

International.



Switzerland.





Switzerland.

STMS: Pre and Post Tour for delegation Emerging Markets.

- Pre Tour Interlaken (14-15 Jan)
 - Guided tour at The Circle Zurich Airport
 - Direct connection Airport-Interlaken
 - GoldenPass Express
- Post Tour Andermatt (19-20 Jan)
 - Glacier Express Experience
 - Discover ski areas Gemstock and Skiarena Andermatt-Sedrun
 - Après-ski train
 - Andermatt: history, The Chedi, Hotel Radisson
- Convenience of luggage transfer





Switzerland.

Special recognition for “Federico” from Bluerose/Iran.

- Recognition to Federico for 7 years of cooperation on the Iranian market
- Symbol of trust, professionalism, dedication for the market, friendship, cultural acceptance, etc.
- Presented by Omid Alikhan, CEO Bluerose, Tehran
- Wall carpet, partially handmade



IMTM Tel Aviv, Israel.



Switzerland.

- Important Travel Exhibition in Tel Aviv, Israel on 14 -15 February 2023
- Participation as a visitor to reconnect with KAM, KMM and Airlines
- Large presence of Central Asia, Georgia, Croatia vs absence of classic European destinations

iMTM2023 14-15 FEBRUARY
29TH INTERNATIONAL MEDITERRANEAN TOURISM MARKET
EXPO TEL AVIV

A BIG THANK YOU!
תודה רבה!

400 EXHIBITORS

FROM

50 COUNTRIES

16,000 TOURISM PROFESSIONALS

FROM

100 COUNTRIES

Sales visit in Turkey.

- Sales visit in Ankara and Istanbul, including contacts with Embassy of Switzerland and Consulate General
- Participation as visitor to EMITT postponed to April due to earthquake in Turkey/Syria
- Contacts made with TURSAB (Turkish association of travel agents)

Emitt

26th East Mediterranean International Tourism & Travel Exhibition

12 - 15 Nisan / April 2023

TÜYAP Fuar ve Kongre Merkezi

Tüyap Fair Convention and Congress Center

Büyükcçekmece / İSTANBUL / TÜRKİYE



Health Travel: Central Asia and The Caucasus.





Switzerland.

Health Travel: sales calls and LTM Baku, Azerbaijan.

- 20 – 23 February
- LTM @ FourSeasons, Baku
- 26 meetings with top luxe agents
- ST Health tv spot shown during the workshop and the networking reception, ca. 300 visitors
- 6 ST individual sales calls
- EDA Baku visit





Switzerland.

Health Travel: B2B medical workshop in Almaty, Kazakhstan.

- 28 February, Almaty
- In cooperation with Mediasta and Topmedclinic agencies
- ST Health Travel presentation and individual meetings
- 56 participants



Markets East.

Germany.



Switzerland.

ITB Berlin 7.- 9. March 2023.

Finally we met our partners and our B2B contacts at ITB with 90.000 visitors.

We...

... held almost **200 meetings** (ST Germany)

...organized **two fabulous ST events**

1. Media conference with 40 journalists and medias
2. Swisstainable evening event with around 150 guests

... won **two awards**

1. National tourist office of the year
2. Best LGBTQ trend destination

... represented switzerland at **several external events**

(e.g. Adventure Travel Trade Association)





Switzerland.





Switzerland.

Lernidee Erlebnisreisen Cinema Events.

Together with STS, we were able to present the Grand Train Tour of Switzerland at the Lernidee Erlebnisreisen cinema events

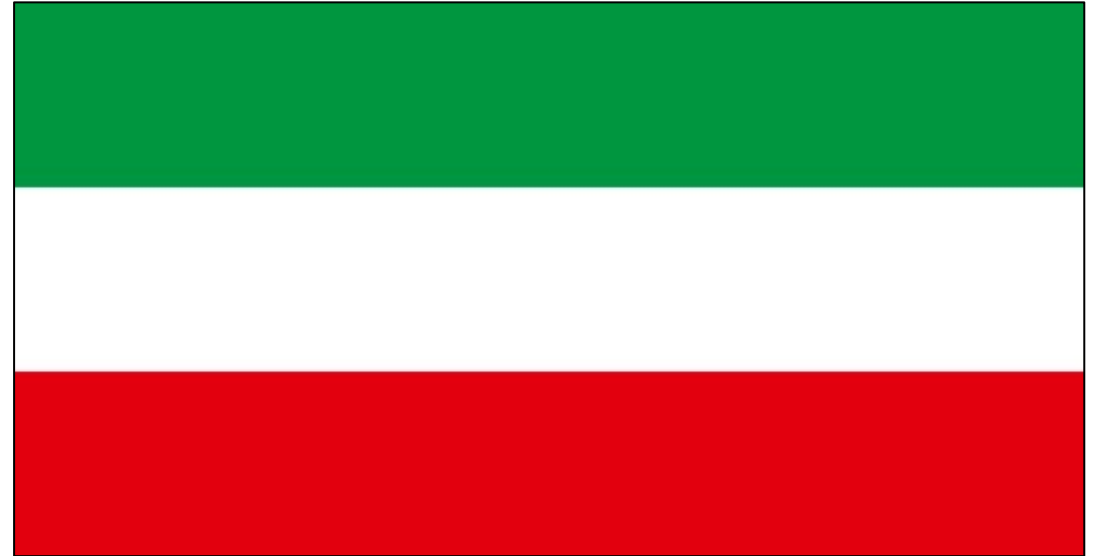
- 07.02.23 Berlin 310 Guests
- 08.02.23 Frankfurt 140 Guests
- 14.02.23 Stuttgart 100 Guests
- 15.02.23 München 270 Guests



Austria/Hungary.



Switzerland.





Switzerland.

Austria: KAM Sales Blitz.

- Meet and exchange in real after the pandemic with travel trade partners in Vienna, Graz, Upper and Lower Austria
- Date: 13. February – 30. March 2023
- Over 50 phone calls
- 36 scheduled meetings and individual follow ups
- Handing over brochures from partners



ÖBB Personenverkehr, ST & ÖBB Rail Tours

Austria: Group Media Trip.

Media Trip in corporation with Rhaetian Railway and “Graubünden Ferien” with focus on skiing in Arosa, ride with the Bernina Express to Val Poschiavo and traditional village tour through Chur.

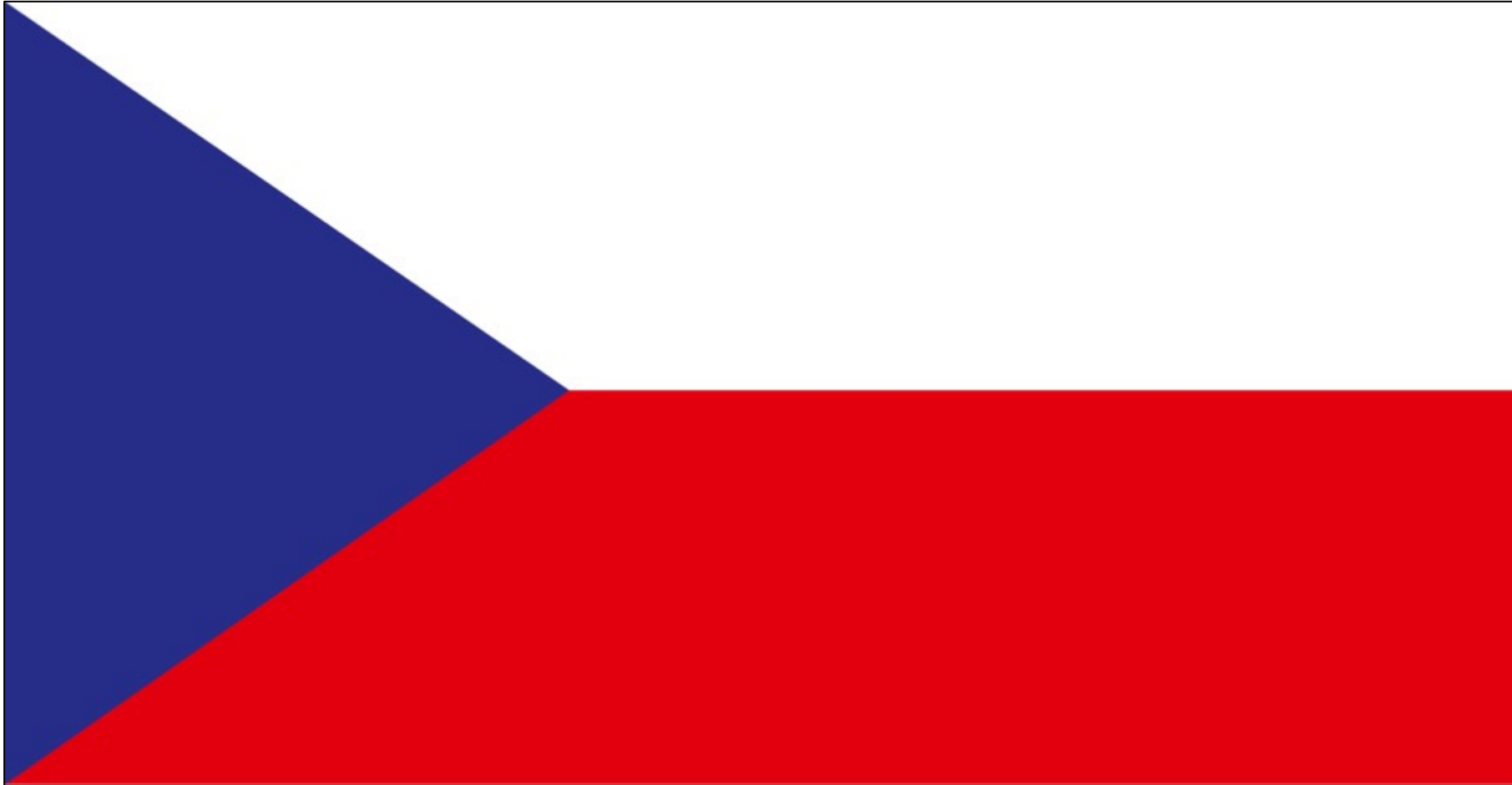
- Date: 2. – 5. March 2023
- Participation of 6 Journalists
 - BeachMagazin (300'000 contacts)
 - Die Presse (311'000 contacts)
 - Kronen Zeitung (2'202'000 contacts)
 - Reise Aktuell (110'000 contacts)
 - Signature (325'000 contacts)
 - Tiroler Tageszeitung (144'753 contacts)



Czech Republic.



Switzerland.



Swiss winter at Forbes.cz.



- 7. 2. 2023
- Advertorial presenting winter possibilities with focus on Lower Engadin and Davos Klosters together with Swisstainable travel to Switzerland by Czech Railway.
- Advertorial promo in Forbes weekly newsletter Forbes Cocktail and Forbes Espresso, via Forbes FB, IG and LinkedIn page.
- RhB, BEX and GEX two-months website branding (January – February).
- 725.320 Marketing Contacts

Forbes
PŘEDPLATNÉ

BRANDVOICE

Přes den do sněžnic a na noc do iglů. Vychutnejte si Švýcarsko netradičně

7. 2. 2023

Switzerland Tourism
7. 2. 2023 · 5 min čtení
Foto: Destination Davos Klosters

SOLLET ČLÁNEK

Zvuk sněhu praskajícího pod sněžnicemi prorážející panenské ticho v okolí. Svíst na sjezdovce skrz dvě různé země. Projížďka v kočáře místem, kam auta nejezdí. Anebo nocleh v iglů.

Švýcarsko toho nabízí krásnou zemi turistům nabízí spoustu: výše zmíněná zážitky ale patří ke chloubám kantonu Graubünden v oblasti Dolního Engadinu a prázdninového regionu Davos Klosters.

Do obou oblastí je možné pohodlně dojet autem zhruba za osem hodin z Prahy a do Davosu také nočním vlakem CD s přestupem v Sargans a Churu.

Pokud se tam vypravíte, poznáte místa, která jsou doslova románová. Thomas Mann, nositel Nobelovy ceny, zachytil atmosféru Davosu ve svém díle Kouzelný vchod a tím názevem vysvětlil obě jeho charakteristiky: jde o nejvyšší položené město Evropy a má skutečně čarovnou atmosféru.

V obou oblastech na vás čekají nekonečné sjezdovky všech

Forbes Česko
88 908 sledujících uživatelů
1 d. ·

Zvuk praskajícího sněhu pod sněžnicemi. Svíst na sjezdovce skrz dvě různé země. Projížďka v kočáře místem, kam auta nejezdí. A nebo nocleh v iglů. Švýcarsko nabízí i spoustu netradičních zážitků, podívejte se na naše tipy.
[#brandvoice](#) [#spoluprace](#)

Přes den do sněžnic a na noc do iglů. Vychutnejte si Švýcarsko netradičně - Forbes
forbes.cz · 1 min. čtení

14

Reakce

Libí se · Komentář · Přesdílet · Odeslat

Přidat komentář

Poland.



Switzerland.



Switzerland.

Future activities.

- Summer launch, 15.03., Warsaw
- Workshop KAM, 15.03., Warsaw
- Media and trade meeting, 16.03., Cracow
- Digital campaign, April & May
- ST map, April
- Supplement in *Gazeta Wyborcza*
- 100% Switzerland w *NGTraveler*
- Online campaign with RF on GTToS
- Travelling supplement in *Newsweek*





Switzerland.

KMM: media meeting in Warsaw.

- Sum Up meeting in Warsaw
- 16th February, Fat Thursday – sweet celebration day in Poland with doughnuts (Berliner)
- 32 participants: media and influencers
- Sum up of 2022 and plans for 2023
- Presentation of main summer ST topics by Simon, online recording
- Market partners presentation





Switzerland.

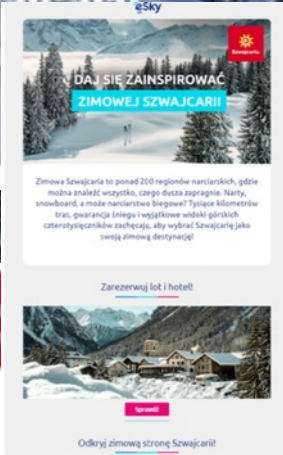
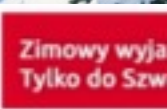
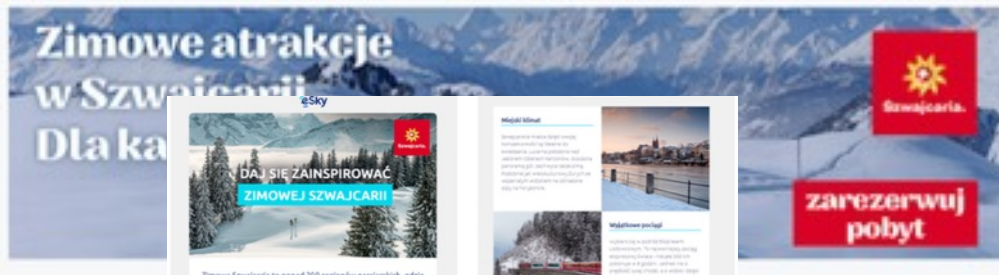
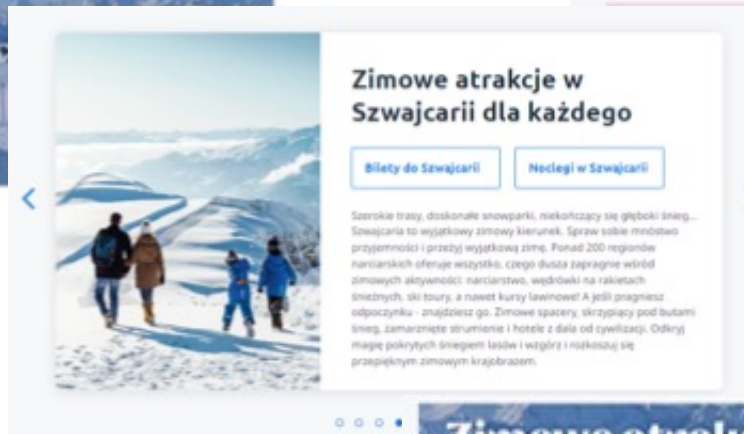
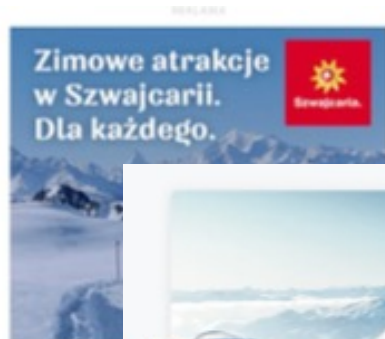
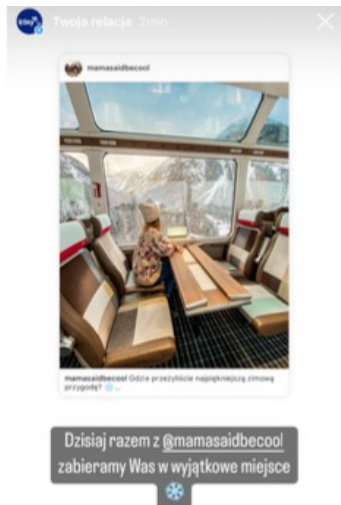
Campaigning & Activ.: online campaign with eSky (I).

- eSky.pl portal for travellers with inspiration, accommodation and ticket sales
- Display and content for SoMe activities
- Banners on various websites
- Newsletters 320'000 sent; webpush reach: 620'000 recipients, opened 75'000 times
- Bloggers trip to Switzerland (*Olivka blog*)
- Banner Impressions: 720'000
- SoMe eSky.pl (FB, Instagram) reach: 375'000
- SoMe with @mamasaidbecool reach: 99'383
- SoMe with @olivka_blog reach: 695'000
- Total flight bookings: 959, Total holiday packages (flight & hotel): 48



Switzerland.

Campaigning & Activ.: online campaign with eSky (II).



Campaigning & Activ.: online campaign with eSky (III).



Switzerland.

eSky (PL, GB - polski, IE - polski) Sponsorowane

Zapierająca dech w piersiach górską scenarię? Tak, to Szwajcaria 🇨🇭 Wierchołki gór ginące w chmurach i pokryte śniegiem zbocza to nieodczyny urok tej krainy. Zjazd na nartach czy narty biegowe? 🏂 Górską wędrówkę czy odpoczynek w SPA? Dopasuj wyjazd do własnych potrzeb 😊

POCZUJ
ATMOSFERĘ
SZWAJCARII

esky.pl
Poznaj urok Szwajcarii!

Dowiedz się więcej

Polub to Komentarz Udostępnij

eSky (PL, GB - polski, IE - polski) Sponsorowane

Migoczące światełka 🎵 grzane wino 🍷 świąteczna muzyka 🎶 i rozchodzące się wszędzie kuszące aromaty 😊 Tak właśnie wyglądają jarmarki bożonarodzeniowe w Szwajcarii. Na pewno nie zabraknie też pięknie zdobionych bombek. Może jedna z nich znajdzie się w tym roku na Twojej choince? 🎄

ODWIEDŹ
JARMARKI ŚWIĄTECZNE
W SZWAJCARII

esky.pl
Poczuj święta już teraz!

Dowiedz się więcej

Instagram

esky.pl Sponsorowane

Zarezerwuj teraz

esky.pl Nudzą Cię zwykłe trasy zjazdowe? Odwiedź dla odmiany jeden z alpejskich snow parków! 🏂 Duża ilość atrakcji pozwoli dobrać idealną konfigurację dla każdego poziomu, od początkujących po ekspertów, więc zabawa jest gwarantowana. Akrobacja na nartach czy na snowboardzie? Co wybierasz? 😊

eSky (PL, GB - polski) 5 godz. Sponsorowane

ODWIEDŹ
WYJĄTKOWE
SNOW PARKI

eSky (PL, GB - polski) 5 godz. Sponsorowane

Scoul Snow Park to najlepsze miejsce do trenowania akrobacji. Każda z 45 atrakcji została stworzona w całości zgodnie z zasadami uncyclinq.

Zarezerwuj teraz

eSky (PL, GB - polski) 5 godz. Sponsorowane

Konieczniesz musisz sprawdzić piracki bar CULT. Jest to popularne miejsce spotkań freestyle'ów i akrobatów.

Zarezerwuj teraz

eSky (PL, GB - polski) Sponsorowane Rozwiń relację

SKORZYSTAJ
Z ZIMOWYCH
ATRAKCJI

Zarezerwuj teraz

eSky (PL, GB - polski) Sponsorowane Rozwiń relację

Airboard to nowy poziom zjazdów saneczkowych. Ty też sprawdź, jak wygląda zjazd "śnieżnym szybowncem"!

Zarezerwuj teraz

eSky (PL, GB - polski) Sponsorowane Rozwiń relację

Dla miłośników sportów czeka aż 5 000 km tras dla narciarzy biegowych. Wszystko w towarzystwie pięknie ośnieżonych Alp.

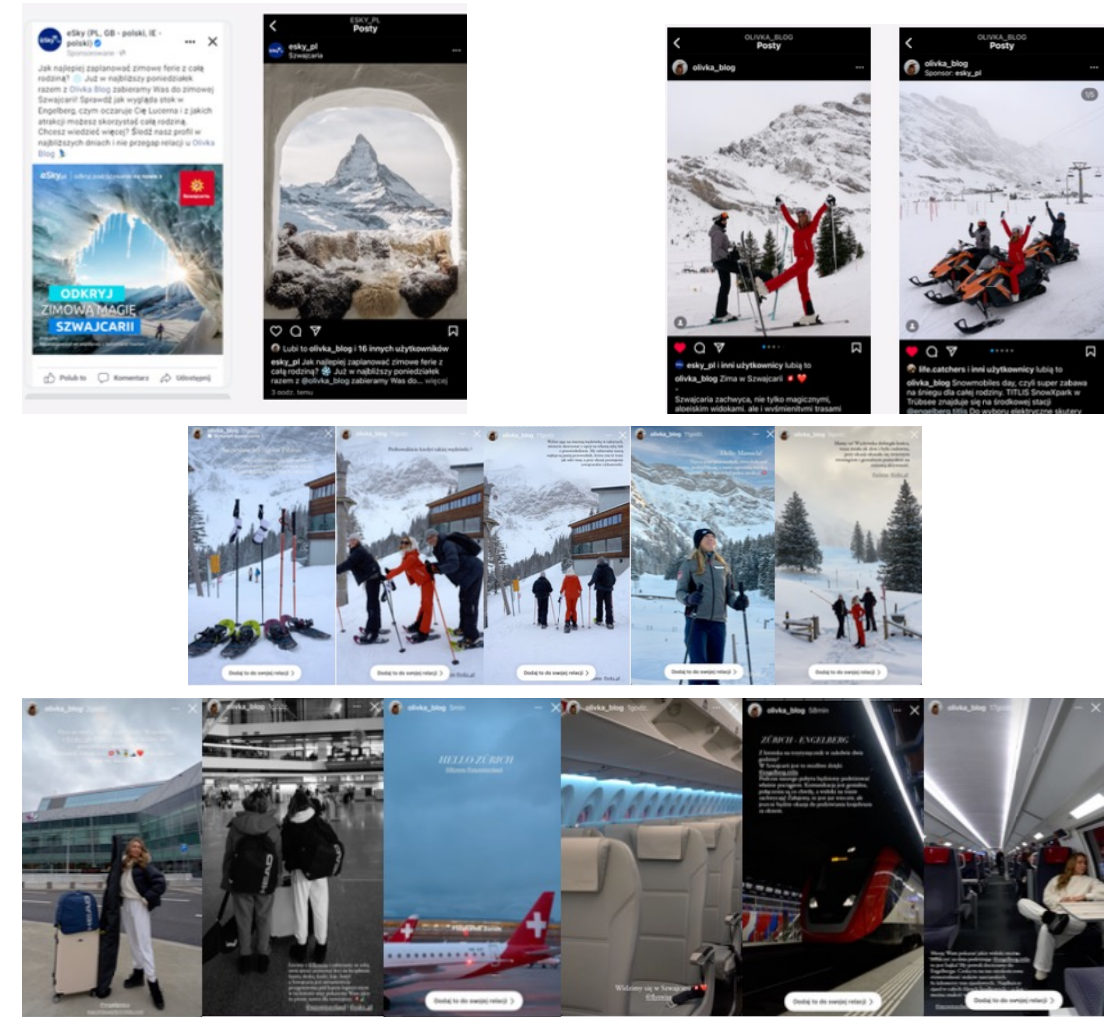
Zarezerwuj teraz

Campaigning & Activ.: campaign with a blogger.



Switzerland.

- Activities during and after the 6 day trip to Switzerland
- @olivka_blog 115'000 followers and eSky.pl sharing her activities (FB & Instagram)
- Blogger published 3 posts and 54 stories: reach 343'000, eSky.pl reach: 73'000





Switzerland.

KAM: trade lunch at the Embassy.

- 16th February, Fat Thursday
- Swiss Embassy in Warsaw
- 6 participants: CEOs and Product Managers representing Group, FIT and MICE
- SWISS country manager
- Discussion & exchange with focus on challenges, chances and future plans

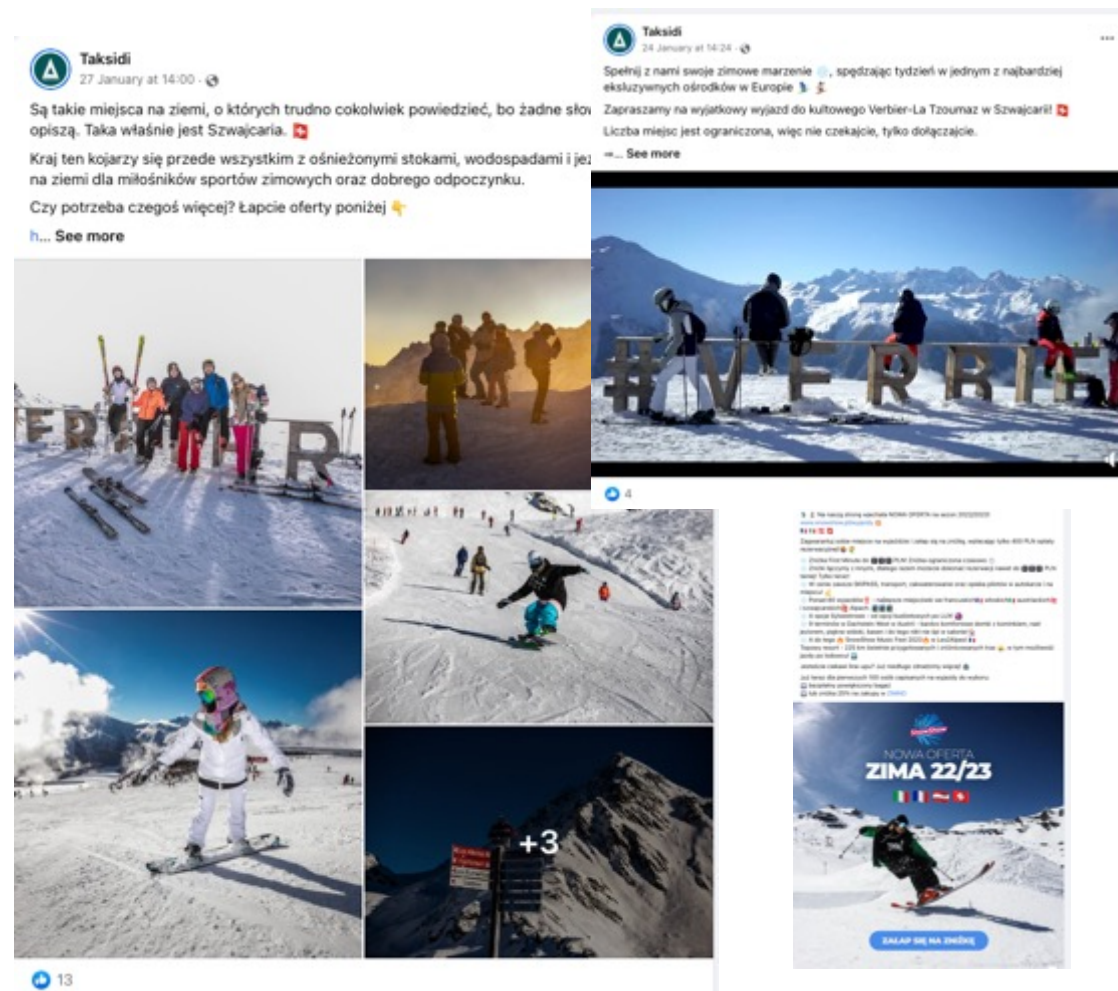




Switzerland.

KAM: business plans with KAMs.

- Winter activities promo by: *Allegra, Snow Show, Hey Holiday, Nekera, Taksidi, Wild Holidays*
- Online activities promoting offers
- SEM, Social Media
- Newsletters
- Promotion of winter season, main focus on kids' winter holidays
- Figures to follow end of season



GCC.



Switzerland.





Switzerland.

KAM: Race to Switzerland / STE.

- Date: 28 Jan - 04 Feb .
- 2 Race in KSA & UAE including 2 speed dating workshops, 72 Breakout sessions.
- 4 Traditional Workshops in Qatar, Kuwait, Bahrain & Oman.
- Partners: 20 partners participated: GVA, LUV, TI/LUG, St. Moritz/GRF, ZRH, Interlaken
- Total contacts/agents : 440.



Campaigning: Luxury and lifestyle brochure.

- Contains 17 luxury hotels in 12 different regions.
- Languages: English and Arabic.
- Quantity: 10,000 copies
- 6 Regions: Geneva, Vaud Region, Graubunden, Zurich, Interlaken and Gstaad.





Switzerland.

Campaigning: Families brochure.

- Contains 9 family hotels in 8 different regions as well as family activities
- Languages: English and Arabic.
- Quantity: 10,000 copies
- 8 Regions: Geneva, Vaud Region, Crans-Montana, Zermatt, Interlaken, Davos Klosters, Lucerne, Zurich, Europcar, Kambly, Swiss, STS.



Campaigning: Swisstainable Guide.

- Production of 10,000 Swisstainable guides
- Featuring all Swiss Destinations, special sections on hotels, nature, service pages, visa, STS and Swisstainable.
- Languages: English and Arabic.



Campaigning: Swiss Learning Event.

- 07 FEB
- Swiss Learning Event at the Swiss International Scientific School in Dubai
- Stand with brochures
- Answering questions about Switzerland





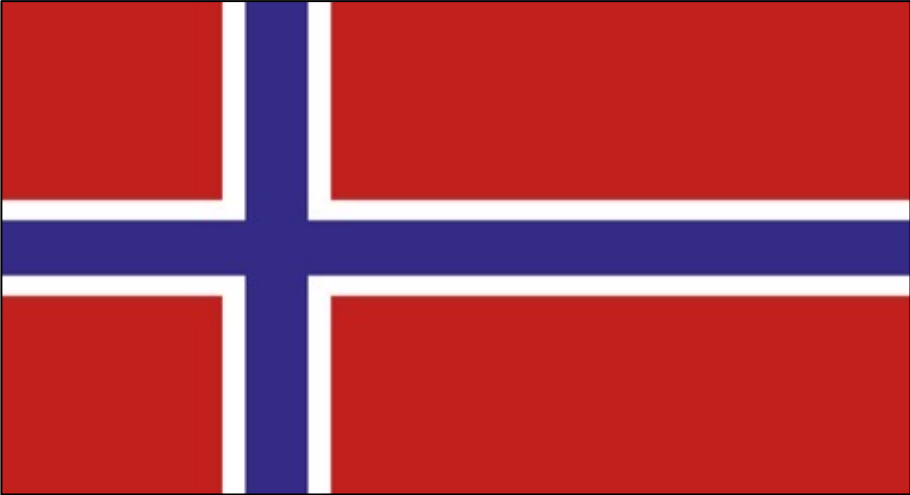
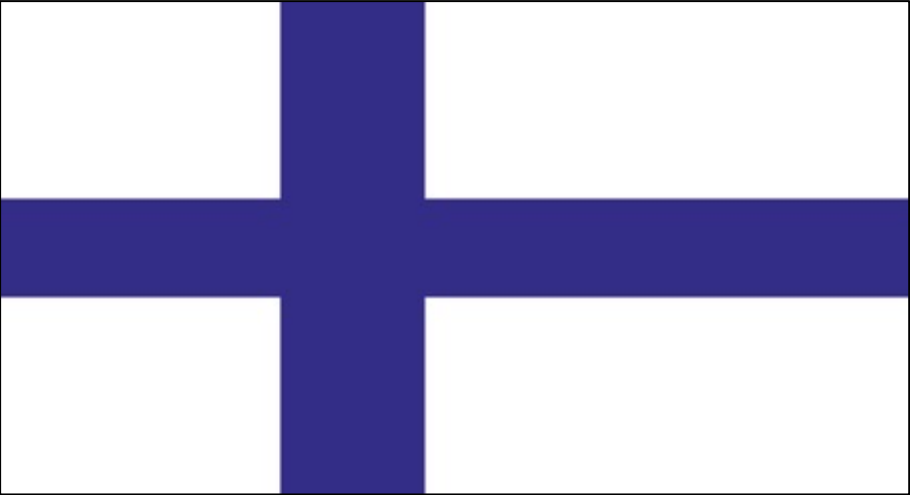
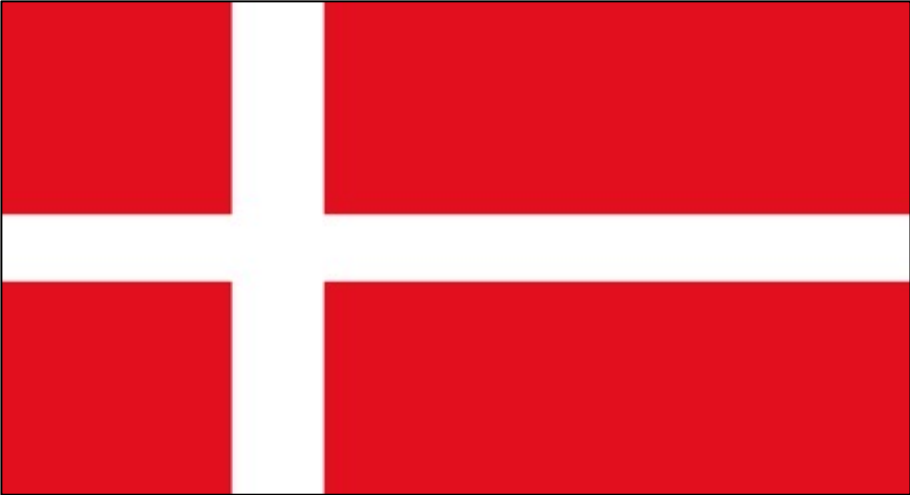
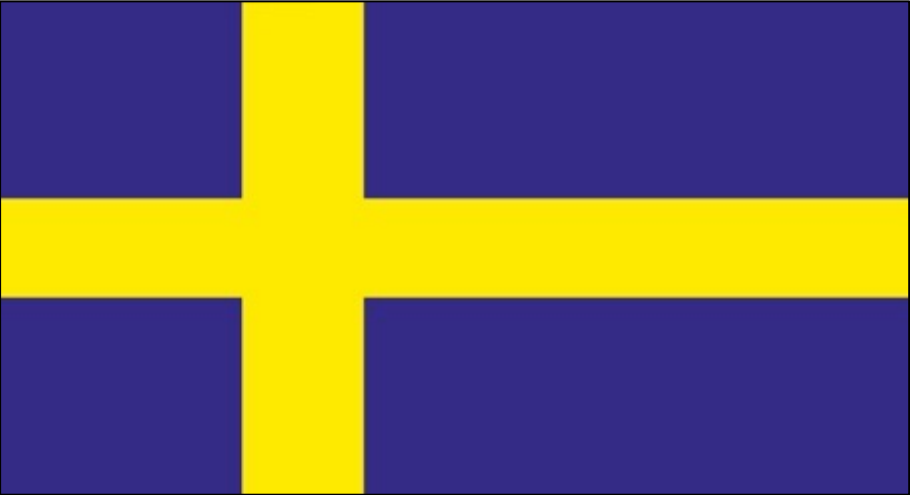
Switzerland.

Campaigning: International School Days.

- FEB-MAR23
- Several international school days in 7 different schools. During international days, every country presents their highlights. It's the most important day of the School year.
- Distribution of Swisstainable Guide
- Total visitors: 10'000
- Partners: SCM



Nordics.



KAM - Individual Fam Trips.

January - February

Market	Company	Participant/s	Destination
FI	Elämymatkat	Esko Niini	Jungfrau
FI	Select Collection	Perttu Lamberg	Geneva
SE	Travel Beyond	Eric Astering	Engelberg – Kempinski Lucerne - Mandarin Oriental Andermatt - The Chedi Zurich / Schaffhausen
SE	Konfido	Mats Ekberg	Saas-Fee Andermatt / Disentis
SE	BIG Travel Concept	Niklas Olsson	Zermatt Davos
SE	GoWest	Cecilia Andersson	Champéry
NO	Alpene	Anders Larsson	Crans-Montana
NO	Alpespesialisten	Kjetil Andersen	Verbier Davos
SE	Alpine Legends	Love Larsson	Glacier Express St Moritz
NO	Alpespesialisten Noreco	Kjetil Andersen Hege Hayden	Andermatt



KAM - B2B Promotion with SWISS.

Sweden, 15/01-28/02

- A B2B sales competition with SWISS to promote the new departures to Geneva was carried out during the month of February in collaboration with Valais / Nendaz.
- A newsletter was sent out to 3,015 B2B contacts the 12/01 in Sweden and a reminder the 10/02 to promote the competition.
- SWISS will return to ST with results in March.



Take part in our Ski Booking Bonanza and win with the Lufthansa Group

Dear Denise,

Every flight to Geneva, Zurich, Innsbruck, Salzburg, Munich booked between 15 January and 28 February 2023 departing from Denmark on any of the Lufthansa Group airlines gives you a chance to win!

Final destination must be GVA, ZRH, INN, SZG or MUC and any booking class counts, for departures until 30 April 2023*! And remember: the more tickets you issue, the more chances you have to win one of the following prizes:

- **1st Prize: Ski Weekend in Nendaz****
Nendaz is part of 4 Vallées, the largest ski area in Switzerland. With its 410 km of slopes, Nendaz is a paradise for families and powder lovers alike.
- Flight vouchers with SWISS
- Three nights in a double room
- 3-days ski pass
- Train tickets in 1st class from airport to destination
- **2nd Prize: Switzerland by train, bus and boat****
Discover the very best of Switzerland in six days, through nostalgic cog railways in the mountains and steamboats on the lakes. This rich variety is capped off by punctuality, comfort and culinary highlights – that's traveling the Swiss way.
- Flight vouchers with SWISS
- 6 Days **Swiss Travel Pass**
- **3rd to 5th Prize: Travel bag from the Lufthansa Holiday Collection**

**Valid for two persons until 03/2024

Unique Winter Experience in Nendaz

Dreaming of an unforgettable winter? Valais is the place to be. Take in sun-kissed mountain peaks and fill your lungs with fresh air in the heart of the Alps.
The 3,330-metre-high Mont-Fort is the highest point and a symbol of the "4 Vallées" ski area and offers a unique experience. From the top, one of the most exciting ski runs with a 380 m vertical drop awaits very good skiers. The others can enjoy the speechless view of Matterhorn and the Combins massif from the new panoramic platform.

Exploring Switzerland has never been easier! For foreign guests, the all-in-one ticket **Swiss Travel Pass** is the key to Switzerland's public transport network.

This single ticket enables visitors to explore Switzerland from end to end by train, bus and boat on 6 consecutive days.

▶ [Enter your tickets here](#)

Good Luck!



▶ **Your chance to win**
Enter your ticket numbers and you will be automatically added to the prize draw of a ski weekend in [Nendaz](#) Switzerland.



Switzerland.

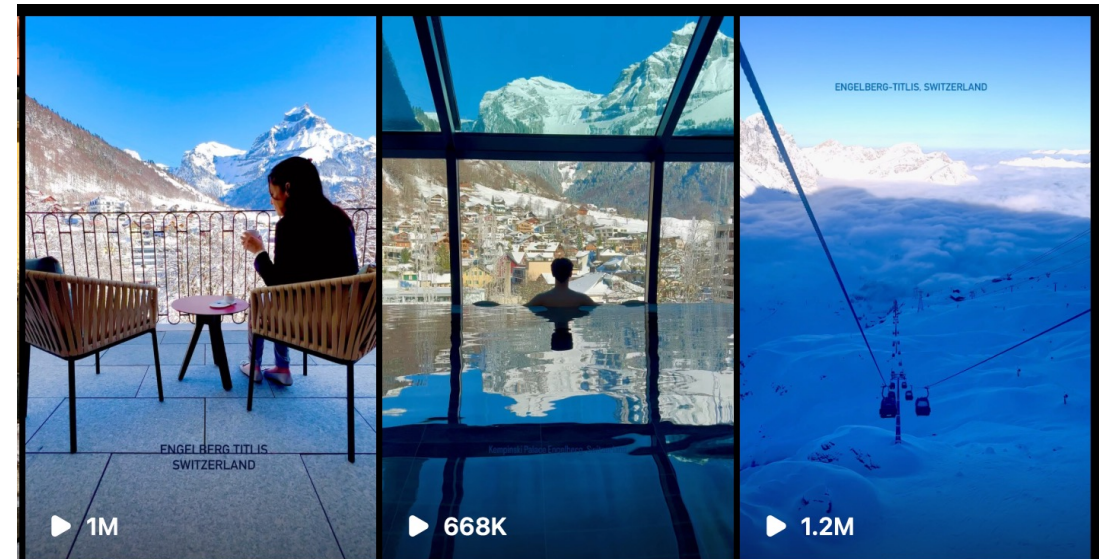
SE – Influencer: Lottie Knutson.

Engelberg 2-6 Feb

- Sweden's most influential and known travel journalist/influencer, Lottie Knutson, travelled to Engelberg early February to cover the destination through her Social Media channels.

Feed:

- Total post: 3
- Total reach: 2.8 million



KMM – Individual press trips.

February

Market	Title	Participant/s	Destination
SE	Photographer	Jens Assur	Zermatt
SE	Journalist/influencer	Lottie Knutson	Engelberg
DK	Freelance journalist	Per-Henrik Brask	Davos Klosters
SE	Content creator	Mattias Hargin	Verbier + Zermatt
SE	Content creator	Emil Stegfeldt	Engadin St.Mortiz
SE	Photographer, Journalist	Mattias Fredriksson	Davos Klosters, Engelberg, Andermatt, Arolla
SE	Clothing brand	Stellar Equipment	Andermatt
SE	Photographer	Christoffer Sjöström	Engelberg



China.



Switzerland.





Switzerland.

Switzerland Winter Roadshow: Guangzhou community club event.

- **Date:** 4.2.2023
- **Description:** ST cooperate with Huaxue Zoo, one of the most influential ski media in China, organized a community club event
- **Partner:** LX, STS, CransMontana, Valais, Vaud, Davos, Andermatt, Jungfrau Region, Schilthorn, Titlis
- **Result:** 60 ski enthusiasts were invited to the event





Switzerland.

KMM: Radio: FM103.9 live broadcasting Chocolate Theme.

- 30-min-radio program
- 10th Feb 2023
- FM 103.9 Beijing Communication Radio
- Chocolate theme (Valentines day)
 - Lindts, Chocolate Train, Swiss transportation museum, etc

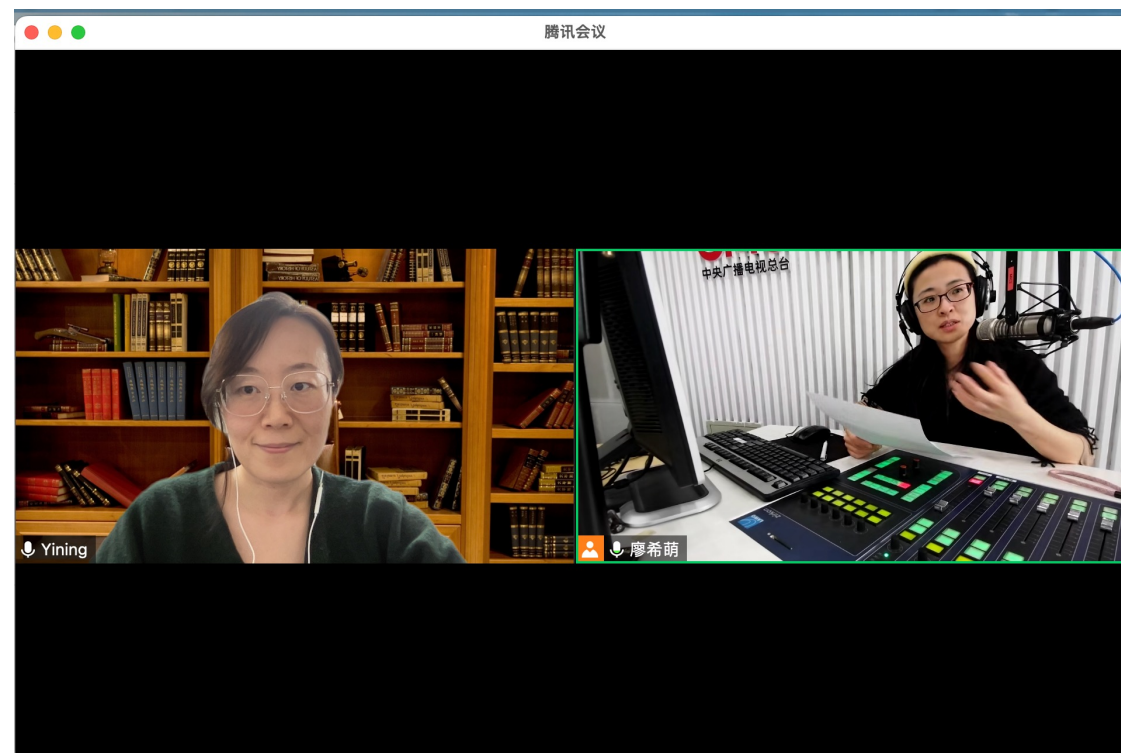




Switzerland.

KMM: Radio: FM90.5 live broadcasting Best Tourism Village and Swisstainable.

- 1-hour-radio
- 15th Feb 2023
- FM90.5 Global Radio
- Best Tourism Village and Swisstainable theme
- Murten, Andermatt, Zermatt, Riederalp, St.Moritz, GTTOS





Switzerland.

KMM: Radio: FM103.9 Grand Train Tour of Switzerland.

- 1-hour-radio
- 16th Feb 2023
- FM103.9 Beijing Communication Radio
- STS / ST
- Grand Train Tour of Switzerland
- GTTOS, all panoramic trains, Zurich, LLR, JR, Vaud, Zermatt, St.Moritz, Ticino





Switzerland.

Swisstainable: Spring Tour SHA academy awarding.

- **Date:** 15.2.2023
- **Description:** Swisstainable concept training, STA module certification awarding and 4 theme mono-swiss itinerary briefing
- **Partner:** LX, STS, Vaud, Davos, Jungfrau Region, Zürich, Schilthorn, Titlis, GRF, MRAG, LAAX
- **Result:** 19pax on site, 63 online STA participants



HKG – 1st offline meeting with Daniela.

- 13th and 14th Feb
- Meeting with CG and LX
- Outing with KMM and Happy hour gathering with KAM
- First hand market news / exchange with front line Trade / Media friends
- Overall feedback is positive and thankfulness to the non-stop ST support



KMM: NG Traveler Award.



Switzerland.

- 17th Golden Awards by NG Traveler magazine
- Sustainable Award



Korea.



Switzerland.



KAM: 2023 Swiss Travel Academy.

- Entrance Exam for 2023 STA
 - Venue: Swiss Embassy in Seoul
 - Date: Feb. 27th, 2023
 - Applicants: 30 pax from major KAs
- 1st Seminar of STA
 - Date: Mar. 7th, 2023
 - Venue: Swiss Embassy in Seoul
 - Participants: 17 pax incl. HanaTour, ModeTour, Hyecho, NaeilTour, etc.
 - Program
 - Introductions of STSEL partners by JK
 - RhB product introduction and itinerary suggestion by Sebastian Blättler and Janice Jo



KAM: ZRH-ICN Direct Flight Promotion with Korean Air.

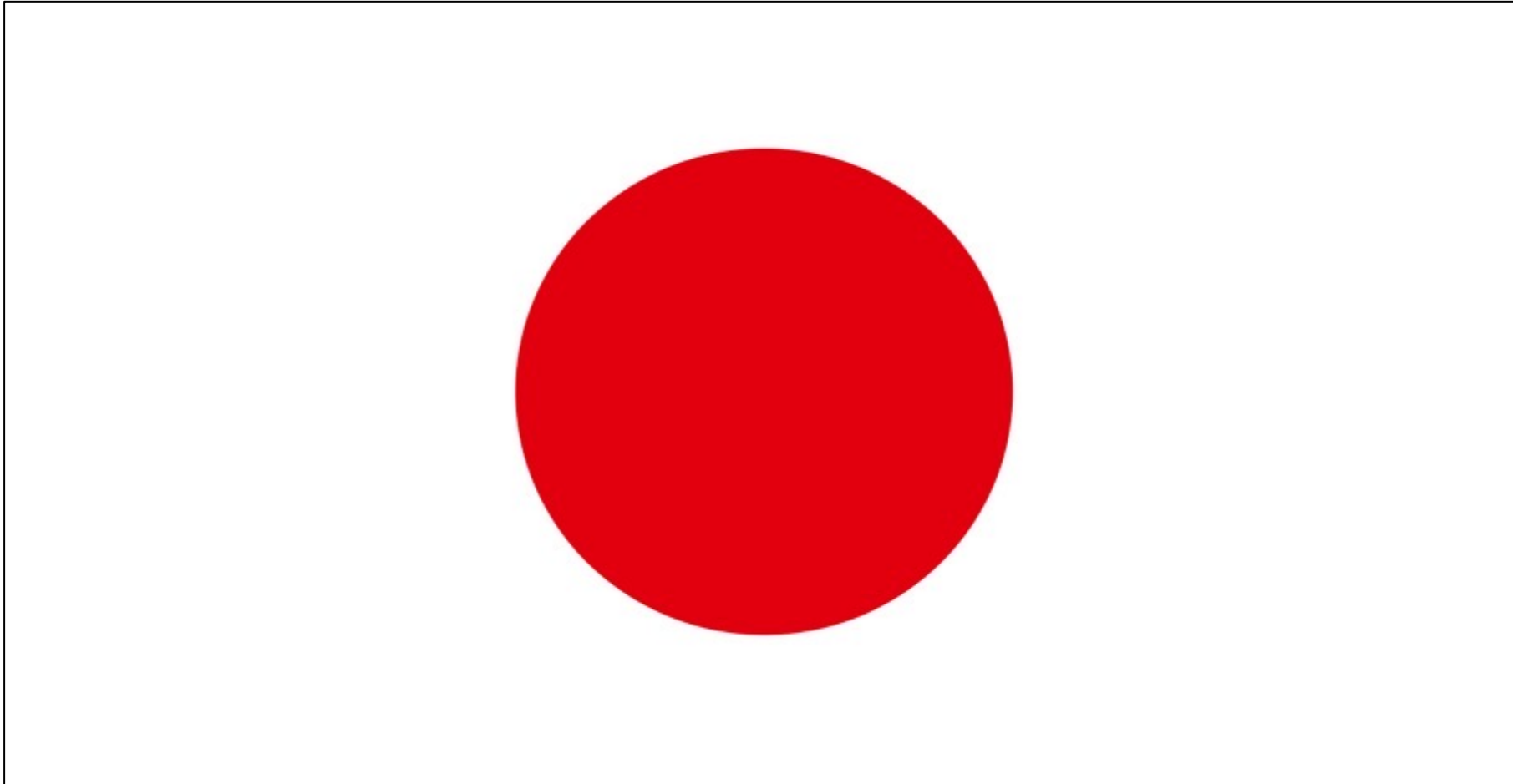
- Title: Let's Go! Swisstainable Way
- Background
 - Suspension of direct flight operation from Zurich to Seoul during Covid
 - As of 28 Mar., resumption of direct flights, 3 times per week
- Promotion overview
 - Period: Mar. 6th – Apr. 16th
 - Contents:
 - 5% flight ticket discount with promotion code 'Swisstainable'
 - Coffee e-coupon with quiz for 'Swisstainable'
 - Channels: KE website & Insta, FB, Twitter



Japan.



Switzerland.





Switzerland.

KMM - Magazine 'Kateigaho'.

- 'Kateigaho' is a high-end monthly women's magazine.
- Circulation: 100,000
- Pages: 18 pages (partner campaign)
- Published: 1 February 2023
- Luxury travel along Grand Train Tour of Switzerland featuring 3 panorama routes from St. Gallen, Interlaken and Montreux.





Switzerland.

KAM - Magazine 'Kateigaho'.

- 'Kateigaho' is a high-end monthly women's magazine.
- Circulation: 100,000
- Pages: 5 pages
- Published: 1 February 2023
- Luxury Swiss mono tour ad by Kateigaho Premium Travel with associated article about Glacier Express Excellence Class, and highland mountain hotel stay.

歴史的山岳ホテルから アイガー北壁を仰ぎ見る

家庭画報の旅

スイスの名峰に魅了 9日間

Glacier Express Excellence Class (298,000円)	Glacier Express Excellence Class (306,000円)
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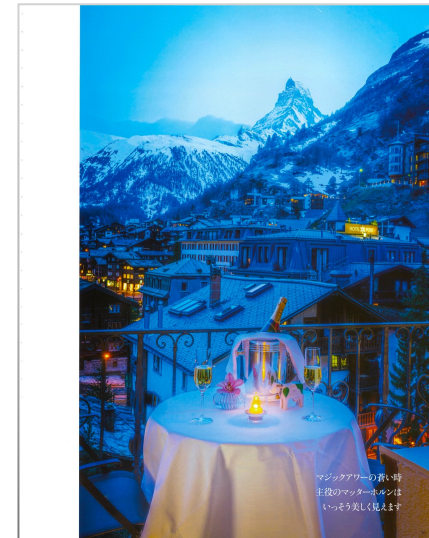
山岳列車「氷河特急」でスイスの美観に魅了



Switzerland.

KMM - Magazine 'Bi-Premium'.

- 'Bi-Premium' is the high-end quarterly women's magazine.
- Circulation: 80,000
- Pages: 4 pages
- Published: 1 February 2023
- Article about desired world destinations and Zermatt and Jungfraujoch are introduced as the superb view spots in the great nature.



KMM - Magazine 'Hare Yoho'.



- 'Hare-Yoho' is the membership magazine of VISA credit card.
- Circulation: 200,000 copies
- Pages: 13 pages + Cover
- Issued: 20 February 2023
- Article about 5 panoramic trains – BEX, GEX, Voralpen EX, GPX, Alpine Classic Pullman EX and the RhB world record. As the result of Int'l media trip 'World Records' in 2022.





Switzerland.

KMM - Guidebook 'Globetrotter'.

- 'Globetrotter' is the most known travel guidebook in Japan.
- Special edition about world noodles
- Circulation: 7,000 copies.
- Pages: 2 pages.
- Issued: 1 January 2023.
- Introduction about Swiss noodles such as Pizzoccheri and Alpen Macaroni.





Switzerland.

KMM - TV Tokyo 'Great Masters of Art'.

- TV Tokyo 'Great masters of Art' is the weekly TV show.
- Aired: 25 February 2023
- Duration: 30 min.
- Covering household: 37 mio.
- Story about Hakone Tozan Railway with its sister relationship with Rhaetian Railway.



South East Asia.



Switzerland.



STS/RE: Sales Calls Saigon with Rail Europe.

- 16-18 February
- Saigon Travel Agents:
 - WorldTrans (RE GSA)
 - Klook Vietnam (RE GSA)
 - Saigon Tourists
 - Lienbang Travel
 - AhnViet Travel
 - Rudy separately visited Kuoni Vietnam for presentation to the team
- Goals:
 - Promore STP and GTToS
 - Explore opportunity to establish new GSA





Switzerland.

STS: B2B Presentation at STE Phuket.

- 20-24 February
- STE Phuket event:
 - Spoke with >80 buyers from SEA
 - Touched base with >30 Swiss partners (panoramic trains, mountain cableways, local tourism persons)
 - Reconnect with Rail Europe and STC
- Goals:
 - Promote STP and GTToS
 - Explore opportunity with G2, Miki for integrating train travel within their packages



KAM: STE SEA 2023 - Phuket, Thailand.

- Phuket, Thailand, 20-23 FEB 2023
- 36 Swiss Partners participations
- Over 1800 meetings
- 85 buyers from Southeast Asia:
 - SG buyers: 16
 - TH buyers: 23
 - MY buyers: 21
 - ID buyers: 16
 - PH buyers: 9



KAM Thailand – The Wonder of Tourism 2023.

- 15 February 2023, Thailand
- Dinner event theme “The Wonder of Tourism 2023”, by the 28th Thai International Travel Fair (TITF)
- 600 participants from embassies, diplomatic corps, NTOs, members of the association, airlines, the Tourism Council of Thailand, travel associations, and the media.



KAM Thailand – Thai International Travel Fair.



Switzerland.

- 16 February 2023, Thailand
- participated in the Opening Ceremony of the 28th TITF as one of our Guest of Honours
- Visited of KA booths at the fair: Quality Express, One World Tour & Travel, Dream destinations, etc.



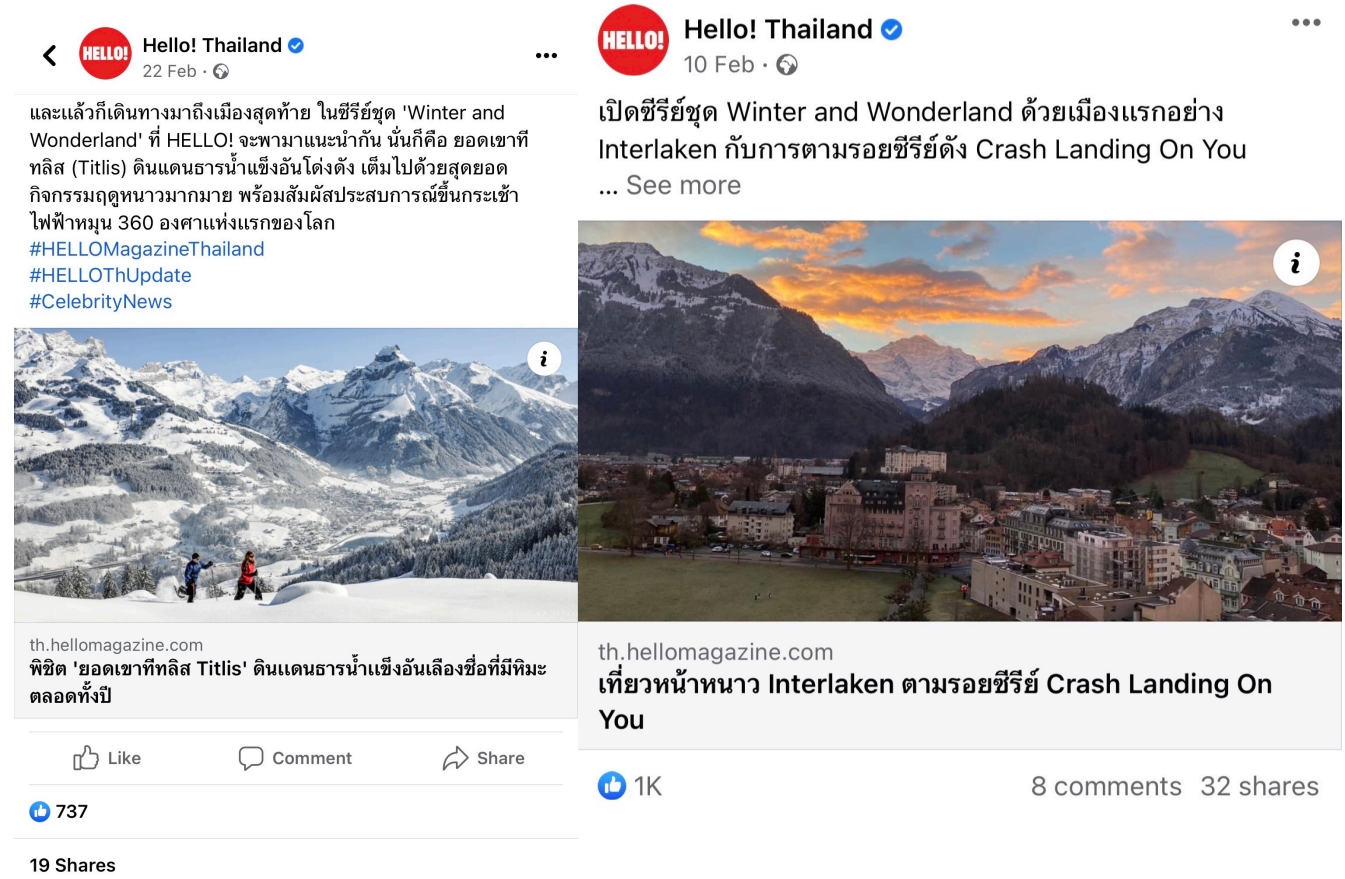
KMM (Thailand) – HELLO! Magazine.

Circulations: 230K+

Instagram: 63.7K

3 articles

- Partners featured: JF Region, JF Railways, Interlaken ([click](#)), Schilthorn ([click](#)), Titlis ([click](#))



HELLO! Hello! Thailand 22 Feb · 🌐

และแล้วก็เดินทางมาถึงเมืองสุดท้าย ในซีรีส์ชุด 'Winter and Wonderland' ที่ HELLO! จะพามาแนะนำกัน นั่นก็คือ ยอดเขาที่ ทิลิส (Titlis) ดินแดนธารน้ำแข็งอันโด่งดัง เต็มไปด้วยสุดยอด กิจกรรมฤดูหนาวมากมาย พร้อมสัมผัสประสบการณ์ขึ้นกระเช้า ไฟฟ้าหมุน 360 องศาแห่งแรกของโลก
 #HELLOMagazineThailand
 #HELLOThUpdate
 #CelebrityNews

th.hellomagazine.com
 ทีวีต 'ยอดเขาที่ทิลิส Titlis' ดินแดนธารน้ำแข็งอันเลื่องชื่อที่มีหิมะ ตลอดทั้งปี

Like Comment Share

737

19 Shares

HELLO! Hello! Thailand 10 Feb · 🌐

เปิดซีรีส์ชุด Winter and Wonderland ด้วยเมืองแรกอย่าง Interlaken กับการตามรอยซีรีส์ดัง Crash Landing On You ... See more

th.hellomagazine.com
 เทียวหน้าหนาว Interlaken ตามรอยซีรีส์ Crash Landing On You

Like Comment Share

1K

8 comments 32 shares

Australia.



Switzerland.



KAM: Travel Associates Conference.

- First Travel Associates Conference after the pandemic, held in Brisbane 10 – 12 February 2023.
- Travel Associates are Flight Centre's premium luxury travel brand.
- Huge turnout with over 200 Travel Associate Advisors attended nationwide.
- Branded Switzerland booth and logo presence in events collateral and website.





Switzerland.

KMM: TravMedia and IMM Marketplace.

- Forum for Australia's travel media to connect and learn from the industry's most influential leaders.
- ST (Switzerland Tourism) and ETC (European Travel Commission) as key sponsors.
- Great presence for Switzerland:
 - Presentations on stage, company logos on events collateral and signage, video looped during breaks and in foyer, inclusion in press release, SoMe, eDM sent to all delegates
- Switzerland present at IMM Travmedia's International Media Marketplace in Sydney:
 - 25x 1on1 meetings with selected travel writers





Switzerland.

KAM: Swisstainable e-learning promo.

- As part of Helloworld, MTA Mobile Travel Agent are highly recognised home-based travel agents, many of them part of Virtuoso.
- Promotion of Swisstainable e-learning platform within their nationwide network.
- 37 agents subscribed and finished the e-learning in the month of February.
- 6 winners will go on a fam trip in March/April 2023 (focus on Swisstainable).



India.



Switzerland.

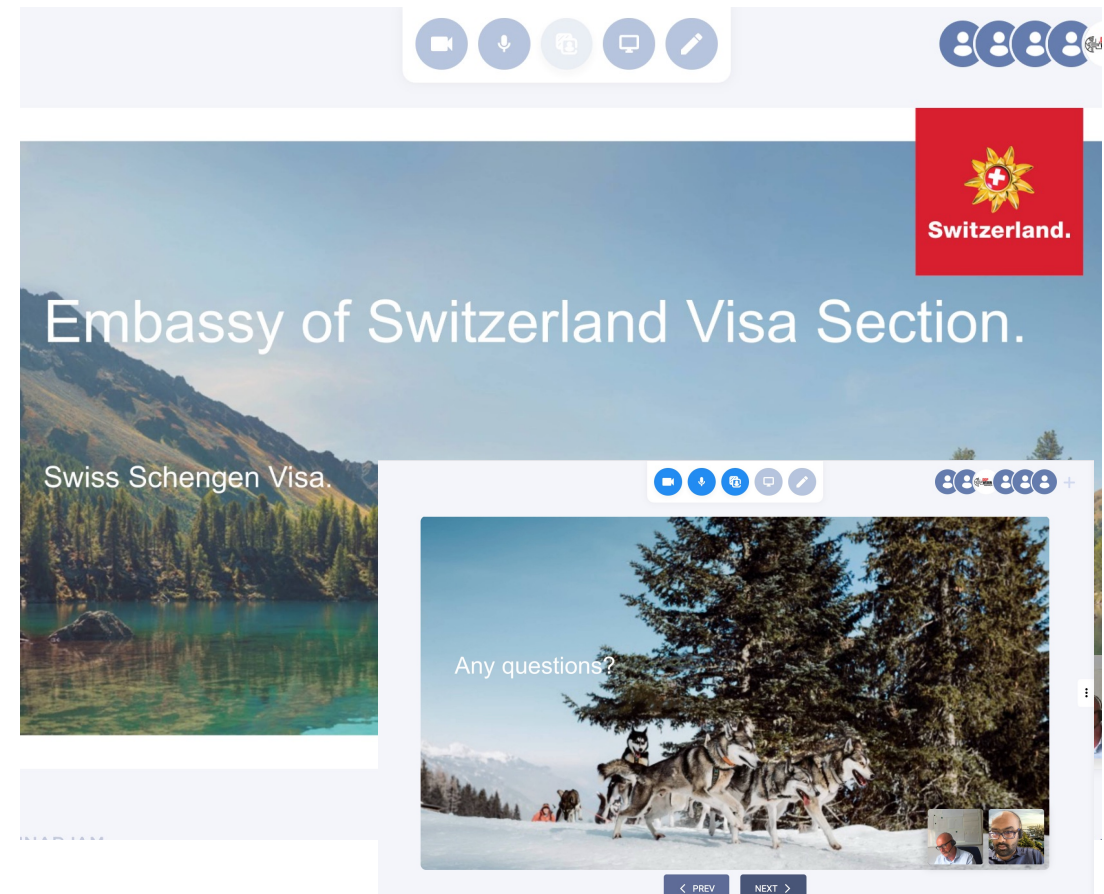




Switzerland.

KAM: ST India Webinar 1 – Swiss Schengen Visa – 16th Feb 2023.

- Exclusive 45 min webinar with the Embassy of Switzerland Visa Section
- Latest information / updates about the Swiss Schengen visa and the application process – Leisure & MICE
- Live polls + live Q&A session + quiz at the end
- Total No. of attendees = 868



Campaign & Activation: Neeraj Chopra Newspaper Ads.

- As part of our summer campaign with Neeraj Chopra, we were able to showcase the variety of adventure activities in Switzerland in three of the top publications in India- The Times of India, Hindustan Times and Mint Lounge.
- Circulation: 3'472'500
- Total Contacts: 10'417'500

Times Network – Top 8 Metros



REMARKABLE JOURNEYS
Adventure, adrenaline and more—a perfect holiday for thrill seekers

I need thrills.
I need Switzerland.

See more on MySwitzerland.com/NeerajChopra

Mumbai, Delhi, Ahmedabad, Bangalore, Pune, Hyderabad, Chennai, Kolkata.

Hindustan Times Network - Top 3 Metros



EXPERIENCE SWITZERLAND'S INTERLAKEN THROUGH THE EYES OF INDIA'S SPORTS SUPERSTAR NEERAJ CHOPRA

I need new horizons.
I need Switzerland.

See more on MySwitzerland.com/NeerajChopra

Mumbai, Delhi & Gurgaon.

Mint Lounge- Top 7 Metros



PLAN YOUR NEXT HOLIDAY IN SWITZERLAND LIKE NEERAJ CHOPRA

I need to discover new places.
I need Switzerland.

See more on MySwitzerland.com/NeerajChopra

Mumbai, Delhi, Ahmedabad, Bangalore, Hyderabad, Chennai, Kolkata.



Switzerland.

Campaign & Activation: Neeraj Chopra

Newspaper Ads.

- Summer campaign with Neeraj Chopra
 - Aim: showcase the variety of adventure activities in Switzerland
 - India's 3 Top Media: The Times of India / Hindustan Times / Mint Lounge.
 - Circulation: **3'472'500**
 - Total Contacts: **10'417'500**

REMARKABLE JOURNEYS Discover Switzerland

Adventure, adrenaline and more—a perfect holiday for thrill seekers

From skydiving and paragliding to waterskiing, canoeing and more—here are some of the most exhilarating activities to do in the Alpine land of Switzerland

Hiking in the Alps
The Swiss Alps are a treasure trove of hiking trails, from gentle strolls to challenging ascents. The Swiss Alps are a treasure trove of hiking trails, from gentle strolls to challenging ascents. The Swiss Alps are a treasure trove of hiking trails, from gentle strolls to challenging ascents.

Paragliding
Experience the thrill of soaring through the sky over the Swiss Alps. Paragliding is a thrilling activity that allows you to see the Swiss Alps from a unique perspective. Paragliding is a thrilling activity that allows you to see the Swiss Alps from a unique perspective.

Canoeing
Paddle your way through the stunning Swiss lakes and rivers. Canoeing is a peaceful and scenic activity that allows you to enjoy the beauty of the Swiss Alps. Canoeing is a peaceful and scenic activity that allows you to enjoy the beauty of the Swiss Alps.

Skydiving
Experience the ultimate thrill of skydiving over the Swiss Alps. Skydiving is an exhilarating activity that allows you to see the Swiss Alps from a unique perspective. Skydiving is an exhilarating activity that allows you to see the Swiss Alps from a unique perspective.

I need thrills.

I need Switzerland.

See more on [MySwitzerland.com/NeerajChopra](https://www.myswitzerland.com/NeerajChopra)

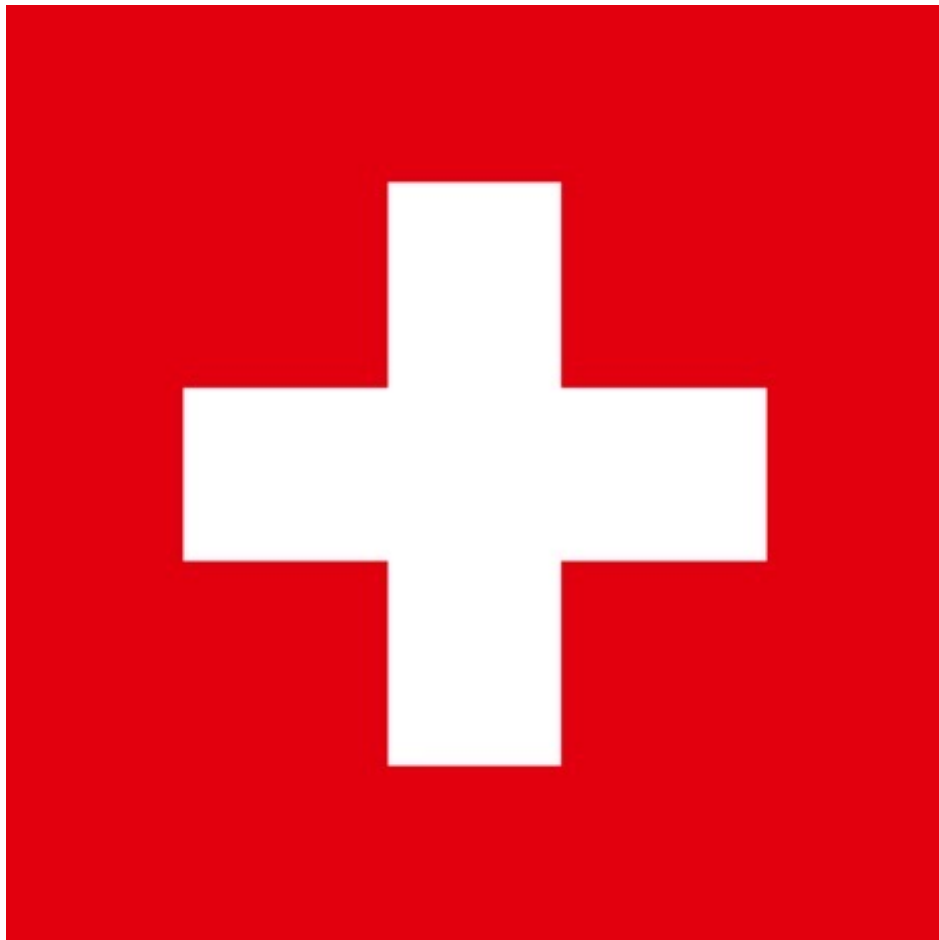
interlaken

Markets West.

Switzerland.



Switzerland.





Switzerland.

TCS Touring Club Switzerland – Online Magazine.

- Double spread featuring each GToS stage
- Promotion of Grand Tour App & e-Grand Tour
- 6 issues (Jan - Jun 2023)
- Page views: 10'562
- Languages: D/F/I



BeNeLux.



Switzerland.





Promotion: Wintersportgids Lucerne & Andermatt. Switzerland.

- Belgium's n° 1 snow sports magazine
- Distribution October-February
- Print: 6/1-page advertorial for Lake Lucerne + Andermatt (+2 extra pages photospread Switzerland)
- 2x Online Articles
- Newsletters
- Facebook and Instagram posts

Total Marketing contacts: 423'801

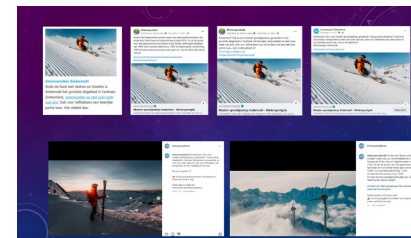


UNIEKE WINTERBELEVENISSEN IN LUZERN

Naar het kanton Luzern ga je voor de vele bezienswaardigheden in en rond de gezellige middeleeuwse binnenstad, een boottocht op het Vierwoudstedenmeer, de adembenemende omgeving... en de vele mogelijkheden in de sneeuw! Wie een unieke citytrip wil combineren met wintersport, kan geen betere bestemming bedenken.

LUZERN

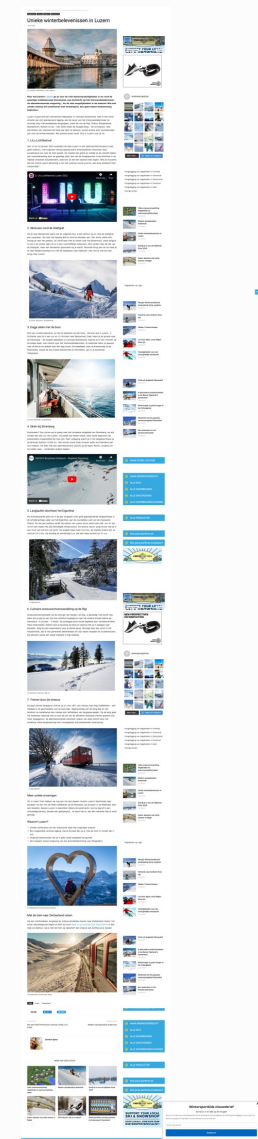
Luzern is jaarmod een toeristische trekpleister in Centraal Zwitserland. Niet in het minst omwille van zijn spectaculaire ligging, aan de oever van het Vierwoudstedenmeer en omringd door indrukwekkende bergrepen, zoals die van de Pilatus, Titlis, Rigi, Stanserhorn, Mythen en de - met 3288 meter in Centraal Zwitserland. Niet in het minst omwille van zijn spectaculaire ligging, aan de oever van het Vierwoudstedenmeer en omringd door indrukwekkende bergrepen, zoals die van de Pilatus, Titlis, Rigi, Stanserhorn, Mythen en de - met 3288 meter in Centraal Zwitserland. Niet in het minst omwille van zijn spectaculaire ligging, aan de oever van het Vierwoudstedenmeer en omringd door indrukwekkende bergrepen, zoals die van de Pilatus, Titlis, Rigi, Stanserhorn, Mythen en de - met 3288 meter in Centraal Zwitserland.



1. LIJL LICHTFESTIVAL
Van 12 tot 22 januari 2023 versierd de stad Luzern... met ongeveer twintig spectaculaire lichtinstallaties... Dit is **Luzern**. Maar Andermatt is ook zo veel meer. Sinds de fusie met Saanen en Obwalden is dit het grootste skigebied in Centraal Zwitserland, sneeuwzeker en met voor ieder wat wils. Ook voor liefhebbers van James Bond en een heerlijke portie kuis.

2. SKI TOEGEN BOND DE GLATTGART
Als je naar Bucherwald vaart (zie de volgende tip), is een skitour op en rond de Glattgarte een supertip. Dit was het tijdperk dat en bind je alvast aan. Een kort, steil klein bergje je naar het plateau, en vanaf daar heb je uitzicht naar het Stanserhorn. Daar hangt in ook in de winter open en er is een voortreffelijke restaurant. Klein verder naar de top van de Glattgarte, waar een fantastisch panorama op je wacht. Eenmaal terug aan de hut daar is al naar het zuiden naar de hellingen naar Titlis. Het reis je met de... met lang naar Luzern. [bucheerwald.ch](#)

3. DAGJE SKIËN MET DE BOOT
Een unieke belevenis, zo heb je skiden op een boot... Het kan dus in Luzern, in Oudheid van je in een uur en 14 minuten naar Bucherwald. Daar neem je de gondel naar de Flühliweg - de langste kabelbaan in Centraal Zwitserland, waarin je in tien minuten op de pistes staat, met uitzicht over het Vierwoudstedenmeer. De mountain room je gewone mee of heb je het plezier voor een dag huren. De hellingen naar de Vierwoudstedenmeer of de Stockhölzli, ook de bus tussen Bucherwald en Emmetten, zijn je bootreizen inbegrepen. [lucerne.ch](#)



Andermatt

WINTERSPORT GIDS

Modern sprookjesdorp Andermatt
Overstelt tussen de majestueuze bergen in het Urnerland, ver van alle weg en toch perfect bereikbaar... Dit is **Luzern**. Maar Andermatt is ook zoveel meer. Sinds de fusie met Saanen en Obwalden is dit het grootste skigebied in Centraal Zwitserland, sneeuwzeker en met voor ieder wat wils. Ook voor liefhebbers van James Bond en een heerlijke portie kuis.

Een aanloop voor alle sneeuw
In Andermatt is er... [andermatt.ch](#)

Hier voor angsthazen
De heren van Haselbühl gaan dan weer... [haselbuehl.ch](#)

Samen invrezen
Wat in het oog springt, is een... [andermatt.ch](#)

Waarom Andermatt?
Een van de meest... [andermatt.ch](#)

Treklied bij uitstap
Op een onverwachte... [andermatt.ch](#)

Instagram: #wintersportgids

Facebook: #wintersportgids

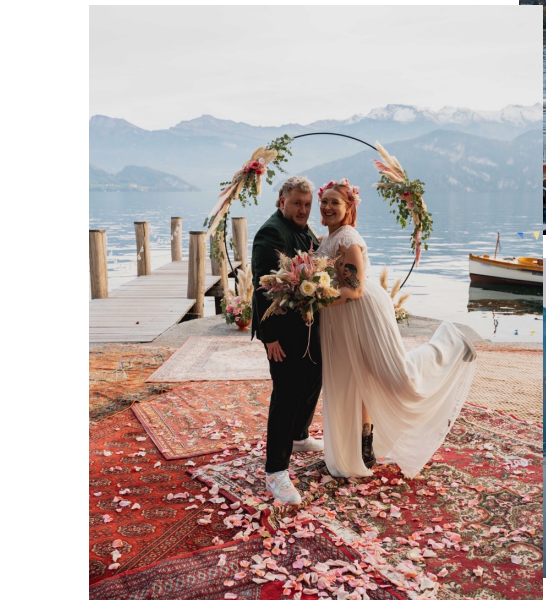
Website: www.andermatt.ch



Switzerland.

KMM: In love, engaged & married in 24h.

- Belgian TV show
- Broadcast on Feb 28 and March 14 (2 episodes)
- 1 million contacts per episode
- In cooperation with Luzern Tourismus, Aletsch Arena & Wedding Promotion HQ (Regina Lai)
- [Link to watch the first episode](#) (Lucerne Region, 62 min)





Switzerland.

SCIB – Partance Roadshow – Paris & Bruxelles.

Business lunch with MICE clients.

- Target: agencies, corporates, assoc.
- Dates: 2nd and 9th of February
- Geneva to Paris: opportunity to meet new potential clients
- SCIB BeLux to Bruxelles: already-known clients
- Feedback: 25 clients in total.





Switzerland.

Meetings: Lunch Partance Belgium.

- Brussels 09.02.2023
- Penta Hotel
- Networking aperitif followed by seated lunch
- 12 agencies
- 4 partners: Hotel Elysee Val d'Europe, The Hoxton Barcelona, SB Hotels Barcelona, SCIB
- Part of the Partance roadshow: Marseille-Paris-Brussels



Italy.



Switzerland.



KAM: eNL II Cioccolatoino.

- Date: 6.2.2023
- What: eNL sent to out DB Trade
- Focus: carnival, San Valentine, offers
- Opening rate: 19.8%
- Clicked: 1.3%
- Link



Switzerland.



Carnevali stravaganti e idee per San Valentino.

Febbraio è il mese degli innamorati, dei carnevali e di curiose feste popolari con radici pagane o religiose che riflettono il carattere identitario dei diversi Cantoni. Trovate di seguito alcuni spunti per il Carnevale e per festeggiare San Valentino in Svizzera.

Prossimi appuntamenti: 12/13 Febbraio a Milano al TOVE Fuori Bit e 16/18 Marzo alla BMT di Napoli

Vi aspettiamo!

Laura e lo staff di ST Italia

Pazzi Carnevali!



Il Carnevale Unesco di Basilea (27 febbraio - 1 marzo)

Comincia alle 4.00 del lunedì con la sfilata delle lanterne, mentre in tutta Europa è già Quaresima, e si protrae fino all'alba del giovedì... già questo fa capire l'originalità del Carnevale di Basilea, uno dei pochi sopravvissuti alla severa Riforma protestante.

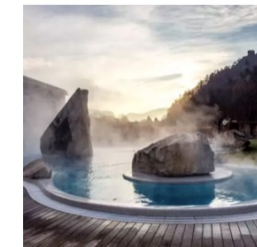
[Maggiori informazioni](#)



Lucerna: la saga dei Fritschli (16 - 21 febbraio)

Gruppi in maschera, armati di fiati e percussioni, si mettono in mostra dando vita a spassose e rumorose esibizioni per far danzare e cantare tutta la città. Sono i Guggenmusige che animano le vie di Lucerna "sbeffeggiando" il proprio pubblico. Fra le maschere spicca il Fritschli, un uomo avanti con gli anni, con sua moglie, la Fritschene, e il loro figlio Fritschkind.

[Maggiori dettagli](#)



San Valentino: regala il relax.

Dal benessere alpino alle destinazioni termali rilassanti e al relax attivo nella natura: gli hotel benessere svizzeri soddisfano ogni desiderio di svago. Si possono scegliere buoni dal valore di 100 CHF in poi.

[Prenota qui](#)

Diventa esperto della Svizzera!



Switzerland Travel Academy

Quanti Cantoni ha la Svizzera? Quale è la sua capitale? E la montagna più alta? Dove si trova la Cappella di Guglielmo Tell? E la cremagliera più ripida del mondo? Se siete curiosi e volete saperne più dei vostri clienti diventate esperti sul nostro Paese. E' semplice e divertente! Piattaforma in inglese.



MySwitzerland Pro

Online, facile da usare, gratuita. Benvenuti su MySwitzerland Pro, la piattaforma professionale B2B che collega il mercato globale del trade con i fornitori svizzeri e le destinazioni. Piattaforma in inglese.

[Iscriviti](#)



Switzerland.

KAM: Workshop TOVE Milano (BIT).

- Dates: 12-13.2.2023
- What: Travel Open Village fuori BIT c/o Meilà Hotel
- In coop with Il Girasole Viaggi





Switzerland.

KMM: Individual media trip North.

- Dates: 3-5.2.2023
- Participant: Marta Ghelma
- Overnight at Hotel Carlton
- Partners involved: RhB and St. Moritz for Elle.it



Switzerland.

KMM: Interview Radio in BLU.

- Date: 8.2.2023
- What: Piccarda Frulli Radio interview on Radio in Blu (radio network with 200 radios in Italy)
- Focus: Carnival, San Valentina, Offers



Switzerland.

KMM: Individual family trip in Ticino.

- Dates: 10-13.2.2023
- What: Media trip for Mammedomani on family experiences
- Focus: families
- Participants: 1 adult and 2 teens
- Partner involved: Ticino



Switzerland.

KMM: Radio interview Radio RAI Mary Pop.

- Date: 11.2.2023
- What: Piccarda Frulli Radio interview on Radio RAI
format Mary Pop
- Focus: Carnival



Switzerland.

KMM: Radio interview Radio RAI Victoria.

- Date: 12.2.2023
- What: Swiss Ambassador Monika Schmutz interview on Radio RAI format Victoria
- Focus: Switzerland

KMM: Individual media trip North.

- Dates: 23-25.2.2023
- Participant: Franca Scotti
- Partner involved: Lucerne Tourism

Digital: ST E-Newsletter February.

- Date: 7.2.2023
- What: St E-Newsletter
- Focus: Destination: Leukerbad! (65 clicks) & San Valetine in Bern (37 clicks)
- Total clicks: 1'140
- Opening rate: 41.65%
- Link

I consigli dei nostri partner.



Destinazione: Leukerbad!

Luogo di mille contrasti, per un inverno tra sport e benessere nel Canton Vallese. Vette oltre 4'000 metri di altitudine, comprensorio sciistico, passeggiate, escursioni, maestosi ghiacciai e strutture termali di fama internazionale. Clicca qui per prenotare il tuo prossimo soggiorno!

[Prenota il tuo soggiorno ↗](#)

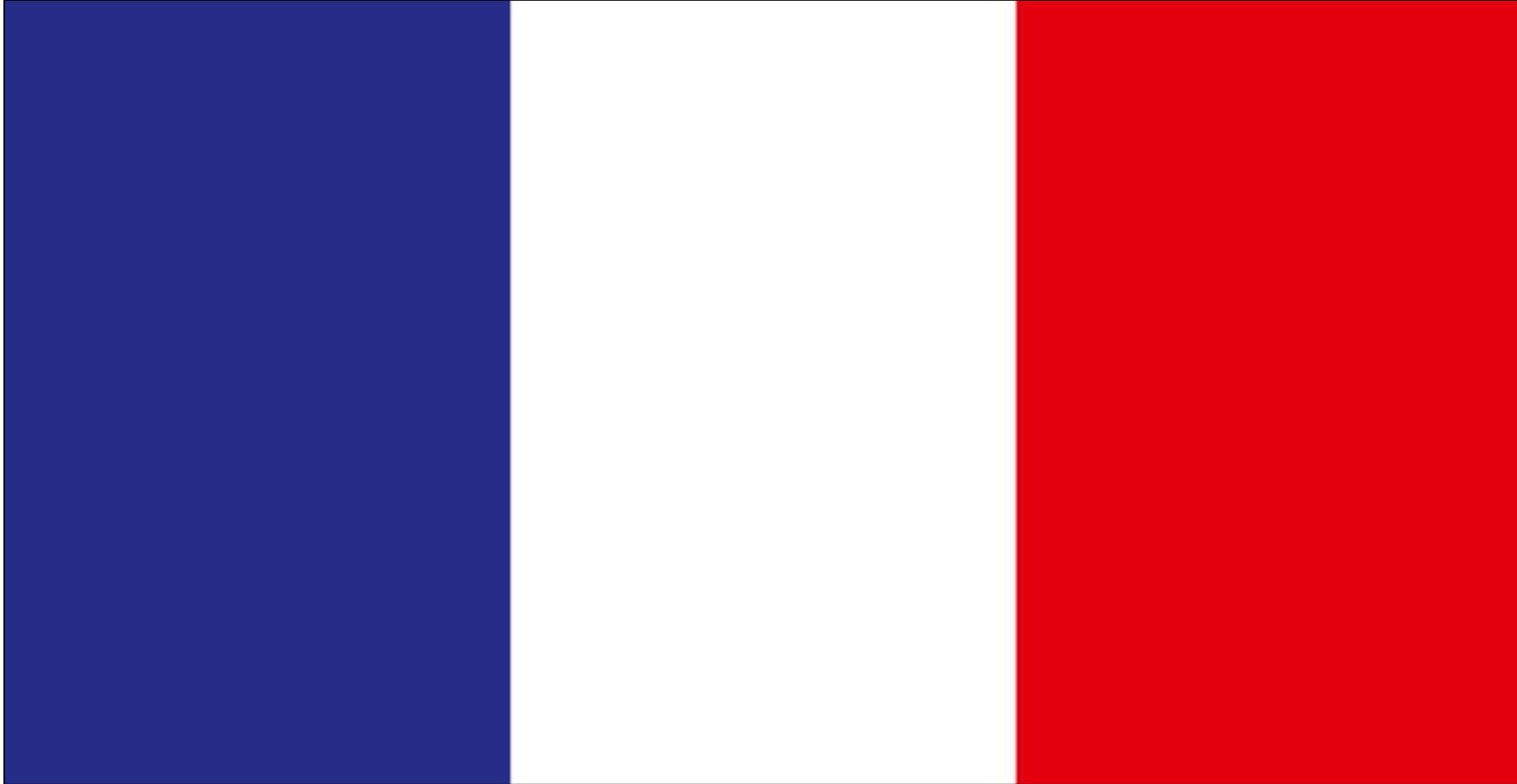


San Valentino a Berna

Concedersi una serata gourmet, un'oasi di benessere in un castello o una passeggiata sotto le stelle sono le attività romantiche preferite da fare a Berna il giorno di San Valentino. Regala alla tua dolce metà indimenticabili ricordi di momenti all'insegna del batticuore!

[Maggiori informazioni ↗](#)

France.



Campaign activation – Event Swiss Wine.

- **Event in partnership with Swiss Wine**
 - Date: 13th of February
 - Location : Le Perchoir Porte de Versailles (ST winter rooftop)
- **KPIs:**
 - More than 100 guests
 - 6 winemakers showcasing their wine
 - 20 guests invited by Swiss Wine
 - 80 guests who won a contest organized by Switzerland Tourism in collaboration with timeout Magazine





Switzerland.

KMM – TV Reportage.

■ METEO A LA CARTE, France 3

- Informative and entertaining TV program with varied content to better understand the impact of the weather on health, nature, history, and certain jobs...
- 3 documentaries shot in Geneva:
 1. Artisanat : sculpteur de marionettes du Théâtre des marionettes de Genève
 2. Recette : endives au saumon d'Albertine
 3. Artisanat : les chocolats et la Suisse
- Approximately 2'000'000 viewers / documentary



KMM – TV Reportage.



Switzerland.

■ Chroniques d'En haut, France 3

- Verbier, Ski choc et Raclette chic
- Date: 12.02.2023
- 30-minute coverage about Verbier.
- 1'000'000 viewers
- Watch the replay (only in France)



SCIB – Newsletter 01.

Target: Agencies, corpo, assoc.
Date: 7th of February

■ KPI:

- Sent to 2'336 contacts
- Unique opening : 728
- Open rate: 31.69 %
- Click rate: 4.44 %
- Bounced : 23 hard, 16 soft
- Unsubscribed: 8

Nos suggestions de lieux extra-ordinaires.



7 lieux événementiels de marque

Les lieux événementiels conçus par et pour une marque ont bien plus que tous les équipements disponibles pour l'organisation de séminaires ou d'événements. Voici 7 exemples situés en Suisse ouverts aux entreprises.

Marquez les esprits



14 lieux événementiels bluffants

Répartis sur toute la Suisse, nous avons sélectionné pour vous 14 lieux extraordinaires, en dehors des hôtels et des salles de sous-commission traditionnels. Ils vous aideront à trouver de l'inspiration et des solutions innovantes.

Découvrez nos lieux insolites

Deux nouveautés hôtelières disruptives.



Un hôtel qui stimule tous vos sens ...

54 chambres - Das Morgen-Neuro Campus Hôtel à Vitznau est bien particulier : il élève le bien-être de ses clients en s'appuyant sur les neuro-sciences, les mettant dans des conditions optimales d'apprentissage ou de détente.

Ça m'intéresse



Le Five Zurich pour vos événements VIP

87 chambres (et bientôt 149 !) marquent le retour d'un hôtel emblématique qui a l'ambition de retrouver sa place de haut lieu de la vie nocturne zurichoise, et de se démarquer par son art de vivre, combinant gastronomie, mode et musique.

J'y vais

SCIB – Eductour to Crans Montana.

Target: 6 agencies from Paris, Lyon
& La Rochelle

Dates: 10th to 12th of February

- **Feedback:**
 - Loved the ski resort, accessible
 - Diverse hotel offers
 - Great welcoming from suppliers
 - 1 last-minute cancellation



Spain.



Switzerland.



Switzerland.

KAM: Spring B2B Newsletter.

- Date: 24 February 2023
- Recipients: 1'885 travel agents
- Opened: 23.2%
- Clicked: 7.7%
- Topics: RF selection, STP promo, STS Sales manual, Accommodation's new catalogues and the Switzerland Travel Academy

Suiza Turismo informa.

¡Grüezi amigas y amigos de Suiza!

Este 2023 ha empezado con mucha fuerza y en Suiza estamos en plena temporada de nieve y con la mirada ya en semana santa y las vacaciones de verano. Por este motivo, queremos compartir la siguiente información que seguro será de vuestro interés:

1. Ideas inspiradoras para semana santa.
2. Promoción Swiss Travel Pass.



Switzerland.

KMM: Event with Fribourg Region.

- Exclusive media event with Fribourg Region and a top selection of journalists in Barcelona
- Marielle from Les Paccots made a moitié-moitié fondue show cooking
- Two radio and a television interview were arranged during the event
- Some media trips have been planned for next summer



Timing: 7th February 2023

Media contacts: 15 journalists



Switzerland.

KMM: Fribourg Region perpetual calendar.

- Last year the travel sketcher @a.aradilla created an illustrated travel diary with watercolor postcards
- We created a beautiful wood calendar and sent it to top journalists
- This perpetual calendar can be also used as desktop organizer, being present in the minds of journalists every day



Timing: December 2022 - February 2023

Media contacts: 36 journalists Madrid & Barcelona



Switzerland.

KMM: National Geographic Awards nomination.

- The Swiss Alps have been nominated for the National Geographic Readers' Awards as the best European destination
- The finalists share values such as innovation, sustainability at all levels or the commitment to a non-invasive tourism
- Winners' announcement on April 23'

Timing: February - March 2023
Marketing contacts: 1'300'000

The screenshot shows the National Geographic website interface. At the top, there are navigation links for 'NG ESPAÑA', 'VIAJES NG', and 'HISTORIA NG'. The main header features the 'VIAJES NATIONAL GEOGRAPHIC' logo and a 'SUSCRÍBETE' button. The central banner displays 'MEJOR DESTINO EUROPEO' in large yellow letters over a scenic image of a mountain lake. Below this, a yellow box contains the text 'PREMIOS DE LOS LECTORES 2023'. Underneath the banner, the text 'MEJOR DESTINO EUROPEO' is repeated, followed by the heading 'Finalistas'. A list of finalists begins with '1 Alpes Suizos: Los Alpes exhiben su poderío en el pequeño país helvético. Zermatt, el macizo de la Jungfrau, el pico Bernina o el gran glaciar Aletsch son algunos de sus atractivos más...



Switzerland.

Top Coverage Viajes National Geographic.

- Print and online article in the magazine "Viajes National Geographic" Spain edition about the destination of Aletsch Arena
- A total of four pages dedicated to the winter attractions of this region



Timing: February 2023

Media contacts: 526'994

Total media contacts February: 7'898'206



UK/Ireland.



150 Years Bürgenstock Resort.



Switzerland.

- Wednesday 8 March, 6:30pm
- Media and Trade event at the Royal Automobile Club (RAC) with approx. 50 guests in total
- Organised in partnership with Bürgenstock Collection, Sven Flory
- Celebratory showcase of Swiss cuisine from culinary director Mike Wehrle who is guest chef at the RAC for a week
- AH, EF and MZ present



Summer Media Launch 2023.

- Tuesday 7 March, 6:30pm-9:30pm
- Organised in partnership with Valais Promotion, represented by Emilie Morard
- Topic: 'The perfect outdoor summer getaway'
- Venue: 'Secret Garden' at the South Place Hotel in the City
- 31 journalists and editors attended
- AH, FL, MR, CS and MZ present



Switzerland.

FAM Trip Bernina Express.

- 28th Feb – 3rd March 2023
- St. Moritz, Bernina Express (Tirano), Davos
- 10 top participants from a range of UK and international operators
 - e.g. Miki Travel, Abercrombie & Kent, Fred Holidays, TUI UK, STC
- Activities: snowshoeing, sledging, torchlit hike, wintersport museum (Davos), Chalandamarz!



SCIB Events and Forums in January & February.



Switzerland.



- HB Cares UK & Ireland (26 January 2023)
- The Luxury Wedding & Party Event (26 January 2023)
- Micebook Expo (30 and 31 January 2023)
- Moulden Marketing Destination Showcase (3 February)
- C&IT Agency Forum (8 to 10 February)

SCIB Events and Forums in January & February.



Switzerland.



- The Meeting Space, Prague
 - Date: 23 to 25 February 2023
 - SCIB participant: Reto Konrad
 - Swiss Partners:
 - The Bürgenstock Collection, Katalin von Merey
 - Lucerne Convention Bureau, Abel Morais
 - AlpenGold Hotel Davos, Jesús Pol Riestra
 - Radisson Blu Hotel Reussen, Andermatt, Kevin Schreiber
 - Marriott Zurich Hotels, Teodora Swidzinski

North America.



Trade Sales Calls – East Coast.

- February 27 – March 3, 2023
- Washington DC, Philadelphia, NYC & Boston
- Partners: Zurich Tourism, Jungfrau Railways
- Visit of top accounts on the East Coast
- 14 appointments/trainings
- Interest in adding/expanding Switzerland within existing portfolio
- Positive feedbacks in regards to 2023 bookings
- 48 pax in total





Switzerland.

Media Trip – Art Field.

- Dates: February 1st – 10th, 2023
- Participants: 4, top art and culture writers (Elle Décor, Gallery Magazine, Art noir, Architectural Digest).
- Itinerary: Gstaad, Lausanne, Basel, Zurich.
- Highlights: Vitra design campus private visit, latest Mudac museum exhibition in Lausanne, Elevation 104 art biennale, art exhibitions in Zurich.



Media Trip – clippings.

- Galerie magazine: “The Swiss Alps Provide a Dramatic Backdrop for Ethereal Works of Art”, by Osman Can Yerebakan. Circulation: 100 k.
- Elle Decor: “What’s on Our Cultural Calendar This February”, by Camille Okhio. Circulation: 2.16 M.
- ARTNOIR, “The art round-up”, by Larry Ossei-Mensah, Newsletter with 20k subscribers.



Ernesto Neto, *Healing Bug Acupun Earth, Part of Elevation 1049 – Interstices*, Gstaad, 2023. Courtesy the artist and Luma Foundation. PHOTO: TORVIOLL JASHARI

The Swiss Alps Provide a Dramatic Backdrop for Ethereal Works of Art

Elevation 1049, the biannual performance program in Gstaad, united the art world and ski lovers through cutting-edge performances and installations

BY OSMAN CAN YEREBAKAN
FEBRUARY 20, 2023

What’s on Our Cultural Calendar This February

ELLE DECOR editors report from the intersection of art, design, and visual culture.

BY CAMILLE OKHIO PUBLISHED: FEB 22, 2023



Erik Benjamins



JULIEN CREUZET: Orpheus was musing upon braised words (...)

Luma Westbau
Zürich, Switzerland
February 10 - May 21, 2023

Julien Creuzet is a French-Caribbean artist whose work combines experimental filmmaking, music, sculpture, performance, and poetry. The [exhibition](#) confronts the viewer

January is out of the way with its failed resolutions and post-holiday fatigue. Now is the time to head back out and see what your city has to offer you. Galleries and museums are back in full swing, with exciting exhibitions to challenge and delight (sometimes simultaneously!). Here,



Switzerland.

Media Webinar – Jura & Three-Lakes.

- Date: Feb 23rd and Feb 28th
- Held in French and in English
- Total of 40 attendees
- Partner: Jura & Three-Lakes
- Presentation of the destination to media and trade contacts

WEBINAIRE ST AM-NO

JURA & THREE-LAKES

**HEAD IN THE PINE TREES,
FEET IN THE LAKES**

Jennifer

Matteo

Divine

Jura & Trois-Lacs Marketing
Bienne, février 2023 - JDE

www.J3L.ch



Switzerland.

Media top result: Goop.com.

- www.goop.com
- Date: February 16, 2023
- Journalist: Ali Pew
- Title: From St. Moritz to Zermatt: A Swiss Skiing Itinerary
- Contacts: 1.43 M uvpm
- Featured: St. Moritz, Zermatt, Kulm Hotel, Corviglia, Corvatsch, Glacier Express, The Omnia, Dolder Grand
- Feature in their Thursday newsletter (Feb 16)
- Social media: featured in 3 IG stories and 1 carousel post (1.7 M followers)



Home / Personal Style & Outfitting Ideas / From St. Moritz to Zermatt: A Swiss Skiing Itinerary

Style

From St. Moritz to Zermatt: A Swiss Skiing Itinerary

Published on: February 16, 2023
Written by: [Ali Pew](#)



From St. Moritz to Zermatt: A Swiss Skiing Itinerary



Ali Pew, our creative and editorial fashion director, on where to stay, where to eat, and where to ski. Plus, a spa-day add-on in Zurich and her carefully curated packing list.

GO



Media top result: AFAR.

- www.afar.com
- Date: February 28, 2023
- Journalist: Jennifer Flowers
- Title: Stay Here Next: The Alpina Gstaad in Switzerland.
- Contacts: 1.01 M uvpm
- Featured: The Alpina Gstaad



TRAVEL INSPIRATION > HOTELS > HOTEL REVIEWS

By Jennifer Flowers • February 28, 2023

Stay Here Next: The Alpina Gstaad in Switzerland

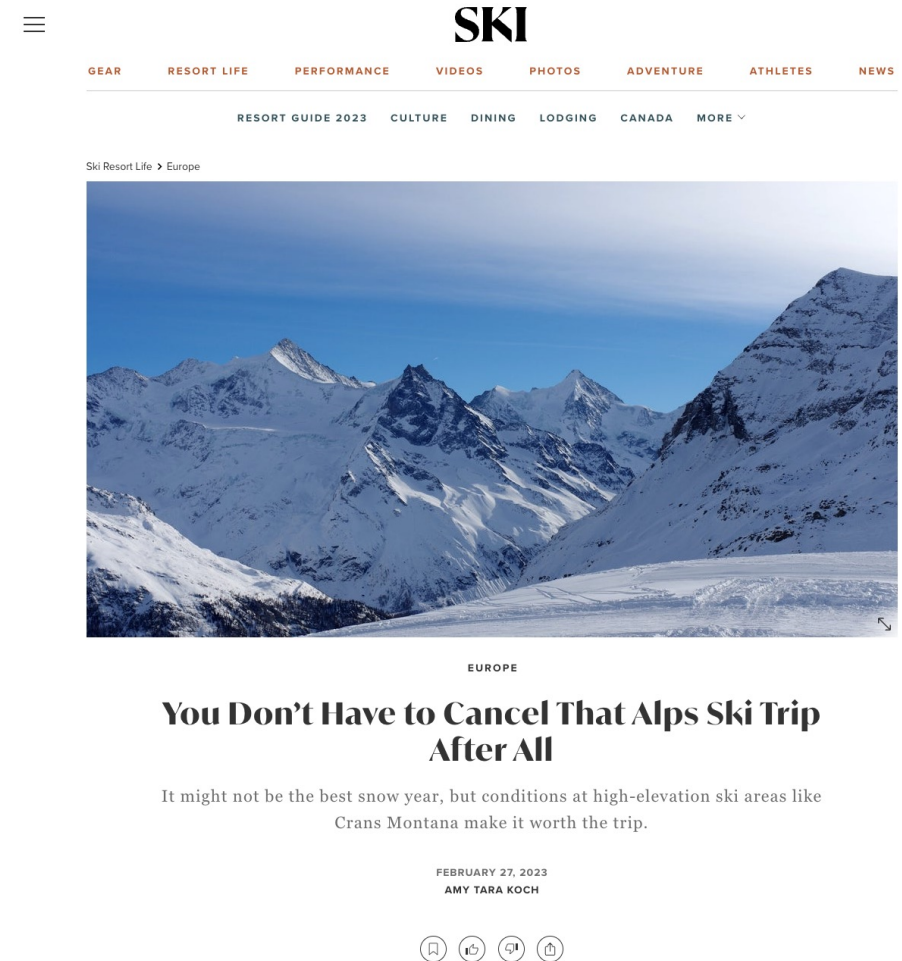
With a sexy new Japanese whisky bar and an extended summer season, the Alpina Gstaad remains a standard bearer in the Swiss Alps for design lovers and après aficionados.



The Alpina Gstaad is a short walk from the center of town. Courtesy of the Alpina Gstaad

Media top result: Ski Magazine.

- Ski Magazine: www.skimag.com
- Date: February 27, 2023
- Journalist: Amy Tara Koch
- Title: You Don't Have to Cancel That Alps Ski Trip After All
- Contacts: 553 k uvpm
- Featured: Crans Montana



The screenshot shows the top portion of a Ski Magazine article. At the top right is the 'SKI' logo. Below it is a navigation menu with categories: GEAR, RESORT LIFE, PERFORMANCE, VIDEOS, PHOTOS, ADVENTURE, ATHLETES, and NEWS. A secondary menu includes RESORT GUIDE 2023, CULTURE, DINING, LODGING, CANADA, and MORE. The article title is 'You Don't Have to Cancel That Alps Ski Trip After All' under the sub-header 'EUROPE'. The byline reads 'FEBRUARY 27, 2023' and 'AMY TARA KOCH'. At the bottom are social media sharing icons for RSS, Facebook, Twitter, and LinkedIn.

Media Result: Who What Wear.


- www.whowhatwear.com, leading lifestyle and fashion website (Learn to ski media trip result).
- 2 articles:
 - How to Do Switzerland Like Celebs and Royals: Where to Stay, Shop, and Eat, published on Feb 17, 2023.
 - 6 Ski Brands Everyone's Wearing on the World's Chicest Slopes in Switzerland, published on Mar 8, 2023
- Journalist: Erin Fitzpatrick
- Contacts: 7.03 M uvpm
- Featured: St. Moritz, Bad Ragaz, Zürich, Kulm Hotel

☰ WHO WHAT WEAR

VACATION — FEB 17, 2023

How to Do Switzerland Like Celebs and Royals: Where to Stay, Shop, and Eat

by ERIN FITZPATRICK




f p ✉ 📌

WINTER OUTFITS — MAR 8, 2023

6 Ski Brands Everyone's Wearing on the World's Chicest Slopes in Switzerland

by ERIN FITZPATRICK



SITE Global Conference, NYC, 17.-19.2.2023.



Switzerland.

- Excellent content, poor F&B
- Sustainability was an important topic throughout the conference:
 - Standards of measurements requested from buyers, show clients the impacts they cause with their trip, include sustainability in the RFP, generation Z cares about sustainability when going on incentive trips
- Challenges:
 - Well-being and mental health are an increasingly important issue in the workplace
 - How can we adapt to the new normal
 - Understaffing and budget remain a challenge
 - Saying “NO” is also accepted (DMC’s RFPs)





Switzerland.

SCIB NA: 2023 RFP's situation.

1. 31 received RFPs – 20'160 overnights (January – February 2023)
2. 23 confirmed – 20'514 overnights (2023)
3. 66 pending – 37'443 overnights (2023)

Best practice confirmed RFPs in February:

1. Eventive Marketing: 12.- 17.06.2023, Interlaken, 20 pax
2. Prestige Global Meeting: 10. – 15.05.2023, Montreux, 140 pax

Brazil.



Switzerland.



KAM: SETE MARES TURISMO TRAINING.

February 17, 2023

- Dedicated face-to-face training presentation to Sete Mares Turismo & Sete Mares Ski teams;
- Topics: Summer & Swiss Travel System;
- 10 travel professional from leisure products & operations and leisure sales teams in attendance;
- Dedicated Q&A session;
- ST Brazil team: Mara Pessoa.





Switzerland.

KAM: ONLINE TRAINING WEE TRAVEL.

February 28, 2023

- Dedicated online training presentation to Wee Travel team;
- Topics: Summer, Cities & Wine tourism;
- Dedicated Q&A session;
- ST Brazil team: Mara Pessoa and Natalia Leal.





Switzerland.

KAM/KMM: LUXURY TRAVEL & EXPERIENCES by PRIMETOUR.

February 2023

- Printed and digital magazine;
- Double page article;
- 4500 copies;
- B2C audience: Primetour's VIP clientes database, American Express & VISA Aeternum clients database;
- B2B audience: 3000 travel agencies, 60 Independent consultants;
- Distribution channels: Private jet lounges, art galleries & luxury malls, luxury brands & charity events;
- Content topic: High-end Gastronomy & Wines;
- Coverage: Lucerne & Lake Lucerne Region, Verbier, Swiss Wine Regions & Lavaux, Swiss Travel System; MOB; Michelin Star restaurants of Switzerland.

The HYPE | FOODIES | SUÍÇA

SUÍÇA: DA FONDUE À ALTA GASTRONOMIA!

Além do ski e da neve, a Suíça é também celebrada pela gastronomia! Para uma viagem com estrelas Michelin, receitas que ganharam o mundo e vinhos dificilmente encontrados fora do país...

VINHOS RAROS
Cultivando mais de 200 tipos de uvas, sendo 40 antigas variedades nativas, a Suíça produz cerca de 148 milhões de garrafas por ano, e menos de 2% segue para exportação. Wine lovers não podem deixar de conhecer a charmosa região de Lavaux e seus vinhedos em terraço, Patrimônio Mundial da UNESCO. As encostas, situadas entre picos nevados e os margens do Lago Léman, são cobertas pelas vinhas cultivadas por gerações de famílias locais. Para ir de bicicleta, na companhia de um guia privativo e parando para degustações.

ALTA GASTRONOMIA
De estrela em estrela Michelin, os 138 restaurantes premiados refletem a aptidão nacional para a alta gastronomia. Dos quatro com a máxima condecoração, tenha uma vivência behind-the-scenes no Restaurant de l'Hôtel de Ville, em Crêt de la Neige. Após conversar com voce, o chef Francis Giovaretti irá preparar um menu on the spot - enquanto isso, assiste a todo o processo de criação até a hora de ser servido. Os outros três triplamente estrelados são o Cheval Blanc by Peter Knogli, em Basel, o Schloss Schauenstein, em Fürstentum, e o Memories, em Bad Ragaz. Os dois últimos foram premiados por suas ações sustentáveis!

FAVORITOS SUÍÇOS
O clássico dos clássicos! Existe forma melhor de terminar seu dia de ski que com uma fondue borbulhante? Uma das versões prediletas dessa tradição de inverno é a moelle-moelle, mistura mela a meio das queijos Gruyère AOP e Vacherin Fribourgeois AOP. A fondue ganha contornos de haute cuisine na companhia de frutas e champagne - prove no Chalet Ruinar, do Kempinski Palace Engelberg, bem no centro do país. A raclette também faz sucesso. Seu personal chef irá prepará-la numa área reservada dos Alpes após um voo de helicóptero, que tal? O hotel Bürgenstock, junto ao Lago Lucerna, organiza! (Uma vez por mês, não perca a visita a uma das mais antigas pontes de madeira cobertas da Europa). Na vila alpina de Verbier, com vista para o Matterhorn e o Mont Blanc, a proposta é visitar as queijarias para degustações e criar seu próprio queijo.

DEGUSTAÇÃO PANORÂMICA
O novo trem panorâmico GoldenPass Express conecta Montreux a Interlaken, passando por cenários que vão de pastos verdes a montanhas cobertas pelo neve. Aproveite o passeio saboreando cavari Olona n° 103, bilis e taça de Duval Leroy Brut na classe Prestige, com assentos rotativos aquecidos.

Lucerna

Golden Pass Express

Restaurant de l'Hôtel de Ville

SPONSORED CONTENT

KMM: Media Trip @galisteuoficial.

Between, February 24th to March, 7th.

- Adriane Galisteu – 5MIO followers
- Trip to promote cities and mountain during the winter season.
- Segment: Snow Lover and City Break
- ST Support: flights, STP, overnights and program in Geneva, Interlaken and Zurich for the family (3 pax),



KMM: Media return.



Switzerland.

February

- Verbier is considered the best ski resort for skiing.
- Band News online
- More than 20K page views

- Verbier is considered the best ski resort for skiing.
- Portal IN
- More than 45K page views

BRAND NEWS
Seleção de bom gosto.

ANUNCIE COM A GENTE!
021 9 880-9148
@bandnews

Lição de hoje: educação e cidadania são as engrenagens do futuro.

Início > Editoria > Turismo

TURISMO

19/02/2023 às 14h38m - Atualizado em 19/02/2023 às 14h38m

Vilarejo pitoresco na Suíça é eleito a melhor estação de esqui do mundo

Comentar

FONTE: APCC Comunicação - resort@antropomedia.com.br - FOTOG: Shutterstock

Um dos destinos de esqui mais celebrados do mundo, a charmosa vila de Verbier é eleita na temporada de inverno 2022-2023 como a melhor estação de esqui da Suíça e do mundo pelo "World Ski Awards", única iniciativa global que reconhece, premia e celebra a excelência do turismo de esqui.

Este é o segundo ano consecutivo que o elegante resort esportivo suíço recebe a premiação mundial e a quarta vez que é homenageado - em 2018 e 2019 recebeu o prêmio de melhor estação de esqui situada na Suíça.

Verbier faz uma comemoração dupla. O "World Ski Awards" também homenageou o W Hotel Verbier, que pelo sétimo ano consecutivo conquistou o prêmio de Melhor Hotel de Esqui da Suíça e Melhor Hotel de Esqui do Mundo.

SOBRE VERBIER - Um resort esportivo e fashion situado em um vilarejo elegante e autêntico, com seus típicos cháls e charme alpinos. O mais cosmopolita dos resorts de Valais, o destino localiza-se em um vasto planalto ensolarado a uma altitude de 1.500 metros, no coração dos Alpes, com vistas deslumbrantes. É a porta de entrada para a área de esqui de 4 Vales - a maior área de esqui da Suíça - um verdadeiro playground de inverno, com quase 80 teleféricos e mais de 400 km de pistas para todos os níveis de especialização. E ainda oferece aos visitantes algumas das vistas mais extraordinárias da Europa, incluindo More Blanc e Matterhorn.

Paraíso do freeride, o resort é uma parada obrigatória para esquiadores de todo o mundo, e seu après-ski é uma verdadeira instituição, acolhendo uma clientela cosmopolita de todas as gerações.

Portal IN
por Pompeu Vasconcelos

IN BUSINESS PODER NOTAS REVISTAS IN CONNECTION HAP

LENTA

Notas

SEGUNDO ANO CONSECUTIVO

Verbier é eleita a melhor estação de ski do mundo pelo World Ski Awards

Por Viviane Ferreira - Em 13 de fevereiro de 2023

A charmosa vila de Verbier, foi eleita na temporada de inverno 2022-2023 como a melhor estação de esqui da Suíça e do mundo pelo "World Ski Awards", única iniciativa global que reconhece, premia e celebra a excelência do turismo de esqui.

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Sobre Verbier

Um resort esportivo e fashion situado em um vilarejo elegante e autêntico com seus típicos cháls e charme alpinos. O mais cosmopolita dos resorts de Valais, o destino localiza-se em um vasto planalto ensolarado a uma altitude de 1.500 metros, no coração dos Alpes com vistas deslumbrantes.

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Reconhecido em todo o mundo por sua vida noturna animada, os lendários bares après-ski de Verbier e as casas noturnas dinâmicas ganham vida no inverno. A gastronomia de Verbier é repleta de novidades assim como o destino.

De restaurantes gastronômicos a degustação de produtos regionais, de uma saborosa refeição em um tradicional cháls suíço a um restaurante de montanha com vista panorâmica dos alpes, ou um restaurante estrelado, Verbier oferece um vasto leque de opções que incluem restaurantes presentes nos guias Gault&Millau e 1 estrela Michelin, como o Le Table d'Audin.

[Estação de Ski] | Verbier | World Ski Awards