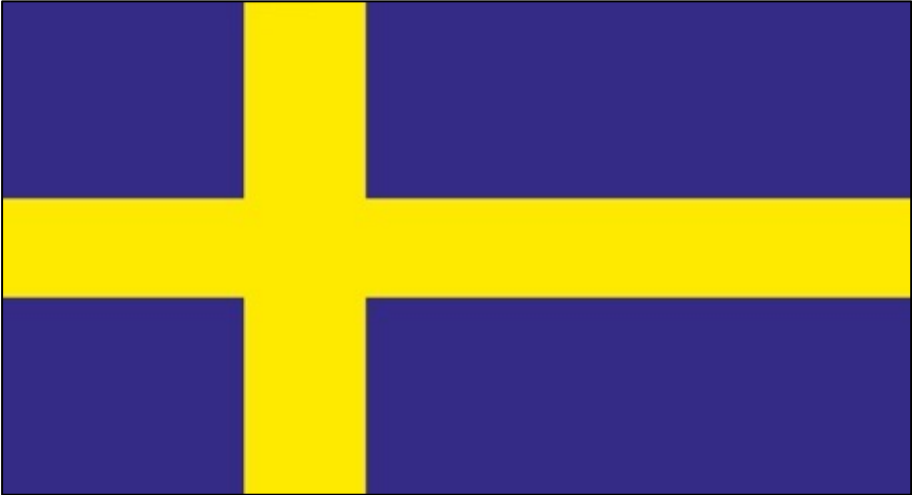
The coolest huts, hottest winter sports resorts, wackiest freerides and cosiest hideaways: our scouts have tracked down the ultimate winter tips. Check out their bucket list.



Magical train journeys

A white dreamscape as far as the eye can see! The Grand Train Tour of Switzerland takes you past snowy mountain peaks, frozen lakes and idyllic winter villages. The perfect trip for snow enthusiasts!

Nordics.





Switzerland.

FI - Network Event in Helsinki.

Andermatt

- Together with Andermatt Swiss Alps, ST arranged an event at Lilla Roberts Helsinki on December 08 for 27 tour operators and influencers with focus on food, culture and all season outdoor activities.
- The event started with a presentation about Switzerland and Andermatt and ended with a joint dinner.



SCIB - Fam Trip to Engelberg.

- December 8th-11th
- MICE agencies from Norway
Denmark and Sweden
- 14 participants
- Program organized by Engelberg
Tourismus, Hotel Bellevue and
Kempinski



SE - Media partnership Gp.se

SWISS & Valais

- Media partnership with Göteborgsposten
- Timing: Published Dec 6th
- Topic: Skiing in Valais, featuring new direct route with SWISS from Gothenburg to Genève
- Link to article: <https://bit.ly/3CpsEnj>

Result:

- Impressions: 1'578'326
- Readings: 9'075 (compared to 6'900 guranteed)
- Average reading time: 1 min 47 sec
- Outbound clicks: 629



Innehållet presenteras av **Switzerland Tourism**

Om några timmar kan du vara i schweiziska Alperna

Stolthet och tradition i Val d'Anniviers

Corinne Genoud är uppvuxen i Val d'Anniviers, en plats hon beskriver som en välbevarad hemlighet, där stolthet och tradition väger tungt för lokalbefolkningen. Val d'Anniviers består av fem vinterorter, där de små familjeägda hotellen och de lokala restaurangerna med den goda maten skapar en välkomnande atmosfär. Om du letar efter en rofylld plats för riktig bra skidåkning eller vandring i bergen har du hittat rätt.



I Val d'Anniviers måste man passa på att njuta av utsikten innan öket. Till vänster: Obergabelhorn Till höger: Matterhorn. Bild: Silvano Zeiger

China.



4th Quarterly Partner Briefing

- Date: 9th of December
- Participants: 40
- Topics:
 - Contextualisation
 - Market Update and Outlook
 - Project Update Q4
 - Q&A



China Key Partner Briefing Q4

Friday, 9th of December 2022

瑞士.

Beijing, Temple of Heaven

EJ
Evelyn Jeannerat

NA
Nana Andres

JH
Jiang Hong

+18



Switzerland.

Award:

Trip.com Best Potential Destination - Switzerland

- Trip.com award during Macau Global partners Summit
- Best Potential International Destination





Switzerland.

Culture Destination Switzerland

Art Tour Magazine Chinese version

- 6 destination partners, AMOS, Hotel marketing etc
- China market specific
- Insight art tour stories by Switzerland based Chinese artists (ZaiArt livestreaming hosters)
- 1000 copies





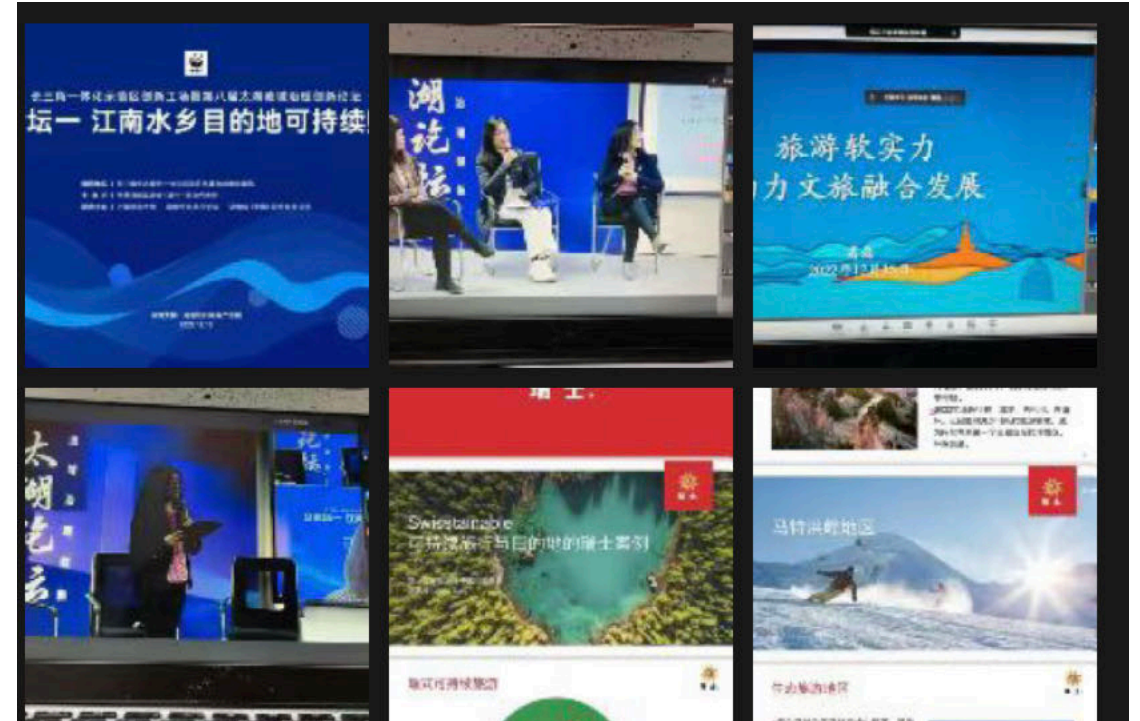
Switzerland.

Swisstainable X REBORN workshop in Dali Yunnan

- 28-29 Dec in Dali Yunnan
- Reborn Annual Forum
- 30 minutes Swisstainable presentation by Grace
- 80+ participants to the forum
- 2 hours Swisstainable workshop, 20+ reborn Beijing members share knowledges and inputs
- Other panel sessions to exchange eco-tourism development

Swisstainable Talk @ WWF East China Workshop

- 15December in Shanghai, hybrid version
- Swisstainable presentation to share knowledge and experience
- 30+ WWF guests on site, online 50+ from East China region





Switzerland.

Chengdu X'mas market

- Consulate of Switzerland in Chengdu participate X'mas market at Chengdu Lu Town
- ST support RF winter posters design and production
- 26,000+ visitors during two days market





Switzerland.

Media trip: Autumn + Winter

- Media trip influencer LeiTao
- Voyage Magazine
- Social media influencer
- Autumn + Winter
- in Ticino, Bern, MRAG, Zermatt





Switzerland.

Culture Destination Switzerland

FAM trip Luck Culture

- Zurich, Luzern, Ticino, Vaud, Geneva, Basel, total 15 days
- Cities art & culture, festivals, design hotels, AMOS
- Shooting for Luck Culture various SoM channel use – official account, shipinhao, douyin, XHS etc
- Develop new art tours for 2023 recovery business





Switzerland.

KAM: Shangchuanba Douyin “Up Up Way”

- Support trade Douyin recovery posts on Switzerland
- Total 3 series on various topics
- Interview shooting at ST Shanghai office





Switzerland.

Winter Roadshow-Taipei Snow Lovers Gathering

- 14:30—17:00 14 December
- Hotel Metropolitan Taipei
- Originally, 76 registration, but the weather was too cold and rainy. Finally, only about 50 participants
- Claudia Fontana, Deputy Director of Trade Office of Swiss Industries, Taipei, had opening speech
- Participants showing strong interests and planning next trip to Switzerland





Switzerland.

Winter Roadshow-Taipei Press Conference

- 14:00—17:00 15 December
- Snow Sensei Park
- 20 media (including one TV station)
- Sharing latest information/activities of Switzerland tourism industries
- Ski lessons were offered to journalists to practice and prepare their next trips to Switzerland



Winter Community Event HK – Dinner Gathering



Switzerland.

- 08 Dec @ Hotel Cordis
- 50 Ski Fans & Partners (LX & STS/RE)
- PPT Winter promotion by ST, local Partners and sharing by Hamlet (Club Leader)
- Travel brochures from ST, giveaways & table prizes from LX, STS/RE & ST
- 100% on survey questions and some of them are interested in Summer holiday in Switzerland, not just Winter season





Switzerland.

Winter Kick-Off / Media Event HK - Dinner Gathering & Curling Experience

- 19 Dec @ Festival Glacier Walk
- 20 KMM, KOL & Bloggers and Partners (CG, LX & STS/RE)
- PPT by ST (included recorded message by DC) and Partners video looping during dinner
- Followed by Curling lesson & team games
- Travel brochures, Press Release, giveaways, & prizes from CG, LX, STS/RE & ST
- Good experience on winter sport which could do & even more popular in Switzerland



Trade webinar – Webinar Dec

- 20 Dec, monthly webinar course
- STS / Luzern / Titlis
- Reservation: 29, Live participants: 65



瑞士. 

瑞士交通系统/琉森湖区/铁力士山缆车公司
培训课程

直播时间：2022年12月20日 16:00

课程摘要：
瑞士交通系统
琉森生活方式及景点介绍
铁力士山缆车公司产品介绍

嘉宾信息：

 Una Sun/孙婧女士 瑞士交通系统 中国区市场销售经理	 Alex Wang/王勇先生 瑞士琉森（卢塞恩）旅游局-中国代表 铁力士山缆车公司-中国市场代表
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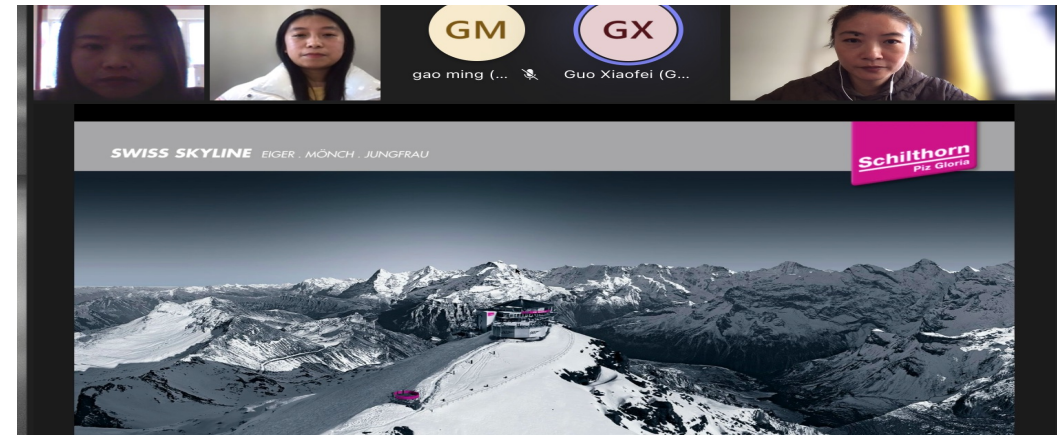
抽奖礼品：瑞士交通系统定制版笔记本
(礼品由瑞士交通系统提供)



扫码参与课程

KAM: Digital Sales Calls

- 20-21 Dec
- Swiss Partners:
 - ✓ TITLIS (5 calls)
 - ✓ MRAG (2 calls)
 - ✓ RhB (3 calls)
 - ✓ Schilthorn (2 calls)
 - ✓ DDK (2 calls)
- Total: 14/17 calls, 8/10 agents
- Markets involved: NCN,SCN,TW, HK



ENGELBERG-TITLIS

Facts

<p>Engelberg</p> <ul style="list-style-type: none"> 🏰 900 years of history (Benedictine Monastery, founded 1120) 🏠 4'000 residents 🍽️ 33 restaurants in the village 🍽️ 21 restaurants in the mountains 🛏️ 2'020 hotel beds (from youth hostel to 5*) 🛏️ 339 guesthouse beds 🛏️ 1'000 beds in dormitory 🏠 800 holiday flats 🏕️ Camp site open all year round. 🏔️ Several mountain excursions 🏔️ Countless outdoor activities 	<p>Mt. Titlis</p> <ul style="list-style-type: none"> 🏔️ Central Switzerland's only publicly accessible glacier 🚠 The world's first revolving cable car 🌉 Europe's highest situated suspension bridge 🏔️ World known ski resort 👨‍👩‍👧‍👦 all year-round family paradise 🏠 3 hotels
---	---

TITLIS CABLEWAYS, HOTELS & RESTAURANTS



Switzerland.

KMM: Autumn Gift Box for Guangzhou Media

- Media: 15 medias (included KOLs / magazine / newspaper)
- Gift Box includes: DC's letter + Picnic blanket + Calendar + brochures + USB with SP photos



Korea.



Switzerland.



C&A: 'HAHAHA' Tour in Switzerland.

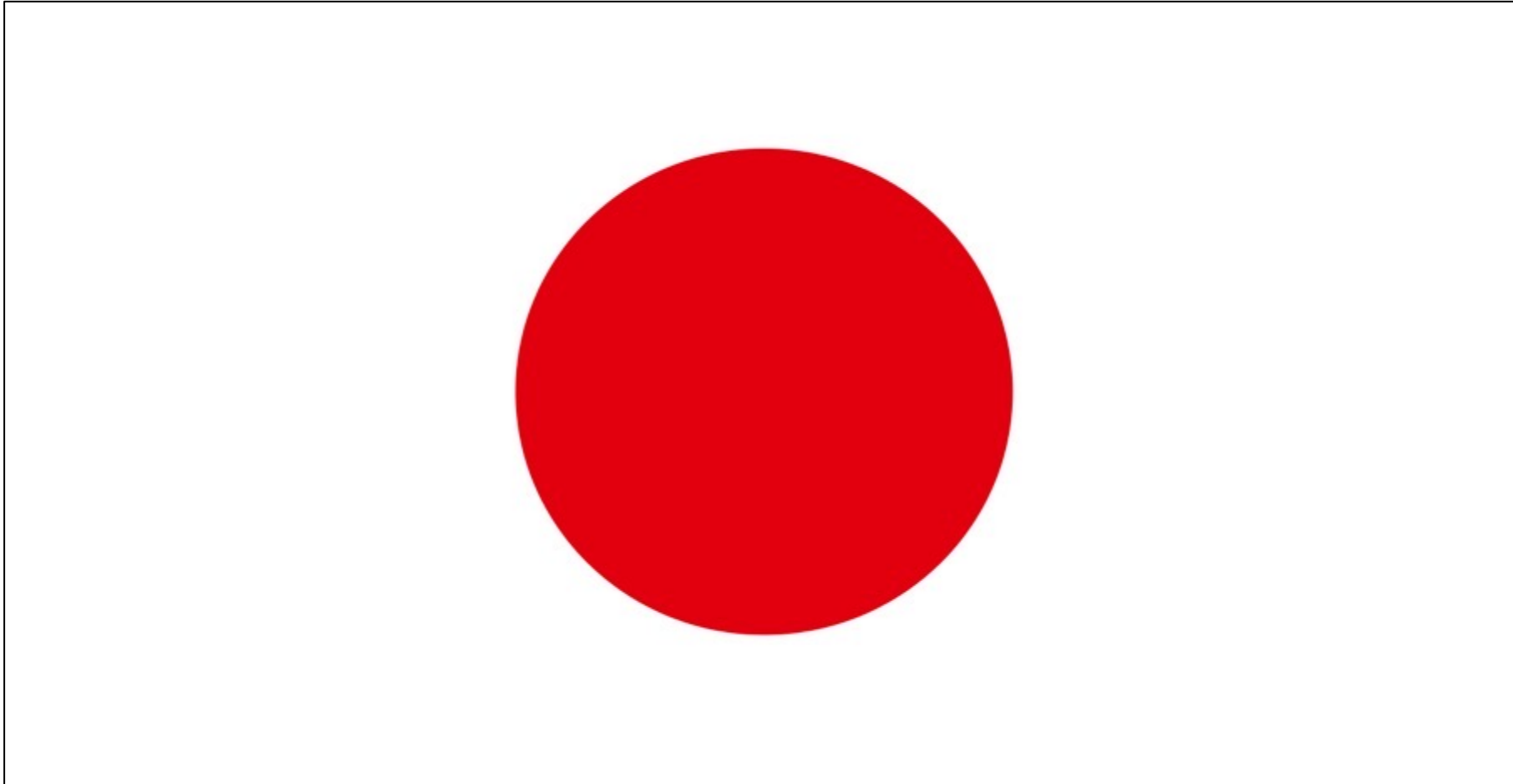
- Ins Reels contents by Korean celebrities (Mr. Jinu Song and Mr. Seyoon Yoo)
 - Contents developed during KBS TV show 'Battle Trip' shooting in Valais
 - Destinations: Sass-fee and Gornergrat
 - Period: Sep. 29th – Oct. 1st
- One of the reels contents received worldwide fame
 - 13.7M views and 1.1M likes
 - Exposed in various Swiss media



Japan.



Switzerland.

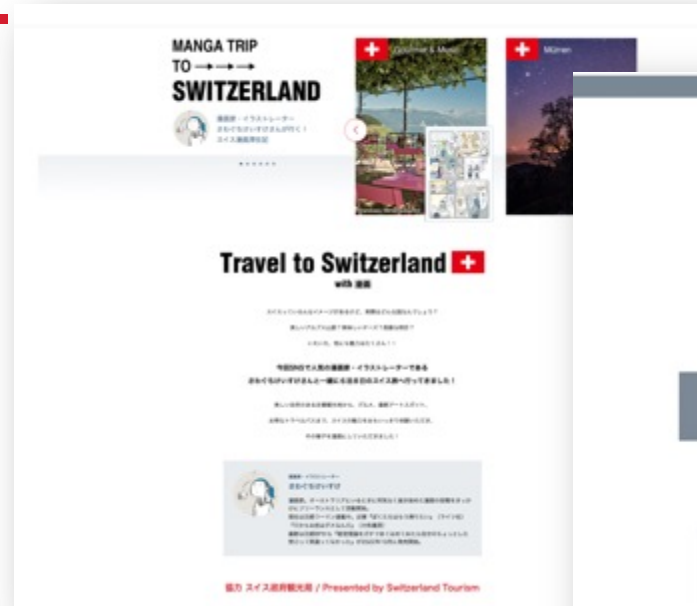




Switzerland.

C&A – Manga Campaign.

- How to travel Switzerland Manga series.
- Landing page on Rakuten (Japan's Amazon) with Manga episodes and travel content.
- Twitter & Rakuten Points campaign
- Programmatic and display ads and newsletter.
- Dates: 1 November – 1 December
- Reach: 3,2mio contacts.

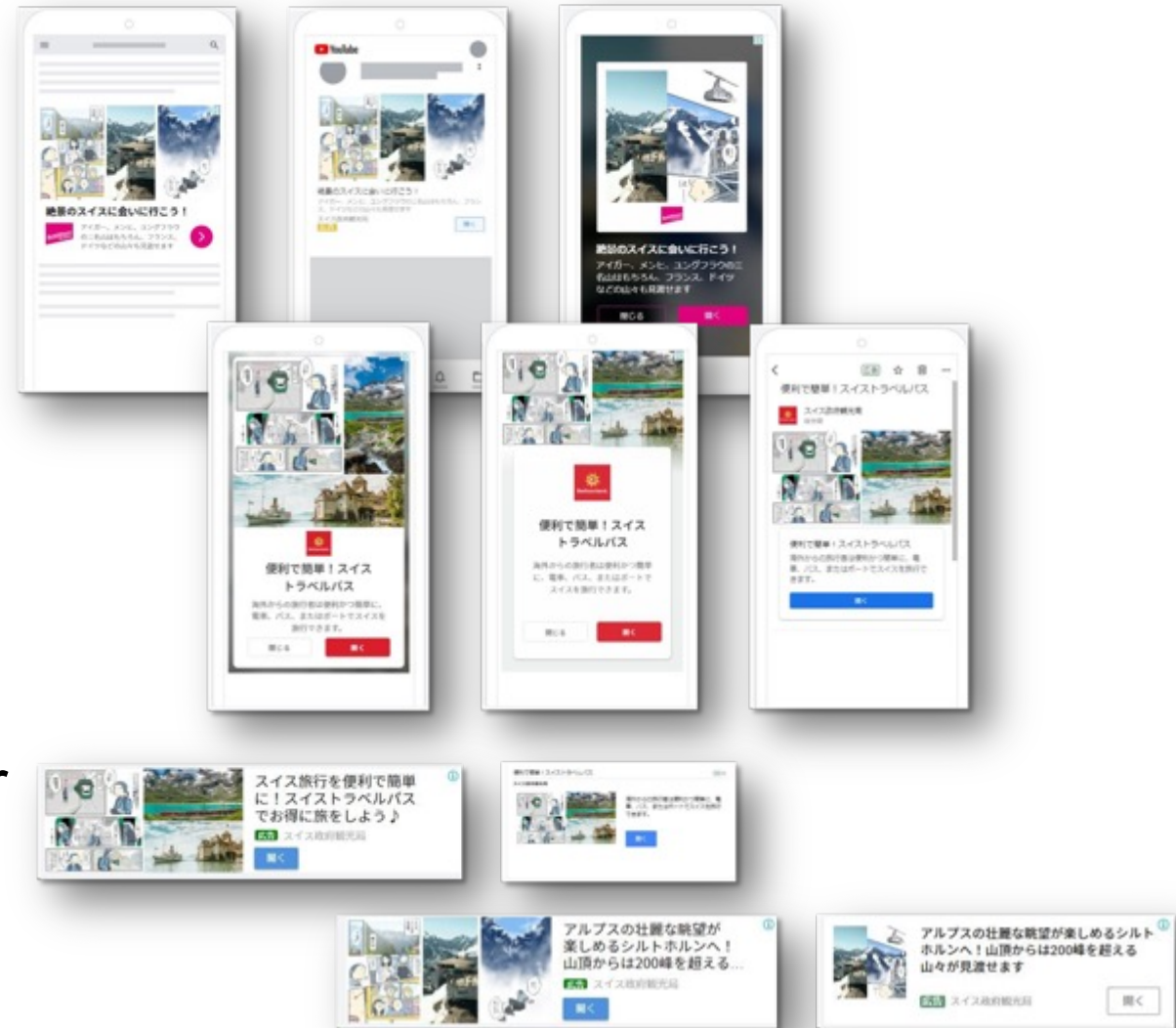




Switzerland.

C&A – STS & Schilthorn programmatic ad campaign.

- Programmatic ad campaign to promote STS and Schilthorn using the visuals produced by the mangaka for the recovery campaign.
- Target audience: high-income millennials with interest in international travel.
- Dates: 15 November - 15 December
- KPI: 7.9mio impressions





Switzerland.

C&A – Hankyu ad cooperation.

- Cooperation with travel agent Hankyu to promote luxury mono Switzerland tour (8 departures/9 nights/CHF 11'212-11'773 pp).
- Flights with SWISS business class, overnights in Zurich, Grindelwald, St. Moritz, Zermatt and Geneva.
- Full-page Ad in Japan's biggest newspaper The Nikkei morning edition.
- Publication: 17 December 2022
- Circulation: 1'857'082
- 28 packages immediately booked





Switzerland.

C&A – Ohshu Swiss Travel Pass promotion.

- Monitor campaign in cooperation with travel agent Ohshu to promote the Swiss Travel Pass.
- Launch recruiting stage of campaign: 20 December
- Aim: recruit 50-100 monitors.
- Campaign promotion through banner ads, social media & store promotion.

スイスをまるごと楽しめる

マックスビスタトラベル Presents!
「スイストラベルパス・1等」
乗車モニターを**限定募集!**

2022年12月20日 -
2023年2月28日

募集人数
最大で**10名様**

1等 (First Class) で快適にスイスを楽しむ!
乗車モニター3つの特典

- 1 スイスを最速無断に楽しめる!
- 2 スイスが誇る観光バスや列車の座席指定を別途予約いただけます
- 3 スイスまでの航空券を手配手数料無料の優待価格でご案内



Switzerland.

KAM – Fam trip Leading Hotels of the World.

- Fam trip with Leading Hotels of the World Japan and 4 luxury travel agents/concierge services.
- Two nights in Lausanne, Zermatt, St. Moritz and one night in Zurich.
- Highlighting luxury travel and experiences.
- Dates: 8-15 December
- Participants: 4 pax.





Switzerland.

KAM – Fam Trip Jungfrau Region & MOB.

- Fam Trip to the Jungfrau Region, highlighting the Swiss winter offers (Thun christmasmarkets, Trauffer World, Jungfraujoch, First) as well as the new Golden Pass Express and Montreux.
- 5 Travel agents participating
- 15-20 December 2022.





Switzerland.

KAM – Trade Newsletter December.

- Newsletter to the Japanese travel trade.
- 1 December 2022 to 671 subscribers
- Integration of news of Swiss partners and general ST news.
- Opening Rate: 39.6%
- Clicks: 55

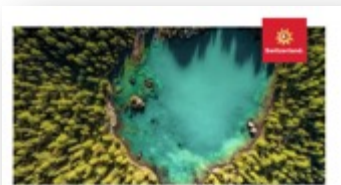




Switzerland.

KAM – Trade Newsletter Swisustainable

- Special Swisustainable newsletter to the Japanese travel trade.
- Sent out on 20 December 2022 to 650 subscribers
- Topics:
 - Swisustainable movement
 - Swisustainable Brochure
 - Aletsch Glacier, Aletsch car free
 - Schilthorn, Mürren
 - Zermatt & Glacier Paradise
 - Lavaux, Audemars Piquet Hotel
 - RhB, Morteratsch



旅行業界のみならず

観光、サステナビリティは、観光業界だけでなく旅行ビジネスのすべてです。それは必ずしも観光客として、中傷されますが、中傷されません。

スイスは、既に持続可能な観光に力を入れて、多くの国際的な機関において上位にランクインしています。自然遺産も文化遺産も豊富で、私たちはそれをすべて大切にしたいと考えています。しかし、旅行業界が持続可能な観光を推進することを、サステナブルな観光と見なすのではなく、持続可能な観光を推進することを、サステナブルな観光と見なす必要があります。

そして、あなたも「Swisustainable」の発行に貢献することができます。持続可能な観光は、スイス政府の観光政策、観光ビジネスの発展、Swisustainableの発行による観光客の増加（スイス政府の観光政策）を通じて、持続可能な観光を推進することができます。

私たちは、持続可能な観光の発展について、皆さんと一緒に考えていきたいと思っています。

スイス政府観光局
自然保護局
ササ・DOP

スイスのサステナブル



スイスでは、観光業界において持続可能な観光を推進しています。スイス（Sustainable）+ サステナブル（Sustainable）+ スイス（Switzerland）という3つの単語を組み合わせた「Swisustainable」という言葉が、持続可能な観光を推進するためのキーワードとして、スイス政府観光局、観光客、観光事業者の間で広く使われています。

持続可能な観光とは、環境にやさしく、社会に貢献し、観光客にとって魅力的な観光体験を提供することです。持続可能な観光は、観光客にとって魅力的な観光体験を提供することです。

スイスガイド

サステナブル小冊子



スイス政府観光局は、持続可能な観光を推進するために、観光客向けに「Sustainable Switzerland」の小冊子を発行しました。この小冊子は、観光客が持続可能な観光を楽しむためのヒントを提供しています。

この小冊子は、観光客が持続可能な観光を楽しむためのヒントを提供しています。観光客が持続可能な観光を楽しむためのヒントを提供しています。

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アletsch Glacier

アletsch Glacier



シルトホルン「ピッツグロリア」

シルトホルン「ピッツグロリア」は、スイス政府観光局によって認定された持続可能な観光地です。ここでは、観光客が持続可能な観光を楽しむためのヒントを提供しています。

ここでは、観光客が持続可能な観光を楽しむためのヒントを提供しています。観光客が持続可能な観光を楽しむためのヒントを提供しています。

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静かな山村ミューレン

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マッターホルン・グレンシュヤールパルダイス

マッターホルン・グレンシュヤールパルダイスは、スイス政府観光局によって認定された持続可能な観光地です。ここでは、観光客が持続可能な観光を楽しむためのヒントを提供しています。

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マッターホルン・グレンシュヤールパルダイス

マッターホルン・グレンシュヤールパルダイス

世界遺産レーティッシュ鉄道

モルテラツのハイキングコース

約120年の歴史を誇る「レーティッシュ鉄道アルプス」は、スイス政府観光局によって認定された持続可能な観光地です。ここでは、観光客が持続可能な観光を楽しむためのヒントを提供しています。

モルテラツのハイキングコースは、スイス政府観光局によって認定された持続可能な観光地です。ここでは、観光客が持続可能な観光を楽しむためのヒントを提供しています。

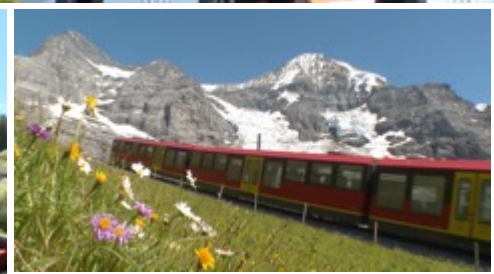
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Switzerland.

KMM: Asahi TV 'See the world by train'.

- Asahi TV 'See the world by train' is a popular and long run train TV show.
- Covering households: 4.9 mio.
- Series of 38 Swiss episodes.
- Aired 4 months (8 Aug. – 19 Dec. 2022).
- Introducing the train journey from Zurich, Maienfeld, Chur, Davos, RhB historic train, St. Moritz, BEX, Diavolezza, GEX, Zermatt, Gornergrat, Interlaken, Schynige Platte, First, Eiger Express, Jungfraujoch.





Switzerland.

KMM – Online ‘Travel Vision’

- ‘Travel Vision’ is an online travel trade media.
- Contacts: 435,000
- Pages: 13 pages
- Issued: 18 Dec. 2022.
- Article about Christmas markets in Zurich, Montreux, GPX, Swisstainable Veggi Day.
- Result of Int. media trips ‘GoldenPass Express’ and ‘Veggi Day’.





Switzerland.

KMM – Media eNewsletter.

- The 3rd media eNewsletter in 2022.
- Sent out on 23 Dec. 2022.
- Delivered to 671 addresses.
- Integration of news and stories of our partners, ST's global projects, news from ST Japan etc.
- Opening rate: 41.5%
- Qualified reactions: 25

Happy Holidays!

メディア業界のみならず
2022年も残すところあとわずかとなりました。年初から1年を振り返ると、社会情勢や旅行を取り巻く環境は大きく変化しました。みなさまにとって、どんな1年でしたでしょうか。

今年度、スイス政府観光局においては、国内イベント、スイスよりデジレーションの節目、取材旅行の実績など、3年ぶりに数々のアワードが再興されました。少しづつではありますが、みなさまと対面する機会も増え、今後の企画もできるようになってきました。メディア業界のみならずには、読者が新しい情報も、変わらずスイスへの興味や関心もよせていただき、心より感謝申し上げます。

ここ数年、スイスでは持続的に多くの観光客の来訪代理があり、新しい鉄道やホテル、サービスなどが誕生しています。日本の観光規制がほぼ撤廃された今こそ、是非、実際に現地へ足を運んでいただき、多くの方々に新しい情報をしていただきたいと思います。

今年もお世話になり、ありがとうございます。来年も、みなさまの助力になれるよう、より一層精進して参りますので、変わらぬご支援とご鞭撻をお願い申し上げます。

新しい年が、みなさまにとって、希望と活力に満ちた年となりますよう、初志いたしてまいります。

よい新年をお迎えくださいませ。

スイス政府観光局
メディアマネージャー
梓澤直代

ニュース

レーティッシュ鉄道ギネス記録樹立

10月29日、世界最大の鉄道路線、アルプス山脈において、スイス最大のレーティッシュ鉄道による「世界最長の旅客列車運行」が行われ、世界初の試みとしてギネス公式記録に認定されました。

数ヶ月におよぶ技術的、安全確認テストを繰り返し、当日は7名の運転手により運行が実現しました。自由に列車を連結できる最新型のカブリコン車両を100両を繋ぎ、ブレーダーアルプス山脈を跨ぎ30~35kmで約7時間走行、全長1,810kmの列車が、48の駅と22のトンネル、また有名な65kmのランドヴァッサー-高気圧を通過しました。

スイス鉄道175周年を祝う節目の年である2022年、約130年の歴史を誇るレーティッシュ鉄道は、これによって、世界の鉄道史に新たな記録を刻みつけました。

ゴールデンパス・エクスプレスの新車両

風光明媚な鉄道路線として知られるゴールデンパスライン。2022年12月11日より、新型車両ゴールデンパス・エクスプレスによる運行を開始しました。異なる線路の幅とプラットフォームの高さに対応する新型車両の導入により、乗り換えなしで、モントルー-インターラーケン間を直通運転できるようになりました。デザインはフェーリリなど知られるドニッファリア社によるもの。窓が大きな展望車両の1等車。2等車に加え、新しく登場した18席の固定式座席のあるプレミアムクラスは高級感のある革張りシートで、ワンクラス上の快適な体験を提供します。ケータリングは事前予約制で、地域特産の食材やワインによる。スイス製キャビナパッケージ、おつまみプレート、朝食ボックスなどの各種パッケージを取り揃えています。

シルトホルンバーン20XX

標高2970mの絶景展望台、シルトホルンへ新路線のケーブルカー建設計画が進行中です。現在、山麓駅シュツェルベルクから山頂までは6回の乗り換えが必要ですが、シュツェルベルクから、中間駅ユールンまで世界一急勾配となる高速ゴンドラが開発が発表されています。新しいゴンドラの導入と新駅の建設によって、従来の比ベ大規模な輸送力の増加と、約15分の所要時間の短縮、ゴンドラ運転の緩和など、さらに利便性が高まります。まずは2024年12月にシュツェルベルクからユールンの区間をオープン、さらに上区間の山頂シルトホルンへの新ゴンドラでのアクセス開始は2025年12月を目指しています。

アルパイン・クロッシング

2023年夏、スイスとイタリアを結ぶ最高所の国境越えが可能になります。ツェルマットのマッターホルン・グリンシェンバグアイズと、チェルヴィニアのファス・グリジニアに新路線が開通する予定です。高に強く風流でも安定した運行が可能な最新の38ゴンドラで、2つの国をわずか4分で繋ぎます。これまで、山の上で国境を越えることができるのは、2つのスキー場を行き来するスキーヤーのみでしたが、新路線が開通することで、全ての人にとって国境越えが可能になります。2024年から両国の国境サービスも計画されており、手続は2つの国の2つのリゾートを楽しめるようになります。

ヴィトラ・キャンパスに新名所

スイスに本社を置く家具会社ヴィトラ。数々の有名建築家による作品を展示している工場敷内のヴィトラ・デザインミュージアムは、世界有数のデザイン博物館のひとつです。そのヴィトラ・キャンパスに日本ゆかりの新しいスポットが加わりました。数々の日本を代表する建築家のひとり、藤原一雄の「から傘の家」が日本より移築され、今年6月より一般公開されています。1981年に東京に建設されたこの家は、当時仏教建築などにしか見られなかった傘のような特徴的な屋根を持つミニマルな日本建築です。この家を解体してヴィトラに移築し、再建した後に、細部までこだわった家具を当時使用していた様式に近い形で展示しています。ヴィトラにおいて作品を展示している日本人建築家は数少ないことになっています。ヴィトラ・キャンパスはドイツのザイル・アム・ラインにあり、スイスのバーゼルからバスで簡単にアクセスできます。

マンダリン・オリエンタル・パレス・ルツェルン

2022年9月、5つ星ホテルのマンダリン・オリエンタル・パレス・ルツェルンが大幅なリノベーションを経てオープンしました。ルツェルンの中心街で再開発が進み、ピラトゥス山、リギを望む絶景のロケーション。地元イブサン・ビュラー建築事務所とロンドンのインテリアデザイナーJestico + Whilesのコラボレーションによるスイスアルプスの美にインスパイアされた現代的なデザインで、歴史的なベルンバックスタイルに1900年代豪華な初期からの地中海の要素でエレガントな印象を吹き込みました。46室のスイートルームを食卓面積136㎡、360°のバルコニーを誇るフルトップテラススイート、133㎡のプレデレンシャル・スイートも自慢です。またほとんどの部屋にプライベートバルコニーがあります。ブラスリー、地中海料理、本格フレンチ、日本食の4つのレストランとスパを備え、トータルで快適な滞在が楽しめます。

ロジャー・フェデラーの冬のおすすめ

スイス政府観光局は、公式サイトにて、スイスのゲニスターで、スイス観光大使のロジャー・フェデラーがおすすめの冬の楽しみをまとめてご紹介しています。スキーやスケート、そらなどの冬のアクティビティをおすすめのリゾートや、園に滞在して気軽にアクセスできるの日常旅行スポット、絶景展望台、美しいスパなど、冬ならではの視点で、多様な興味にマッチングする旅のアイデアをご紹介しています。

「愛の不待着」ロケ地

Nelinaにおいて世界190カ国で配信され、日本でも大人気となった連続ドラマ「愛の不待着」。北朝鮮の将校・ジョンヒョクと韓国の女性経営者ユン・セリの愛の物語は、スイスにおいても数々の重要シーンが撮影され、その印象的な美しい風景がさらにドラマを盛り上げた評判になりました。スイス政府観光局では、ドラマロケ地マップを作成しました。ロケ地をめぐりスイス旅を企画してみたい方がでしょうか。



Switzerland.

KMM – Media sustainable eNewsletter.

- The media eNewsletter special edition about sustainability.
- Sent out on 30 Nov. 2022.
- Delivered to 676 addresses.
- Introduction of sustainable products, service, facilities of partners in Aletsch Arena, Zermatt, Schilthorn, RhB, Vaud. Opening rate: 41.80%
- Qualified reactions: 37.



メディア業界のみならず

今回のニュースレターは、スイスの持続可能な取り組み「サステナブル」をテーマにお届けいたします。

昨今、世界的なトピックとして注目の高まるサステナブルですが、スイスでは、長年にわたり築き上げてきたもので、日本に負けず引いてきた取り組みでもあります。スイスは、国土の7割が山岳地域で、約9割は森林地帯、アルプスの自然遺産がヨーロッパ大河の源流である大自然と共に暮らし、多様な富に富んだ伝統文化を継承してきた国だからです。

サステナブル・ツーリズムの観点から、自然と共存するスイスのさまざまなご紹介をします。是非、今後の企画にお役立ていただければ幸いです。

スイス政府観光局
メディアマネージャー
詳細情報

スイスのサステナブル



スイスサステナブル
スイスでは、観光業界において共通ブランドを制定しています。スイス (Swiss) + サステナブル (sustainable) = スイスサステナブル (Swissustainable) という共通認識のブランドロゴを作り、サステナブルなプロジェクトに積極的に取り組んでいるホテルやレストラン、ミュージアム、交通機関、観光サービスなどの企業・団体を認証しています。3段階の認証レベルがあり、観光客はその取り組みを明確に知ることができます。観光業界全体が取り組むことでさらなる活動の促進を目指しています。

サステナブル小冊子
スイス政府観光局では、サステナブルな取り組みを小冊子を行いました。リオンエネルギー、鉄道、観光地、文化の継承、サマゾゴコースなど、さまざまなスイスの取り組みを紹介する小冊子をご用意しています。おまけにお祝い感たっぷりの電子版のダウンロード。今回のニュースレターでは、その一部をご紹介します。

[スイスサステナブル](#)

[サステナブル小冊子](#)



山岳リゾートツェルマット
名峰マッターホルンの麓にあるツェルマット。周辺には4000m級の29座も連なるスイスを代表する山岳リゾートです。市内はガソリン車の乗り入れを禁止しており、美しい大自然と静かな環境、湧き出る水が保たれています。電車および、電気自動車のタクシーやバスの交通網が整備され、山の展望台へも登山電車やロープウェイなどで快適に行くことができます。持続可能なエネルギー施設にも積極的に取り組んでいます。

マッターホルン・グレッシャー・パラダイス
アルプスの豊富な湧水によって、村の水源の100%、電力の80%以上を賄っており、電力不足の懸念は100%の水力発電。また山岳交通やチューリッヒ工科大学が設計し、ソーラー賞を受賞した山小屋「モンローグ小屋」など、さまざまな場所で大規模な光発電設備もあります。そのほかバイオエタノールやバイオガスなど、さまざまなスイスの取り組みと一掃に発展し、再生エネルギー生成しています。

[ツェルマット](#)



世界遺産レーティッシュ鉄道アルブラ・ベルニナ線
約120年の歴史を誇る「レーティッシュ鉄道アルブラ線・ベルニナ線」と商店の集積は世界文化遺産に登録されています。山岳の険しい地形を克服しながら建設された驚異の土木・鉄道技術、山岳風景と異様に調和する鉄道、沿線の村や集落と共に100年以上受け継がれ、自然と人間の持続的な共存を完璧に示す文化遺産として高く評価されました。ここは有名な冒険旅行「グレッシャー・エクスプレス」や「ベルニナ・エクスプレス」が走るルートでもあります。

レーティッシュ鉄道



モルテラッチのハイキングコース
レーティッシュ鉄道ベルニナ線からはさまざまな氷河を見ることができ、中でもベルニナ山脈最大規模のモルテラッチ氷河は沿線のハイライトです。モルテラッチの駅からは約130年前には駅まであった氷河が溶けて後退しながら形成されてきた谷を、氷河に向かってハイキングをすることができ、1878年から開通されてきた氷河の位置を示す標識が16ヶ所に設置されており、地球温暖化の歴史を体感できる人気コースです。歩きやすく美しいコースは学校の課外授業の訪問先ともなっており、子供たちの姿もよく見かけます。谷の入り口付近にある登り道を歩いた先のボヴァル小屋からは上から氷河を眺めることができます。

[モルテラッチのハイキング](#)



世界遺産アレッツ氷河
アルプス最大・最長のアレッツ氷河は、周辺の山々とあわせて世界自然遺産に登録されています。大自然と氷河の景観、生態系とともに、アルピニズムの歴史、山岳観光、自然環境保護活動などの分野で重要な役割を果たしたことが評価されています。複数の展望台またはハイキングで、感動的な氷河が楽しめます。

アレッツ地方はカーフリー
設定に必要な基準を3つ満たした世界ですが、登録には議論もありました。登録するためには、世界規模サステナブルな観光が不可欠だからです。ここでは年間最大50mの氷が溶けておられるペースで地球温暖化が続けば2090年にはこの素晴らしい大自然の景観が消失してしまうとも言われています。アレッツの美しい自然環境を



シルトホルン「ピッツグロリア」
標高2970mのシルトホルンは、アルプスの壮麗な景観が魅力の360°回転するシルトホルンへは、映画「アムステルダム」でつくられた美しい山村を彷彿とさせるピッツグロリアで、美しい自然と静かな環境、湧き出る水が保たれています。電車および、電気自動車のタクシーやバスの交通網が整備され、山の展望台へも登山電車やロープウェイなどで快適に行くことができます。持続可能なエネルギー施設にも積極的に取り組んでいます。

静かな山村ミュレン
シルトホルンへ結ぶロープウェイ駅のあるミュレンは、ラウターブレンゲン谷にそまわり立つ崖の上に島の集落のようにたたずむ



世界遺産ラヴォーの葡萄畑
ローザンヌからモントルー郊外まで、ラマン湖の丘陵地帯に広がるワイン産地のラヴォー地区。レマン湖とアルプスを眼前に、緑に覆われた山は、まさに驚かす体積の巨大な氷河が溶けて後退しながら形成されてきた谷を、氷河に向かってハイキングをすることができ、1878年から開通されてきた氷河の位置を示す標識が16ヶ所に設置されており、地球温暖化の歴史を体感できる人気コースです。歩きやすく美しいコースは学校の課外授業の訪問先ともなっており、子供たちの姿もよく見かけます。谷の入り口付近にある登り道を歩いた先のボヴァル小屋からは上から氷河を眺めることができます。

職人たちの時計づくり
フランスとの国境になるジュラ山脈の麓で16世紀から発展してきた時計製造技術と技巧の伝統は、2020年12月にユネスコの無形文化遺産に登録されました。その中心地となるジューヴには世界トップの高級時計ブランドの本社が集まっており、自然に囲まれた静かな山岳で伝統の時計作りを続けています。

オーデマ・ピゲ時計博物館



Switzerland.

KMM – Newspaper ‘Mainichi Shogakusei Shimbun’.

- ‘Mainichi Shogakusei Shimbun’ is a newspaper for elementary school children.
- Circulation: 75,700 copies.
- Pages: 1 page.
- Published: 20 Nov. 2022.
- Report about RhB World Guinness Record attempt on Unesco World Heritage site.

せ かい い さん せ かい き ろく
世界遺産で世界記録
 カプリコーン100両 1910年 スイス



ベルギオン 駅を 発車 する 世界 遺産 旅行 列車 カプリコーン100両 編成 撮影

フランス
 スイス
 ベルギオン
 フレダ
 アルバノイ
 イタリア

鉄道データ

- ◆ 愛称 カプリコーン
- ◆ 運行会社 レーティッシュ鉄道 (RhB)
- ◆ 区間 フレダ-アルバノイ
- ◆ 走行距離 24.9km
- ◆ 最高速度 時速35km
- ◆ 車両と編成 カプリコーン形 100両
- ◆ その他 レーティッシュ鉄道は箱根登山鉄道と姉妹鉄道です。世界遺産区間には列車がらせんを描きながら走るスパイラル区間が何か所もあります。

■ 櫻井寛さん

本鉄道は今年で開業150年ですが、スイス鉄道は175周年です。それを記念して10月29日、世界遺産「レーティッシュ鉄道」で100両編成、全長1910mという世界最長の旅客列車を走らせ、見事成功しました。寛さんはその列車の取材のためにスイスを訪れていたのですが、当日は急遽撮影するか、乗車するか迷っていました。写真としてはもちろん撮りたいし、鉄道愛好家としては乗りたいじゃないですか。けれど、どちらか決めなければいけません。最後は、レーティッシュ鉄道の広報担当、ミッシェルさんの「列車全体の撮影は空撮しない限り難しい。それより、ぜひお乗りなさい。こんなチャンス二度とないですよ」といって押しもたつて乗ったのですが、乗って本当によかったと思っています。なぜなら、列車は100両編成ですが、大勢乗車すると列車の重量が増し、ブレーキの利きが悪くなるので、定員は150人に抑えられていたからです。

列車はフレダからアルバノイ間の24.9kmをおよそ1時間かけて駆け抜けました。その瞬間、世界最長の旅客列車としてギネス世界記録に登録されたのです。

筆窓から谷の向こう側の列車を撮影。実は同じ列車です

お隣のルベホルツ



Switzerland.

KMM – Magazine ‘Stuben’.

- ‘Stuben’ is a ski, snow and culture magazine.
- Circulation: 3,000 copies.
- Pages: 2 pages.
- Published: 23 Nov. 2022.
- Essay about Swiss sustainable lifestyle written by Masayo Oshio, ST Tokyo.





Switzerland.

KMM – Magazine ‘GOETHE’.

- ‘GOETHE’ is a men’s lifestyle magazine.
- Circulation: 70,000 copies.
- Pages: 2 pages.
- Published: 25 Nov. 2022.
- Introduction about Grindelwald as the cover of the world best winter resorts.





Switzerland.

KMM – Magazine ‘Safari’.

- ‘Safari’ is a men’s lifestyle magazine.
- Circulation: 105,000 copies.
- Pages: 2 pages.
- Published: 25 Nov. 2022.
- Introduction about Klum Hotel Gornergrat as the hotel with superb view.





Switzerland.

KMM – Magazine ‘Japan Railway Fan’.

- ‘Japan Railway Fan’ is a train magazine.
- Circulation: 215,000 copies.
- Pages: 8 pages.
- Published: 21 Dec. 2022.
- Report about RhB World Guinness Record attempt, new GoldenPass Express, Rigi and Pilatus Railways.
- As the result of Int. media trip ‘World Records’.





Switzerland.

KMM – Newspaper ‘The Nikkei’.

- ‘The Nikkei’ is the largest financial newspaper in Japan.
- Contacts: 1.2 mio, copies.
- Pages: 1 page.
- Issued: 3 December 2022.
- Report about Bernina Express and RhB World Guinness Record attempt on Unesco World Heritage site.
- Result of Int. media trip ‘World Records’



South East Asia.



Switzerland.



SCIB SEA 7th Asia Trophy 2022.

- Market: Indonesia, Malaysia, Singapore, Thailand
- Period/Date: 02 – 05 December 2022
- Carried out in CH : Thun, Zürich, Davos
- Grand Total Overnights: 1,898
- Grand Total SEA Participants: 31



SCIB SEA Carried Out Business Meetings.

- Market: Indonesia, Malaysia, Singapore, Thailand
- Corporate : Incentives
- Period: December 2022
- Carried out in CH : 06 incentives
- Grand Total Overnights: 1,898
- Grand Total Turnover: CHF 632,034
- Destination: Zürich, Lucerne, Bern, Grindelwald, Interlaken, Gstaad, Lausanne, Lausanne, Zermatt, Leukerbad





Switzerland.

STS – Agency webinar training in Philippines

- Date: 1Dec 2022
- Market: PH
- Target: Drive awareness and sales traction of STP amongst trade, engage TAC Tour GSA of RE in Manila for regular agency training and product updates. 21 agents attended the webinar.
- Goal: >50 STP sales from TAC Tours PH
- Partners: TAC Tours, Rail Europe Asia Pacific



STS – PWT agency gathering in KUL

- Date: 7 Dec 2022
- Market: MY
- Target: Meet and excite PWT's key agents at Sheraton Imperial KUL. Expect 30 pax in KUL attending.
- Goal: Promote STP and GTToS offerings and inclusion into outbound travel packages developed by travel agencies, >100 STP sales
- Partners: Rail Europe Asia Pacific + PWT



STS – PWT agency gathering in JHB

- Date: 8 Dec 2022
- Market: MY
- Target: Meet and excite PWT's key agents at DoubleTree Hilton JHB. Expect 30 pax in JHB attending.
- Goal: Promote STP and GTToS offerings and inclusion into outbound travel packages developed by travel agencies, >100 STP sales
- Partners: Rail Europe Asia Pacific + PWT





Switzerland.

STS – Presentation at Mayflower Holidays KUL

- Date: 5 Dec 2022
- Market: MY
- Target: Drive trade awareness of GTToS and STP, inclusion in their European product offerings to consumers across KUL, PEN, JHB, KK branches.
- Goal: >50 STP sales
- Partners: Rail Europe Asia Pacific



STS – Presentation at Boustead Travel KUL

- Date: 6 Dec 2022
- Market: MY
- Target: Drive trade awareness of GTToS and STP, encourage activation of B2B channels across Malaysia.
- Goal: >50 STP sales
- Partners: Rail Europe Asia Pacific



STS – Presentation at Apple Vacations KUL

- Date: 6 Dec 2022
- Market: MY
- Target: Drive trade awareness of GTToS and STP, inclusion in their European product offerings to consumers in Malaysia.
- Goal: >50 STP sales
- Partners: Rail Europe Asia Pacific



STS – Presentation at Sedunia Travel KUL

- Date: 6 Dec 2022
- Market: MY
- Target: Drive trade awareness of GTToS and STP, inclusion in their European product offerings to consumers in Malaysia.
- Goal: >50 STP sales
- Partners: STC



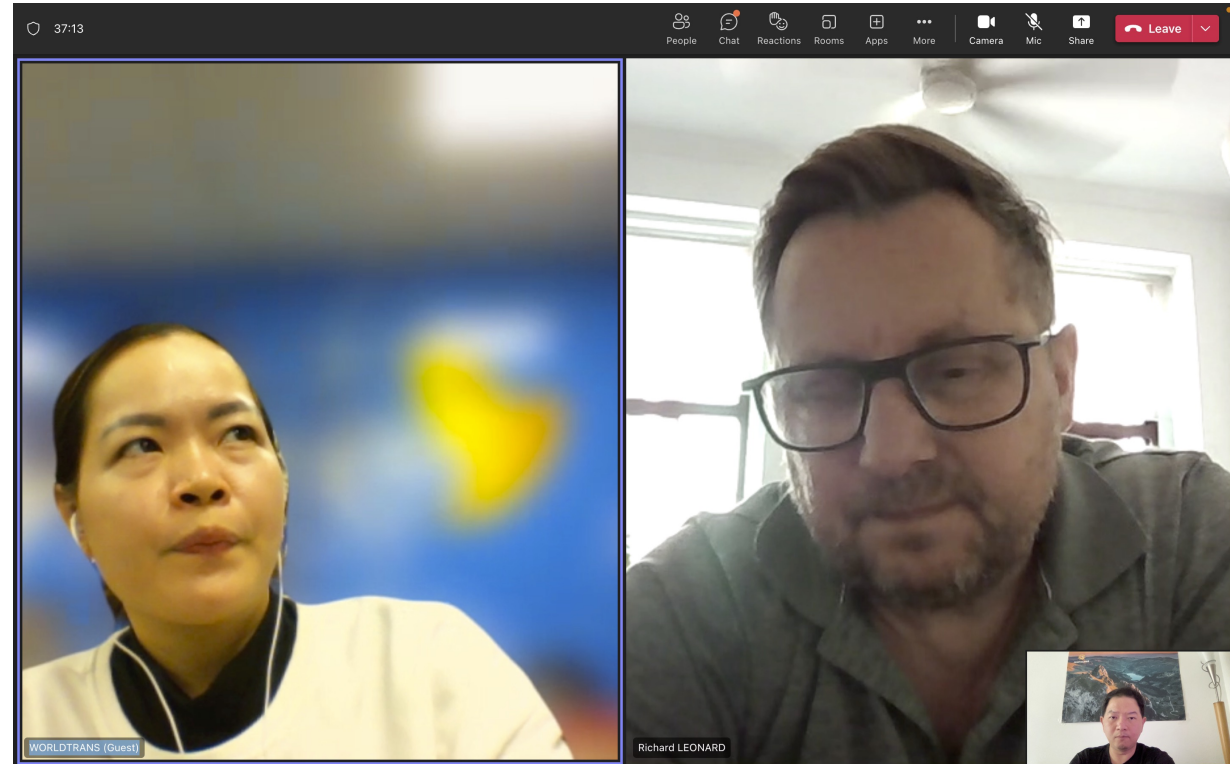
STS – Christmas gathering with agents in SIN

- Date: 14 Dec 2022
- Market: SG
- Target: Meet and thank key outbound agents for their enduring support, and keep ST/STS top of mind for 2023. Expect 30 pax attending.
- Goal: Promote STP and GTToS winter offerings and inclusion into outbound travel packages developed by travel agencies
- Partners: ST/STS



STS – Agency training in Vietnam

- Date: 9 Dec 2022
- Market: VN
- Target: Drive awareness and sales traction of STP amongst trade, engage WorldTrans Vietnam for regular agency training and product updates
- Goal: >30 STP sales from VN agents
- Partners: Rail Europe Asia Pacific, WorldTrans Vietnam

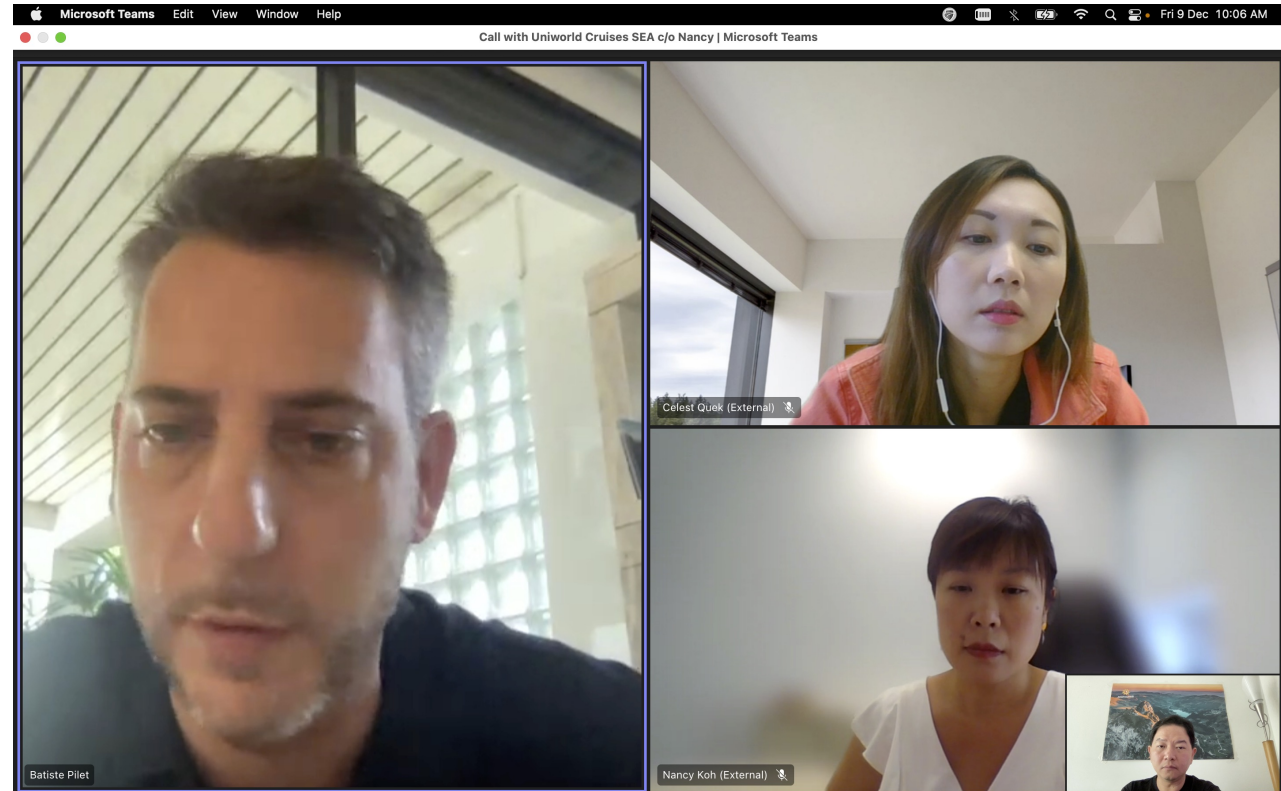


STS – Uniworld + 4Days STP bundling for 2023



Switzerland.

- Date: 9 Dec 2022
- Market: SG MY ID
- Target: Drive awareness and sales traction of STP, possible bundling with Uniworld pre- and post-cruise options in Basel, distribute through Uniworld B2C channels.
- Goal: >50 STP sales from Uniworld SEA
- Partners: TTC Group (Uniworld, Trafalgar, Insights Vacation)





Switzerland.

STS – Agency training in Vietnam (postponed)

- Date: Feb 2023
- Market: Indochina VN KH LA MM
- Target: Drive awareness and sales traction of STP amongst trade, engage Kuoni rep in Indochina for regular agency training and product updates
- Goal: >30 STP sales from Indochina agents
- Partners: Kuoni Indochina

**KUONI
TUMLARE**

Your
Destination
Management
Partner.

September 2022

Swiss tainable

You are screen sharing Stop Share

KMM (Malaysia) – China Press



Circulations: 180,000
 Readership: 225,000
 Total: 1 full page

Partners: Zurich

名城务农 创奇迹

【字源自在】 特约：字源：张川 / 摄影：张雅琪

他们就在银行的地下室仓库设置生产基地，但里头不再储藏黄金：“我们用它来种出‘绿色黄金’”。瑞士Urmont的创办人兼董事经理丹尼斯·魏格特(Denis Werberg)口中所说的“绿色”，正是银行熟知的加密货币(Bitcoin)。它1美元只值40分，却吸引许多金融从业者甚至家庭囤积比特币，而他想了解什么能在寸土寸金的苏黎世打造一个农场，一劳永逸呢？

金库种绿金 微苗植大梦

名城务农 创奇迹

【字源自在】 特约：字源：张川 / 摄影：张雅琪

那是一位住在办公室、背双肩包通勤、一到下班就打开笔记本电脑、与同事闲聊的IT男。他是他们打造的农场主。这处占地约3000平方米的仓库，被他们改造成了农场。这里没有金条，只有各种蔬菜、水果、香草、花束、盆栽、甚至还有宠物。这是一个位于苏黎世的办公室，名字叫做“Urmont”。这个名字的由来，是瑞士语中“Urmont”的意思，意思是“从根源开始”。

鱼菜共生 自成小宇宙

“鱼菜共生”是一种将水产养殖与蔬菜种植结合在一起的模式。在这个模式中，鱼类的排泄物通过微生物的分解，转化为植物可以吸收的养分。这种模式不仅可以节省水资源，还可以减少化肥的使用。在Urmont的农场中，鱼菜共生系统被广泛应用于各种蔬菜的种植。通过这种模式，农场主可以实现蔬菜的周年生产，并确保蔬菜的健康和口感。

生态运作 自成小宇宙

生态运作是指农场在生产和经营过程中，注重环境保护和可持续发展。在Urmont的农场中，生态运作的理念贯穿于各个环节。从选址到种植，从灌溉到收获，农场主都力求与自然和谐共生。通过采用生态友好的种植方式和经营策略，农场不仅保护了环境，还提高了产品的品质和竞争力。

苏黎世秋天惊喜

苏黎世的秋天总是充满了惊喜。在这个季节里，人们可以欣赏到美丽的秋景，品尝到新鲜的水果和美食。在Urmont的农场中，秋天更是收获的季节。农场主们通过辛勤的耕耘，收获了各种新鲜的蔬菜和水果。这些产品不仅满足了市民对新鲜农产品的需求，还为他们提供了一个了解农业生产的机会。

后屋 抢鲜上市

后屋抢鲜上市是指农场直接将新鲜农产品送到消费者手中，减少中间环节，保证产品的品质和新鲜度。在Urmont的农场中，后屋抢鲜上市的模式得到了广泛的应用。通过这种模式，市民可以第一时间品尝到农场主们种植的蔬菜和水果，感受到大自然的馈赠。

美味营养 惊喜连连

美味营养的农产品是农场追求的目标。在Urmont的农场中，农场主们通过科学的种植方法和生态友好的经营策略，生产出了各种美味营养的农产品。这些产品不仅口感鲜美，还富含各种维生素和矿物质。通过这种模式，农场主们可以为市民提供更高品质的农产品，满足人们对健康饮食的需求。



Switzerland.

KMM (Malaysia) – EZ Luxury World Magazine

Circulations: 20,000

Readership: 50,000

Total: 6 full pages

- Partners: Zurich

72 • TRAVEL

UNIQUE & ENTHRALLING
SWITZERLAND
experiences for everyone

独特新奇，陶醉不已
每个人梦寐以求的瑞士体验

Switzerland is like a dream destination for anyone. Those stunning alps, sparkling glaciers, mesmerising lakes, charming cobbled streets, drool-worthy Swiss chocolates always made me wonder if this enchanted land actually exists. But yes, one trip to Switzerland, and you are in awe.

对任何人来说，瑞士都像是一个梦想中的旅游目的地。雄伟的阿尔卑斯山，闪烁的冰川，壮丽的湖泊，迷人的鹅卵石街道，令人垂涎的瑞士巧克力……这一切总是令人怀疑这片美得不可思议的土地是否真的存在。不过，只需踏足瑞士，你就会折服于它的魅力。

Text: Joshua Pong Photos: Ling Doh Kim

EZ AUSTRALIA | THE ART OF CONTEMPORARY LUXURY • 73

Malay Celebrities Media Trip (Malaysia) - SoMe



Switzerland.

Partnership with Universal Traveller (Winterwear retailer) and 3 Malay celebrities.

Date: 16 – 23 December 2022

- Partners: Interlaken/JJ , Zermatt, Zurich





Switzerland.

Content Distribution Winter: World Travel Magazine (online)

- Published on 1 December 2022
- Partners: Zurich, Matterhorn Region

[View this email in your browser](#)

WORLD TRAVEL
MAGAZINE

Winter Escapes in Switzerland



[DESTINATIONS](#)

**Get Ready For A Winter
Dream – Ski, Relax &
Recharge In Valais**

[Read more](#)



[DESTINATIONS](#)

**Christmas in Zurich: An
Unforgettable
Experience**

[Read more](#)

STA – Swiss Travel Experts FAM Trip

- Date: 6 – 12 December 2022
- Market: SG, MY, TH, ID, PH
- Total participants: 12
- 4 participants x 3 itineraries
- Partners:
 - Zermatt, Davos, RhB, Ticino
 - Matterhorn Region, Vaud Region, Interlaken, Golden Pass
 - Lucerne, Titlis, Schilthorn, Zurich, Lucerne-Interlaken Express



KMM(Thailand) – Daily News



Switzerland.

Circulations: 900,000

Contacts: 1,575,000

Total: 1 full page on

Newspaper 17 DEC 2022

- Partners: Zermatt, Davos, JF



C&A: 100% Women – Singapore Global Network. Switzerland.

- Feature on Singapore Global Network

- Circulation: 80000 members

<https://singaporeglobalnetwork.gov.sg/stories/sustainability/going-to-the-ends-of-the-earth-for-a-good-cause/>

The screenshot shows a website header with navigation links: 'Our Network', 'Life in Singapore', 'Work in Singapore', 'Singaporeans Abroad', 'Login', and a 'Join us' button. The article title is 'Going to the Ends of the Earth for a Good Cause' under the 'Sustainability' category. The author is Christine Amour-Levar, dated 12 Dec 2022. The main image shows a woman in a red jacket and sunglasses holding a Singapore flag on a snowy mountain peak. Below the image, the text reads: 'We finally emerged, like the sun rising over the mountains, with ice-cold winds rushing past our faces. We looked at each other, panting and proud, each of us standing in snow-covered boots and thick jackets, with magnificent views all around us. We knew we had done it. We had succeeded in setting a world record for the largest all-female rope team to summit a 4,000-metre peak! The Breithorn climb, which took place in June of 2022, was a part of Switzerland Tourism's 100% Women Peak Challenge. It involved 80 women from 25 countries, from all backgrounds and walks of life – including an Indian professional skier, a French singer, a Canadian travel blogger, a South African philanthropist, an Iranian mountain guide, to name a few. Even our guides, organisers and photographers were all women! With each other's support, we made it to the top and no one

KMM (Online): L'Officiel Singapore

- Top 5 Winter Activities
- Partners: STS, RhB, Davos, MRAG, Zermatt, Titlis, Jungfrau Region, Schilthorn
- <https://www.lofficielsingapore.com/5830212/top-5-winter-activities-to-do-in-switzerland>

L'OFFICIEL

LIVING

Top 5 Activities to Do in Switzerland this Winter

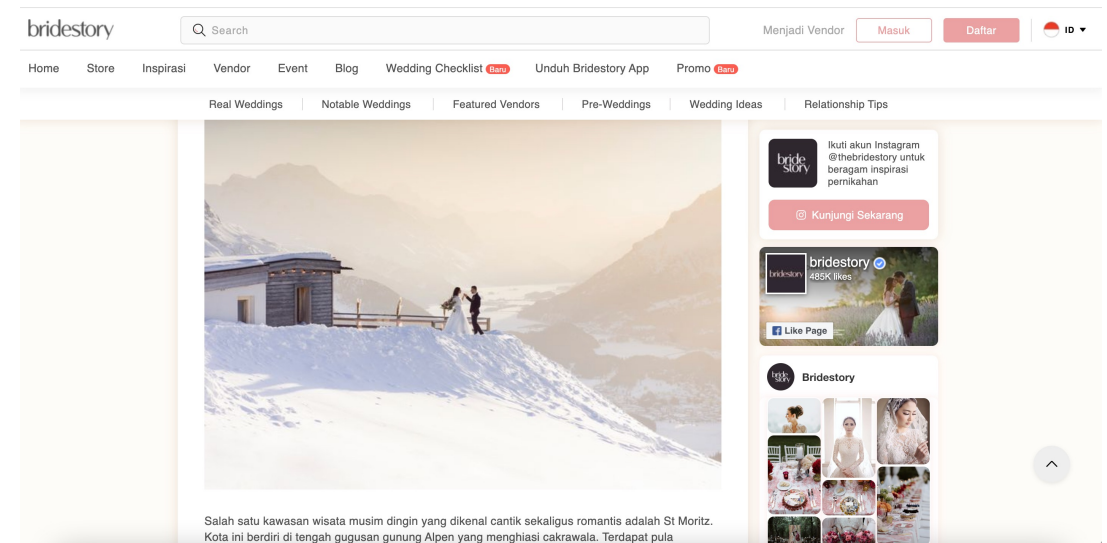
Whether you're down for an outdoor adventure or a scenic tour around the mountainous terrains, our guide has got you covered for your trip to Switzerland this Winter

12.30.2022 by Melissa Mae



SCIB – Destination Wedding (The Bride Story)

- Indonesia largest wedding directory
- 600 k monthly users
- Feature on Winter Wedding
- Region: St Moritz



Australia.





Switzerland.

KAM: STE Winners Trip.

- 8 main winners of STE competition from all cities visited during roadshow (Melbourne, Sydney, Brisbane, Auckland and Christchurch).
- Visited all market key partners: Interlaken, Jungfrau Region, Schilthorn, Lucerne, Zurich, Zermatt, Glacier Express
- Focus on panoramic trains and Christmas markets



India.



Switzerland.





Switzerland.

Switzerland Booth at Hamley's Winter Wonderland.

- We participated in event organized by India's leading brand Jio for families with the concept of a Christmas Market.
- The Switzerland photo booth created at the event was a 2-sided booth with different experiences - a life-size Jungfrauoch branded Snow Globe on one side and the other side had a typical winter village set-up and the highlight of this side was a shower of fake snow.
- Amplification and promotion of the event was through outdoor, print & social media.
- The photo booth was a big hit with visitors standing in line with a minimum wait of 20 mins to get themselves clicked. At the live stage, we had interactive quiz sessions with children and parents winning Swiss chocolates, which created brand recall.
- We also had a contest running at the both for which we created a landing page on [MyS.com](https://www.mys.com) and asked people visiting to scan the bar code and participate.
- **Total number of people who attended the event: 80k – 100k**

I need a real winter.

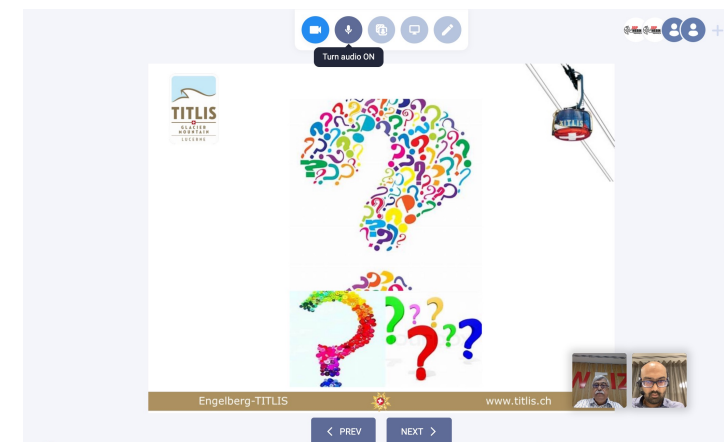
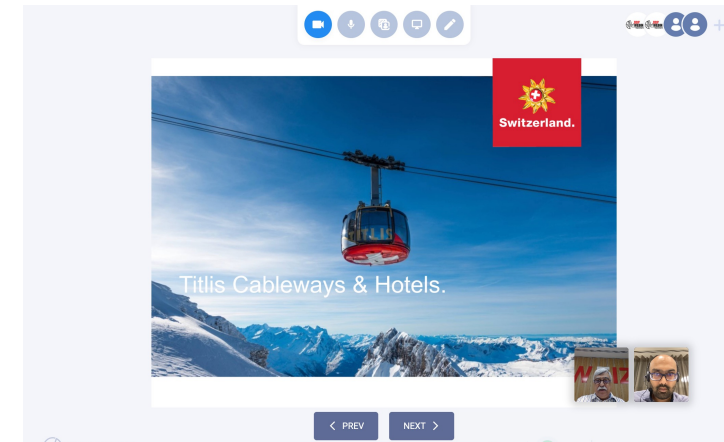


Switzerland.



KAM: ST India Webinar Series 6: Titlis.

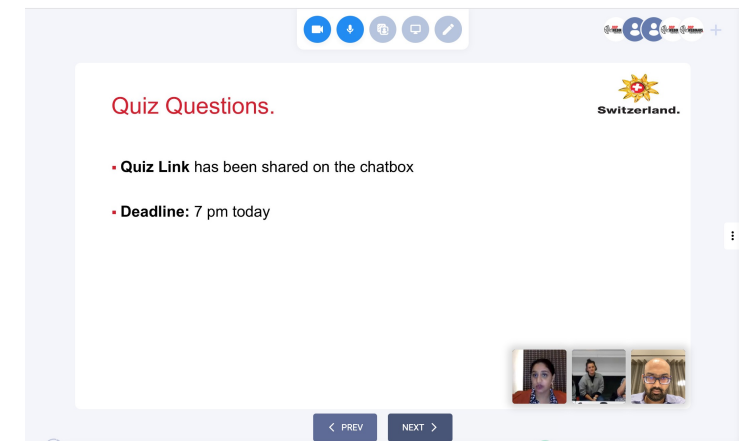
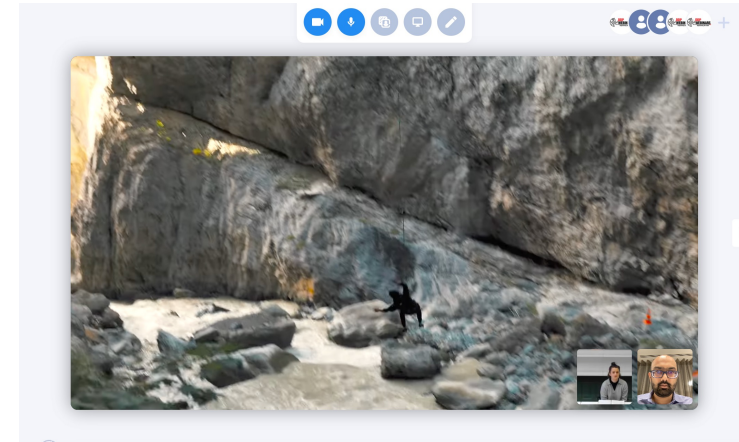
- 13th Dec 2022
- Exclusive 45 min webinar with Titlis Cableways & Hotels
- The the product offerings and latest updates / news from Titlis
- Live Polls + Live Q&A + Quiz at the end
- Total No. of attendees: 542
- Recording:
www.MySwitzerland.com/STIndiaWebinars



KAM: ST India Webinar Series 5: Lucerne.

- 6th Dec 2022
- Exclusive 45 min webinar
 - Lucerne Tourism, Lake Lucerne Navigation Company & Pilatus
- Presented their respective touristic offerings + news / updates
- Live poll & Q&A + Quiz at the end
- Total No. of attendees: 535
- Recording:

www.MySwitzerland.com/STIndiaWebinars

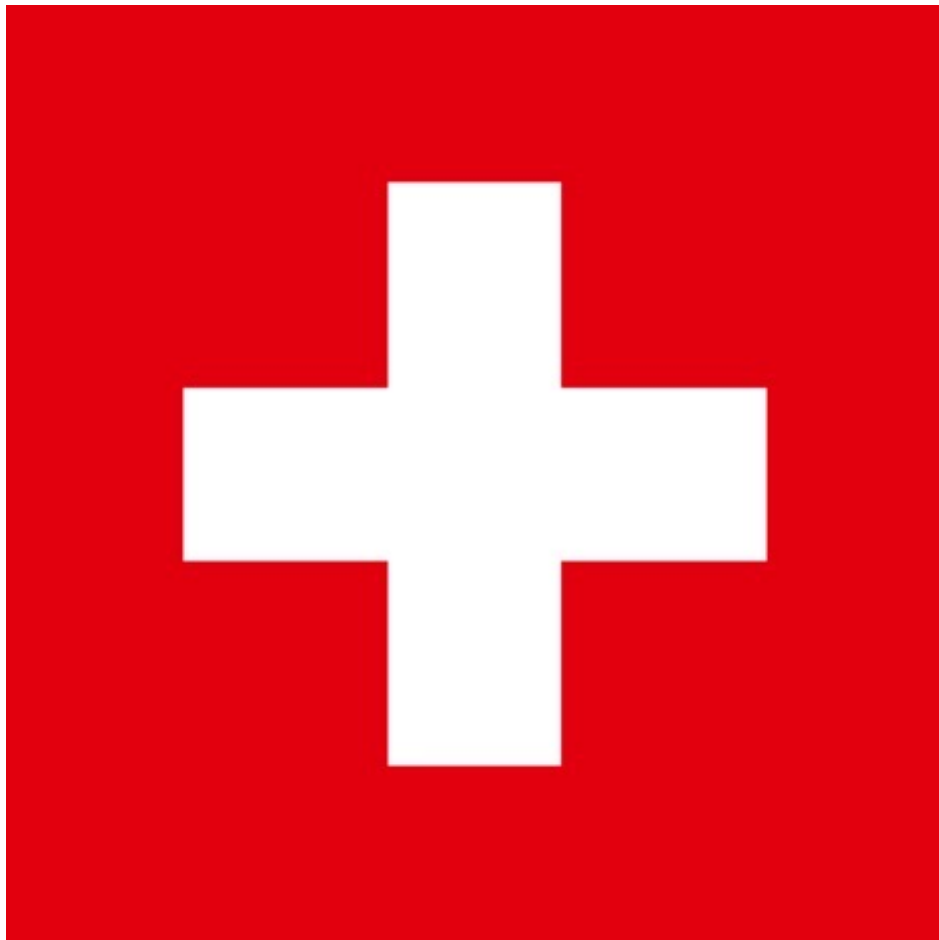


Markets West.

Switzerland.



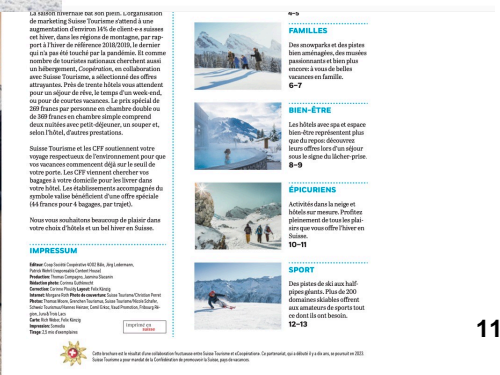
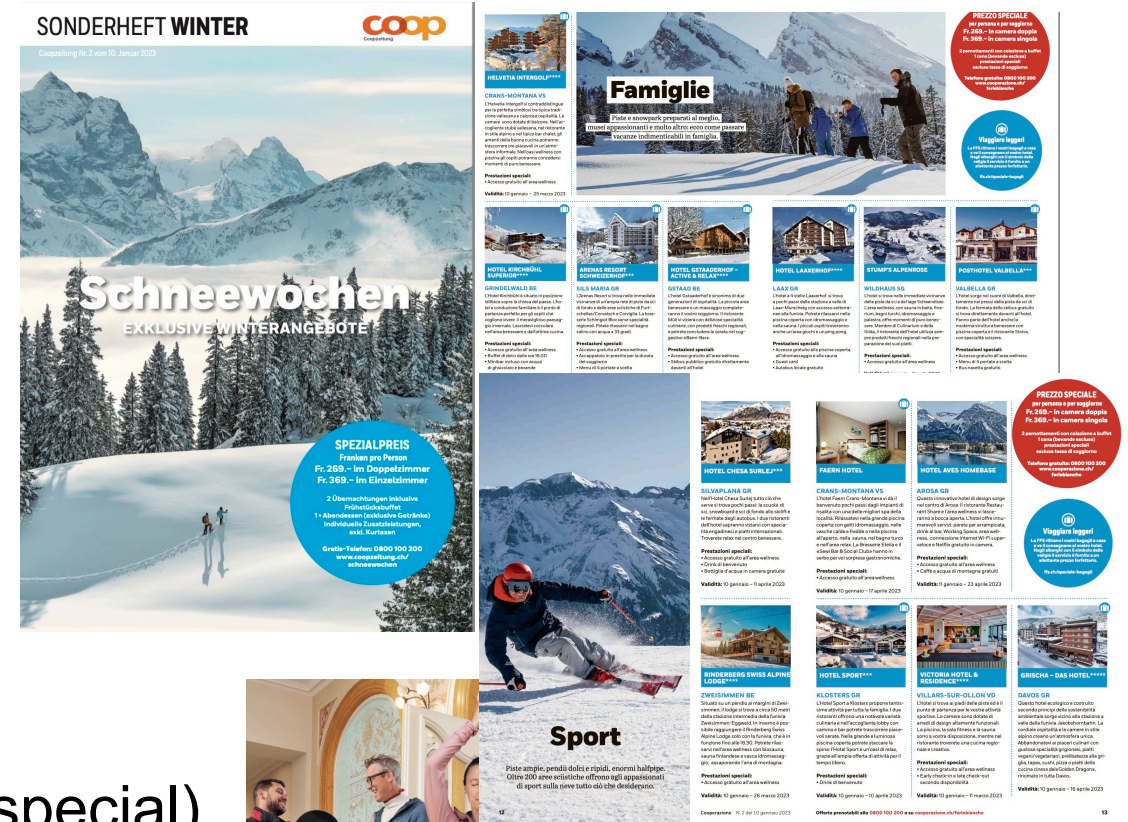
Switzerland.



Coop Schneewochen – ST Special.



- Publication: KW 2, 2023
- Circulation: 2.7 Mio. / Readership: 3.5 Mio.
- German / French / Italian
- 16 pages inspirational content
- 28 Hotel offers in 2 price categories
- Print version mirrored online on coop.ch
- Additional social push via Brain & Heart
- Integration of partners SBB (inc. Luggage special), Raiffeisen Winter Promo



BeNeLux.



ST BeNeLux – “de Bijenkorf” Winter Event.

- Ice skate rink on top of de Bijenkorf Shopping Mall in Rotterdam with sustainable ice (syntetic) by Swiss Partner “Glice”.
- Opening event for 60 exclusive members and journalists with Swiss Raclette and Swiss Wine.
- Digital promotion on Bijenkorf Digital channels.
- 15.12.2022-15.01.2023: open for all guests of de Bijenkorf.





Switzerland.

Winter. Recovery 2022 – SoMe promotion.

- Awareness Winter Social Media Campaign with Bright8.
- Instagram + Facebook Ads.
- Videos, Picture, Carousel
- Traffic to MyS/Winter Landingpage.
- October – December 2022

Marketing contacts: 5,8 Mio.



Winter. Roularta.

- Roularta: Knack (NL) and Le Vif (FR) in Belgium
- Valais + Berne
- Print advertorial, Online Articles, Newsletters, Banners, Social Media
- October - December

Marketing Contacts: 3,45 Mio.

L'HIVER À SAAS-FEE / SAATAL - ACTIVITÉS HIVERNALES SUR LE GORNERGRAT À ZERMATT - LÔCHE-LES-BAINS, SOURCE DE BONHEUR

Le Vif e-tips
Art de Vie

27 octobre 2022

1. L'hiver à Saas-Fee / Saatal
2. Activités hivernales sur le Gornergrat à Zermatt
3. Loèche-les-Bains, source de bonheur

L'hiver à Saas-Fee / Saatal

Que d'émotions d'une expérience en haute montagne ?

Que ce soit une randonnée aventureuse sur le glacier, la traversée de la gorge du Foc avec un guide, une via ferrata hivernale, votre première randonnée à ski ou à 850 mètres de dénivellation et en une seule descente, venez-vous à la hauteur ?

DÉCOUVREZ SAAS-FEE/SAATAL

Retour en haut

Activités hivernales sur le Gornergrat à Zermatt

Le Gornergrat qui culmine à 3883 m est l'un des endroits de Suisse et de France les plus sûrs.

En hiver, vous pouvez vous y adonner à diverses activités hivernales telles que la neige, balade en raquettes au cœur de la nature, sports ou encore sur une terrasse ensoleillée, ou même une journée plaisir sous le signe de la gourmandise, avec notre Gourmet Toqué.

Cafés et ceux qui n'ont pas froid aux yeux étonnent souvent la plus haute piste de luge des Alpes (2 615 m au-dessus du niveau de la mer).

APPRENEZ EN PLUS

Retour en haut

Lôche-les-Bains, source de bonheur

Offrez-vous une expérience relaxante à souhait dans la plus grande station thermaliste d'Europe.

Venez découvrir un paysage de rêve depuis plusieurs terrasses et dans le magnifique jardin de la source.

Après une journée de randonnée, vous pouvez vous relaxer à toute vitesse dans l'un des bains thermaux, ou vous amuser avec les enfants dans le parc aquatique et ses piscines. Le tout entouré des montagnes enneigées.

RESERVEZ VOTRE MOMENT AUX BAINS THERMAUX

Retour en haut

Le Vif e-tips Art de Vie est un service de Roularta Media Group

Autonews Sitaxiweb Déplacements Sites info

Roularta Media Group

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Winterse vakantie in Wallis

Ontdek meer

Winterse vakantie in Wallis

Met zijn eeuwige sneeuw, bergtoppen van meer dan 4000 m hoog, typische dorpen en glooiende landschappen is Wallis een van de populairste regio's voor wintertoerisme in Zwitserland. Of je nu de skipistes wilt afzeken of op zoek bent naar nieuwe sensaties: hier vind je precies wat je zoekt.

Saas-Fee/Saatal:

De reacties bleef positief. De reacties bleef positief. De reacties bleef positief.

Matterhorn Gornergrat Bahn/ Gornergrat Bahn:

De reacties bleef positief. De reacties bleef positief. De reacties bleef positief.

Loèche-les-Bains:

De reacties bleef positief. De reacties bleef positief. De reacties bleef positief.

Aletsch Arena:

De reacties bleef positief. De reacties bleef positief. De reacties bleef positief.

Leukerbad:

De reacties bleef positief. De reacties bleef positief. De reacties bleef positief.

Thyon:

De reacties bleef positief. De reacties bleef positief. De reacties bleef positief.

Switzerland:

De reacties bleef positief. De reacties bleef positief. De reacties bleef positief.

weekend

Knack Weekend

[inhoud aangeboden] Met zijn eeuwige sneeuw, bergtoppen van meer dan 4000 meter hoog, typische dorpen en glooiende landschappen is Wallis een van de populairste regio's voor wintertoerisme in Zwitserland. Of je nu de skipistes wilt afzeken of op zoek bent naar nieuwe sensaties: hier vind je precies wat je zoekt.

weekend.be/partnercontent

Bucketlist: winterse vakantie in Wallis

Learn more



Switzerland.

LUX: Winter. Kachen / Reesen.

- Kachen: Luxembourg's only food & lifestyle magazine (D, E, F)
- Reesen: Only travel magazine in Luxembourg (D, F)
- Print advertorial, online articles, Social Media, Bannering, Newsletter
- October – December
- Marketing Contacts: 347'638



Switzerland.

WINTER HIGHLIGHTS

WAKE UP ON THE SWISS ALPS WITH FRESHLY FALLEN SNOW AND GET READY TO TRY OUT THE IMMACULATELY PREPARED SKI-ROUTES, WHILST ENJOYING THE BREATH-TAKING VIEWS ONTO THE SURROUNDING MOUNTAIN SUMMITS. HERE ARE SIX WINTER HIGHLIGHTS IN THE HOLIDAY REGION INTERLAKEN AND THE JUNGFRAU REGION.

READ HERE ►



KACHEN
Published by Yannick Burrows · 3 m ·

Wake up on the Swiss Alps with freshly fallen snow and get ready to try out the immaculately prepared ski-routes, whilst enjoying the breath-taking views onto the surrounding mountain summits. Here are six winter highlights in the Holiday Region Interlaken and the Jungfrau Region. #ineedswitzerland #madeinbern #interlaken #JungfrauRegion #DiniWält #Grindelwald #Wengen #Murren #Lauterbrunnen #Haslital



KACHEN.LU
Winter Highlights - Across the Bernese Oberland – KACHEN Magazine
Everything good and beautiful in and around Luxembourg. Recipes, news, articles, interviews, portraits, etc. Your food & lifestyle...

ENTDECKEN MIT REESEN



NEUERÖFFNUNG HOTEL FISCHERBLICK IN GRINDELWALD

Nach 12 Jahren Leerstand und verschiedenen Grossprojekten wird der Fischerblick aktuell durch die Gebrüder Matthias und Lars Michel vom benachbarten Hotel Gletschergarten renoviert und im Dezember 2022 eröffnet. Das neue Boutique Hotel im skandinavisch inspirierten Stil verfügt über 19 Zimmer und ein öffentliches Restaurant. Jedes Zimmer wurde komplett renoviert und verfügt über einen Balkon mit atemberaubender Sicht auf die Fischerwand, das Wetterhorn, First oder den Eiger.

Im Restaurant werden durch das junge Küchenteam lokale Zutaten frisch gekocht und zu modernen Gerichten verarbeitet. Die Küche ist eine eteliche Saisonküche, die durch kulinarische Reisen durch Japan und Skandinavien inspiriert ist. Das Kochen mit lokalen Produkten und die Zusammenarbeit mit Produzenten aus der Region ist eine Selbstverständlichkeit. Das Restaurant bietet 50 Sitzplätze und eine schöne Gartenterrasse. Eine umfangreiche Weiskarte rundet das Angebot ab.

JETZT ENTDECKEN

Die besten Winteraktivitäten in der Jungfrau Region und der Ferienregion Interlaken

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

Wintersport vor Eiger, Mönch und Jungfrau

Die Jungfrau Region ist ein wahres Eldorado für Winterfans. Dank der grossen, gut präparierten Gletscherflächen, der traumhaften Bergsichten und der legendären Hochtouren sind die Jungfrau Region und das Eiger-Mönch-Jungfrau-Gebiet zu den beliebtesten Ski- und Snowboard-Regionen in der Schweiz geworden.

Winterrlebnisse am Stockhorn

Mit dem Schnee verweht es sich im Stockhorngebiet so angenehm. Kaum ein Ort in der Schweiz bietet so viele Möglichkeiten, um die Winterzeit zu verbringen. Das Stockhorn ist ein beliebter Ort für Winterwanderer, Skifahrer und Snowboarder. Die Aussicht auf die umliegenden Berge ist einfach unvergleichlich.

Wintersport vor Eiger, Mönch und Jungfrau

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KAM Study Trip Wallis

- Winter Study trip 08.12 -11.12.
- 11 Travel agents + 1 media Reisbizz.
- Presentation at ZRH airport by STS
- Hosting partners in Wallis:
 - Saas-Fee
 - Aletsch Arena
- Program:
 - Skiing Saas- Fee + village tour
 - Christmas Market Brig
 - Binntal
 - Winterhike Aletsch Arena





Switzerland.

Belgium: Meetings: Advertorial Rendevenement.

- December
- 2 pages
- Circ 5'000, 11'050 contacts
- In French & Dutch
- La Suisse est prête à accueillir votre équipe. Zwitserland is klaar om uw team te ontvangen
- Focus on Swisstainable & Bleisure

LA SUISSE EST PRÊTE À ACCUEILLIR VOTRE ÉQUIPE

Pas de bureau ni de rythme effréné mais des montagnes, des forêts et des refuges. Passer du temps dans la nature est bon pour le corps et l'esprit, et constitue une véritable source d'inspiration. En plus de se classer parmi les meilleures destinations touristiques, la Suisse est un pays de choix pour les réunions et les incentives. Surtout maintenant. La pandémie a renforcé notre désir d'authenticité et de proximité avec la nature.



©Suisse Tourisme, Martin Maagli

LA DURABILITÉ EST PRIMORDIALE SWISSTAINABLE

La Suisse trouve un équilibre entre les souhaits des clients, les besoins de la population locale et le respect de l'en-

vironnement. Cette position est renforcée par la stratégie de durabilité Swisstainable. Le programme de durabilité vise à apporter plus de clarté tout en créant un mouvement auquel peut participer

l'ensemble du secteur du tourisme. Car voyager durablement ne signifie pas arrêter de voyager, mais être plus conscient de l'environnement: profiter d'une nature intacte, consommer régional, vivre la culture locale de manière authentique et rester plus longtemps pour mieux connaître la destination.

DES HÔTELS LES PLUS DURABLES

Après un an, plus de 1.000 prestataires de services suisses ont rejoint le programme, dont plusieurs hôtels disposant d'installations pour les séminaires. Le Switzerland Convention & Incentive Bureau (SCIB) a donc créé un filtre supplémentaire dans son moteur de recherche en ligne pour faciliter la recherche de ces hôtels durables.

Par ailleurs, 33 hôtels ont atteint le niveau le plus élevé de Swisstainable. Il s'agit de plusieurs chaînes internationales, telles que Sheraton, Crowne Plaza et Movenpick, mais aussi d'hôtels



Le jardin du château de Wartegg avec des plantes utiles provenant d'anciens jardins paysans ©Schloss Wartegg



Au Six Senses Crans Montana, la forme de la durabilité est placée toujours plus haut ©Sixsenses

DE NOUVEAUX HÔTELS OUVERT LEURS PORTES

La Suisse offre de nombreuses possibilités en tant que destination de réunion et d'incentive. Le Switzerland Convention & Incentive Bureau (SCIB) a le plaisir de vous présenter quatre nouveaux sites qui pourraient bien être la destination de votre prochain congrès ou réunion.

Tous ont une chose en commun: ce sont des lieux uniques où vous êtes assuré de la réussite de votre incentive, congrès ou tout autre événement. Il

s'agit de l'Hôtel des Harlagers dans la région du lac Léman, du Marriott Hotel Geneva, du Mandarin Oriental Palace à Lucerne et du Six Senses Crans Montana, le top du top concernant les normes de durabilité.

LA RENCONTRE DU TRAVAIL ET DES LOISIRS

La combinaison du travail (business) et des loisirs (leisure) est une tendance mondiale qui a pris de l'importance depuis la pandémie et qui a même reçu une appellation précise: "bleisure". La Suisse dispose d'une large offre en matière de séjours "bleisure". Pour les promouvoir, les spécialistes du SCIB

ont lancé une campagne numérique internationale, comprenant un nouveau clip vidéo qui interpelle le public avec un humour typiquement suisse. Faites-vous plaisir et laissez-vous aller au gré de vos envies lors d'une réunion au bord d'un lac ou organisez une séance de travail au sommet d'une montagne. Et tout cela pour le bien de l'entreprise car les lieux de rencontre non conventionnels encouragent la pensée créative et les innovations disruptives. Le SCIB a donc fait une belle sélection de lieux uniques pour des réunions hors du bureau. Et pourquoi pas l'InnoTrain, le premier espace de réunion mobile qui met la créativité en mouvement? Ou le Musée olympique de Lausanne, où vous pourrez voir l'Antiquité de près? Vous n'oublierez jamais ces voyages d'affaires car ils ressemblent à des vacances!



L'InnoTrain, la première salle de réunion mobile qui met la créativité en mouvement ©Rötsche Bahn AG

SWISSTAINABLE



Scannez le code ou surfez sur www.swisstainable.com

REGARDEZ LA VIDÉO



Scannez le code ou surfez sur www.swiss.com/eng/bleisure



Switzerland.

Switzerland Convention & Incentive Bureau
+322458357
myriam.winspeninckx@switzerland.com
www.myswitzerland.com/meetings



Switzerland.

Belgium: Meetings: Meeting Trophy reunion.

- 13.12.2022
- Au Petit Suisse, typical Swiss restaurant in Brussels
- Idea: gather all the participants since 2005
- Share good memories and keep the good spirit of the trophy
- 15 registrations
- 10 participants (due to illness)





Switzerland.

Belgium: Meetings: BBT speed date workshop.

- 19.12.2022
- Winter pop up at Holiday Inn Brussels Airport
- 125 registrations. In total we met 55 guests.
- Swiss Partners: Davos, Alpengold Davos, Engadin St. Moritz, Pilatus Bahnen, Radisson Blu Andermatt



Italy.



Switzerland.





Switzerland.

GA NEVE show & experience St.Moritz.

07 – 11 December 2022

Project.

- Project idea “neve fashion show in St.Moritz” presented to management of Armani in Sept. 2021 by ST Italy
- STITA, ESTM, SWISS (flights for media) partner of first GA fashion show in the snow -> unique media output
- Media plan GA in collaboration with ST, ESTM: Posts, stories, media release, etc.
- Investment GA: 3 Mio. EUR
- Event postponed two times (Covid, Ukraine war)
- Event/experience weekend: 6–11 Dec. 2022
 - 250 international guests of GA: Top contacts -> Celebrities, VIPs, journalists, influencers, GA friends & clients (IT,US, UK UEA, LATAM, Spain, DE, France)
 - 4 days experiences in St.Moritz for the guests: Ski lessons, gastronomic experiences, SPA, carriage ride, etc.
 - Event highlight, Dec. 10th: GA Neve show at Olympic Stadium St.Moritz (historical place/storytelling “ winter sport”)



Switzerland.



Switzerland.

Media outcome.

“The Armani Neve event in St. Moritz was amplified on social media like few other recent events in the high-end world. “ L’Espresso Magazine

Top international media and social media outcome in the luxury segment:

- High increase on social media **@myswitzerland** and partners instagram (**+2k followers in 3 days**)
- Top media contacts/guests, media coverage of Switzerland/ESTM in the top luxury segment
- Media plan social media GA (4.1Mio followers): Several posts of show and experiences incl. taggs of **@myswitzerland** & **@stmoritz**
- Influencers & VIPs communicating the experiences incl. partners taggs (ST/ESTM/SWISS)



Media outcome.



Switzerland.

Armani described his mountain home as “typically Engadin from the outside, while the interior is very ‘Armani’: spare, rarefied, almost Japanese.” As the extremely Christmassy surroundings of St. Moritz in December will testify too, it’s a perfect retreat for the holidays. Vogue Magazine

Giorgio Armani fährt Kutsche und Millionen schauen zu

Giorgio Armani ist Gastgeber eines Events in St. Moritz GR. Eingeladen sind Promis wie Michelle Hunziker. Der Anlass ist eine Modeschau zur neuen Kollektion der Luxusmarke. Für die Destination ein Segen: Follower-Zahlen und Webseiten-Traffic steigen.

VOGUE

Armani, tre giorni di «movida» ad alta quota fra show e feste

di Paola Polito

Lo stilista «Sorgesso che tutti volessero esserci». Dalla coppia di amiche Michael Hunziker e Ilary Blasi ad Alessandra Mastrorilli e Lucas Bravo

COCCINELLE

Armani Neve, la sfilata a Sankt Moritz

Sport ed eleganza sono due concetti distinti? La linea sportiva e allo stesso tempo super chic di Giorgio Armani, Armani Neve, sembra dirci il contrario con un guardaroba raffinato da indossare sia sulle piste da sci che per le strade cittadine.

TGCOM24 Lifestyle

12 DICEMBRE 2022 00:00

Giorgio Armani Neve: sfilata “green” (e super chic) a St. Moritz

L'evento di presentazione delle nuove proposte dedicate alla montagna progettato in modo da minimizzare l'impatto ambientale

Moda, Giorgio Armani Neve: i look della sfilata a St. Moritz

ELLE NEWS FASHION BEAUTY LIFE + CULTURE

NIOTIIZ

— Everything you need to know about the ski-chic collection

di CLEMENZA JACKOBI 13 DIC 2022

FORNXY

Giorgio Armani Reboots His Neve Skiwear Label in St. Moritz

BY ANDERS CHRISTIAN MADSEN
December 11, 2022

Giorgio Armani Neve sfila a St. Moritz

Donazione a "MutiNiva" per salvare i ghiacciai

Produzione ANSA

MILANO 11 DIC - Si è svolta nello spazio antistante all'Olympia Stadium, storico e suggestivo scenario di due edizioni dei Giochi Olimpici Invernali (1926 e 1948), la sfilata delle collezioni Giorgio Armani Neve autunno/inverno 2022/23, ieri a St. Moritz.

la Repubblica

Autunno - Inverno 2023

Show da brividi e feste glamour Il lato fashion della montagna

A Dedicata L'ultima fur a fine settimana

la Repubblica

Giorgio Armani, sfilata a St Moritz la capsule dedicata all'inverno

12 Dicembre 2022

Tra le cime innevate della celebre località montana delle Alpi svizzere sfilava la capsule collection dedicata all'inverno 2022/2023. Il focus sull'abbigliamento sportivo e da esterno, adatto alle temperature invernali e alle prestazioni senza perdere l'allure della maison. La palette dei colori si ispira alla natura

Courtesy Giorgio Armani

la Repubblica

MET THE SLOPES IN SWITZERLAND WITH GIORGIO ARMANI'S NEVE COLLECTION

The collection features all the essential trends for statement looking, such as oversized, and big sleeves

December 10, 2022

Giorgio Armani



Switzerland.

KAM: Christmas party in Rome.

- Date: 12.12.2022
- What: Party for Christmas focused on travel agents in Rome c/o Ellington Club
- Distribution brochures Winter, Cities, STS Map, gadgets from Ricola & Rausch
- Prize: Mammut
- Partner involved: RhB





Switzerland.

KMM: Group media trip Geneve.

- Dates: 14-16.12.2022
- What: group media trip in Geneva
- Focus: culture and Christmas markets
- Participants: 6 journalists
- Organized by Geneve Tourismus





Switzerland.

Event: Serata Gist in Rome.

- Date: 1.12.2022
- What: Christmas evening organized by Gist (Giornalisti Italiani Stampa Turistica)
- Partner involved: Hotel Cooperation





Switzerland.

Campaigning & Activation: Christmas party at the Embassy.

- Date: 21.12.2022
- What: Christmas dinner with italian and swiss journalists

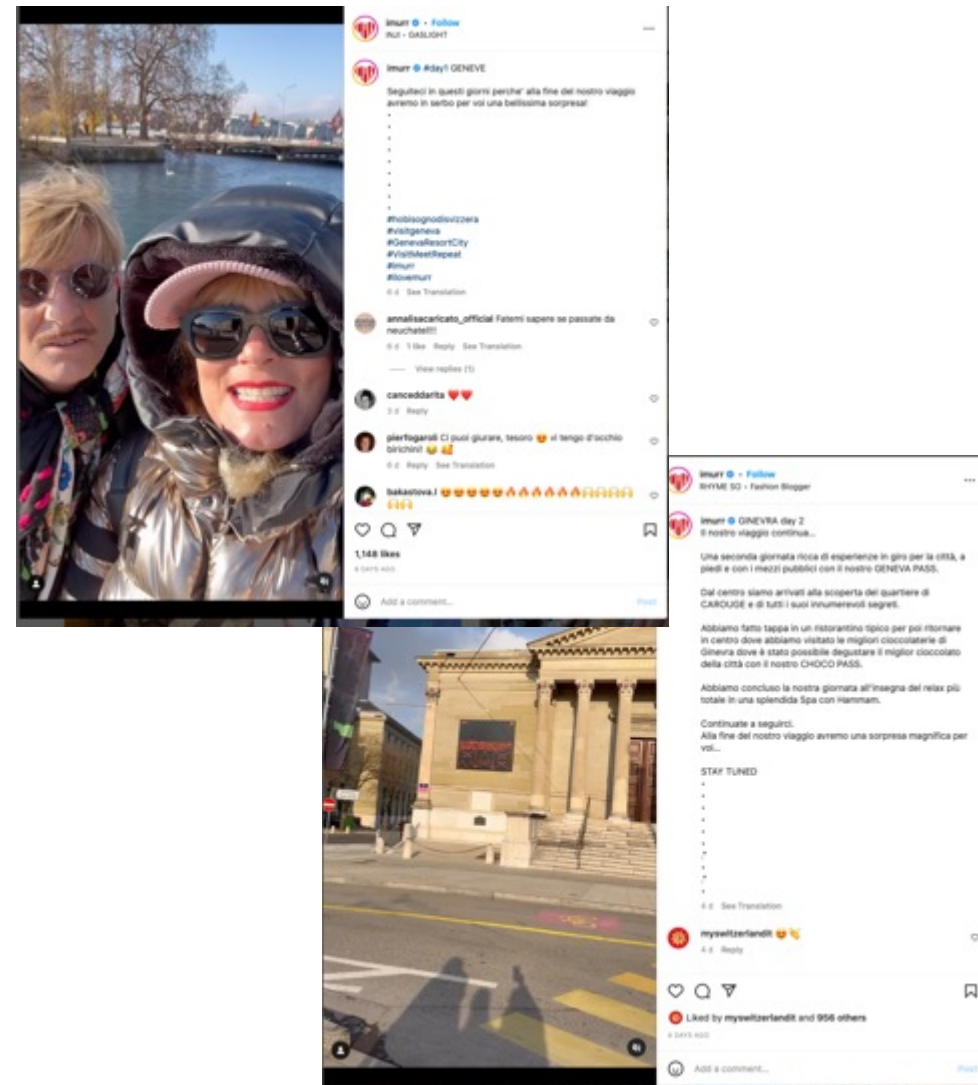




Switzerland.

Digital: Influencer Trip @imurr “Christmas in Geneve”.

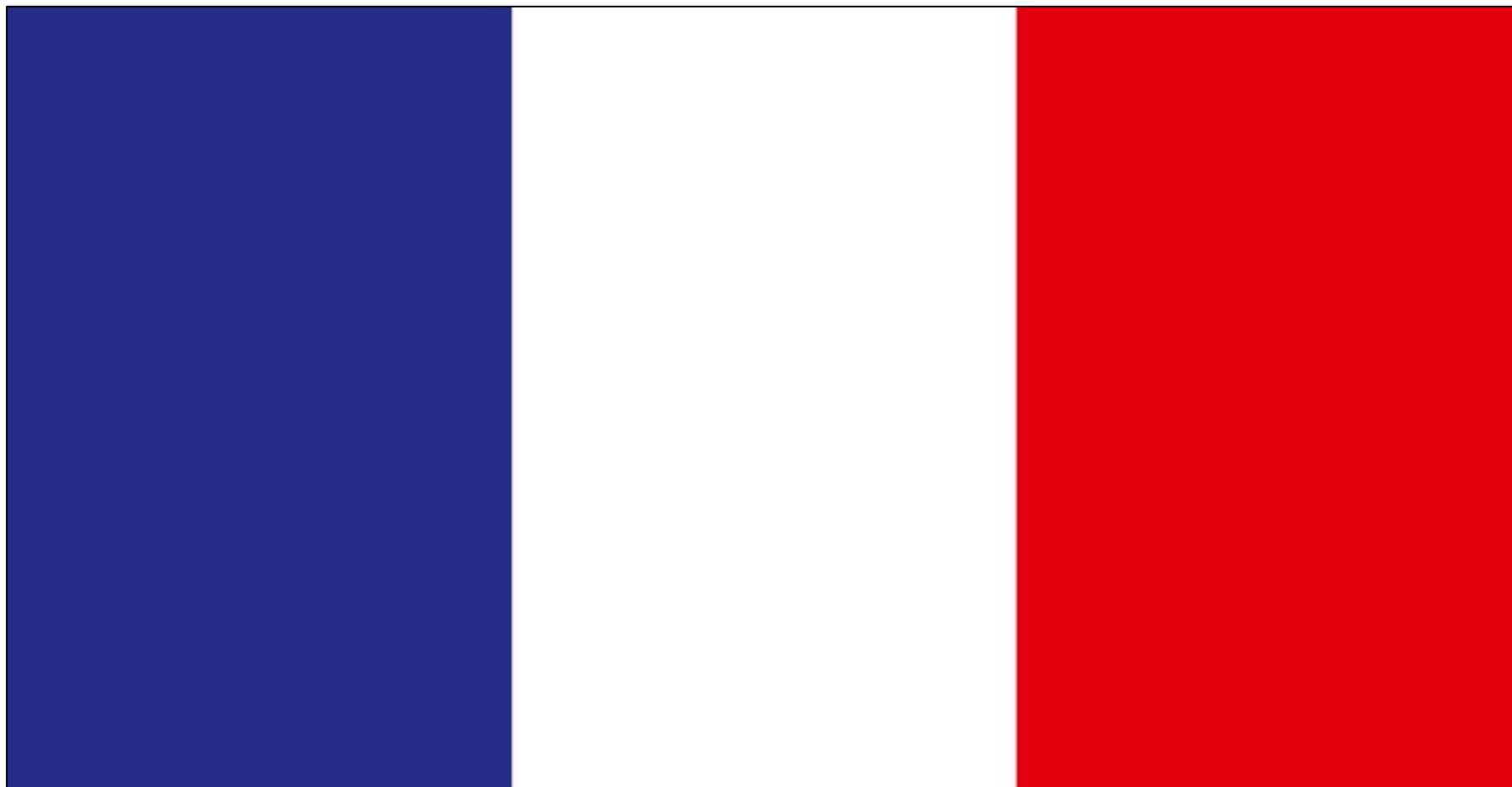
- Period: 11-14.12.2022
- What: Travel trip in Geneve by Influencer duo I Murr
- Content: Live posting on IG during trip in Geneve about Christmas markets, food, museums and hotels
- Prize competition launched on their IG account to win, overnight at Hotel Bristol
- Partners involved: Hotel Cooperation, Geneve Tourismus



France.



Switzerland.



Campaign activation – Winter/Ride & Slide.

- Participation in the Ride&Slide campaign and TopSpotAward (led by ST Germany) influencer campaign with a focus on GenZ
 - [@loickohlanta](#)
 - 315k followers on IG – 153k on TikTok
- Trip to Crans-Montana in early December
 - IG KPIs:
 - 1M views on stories
 - 467k views on reels
 - 86k reach on Insta post
 - TikTok: 51k reach

Instagram





Switzerland.

Campaign activation – Suisse Perchée.

- Opening of our **Swiss Winter rooftop** at le Perchoir Porte de Versailles (Paris XV)
- Duration: Dec 1st until March 19th
- Creation of a unique Swiss alpine atmosphere: mountains chalets, Gstaad gondolas, deckchairs in the colors of the Swiss flag
- Menu created by Patrick Schindler (Zurich chef)
 - Swiss wines, and other traditional Swiss meals
 - The Chef's Table: the best of CH through a tasting menu
- Opening night on December 1st with more than 200 guests (influencers, opinion leaders, B2C customers)
- Communication
 - Social media posts (Facebook/Instagram/...)
 - Online & Print articles (French medias)



KMM: Media event at Suisse Perchée Paris.

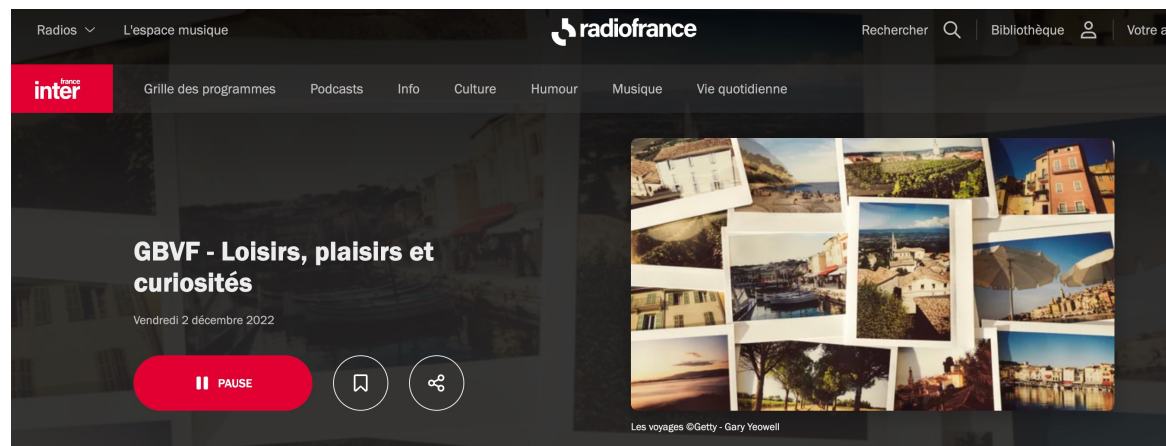
- Media event with national and Parisian media on *December the 8th*
- Featuring Gstaad and Made in Bern
 - Presence of 1 representative of each region during the evening – active participation in the conference
- Possibility to benefit from the Swiss alpine atmosphere at Suisse Perchée – allows the media to discover the concept
- Cocktail: typical Swiss F&B offers (Swiss wine and finger food)
- 24 journalists attended the event





KMM: France Inter: Grand Train Tour of Switzerland. **Switzerland.**

- France Inter: public radio & most listened-to channel in France
- “Grand Bien Vous Fasse !” (GBVF): a daily show on societal topics
- 1'250'000 live listener + podcasts listening, 50mio/month for the whole channel
- On December 2nd:
 - Chronicle from Sandrine Mercier, editor-in-chief of AR Magazine, addressing tourism related topics
 - Mention of the reportage featuring the GTToS (released in Sept. 2022).



KAM – B2C Conference on Swiss Trains.

- Event organised in collaboration with the tour **Discovery Train**, a ST partner & travel agency expert in train trips.
- Conference took place on December 2nd at the Musée d'Art de Nantes
- Program of the day:
 - Private tour of the current exhibition “Le Voyage en Train”
 - Conference from Discovery Train
 - Presentation of the wonders of Swiss Trains by ST
 - Swiss apero organized by ST
- 49 participants = potential new customers



SCIB - Study Trip in Villars.

Target: Event agencies

Date: 9-11 December 2022

- Discover the MICE assets of the ski resort and visit of the new Villars Alpine Resort
- Ski, biathlon and snow games were also on the program.
- Participation of 6 french agencies + 1 Mice journalist
- Snow and Santa were with us ;)



SCIB - E-news « Retrospective 2022: a year full of novelties for Switzerland! ».



Target: subscribers of our client DB

Date: Sent on December 15th

Nb contacts: 2'331

Content:

- Promotion of new openings
- Best seminar hotels of 2022
- Swisstainable Mice venues
- Destination “Coups de Coeur” of our partners

KPI

- 30.5 % opening rate
- 62 readers clicked a link



Retour sur une année événementielle bien chargée ...!

Après deux années plutôt difficiles et limitantes pour nos métiers, 2022 a été synonyme de reprise pour le monde de l'événementiel ! De belles initiatives ont vu le jour ainsi qu'une avalanche de nouveautés pour vos événements.

Nous avons ainsi placé cette newsletter sous le signe du renouveau, dans laquelle vous pourrez retrouver une large sélection de lieux événementiels qui ont (r)ouverts récemment et des bons plans de la part de nos partenaires suisses, pour inspirer vos futures demandes.

Nous souhaitons également vous informer que Salomé part pour de nouvelles aventures à l'autre bout du monde, et sera remplacée par Myriam Turrissi, qui complètera l'équipe dès janvier.

Nous vous souhaitons de belles fêtes de fin d'année et avons hâte de vous retrouver pour une nouvelle année remplie de projets !

Franziska Luthi & Salomé Perrin - Suisse Convention Bureau

SCIB - IBTM in Barcelona.



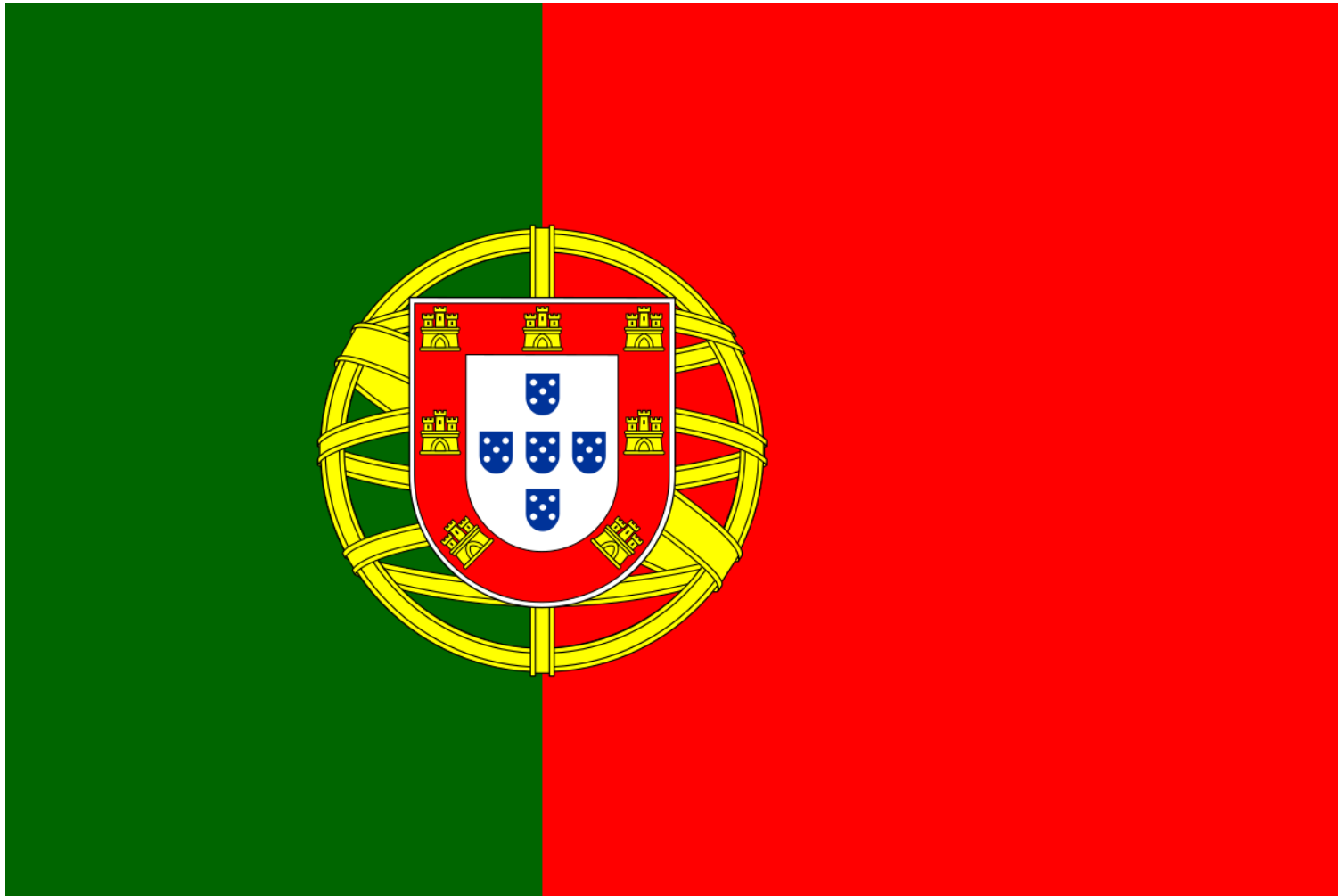
Switzerland.

Date: From November 29th to December 1st

- Great interest in the destination due to its sustainability approach and proximity to France
- 17 pre-scheduled appointments (several non-french meetings, 2 no-shows)
- Participation at the “Partance”, a networking cocktail → 15 additional new contacts
- Connection with 30 qualified contacts and 10 new recent relations



Portugal.





Switzerland.

KMM: Christmas in Basel @ TVI.

- Renown author and journalist, José Luís Peixoto, traveled to **Basel** to cover **Christmas markets** topic.
- **2 live TV** reports were broadcasted on the morning show of TVI, one of the top two TV channels.
- **1 article** will be published in autumn 2023 in “Cristina”, one of the main lifestyle magazine.
- In addition, several posts and reels were published on the author’s social media channels.



Timing: December 2022

Media contacts: 207'675



Marketing contacts: 217'800



Switzerland.

KMM: Christmas in Zurich @ SAPO Viagens.

- A journalist from “SAPO Viagens”, an important digital platform on traveling, and his family, participated in a media trip in **Zurich** focused on **Christmas markets**.
- **1 digital report** was published end of November and another article will be published in autumn 2023.
- The article was also promoted on SAPO’s main social media channels.



Timing: December 2022



Media contacts: 248’715



Marketing contacts: 76’600

Zurique e Natal, um amor que veio para ficar - Roteiros - SAPO Viagens 29.12.22, 11:24

SAPO MAIL JORNAIS CARROS CASAS EMPREGO BLOGS PROMOS VIRAL TUDO

VIAJAR PLANEAR FICAR SABOREAR Q MAIS MENU

Gastronomia Roteiros Hotéis

ZURIQUE E NATAL, UM AMOR QUE VEIO PARA FICAR

Volto JÁ
2 dez 2022 08:00

Durante o Natal, Zurique é banhada por uma luz quente e invadida por vários cheiros: canela, vinho quente e queijo derretido. E as melodias da época ressoam em todo o lado.



Paradeplatz, Zurique - Turismo da Suíça/My Switzerland

Quando pensamos em viajar no Natal, Zurique não é a primeira cidade que surge no imaginário, contudo, as viagens partem - ou pelo menos deviam - de uma premissa intrínseca do

<https://viagens.sapo.pt/planejar/roteiros-planejar/artigos/zurique-e-natal-um-amor-que-veio-para-ficar> Page 1 of 6

Zurique e Natal, um amor que veio para ficar - Roteiros - SAPO Viagens 29.12.22, 11:35

No mercado de Natal mais antigo de Zurique, em *Niederdorf*, ou no popular *Christkindlimarkt*, na estação ferroviária central, locais e turistas reúnem-se para procurar presentes e comidas nas barraquinhas geminadas, todas elas impecavelmente decoradas, como se um reputado designer tivesse passado por lá.

Por falar em marcas famosas, a árvore de Natal de 16 metros de altura no *Christkindlimarkt* está decorada com cerca de sete mil cristais Swarovski. Ao lado, um radiante carrossel para os mais pequenos, em que cada viagem custa 3 francos, o que para uma das cidades mais caras do mundo é até convidativo.

Conseguirão, inclusive, encontrar um pack de cinco viagens a 10 francos em *Wienachtdorf*, na *Sechseläutenplatz*. Com a ópera ao fundo, este mercado de natal recria o mundo perfeito do Natal, devido ao espírito encantado deste lugar, encostado ao rio Limmat.



Wienachtdorf, na Sechseläutenplatz - Volto JÁ

Este mercado é o mais variado - e mais bonito - da cidade, com opções de comida para todos os gostos e um catálogo variado para os que querem oferecer um presente. Mesmo ao lado, em

<https://viagens.sapo.pt/planejar/roteiros-planejar/artigos/zurique-e-natal-um-amor-que-veio-para-ficar> Page 3 of 7



Switzerland.

KMM: Switzerland by train @ Público & @ Eco.

- 2 journalists from Portugal, from «Público» and «ECO», leading print and digital newspapers, participated in the international media trip on Swiss Records.
- 1 Cover and 2 extensive digital reports were published in each respective newspaper.
- 1 podcast of 27 minutes was produced for Público's channel dedicated to trains.
- The article was also promoted on Público Fugas's social media channels.



Timing: October and December 2022



Media contacts: 2'594'885



Marketing contacts: 334'014

Spain.



Switzerland.



Switzerland.

Basel @Tiempodecerezas.

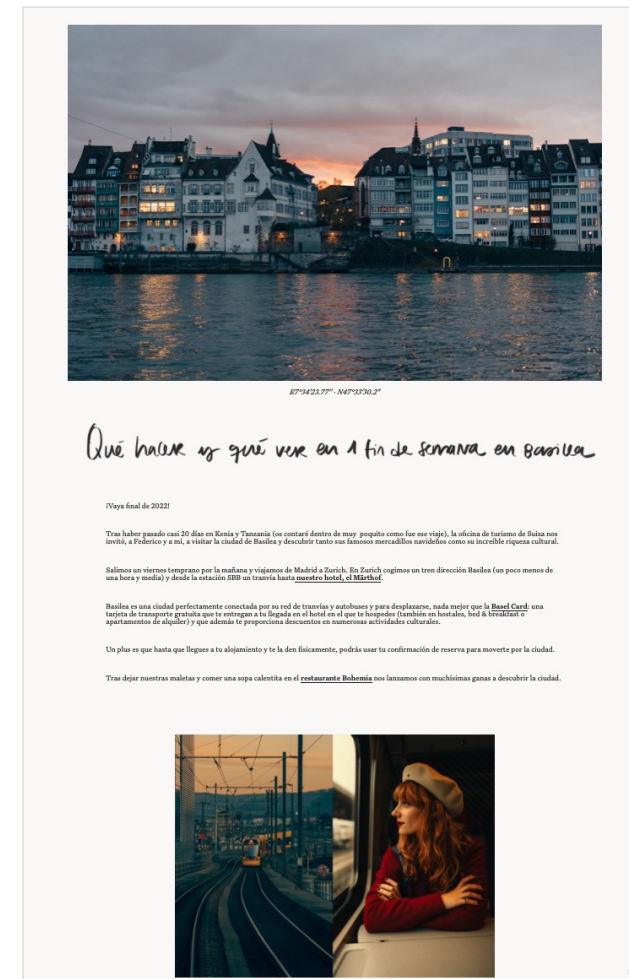
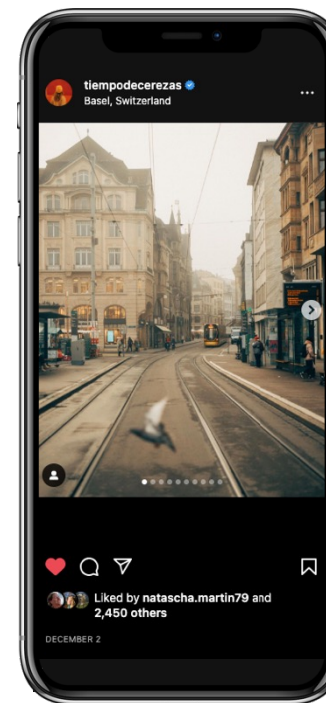
- Erea from @tiempodecerezas, is a content creator known for her artistic photography and a great sense of style and esthetics
- She traveled to Basel to visit the architectural and cultural attractions of the city linked to the Christmas market
- Publication of a post, various reels and stories in IG, as well as a very complete post in her blog pushed through her own newsletter

» [link](#) to IG profile



Timing: November-December 2022

Marketing contacts: 241'000 & ER 2.8%





Blum «one of the best fiction podcasts in 2022».

Switzerland.

We finish the year with 262.678 downloads and growing...

Los mejores podcasts de 2022

El equipo de audio y podcasts del periódico elige los títulos más representativos del año que termina



IC

ANDREA MORÁN, CARLOS G. FERNÁNDEZ Y JOSÉ ÁNGEL ESTEBAN

Jueves, 22 diciembre 2022, 09:21

Te interesa

- Las series más esperadas de 2023
- Machos alfa: machuelos patéticos en deconstrucción
- Los mejores podcasts de 2022
- ‘Todas las criaturas grandes y pequeñas’ vuelve a casa por Navidad con su tercera temporada

Otro gran año para el podcast en nuestro país. Formatos exitosos que continúan con temporadas nuevas, unos premios específicos e incluso una nueva plataforma centrada únicamente en audio, Sonora, que se añade a la consolidación de la oferta de productoras anteriores. El audio está en el aire: los periódicos lanzan artículos para escuchar y se va consolidando el formato 'daily', los museos suben sus propuestas sonoras a la red y las



Nuevas tendencias: Ficciones sonoras

Blum
La firma de Dios
Solo el Penitente Pasará
Escalera de caracol
Lo Sublime Sinistro

IVOOX REWIND 2022

ivoox #iVoxxRewind2022

PANTALLAS

Varios creadores de audio han elegido sus trabajos favoritos en español de los emitidos en los últimos doce meses

Los mejores 'podcast' del mejor año

HÉCTOR LLANOS MARTÍNEZ, Madrid

El consumo de podcast en España se ha duplicado en un año, alcanzando un promedio de 9,5 horas de escucha por semana frente a las 4,7 horas a la semana registradas en el año anterior, según el informe anual del Observatorio Ivoox, publicado en septiembre de 2022.

Ha sido el año en que Prisa Audio organizó los primeros Premios Ondas Globales del Podcast. Fueron 888 candidaturas y para su segunda edición, cuya presentación de proyectos se cierra en estos días, ya se ha superado esa cifra. Estos son los títulos favoritos de algunos expertos en la materia.

Martin Cruz Farga, director de sonido de Las Raras Podcast

CanCIÓN ExplorER (Adonde Media y Radiotopia). Esta adaptación al español del renombrado Song ExplorER está definitivamente a la altura de las expectativas. Su realización es impecable y la selección de sus invitados es un lujo. Además es un excelente ejemplo de un podcast que pone al sonido al centro del concepto y de la producción.

Blum (El Extraordinario). Este podcast de ficción española sobre una periodista que busca a una historiadora del arte desaparecida en Suiza tiene un tono muy distinto al de los típicos true crime. El guion es perfecto para el audio y junto al diseño de sonido crean un imaginario muy atractivo. Esto es importante porque, además, este es un bromed podcast (parodia) el más sutil que he escuchado hasta el momento.

Intoxicado (Anfibia Podcast para Spotify). Este podcast documental argentino cuenta la historia del asesinato cometido en 2018 por el famoso rockero Pity Álvarez. Con una profunda investigación y diversos recursos sonoros nos habla de rock, de los barrios periféricos de Buenos Aires, de la fama, las drogas y la salud mental.

Mar Abad, directora editorial y cofundadora del sello El Extraordinario

Misterio en La Moraleja (True Story para Spotify). Por su premisa. La periodista Eva Lamarea acude al barrio más rico de España para tratar de averiguar quién fue el único votante de Podemos en las elecciones autonómicas de 2011.

Compañeros (Sonora). Un espectacular documental sobre la historia de Podemos.

Gabinete de curiosidades (Podium Podcast). Una mitología, con la daltura de Nuria Pérez.



Cartel de Blum.



Portada de Intoxicado.



Cartel de Costa Nostra.

El consumo se ha duplicado en 2022 con respecto a 2021

La cifra de trabajos presentados a los Ondas supera la de la edición anterior

Una periodista busca al único votante de Podemos en La Moraleja

Camila Scher, directora de podcast de Amazon Music

Costa Nostra (La Maldita para Amazon Music). A riesgo de pecar de tenebrismo, no puedo evitar otorgarle el primer puesto a una de las producciones de la casa. Es muy difícil no hacerlo cuando se conoce la historia detrás de su historia. Este podcast no solo es uno de los proyectos más ambiciosos de Amazon Music en 2022, sino que lo fue también a nivel personal. Una minuciosa investigación periodística que explora, de la mano de Antonio Pampliega, la arquitectura y el misterio operario de las organizaciones criminales que conforman el llamado "convivir de la mafia" en la Costa del Sol.

Blum. Un podcast mestizo entre documental y ficción que nos hace viajar en tren, visitar museos y atravesar paisajes montañosos sin movernos del lugar. Pero tal vez lo más impresionante es que genera la hipótesis de que el arte plástico se extiende más allá de la vista, poniendo a prueba todos nuestros sentidos. Una exquisita ejecución.

Señoras con vídeo (El Terrat para Amazon Music). Conozco como un chat de cuatro amigas hace 15 años y se convirtió en el primer podcast original de Amazon Music en España. Detrás de este proyecto, se esconden una serie de apuestas que exceden su propia esencia conversacional para convertirse en un experimento creativo: seguir amplificando voces femeninas; visibilizar narrativas que van más allá de las problemáticas millenialistas o centennials; que sobredimensionan las plataformas de escucha hoy en día; y explorar un relato transmedia donde el chat grupal se vuelve una fuente de energía que alimenta los temas de cada episodio. Aviso

La vida y tal (Podium). Porque mejor tomarse todo con humor y disfrutar el combo Manuel Burque, Quique Pineda y Henar Álvarez y su análisis de la actualidad, que me encanta.

Buenos días (Cadena SER). Descubrir el combo Manuel Burque, Quique Pineda y Henar Álvarez y su análisis de la actualidad, que me encanta.

no hace falta ser señora, ni tener un vision para reírse a carcajadas.

Eugenio Viñas, editor creativo en Prisa Media

La historia es ayer (El Extraordinario). Marcos El, saca pedro de la historia gracias al arquetipo Alfredo González Ribald. ¿Son los objetos —un ladrillo, una air Jordan, un VHS— la forma más estimante para contar la historia contemporánea? El diseño sonoro de Andrés Quasada es fascinante en esta miniserie de no ficción.

Córdoba (Podium Podcast). Un thriller audiológico escrito para audio con mucho oficio. No solo es una gran historia, se convierte en el mejor de los vehículos para impregnarse de las sombras que amueblan los estantes de un colegio religioso donde habitan fantasmas de este mundo.

Fugas (Anfibia Podcast). Sobre los escapes más increíbles en las cárceles latinoamericanas. Ha llamado más de cine en sus presentaciones y se escribe con la garantía periodística de Anfibia Podcast. 2022 es el año de Argentina también por él.

Eduardo Alonso, director de Spotify Studios para el sur y el este de Europa

Misterio en La Moraleja (True Story para Spotify). Por transformar una noticia en un fantástico punto de partida de una investigación digna de las novelas de Agatha Christie. Con Eva Lamarea como nuestra Hércules Poirot, y con un premio Ondas al mejor podcast.

Case 63 (Emisor Podcasting para Spotify). Por transformar una ficción sonora en todo un fenómeno universal. Después de tres temporadas, y de ser adaptado al portugués, al hindi y al inglés, es impresionantemente ver cómo con tan solo unos pocos personajes, y a través de diálogos adictivos, este podcast chileno ha conseguido atravesar a miles de oyentes.

Chapparrite: La marcha del Prestige (SER Podcast). Por revisar esta tragedia natural en su aniversario aniversario. Un narrativo de los sucesos del Prestige que transmite la tremenda pérdida que supone para cientos de familias gallegas, y recordar la contienda más allá de la vista, poniendo a prueba todos nuestros sentidos. Una exquisita ejecución.

Idoia Cantolla, directora de contenido de Podium

¿Ciencia o evidencia? (Podium). Videopodcast recién estrenado donde todas tus dudas y preguntas sobre medicina tienen respuesta. Se escuchan a los protagonistas David Galliga.

La vida y tal (Podium). Porque mejor tomarse todo con humor y disfrutar el combo Manuel Burque, Quique Pineda y Henar Álvarez y su análisis de la actualidad, que me encanta.

Blum at TimeOut Madrid & Barcelona.



- Together with TimeOut we created a beautiful microsite.
A train journey through our cities tracing blum's steps and highlighting the must sees of each city
- The campaign included:
 - A highlighted box at their homepage (BCN + MAD) with 1.5 M unique visitors
 - SoMe campaign in IG with 443.000 followers and 437.089 in FB
 - Dedicated Newsletter to 188.000 subscribers
- Direct link to [MyS.com/Blum](https://www.mys.com/blum) with all the information and bookable citybreak offers



» [Check it out](#)



Timing: November-December 2022
Marketing contacts: 2'300'000



Switzerland.

Heidi Paula Fdez.Ochoa @Lugares de Nieve

- Paula is a very famous skier in the market and early year joined our Heidis Modernos family with a ski trip to Engelberg
- As with all the other Heidis we produced a guide and promoted it with the snow site Lugaresdenieve.com & newspaper La Vanguardia
- The campaign included:
 - Extensive advertorial online & offline with 594'000 contacts
 - SoMe posts reaching more than 253'000 accounts
 - Banner on Lavanguardia.com with 500'000 impressions

» [link](#) to the online article

GUÍA SUIZA EN BLANCO

Paula Fernández-Ochoa en las pistas de Engelberg-Titlis

Suiza en blanco con Paula Fernández-Ochoa

Suiza Turismo ha lanzado su campaña 'Heidis modernos' y Blanca Fernández-Ochoa es la encargada de hacer de embajadora en una guía imprescindible

Los imprescindibles de Paula en Lucerna:

- **Perderser por las calles** de su casco antiguo y cruzar el Kappelbrücke, el puente de madera más fotografiado del mundo.
- **Descubrir las obras arquitectónicas** de Jean Nouvel y visitar el monumento al líder católico, considerando la piedra más triate del mundo.
- **Paseo en barco** por su lago.
- **La chocolateería** de autor Max Chocolatier, con sus originales creaciones.

Más detalles sobre el viaje de Paula y su guía descargable en [MySwitzerland.com/paulafernandezochoa](#) o a través de este código QR.

¿Heidis modernos? Son una serie de embajadores recorriendo Suiza para contar en primera persona sus vivencias y experiencias y, de esta manera, servir de fuente de inspiración a todos aquellos que quieren viajar al país alpino. Y para dar a conocer la Suiza más blanca, quién mejor que la "Heidi" Paula Fernández-Ochoa, hija del mítico esquiador Francisco "Piquito" Fernández-Ochoa, oro en Sapporo'72.

Consultora y apátera en entornos de alta competición, fundadora de la marca Vivir/Resendo y miembro de la junta directiva de FEDEC y de la comisión de igualdad del COE, Paula viajó el pasado invierno a la estación de Engelberg-Titlis y a la ciudad de Lucerna, para contar, en primera persona, todas sus vivencias por la Suiza más blanca. Una vivencias que Paula ha plasmado en una detallada guía incluyendo todas sus recomendaciones y consejos de viaje.

Suiza es uno de los países con más tradición de nieve, con más de 7200 km de pistas de esquí y 2500 remontes y 29 estaciones situadas por encima de los 2800 metros. La estación elegida para Paula fue Engelberg-Titlis, uno de los dominios más desconocidos en España, pero con una gran fama como destino freeride y pistas que se sitúan entre los 2000 m y 3000 m de altura que aseguran casi al 100% la calidad de la nieve.

Conocida como "la pequeña Canadá", sus modernos remontes ofrecen al esquiador desde la base hasta la cima de las pistas en apenas 16 minutos. Además, está situada a menos de dos horas del aeropuerto de Zurich y se puede llegar cómodamente ya que el aeropuerto dispone en su misma terminal de una estación de tren.

Lo más destacado de Engelberg-Titlis:

- El **Big 5**, cinco rutas únicas de freeride, todas accesibles directamente desde los teleféricos o remontes.
- **Leub** está considerado el "no va más" por los amantes de la nieve en polvo. Con entre 32 y 38 grados, tiene una pendiente de inclinación perfecta y con sus 1200 m de desnivel ofrece lo que muy pocas otras pistas pueden ofrecer.
- El **Titlis Rotair**, primer teleférico giratorio del mundo, ofrece una vista de 360 grados.
- **La Glacier Cave** es una gruta de 150 m. de longitud que se puede recorrer hasta llegar al corazón del glaciar. Es un mundo mágico de hielo que tiene 5000 años de antigüedad. Hay que ir bien abrigado porque la temperatura en el interior es de -15 grados.
- El **Titlis Cliff Walk**. El puente colgante más alto de Europa. Un total de 150 escalones de infierno. El puente tiene un metro de ancho y más de 100 metros de largo. Las vistas hacia el abismo que hay debajo son impresionantes.

La ciudad de Lucerna

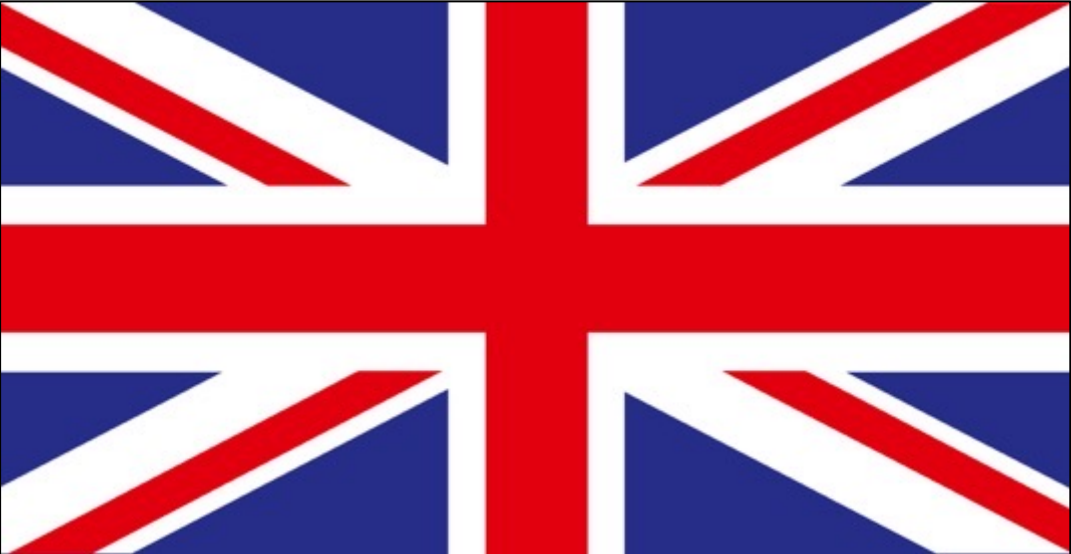
Lucerna es una de las ciudades más bonitas de Suiza, a tan solo una hora en tren desde la estación de Engelberg-Titlis por lo que Paula decidió añadir dos días más de viaje para conocer a fondo la ciudad de la luz. Lucerna enamora a todo aquel que la visita y cuenta con una fascinante historia medieval.

Todos estos detalles están en la guía que Paula ha escrito sobre su viaje a Suiza.



Timing: November-December 2022
Marketing contacts: 1'347'000

UK/Ireland.



Media lunch 'Gstaaderlaken'.

- A 'destination-combo first'
- Wednesday 7 December 2022
- 15 journalists participated
- 1 representative from Gstaad and Interlaken, short interview sessions
- Latest news winter 2022/2023 and what's new for 2023
- Lunch at Chalet Suisse in connection with Switzerland winter promotion at SKATE Somerset House in Central London





Switzerland.

UK Media Coverage.

- 1 Sep to 31 Dec 2022
 - 73 top media coverages
 - 416 media coverages
- Topics: RhB world record, skiing, launch Golden Pass etc.
- Telegraph, Financial Times, Harper's Bazaar, The Independent, Ski & Snowboarder Magazine, The Sunday Times, The Guardian, Country Life, BBC, CNN, National Geographic Traveller, Condé Nast Traveller, Wanderlust, etc.

Into the Vallees

Travel

Don't forget to *winter* home

Hugh Francis Anderson discovers the charms of Sils Maria that once entranced Hermann Hesse

Where? Waidhaus-Sils, Sils Maria, Switzerland
What? Assorted works
Why? It's 1949 and Hermann Hesse gazes east through the forest of Swiss stone pines towards Lake Sils, which lies under a heavy blanket of snow. The air is fragrant with the heady aroma of burning wood; the lights of Waidhaus-Sils a beacon in the fading light. "We stroll again beneath the larch and pines, grateful for the grandeur and isolation of this, the most beautiful mountain scenery that I know", he wrote. "The brisk, cool, dry mountain air lends a special freshness to every colour". Although he was the recipient of the 1946 Nobel Prize in Literature, Hesse never wrote another novel and, instead, spent his time writing poems and painting, often at Waidhaus-Sils, where he spent a total of 270 days during the decade before his death in 1962. The hotel (above) now hosts the Sils Hesse Days, a four-day event held every June that sees people congregate to celebrate the great writer (right). The business is a family one, the property owned and managed by Claudio and Patrick Dietrich, the great-grandsons of founder Josef Giger. Giger had always dreamt of a hotel in Sils-Maria that resembled a fortress upon a hill and was "beautiful, practical and solid". Completed in 1908, Waidhaus-Sils soon became a magnet for the cultural elite and its former guests count Albert Einstein, Thomas Mann, Neville Chamberlain and David Bowie among their ranks. Today, it is still regarded as one of the finest historic hotels in Europe. **How?** To make the most of the *Zugspitze* sublime skiing it's best to visit Sils-Maria in mid-January, when snowfall is high and there are fewer people on the mountains. *From ASSOCIATED PRESS (AP) (www.waidhaus-sils.ch)*

the month

Rail route of the month: on the slow line through forests and meadows in the Swiss Jura

Our slow-travel expert heights on the Jura's lit

A resort to rival St Moritz as the jewel in the Swiss ski crown

Ski holidays

Behold, the longest passenger train in the world

The record-breaking train in Switzerland featured 100 coaches, stretching for more than a mile

Written by Ed Cunningham Tuesday 1 November 2022

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





Switzerland.

The ideal Clipping.

- Leukerbad in this month's British Airways High Life Magazine
- Written by Karen Edwards
- Result of Media trip to Leukerbad in September 2022
- Double page spread with zero ad space, positive and inspiring content, all partners/websites have been mentioned/credited

MINIBREAK
LEUKERBAD

Located in the Swiss canton of Valais, within the Plyn-Finges Nature Park, this resort town offers a picture-perfect getaway for every season, says
Karen Edwards

WHY NOW?
While crowds have descended upon Switzerland's ski valleys such as Zermatt and Andermatt for decades, the small village of Leukerbad has long resisted the limelight, inviting in-the-know guests to enjoy its nature, charm and excellent food. In winter, Leukerbad's 34 miles of powder-soft slopes and 11 cross-country runs today buzz with skiers and snowboarders. Come spring, the sunshine reappears – Leukerbad averages 300 days of sun each year – and outdoor activities are often trialled against a backdrop of cloudless blue skies and temperatures of 20°C.

EXPERIENCE
An average of 3.9 million litres of hot water flow from the 65 thermal springs surrounding Leukerbad each day so slipping into at least one of the town's five thermal pools is a no-brainer. Family-friendly Leukerbad Terme offers the most dramatic backdrop – with a view of the snow-capped Alps from ten pools, jet baths, whirlpools and even an ice bath. Couples may prefer the typically quieter thermal sanctuary at Walliser Alpenherme and Spa with its soothing Roman bath-style sauna and steam room.
leukerbad.ch; alpenherme.ch

ESCAPE THE CROWDS
Find near-isolation in the summer months on the 125 miles of hiking ways and 140 miles of bike trails winding across Leukerbad's mountain ranges. The walk from Gemmi Pass to Lake Daubensee is extra-special for those who enjoy a moderate uphill ramble. Above the Rhone Valley, the Torrent Trail takes bikes through Plyn-Finges pine forests and tiny mountain villages, while 'Monster' scooters can return you to the village from Rinderhütte Station (1,350m).
leukerbad.ch/en/summer

EAT
Conveniently situated en route down from the Torrent, Weidstättli serves warming soups, potato rösti and pulled pork burgers for a hearty refuel. With panoramic views and a children's playground, this is the local pit stop. In town, cosy Tannenheim – Pocoloco and Cheeseery, a family-run mountain hut, creates steaming pots of fondue to order. Run by a local husband-and-wife team, it comes primed with a wood burner and woollen blankets for winter nights and a sun terrace for summertime.
weidstaetli.ch; tannenheim-leukerbad.ch

SHOP
Stop in at Alti Molkeri delicatessen on Dorfstrasse, which sells everything from a regional raclette and homemade fondue to local beers, spirits and pre-packed gift hampers. Outdoor clothing can be bought at ReAction on Kirchstrasse. Just a few steps from the central bus station and tourist information centre, Migros supermarket has every essential: sun hats and sun cream, swimming gear and toiletries.
alti-molkeri.ch; reaktion.shop

STAY
On the edge of town, Hotel Walliserhof is a renovated Valaisian wooden chalet with pretty flower-laden balconies opening out to the watercolour mountain scenery. It is here, at the breakfast buffet, that you can sample *fubaly* – a creamy Alpine cheese produced on the pastures 2,040m above Leukerbad. Access to the Leukerbad Terme and Gemmibahn are included with every stay. Meana while, Hotel Quatzenhof – with its traditional bistro – is a more affordable option for longer stays.
walliserhof.ch; quatzenhof-leukerbad.ch

SWISS STROLLS
Left: Leukerbad sits beneath towering cliffs. From top: hiking the panoramic Torrent Trail; Weidstättli's homemade steussel; riding Monster Treatline's scooters; the Walliser Alpenherme outdoor whirlpool; Hotel Walliserhof; hiking from the Gemmi Pass to Daubensee lake

ha.com/geneva

North America.



SCIB NA: M&I Americas 2022.

November 17 – 19, 2022.

- Postponed event from 2020
- 3-Day Event
- One-to-one meetings & networking activities
- 165 North American Buyers
- 150 Supplier Tables
- Swiss Partners: Andermatt Swiss Alps, RoyalSavoy Lausanne & President Wilson Geneva
- SCIB conducted 41 meetings, of which 16 were new companies and 20 new contacts
- Overall 43 new companies, 32 new contacts
- 4 new RFPs and 4 potential in-house webinars
- Caroline won Gold for ‘Leading Sales Professional’





Switzerland.

Media Event: Extravaganza 2022.

- Holiday media VIP reception and seated dinner in New York
- Date: December 12th, 2022
- Theme: Grand Train Tour
- Guests: 60 people
- Partner: Swiss Travel Systems with keynote by Maurus Lauber, STS
- Strapa integration: Victorinox, Swiss Cheese, Swiss Wine



USTOA Annual Conference - Austin.

November 28 – December 2, 2022

- Annual Conference of the United States Tour Operators Association
- Top NA tour operators attend the conference
- 13 Swiss partners present
- 1:1 meetings (marketplace) and keynote sessions
- 36 appointments
- Sponsorship of “Around the world” breakfast with Swisstainable as topic (together with Kuoni Tumlare). 120 travel trade guests
- Overall attendance: 800



Sales Calls STS & partners.

December 5 – 9, 2022

- STS partners: Rigi, SGV, Schilthorn
- Austin, Tampa, Boston
- Focus on key rail accounts, hybrid version of roadtrip and remote meetings
- 19 in-person product meetings and agent trainings
- 5 virtual staff trainings w/Railbookers, Europe Express, Trading Places Intl., Tenon Tours
- 1 virtual product meeting with OTA Happyrail (global account)



Media Top TV Result: NBC Access Hollywood.

- Access Hollywood
- TV Host: Lindsay Myers
- Title: Holiday segment Switzerland
- Date: December 14th, 2022.
- Circulation: 788K uvpm
- Featured: Vaud, Geneva





Switzerland.

Media Top TV Result: CBS News.

- Access Hollywood
- TV correspondent: Wendy Gillette
- Produced 3 stories in Switzerland which will be aired in 2023 about train travel, wellness, and a few museums.
- Circulation: 38.6M uvpm
- Featured: STS, Jungfrau Region, Zermatt, Zurich

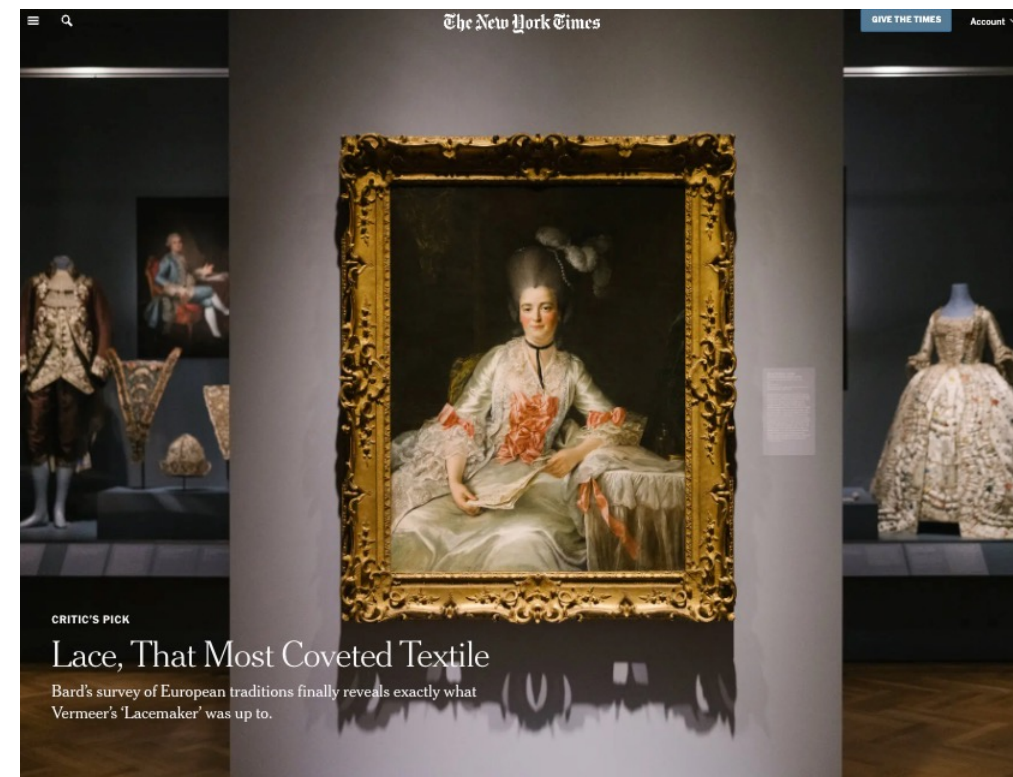




Switzerland.

Media Top Result: New York Times.

- New York Times, print and online
<https://www.nytimes.com/>
- Journalist: Roberta Smith
- Title: Lace, That Most Coveted Textile
- Date: December 8th, 2022 (online) and December 9th (print).
- Circulation: 586 k (print) and 138 M (online)
- Featured: St. Gallen

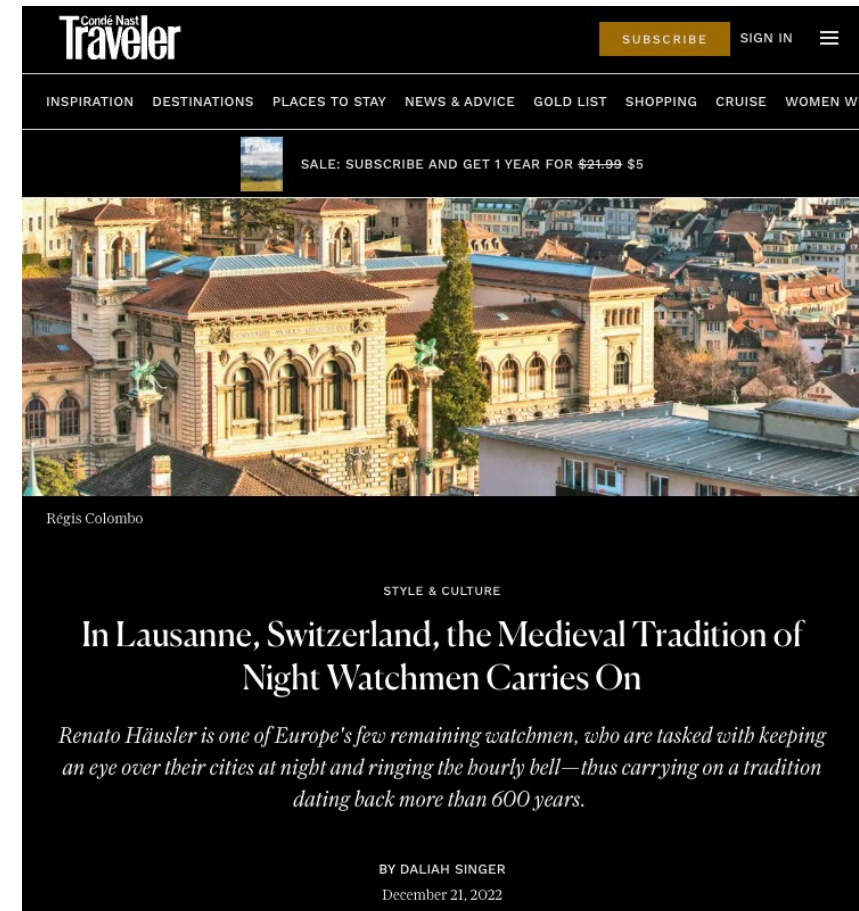




Switzerland.

Media Top Result: Condé Nast Traveler.

- Condé Nast Traveler,
<https://www.cntraveler.com/>
- Journalist: Daliah Singer
- Title: In Lausanne, Switzerland, the Medieval Tradition of Night Watchmen Carries On
- Date: December 21st, 2022.
- Circulation: 3.36 M
- Featured: Lausanne



Media Top Result: Yahoo! life.

- Yahoo! Life, <https://www.yahoo.com/lifestyle>
- Journalist: Nashia Baker
- Title: From Multi-Generational Trips to Train Rides, These Are the 5 Travel Trends to Expect in 2023, Experts Say
- Date: December 16th, 2022.
- Circulation: 11.9 M
- Featured: Swiss Travel Systems



Switzerland.

The screenshot shows the Yahoo! Life website interface. At the top, there is a search bar and a 'Sign in' button. Below the search bar is a navigation menu with categories: Life, Holidays, Featured, Well-being, Parenting, Style & Beauty, Food, Horoscopes, and Shopping. A purple banner for 'yahoo! protect' is displayed, with the text 'Don't let your phone hold you back' and a 'Get protected' button. The main content area features a 'Living' section with the article title 'From Multi-Generational Trips to Train Rides, These Are the 5 Travel Trends to Expect in 2023, Experts Say' by Nashia Baker, dated December 16, 2022, with a 4-minute read time. The article's main image shows a group of people walking on a beach. To the right of the article is another 'yahoo! protect' banner and a 'TRENDING' section with the title 'What are the benefits of being sober curious?' and a small image of a person.

Media Top Result: Condé Nast Traveler.

- Condé Nast Traveler, <https://www.cntraveler.com/>
- Journalist: CNT Editors
- Title: The Best Trips Our Editors Took This Year
- Date: December 26th, 2022.
- Circulation: 3.36 M
- Featured: Dolder Grand, Glacier Express, Badrutt's Palace Hotel.



The Best Trips Our Editors Took This Year

By CNT EDITORS
December 26, 2022 12:00 PM



Zsolt Hlinka/Getty

From Naples to New Mexico.

The year 2022 was when we got to really stretch our travel muscles again. For some *Condé Nast Traveler* editors, that meant gathering with friends and family for reunions and **weddings** around the U.S., or discovering corners of the country they'd always dreamed of visiting. Others ventured much further afield: a **skiing assignment** in Switzerland, a cultural immersion in Venice, or a **once-in-a-lifetime safari** in Kenya. But regardless of where we went, each trip was unforgettable. Read on for some of the best trips our editors took this year.

Brazil.



Switzerland.



KAM: STS EXCELLENCE PROGRAM FAMTRIP



Switzerland.

December 01st – 07th, 2022

- Famtrip in partnership with Swiss Travel System
- Nine travel professionals from Brazil were invited to experience the new Goldenpass Express and highlights of Switzerland including: Montreux, Vevey, Jungfrau region, Engelberg-Mt Titlis, Lucern, and Zurich.
- Program support: Montreux-Vevey Tourisme & Convention Bureau, Hôtel des Trois Couronnes Vevey, Jungfrau Region Tourism, Interlaken Tourism, Victoria-Jungfrau Grand Hotel & Spa, Luzern Tourismus, Engelberg-Titlis Tourismus AG, Kempinski Palace Engelberg, Zürich Tourism and many more local partners involved



KAM: STS EXCELLENCE PROGRAM FAMTRIP





Switzerland.

KAM: TTW GROUP POST-ILTM FAMTRIP

December 09th – 15th, 2022

- Exclusive Winter Famtrip organized by ST Brazil in partnership with TTW Group
- TTW Group's product director + six travel agents members of TTW Lab experienced a customized ski program including: St Moritz, Zermatt, and Zurich.
- Program support: Engadin St Moritz Tourismus AG, Kulm Hotel St. Moritz, Zermatt Tourismus, Mont Cervin Palace, Air Zermatt, Zermatters, Swiss Travel System, Glacier Express, La Réserve Eden au Lac Zurich and many more local partners involved.
- Great Social Media results and engagement;
- Trade media article:

https://www.panrotas.com.br/mercado/operadoras/2022/12/ttwgroup-promove-famtur-na-suica-para-agentes-de-viagens_193757.html



KAM: PRIMETOUR TRAINING – HEALTH TOURISM

December 13, 2022

- Dedicated Health Tourism training presentation
- 40 travel professional from Primetour B2B and B2C teams attended (25 online + 15 face to face)
- Dedicated Q&A session
- Afternoon tea sponsored by Switzerland Tourism



KAM: PRIMETOUR – HEALTH MAGAZINE DISTRIBUTION

December, 2022

- 200 Health Magazine distribution in partnership with Primetour through Mercedes-Benz mailing to potential luxury clientele.
- 50 Health Magazine distribution to Primetour IC's selected client.
- Customized message and insert into brand new Primetour's luxury Magazine.



KAM/Digital Newsletter: Zurich

- **Highlight:** Zurich Tourism dedicated newsletter
- **02 sendings:** Dec 14th and 20th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate: 26.01%**
- **Link newsletter:**
<http://smtp.mailnewsdobrasil.com.br/email/SUICA-04DE12-2022/suica-04de12-2022.html>
- **Key partners highlighted in the content:**
 - Zurich Tourism
 - Lindt Home of Chocolate
 - STS & MOB

> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER



©Fabian Scheffold

Experiências de inverno imperdíveis em Zurique

No mês de Dezembro, a Suíça recebe oficialmente uma das estações mais mágicas do ano: o inverno. A mudança das lindas paisagens suíças traz com ela uma temporada recheada de esportes de neve nas mais belas montanhas, além de experiências e sabores inesquecíveis em cada charmosa cidade desse pequeno e encantador país.

A Suíça é o destino original de férias de inverno, com uma tradição de mais de 150 anos, e graças aos seus Alpes cobertos de neve atrai viajantes do mundo inteiro. Não importa se o visitante quer gastar as energias com muito ski ou simplesmente visitar as lindas montanhas para recarregar as baterias, é possível vivenciar a magia do inverno nas montanhas combinado com o charme urbano de Zurique.

Zurique é o perfeito "gateway" (portão de entrada) para os Alpes Suíços e durante a sua estadia na cidade, você também pode experimentar a beleza das montanhas. De fato, muitos dos mais altos picos de montanhas estão a apenas 1 a 2 horas de distância da cidade, e podem ser facilmente acessados através das excelentes conexões de transporte ou de tours guiados com o planejamento de dias muito animados na neve para toda a família. Alguns exemplos são Mount Rigi (40 minutos), Mount Stoos (50 minutos) ou Mount Titlis (70 minutos).

Saiba mais:



Switzerland.

KAM/CAMPAIGNING & ACTIVATION: FVO & ST Calendar 2023

- Switzerland Tourism Brazil sponsored FVO's annual calendar as part of a joint annual business plan.
- 500 print to be sent to 130 luxury travel agencies from across Brazil.
- Customized new year's message and I Need Switzerland campaign message.
- Monthly highlight promotion of Swiss partners:
 - St Moritz, Verbier, Crans Montana, Zermatt, Zurich, Geneva, Lucern, Lausanne, Swiss Travel System, gastronomy, etc.





Switzerland.

KAM/CAMPAIGNING & ACTIVATION: Xmas Giveaways

- Switzerland Tourism Brazil delivered Xmas Giveaways including panetones from Lindt and customized festive season message to 60 main trade contacts and partners from the luxury market of São Paulo.
- Swiss partners:
Lindt Brazil



CAMPAIGNING & ACTIVATION: Seeding activity

- Switzerland Tourism Brazil has sent to 100 digital influencers an “Advent Calendar”.
- **The advent calendar contain:**
 - 24 tips about tourism in Switzerland. Every tip has a QR Code to get more information online.
 - All of tips is reproduced on Instagram @MySwitzerlandBR.
 - 24 Lindt Ball.
 - On December, 25th the gift is a small cow.
 - The calendar is also an invitation to the event on December, 07th.



CAMPAIGNING & ACTIVATION: Seeding activity



CAMPAIGNING & ACTIVATION: Seeding activity



lala.mesquita
Shops Jardins

lala.mesquita Você acredita em coincidências?

Na última quarta-feira, estive presente em um evento muito especial, à convite do Turismo da Suíça.

Recebi esse convite alguns dias depois de escolher o próximo destino de férias e advinha para onde vamos?!
🇨🇭🇨🇭🇨🇭🇨🇭🇨🇭

Então, imagine a alegria da criançada quando abriram a caixa e viram o calendário do advento recheado com chocolates suíços! 💎

Que honra receber essa surpresa e participar desse evento lindo ♡ @myswitzerlandbr @listandco @flyswiss @swiss

#ineedswitzerland #tbt
3 d Ver tradução

vanessahadi Amadaaaa

Curtido por clercfabien e outras 311 pessoas
HÁ 3 DIAS

Adicione um comentário... Publicar

KMM/ CAMPAIGNING & ACTIVATION: Advent Calendar reproduced on MySBR



myswitzerlandbr

myswitzerlandbr Vem com a gente hoje e descubra mais uma curiosidade sobre a Suíça.

Os famosos Alpes Suíços compõem as paisagens extraordinárias do país, com montanhas e picos nevados, que ocupam mais de 60% de todo território Suíço.

Saiba mais clicando no link dos stories/destaque

#myswitzerlandbr #ineedswitzerland #inLOVEwithSWITZERLAND

2 sem Ver tradução

nana.o.carvalho12 Amo demais!! 🥰🥰🥰🥰

2 sem Responder Ver tradução

lilianpegliotti ❤️

2 sem Responder

alexandretaleh 🍀🍀🍀🍀

Curtido por clercfabien e outras 140 pessoas

DEZEMBRO 3

Adicione um comentário... **Publicar**



myswitzerlandbr

myswitzerlandbr No 9º dia de curiosidades descubra um pouco mais sobre os trens da Suíça

A Suíça possui rotas de trens panorâmicos, que são um dos maiores destaques do turismo no país. Elas descortinam espetaculares cenários de montanha, passam à beira de geleiras azuladas e lagos cristalinos e cruzam vilarejos e vales idílicos.

Saiba mais clicando no link dos stories/destaque

#myswitzerlandbr #ineedswitzerland #inLOVEwithSWITZERLAND

1 sem Ver tradução

sarah.chrispim Vou pra Basel quinta, muito feliz e animada! ❤️🇨🇦

1 sem Responder Ver tradução

cacafilippini 🍀🍀🍀🍀

Curtido por marapessoa.tourism e outras 110 pessoas

DEZEMBRO 9

Adicione um comentário... **Publicar**

CAMPAIGNING & ACTIVATION: EVENT “Winter Launch Event ”

December, 7th

- Event at ROI Restaurant at CJ Shops (JHSF Group).
- The event launched the winter season to a very potential final costumers and digital influencers – total of 51 guests.
- A lucky draw was done during the event. Lucky draw’s partners:
 - SWISS: 2 business flights
 - The Dolder Grand Hotel: 2 overnights in a double room.
 - Badrutt’s Palace Hotel: 2 overnights in a double room
- Natália Leal done a quick introduction about the winter season in Switzerland.
- Gift bags containing: a bottle of a Swiss wine, St. Moritz Magazine and an ON bonnet.



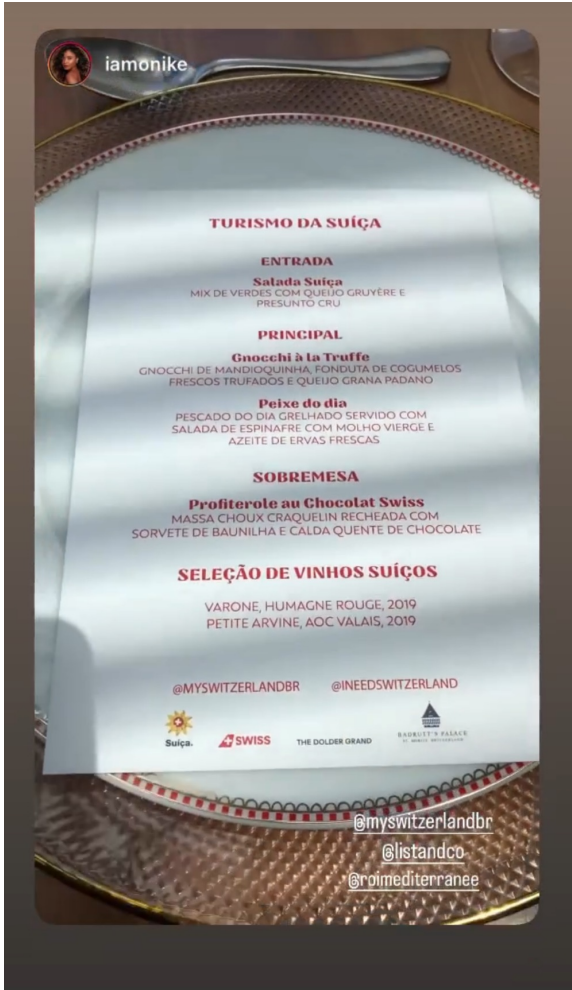


Switzerland.

CAMPAIGNING & ACTIVATION: EVENT “Winter Launch Event ”



CAMPAIGNING & ACTIVATION: EVENT “Winter Launch Event ”



CAMPAIGNING & ACTIVATION: Partnership at Cidade Jardim Shopping Mall

Between December, 1st and January 2nd.

- In partnership with Cidade Jardim shopping mall – Switzerland Tourism organized a “buy and win” promoting a prize: a Trip to Switzerland.
- The promotion will be during the month of December.
- The partners involved have agreed strategic communication points:
 - Backdrop or elevator door to each partner.
 - Advertisement in the Cidade Jardim Magazine.
 - Logo’s around the shopping mall about the x-mas promotion “buy and win”.



CAMPAIGNING & ACTIVATION: Partnership at Cidade Jardim Shopping Mall

- SWISS
- La R serve Hotel Geneva
- Guarda Golf Hotel & Residence
- Perfect Trip (travel Agency in the mall) will offer the meals to the winner



CA/KAM: PERFECT TRIP – Launch Event winter campaigning at Perfect Trip

December 14, 2022

- Xmas Consumer Campaign in partnership with Perfect Trip running from Dec 01 – 31, 2022 at Cidade Jardim Shopping Mall;
- Campaign prize: Business class tickets with Swiss + 2 nights Guarda Golf Crans Montana + 2 nights La Reserve Geneva + Meals (lunch and dinner) offered by Perfect Trip.
- Launch event on Dec 14 organized by Perfect Trip
- ST support with 20 bottles of wine



KMM: International Media Trip

December

- Between December, 1st and 4th.
- Trip to promote the new Golden Pass Panoramic Express.
- Fabiane Gama - @loucos por viagem – 578K followers



ineedswitzerland e loucosporviagem
Surfaces, salem ilese · Come With Me

ineedswitzerland Mais uma super novidade em primeira mão para vocês! Esse é o novo trem panorâmico GoldenPass Express que liga Montreux a Interlaken em 3h15 sem precisar fazer conexão!

Essa nova rota de trem direto vai começar a operar em 11.12, saindo às 9h35 de Montreux e chegando às 12h50 em Interlaken Ost. No sentido contrário, sai de Interlaken Ost às 9h08 e chega em Montreux às 12h20.

A partir de junho essa rota vai ter 4 horários diferentes diários em ambos os sentidos! E para quem tem o Swiss Travel Pass só precisa pagar a reserva do assento (CHF 20 em 1 ou 2 classe e CHF 35 na 1 classe Prestige).


[@mob.goldenpass](#) [@myswitzerlandbr](#) [@interlaken](#)
[@montreuxriviera](#)

2 sem Ver tradução

marceli_moreira Tem um lado q seja mais legal de escolher o assento? Sempre da pra ver o janelão do outro lado, mas podendo escolher... Qual o mais bacana pra estar?

2 sem 4 curtidas Responder Ver tradução

👍 🗨️ 📌

 Curtido por [clercfabien](#) e outras 7.877 pessoas

DEZEMBRO 3



Switzerland.

KAM/KMM: Hub Elite Magazine – cover & article

December

- Printed and digital magazine
- Magazine Cover (Zurich) + 2 pages article
- Copies 2'600
- Audience: Luxury clientes (database of eleven travel agencies from Rogeria Pinheiro's mentorship program)
- Coverage: Zurich, Lindt Home of Chocolate, Lake Geneva, Montreux & Montreux Jazz Festival, Lavaux, Swiss Travel System/MOB, St. Moritz, Zermatt, Lucern, Engelberg-Titlis, Art Basel.



KMM: Forbes Magazine - article



Switzerland.

December

- Printed and digital magazine
- 22'000 copies
- 78'300 digital users (APP)
- Audience: AAA, A
- Coverage: Health tourism

FORBES BRANDVOICE | TURISMO SUIÇA | CONTEÚDO PATROCINADO

PRÓXIMO DESTINO: SAÚDE

Com um dos melhores sistemas de saúde do mundo, a Suíça oferece alto padrão em atendimento, estrutura de ponta e hospitalidade

O turismo de saúde e bem-estar é uma vertente que ganha relevância ano a ano, com viajantes do mundo todo buscando alternativas para o corpo e a mente, da prevenção ao tratamento de uma vasta gama de males. Nessa categoria, a Suíça desponta como um dos melhores destinos do planeta.

O país europeu oferece o mais alto padrão de atendimento e cuidados médicos. Clínicas exclusivas têm infraestrutura diferenciada, além de profissionais reconhecidos como pioneiros em pesquisas e técnicas médicas inovadoras. Os médicos trabalham em estreita colaboração com universidades, institutos de pesquisa e empresas farmacêuticas, em uma combinação quase perfeita de conhecimentos teóricos e práticos.

A Suíça liderou o ranking ICEH de 2018 por seu sistema de saúde, que levou medalha de ouro na comparação com 35 países europeus.

Agilidade no atendimento – tanto em casos de emergência quanto em procedimentos eletivos – tecnologia médica de ponta, respeito pela privacidade dos pacientes e conforto cinco estrelas também para os acompanhantes – que podem desfrutar de um programa relaxante de atividades de férias – estão entre os diferenciais do país.

Além disso, a Suíça possui uma longa tradição de acolhimento de pacientes internacionais, com sensibilidade e respeito por outras culturas e religiões. Os visitantes ainda podem desfrutar o ar fresco das montanhas, as paisagens deslumbrantes e as fontes termais curativas.

O MELHOR PARA CADA UM

A Suíça tem uma extensa rede de hospitais e clínicas especializadas, com diversas opções para atender a necessidades específicas. Além de verificar as especialidades médicas, é importante considerar outros fatores, como serviços oferecidos e localização dentro do país.

Viagens de saúde sempre partem de uma necessidade específica e individual. Por isso, há diversos programas desenvolvidos para quem precisa se afastar da vida cotidiana para se recuperar com tranquilidade e para quem deseja se tratar com os melhores especialistas.

Equipes de apoio internacional das clínicas podem organizar toda a sua estadia. Também existem agências capazes de responder às dúvidas e atender às demandas ligadas a tratamento médico, transporte e apoio aos familiares. Ao contar com a ajuda delas no planejamento de seu roteiro, sua viagem vai funcionar como um bom relevo suíço.

Aponte sua câmera para o QR Code e consulte informações sobre o turismo de saúde na Suíça



Grand Resort Bad Ragaz, conhecido há mais de 100 anos, oferece a melhor combinação de saúde e bem-estar em um ambiente único e relaxante.



Incomodado. "Parece que vocês sabem a hora que eu queria alguma coisa", ele me disse."

Os bangalôs são estrategicamente situados entre si e passam uma forte sensação de isolamento. Os deslocamentos internos (para os três restaurantes, o spa Slesley, a quadra de tênis, a piscina coberta, a academia, a loja que vende roupas, produtos de beleza e cachapa de marca própria, a prata privativa, o heliponto; e a recepção) são feitos por automóveis ou utilitários elétricos (como os de golfe, de quatro lugares). Para quem estiver em forma, é até possível vencer essas distâncias a pé, mas logo na entrada o visitante se espanta com o quão íngremes são os caminhos dentro da propriedade – que incluem uma trilha para caminhadas.

No café da manhã – com opção de menu degustação de 10 etapas que muda diariamente e que é servido a qualquer hora do dia – no almoço e no jantar, no entanto, percebe-se que o resort não está vazio, mas sim ocupado por vários casais de diversas idades, falando em português, espanhol e inglês.

Por falar em idade, eles recebem crianças apenas em datas especiais, como Dia das Mães, Dia dos Pais e Natal, e mesmo assim só maiores de 14 anos (cada de peso).

Astas, envolvidos em um belo cenário e muito silêncio, é hora de desfrutar a dois dos confortos do bangalô: piscina de fundo infinito aquecida, sauna e hidromassagem com vista para o mar, jacuzzi de aço inox e jacuzzi 600 fios, adega, banheiro duplo e até uma lareira, que foi acionada em um atípico dia de chuva e frio.

No meio da estadia, fomos convidados a fazer o upgrade para o bangalô Especial Emeralda, com sua academia privada e móveis assinados por Jader Almeida (diárias médias de R\$ 8.500). Excelente, mas estávamos mais do que satisfeitos com nossas instalações e lá permanecemos.

A GASTRONOMIA

A academia teria sido uma boa ideia para queimar as calorias dos excelentes e fartos cafés da manhã, almoços e jantares de que desfrutamos nos restaurantes do resort, dois deles abertos e conectados com as belezas naturais e um mais intimista, que se estende até a lhotte em frente por uma simpá-



Em sentido horário: bangalô Especial Emeralda, o maior do hotel; degustação de ostras, e a ilha particular do resort, que oferece jantares a dois

tica ponte de madeira – onde apenas um casal por noite pode agendar o jantar (um menu de seis tempos harmonizado pelo simpático sommelier argentino Germán Ziegando) em um ambiente arrebatador.

O menu, com boas combinações nas entradas, nos pratos principais e nas sobremesas, é agradável e criativo na medida certa. Prioriza ingredientes locais, como os peixes e frutos do mar fornecidos pelos pescadores gaúchos e as verduras e especiarias cultivadas na horta orgânica do próprio hotel.

Nossa primeira refeição resume bem essa proposta: peixe branco, salmão, Lula e camarão tigre assados na brasa e servidos com abobrinha, berinjela, pimentão, espargos e batata, seguidos de cocada de cupuaçu com crocante de tapioca, pirulê de castanha-do-pará e ganache de maracujá.

Há espaço no cardápio para experiências mais surpreendentes, como a degustação de ostras e o prime rib black Angus precedido por uma salada de figos caramelizados com presunto parma, queijo de cabra com pistache e redução de azeite balsâmico.

AGITO X SÓS SÓS

Um tanto pelo tempo fechado, outro tanto por nossa proposta de diminuir o ritmo em um dos mais belos resorts do país, minha mulher e eu deixamos de lado atividades como mergulho, snorkeling, passeios de canoa e de stand up paddle. A lista de atividades inclui ainda passeios de helicóptero, de barco de pescador e de lancha pelas praias da região – fizemos este último, que nos permitiu visitar a Praia de Paimas, a maior de Cabo Fumeiro e a que mais tem atraído turistas, incorporadora e investidores. A lancha pode ficar o dia todo à disposição do hóspede (R\$ 6.500).

Por isso, permanecemos felizes à nossa proposta inicial: comer, relaxar e amar. 0

FORBESLIFE VIAGENS

BRANDVOICE



Switzerland.

KMM: The Traveller - article

December

- Printed and digital magazine
- 15'000 copies
- Audience: AAA,A
- Coverage: Health & Wellness tourism
- Link:
<https://teresaperez.com.br/thetraveller/ed108.html>



Hotéis que estão entre os melhores da Suíça focam no wellness tourism, com complexos de água termal, centros médicos, spas ultramodernos e alguns dos cenários alpinos mais deslumbrantes do planeta

Alçando o massagista a maestro, a sinfonia que ecoa na sala de tratamentos está sincronizada com o ir e vir de suas mãos. Um suave deslizar para a esquerda e irrompe um rumor de vento e um tilintar distante; um movimento abrupto para a direita e é como se ondas subitamente rebotassem no cômodo. As vibrações sonoras infiltram-se no corpo do cliente e misturam-se ao aroma de baunilha e cardamomo do óleo quente usado na massagem indiana ayurvédica de imersão musical. O tratamento ultratecnológico é exclusivo do Spa Cinq Mondes, do Beau Rivage Palace – o mais antigo hotel de Lausanne, no oeste suíço, fundado em 1865. O local reúne piscinas interna e externa, sauna, câmara de crioterapia, duas quadras de tênis, salão de beleza, estúdio de meditação e academia com vista para o Lago Léman.

O Cinq Mondes foi também o primeiro a introduzir a técnica japonesa ko bi do, celebrada pelos seus efeitos naturais de lifting no rosto – a mais pedida no spa. Todas as experiências se iniciam com o cliente escolhendo a fragrância e a iluminação da sala. "Estamos vivendo em um mundo neutro, padronizado, em que tudo é igual. Queremos ser os melhores anfitriões, acolher as pessoas, descobrir suas necessidades e fazer com que se sintam especiais", diz Stéphanie Reumont, gerente do spa.





Switzerland.

Campaign & Activation: GRU Airport

December

- Between December, 9th and 30th from 2 pm to 8 pm, Switzerland tourism was present in the VIP Safra lounge (business and first class) at Guarulhos Airport.
- 1 hostess handing "health magazine" and Lindt chocolates for those who are interested.
- Audience: AAA, A – 500 people per day at the lounge.
- Coverage: Health tourism



Campaign & Activation: GRU Airport

December

- Between December, 16th and 30th the health movie was showcased in the big screen at Guarulhos airport in front of the VIP Safra lounge (business and first class). The screen reached people from the entire international área.
- Coverage: Health tourism



Thank you.



Switzerland.