

# International.



**Switzerland.**





Switzerland.

# SCIB: New confirmed industry events to Switzerland in 2023 (part of recovery budget).

| Name of event / markets   | Destination & Date & Participants                                  |
|---|--|
| BCD Meetings & Events Supplier Event<br>(UK/DE/IT/BE/NL/Nordics/ES & management from USA) | Zürich, 08-11 November 2023<br>150 meeting planners & 70 Suppliers |
| Reasons why Switzerland was chosen:<br>Sustainability, high quality and easy reachable.   |  |
|   |  |
| ICCA Venue Business Workshop Europe   | Basel, 04-05 May 2023<br>30 associations and industry partners     |
|   |  |
| ...more to come.... We are on it!   |  |

Markets East.

Germany.



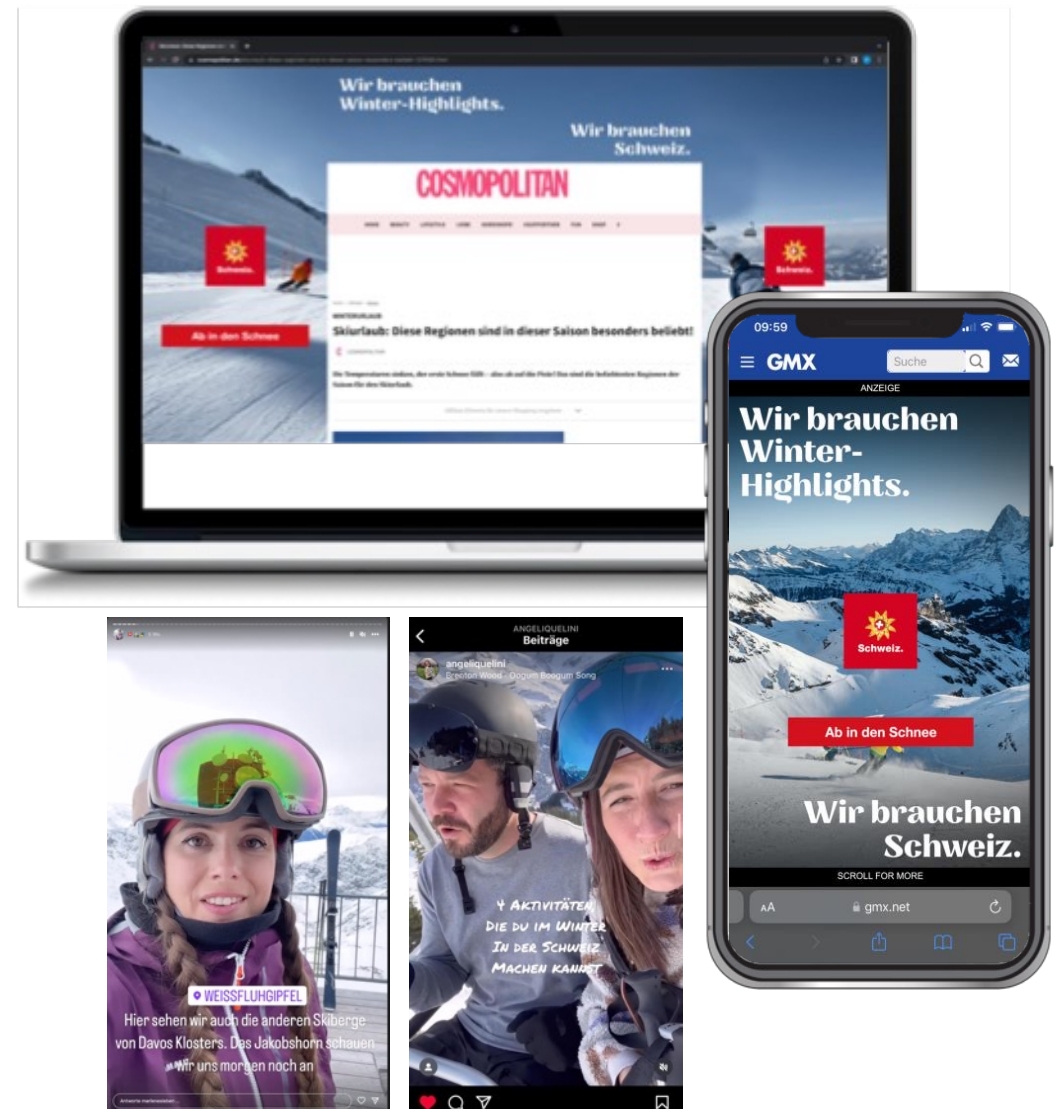
Switzerland.



Switzerland.

# Digital Winter Campaign „Skiurlaub 2.0“.

- December 29<sup>th</sup> – January 24<sup>th</sup>
- Key Partner Campaign with Bern Region and Grisons
- 2 Content Creators experienced Swiss Winter in a Swisstainable way
  - @angeliquelini
  - @marlenesleben
- Followed by a digital campaign
- 12.63 Mio. Top Marketing Contacts
- Impressive CTR on Meta: 4,22%

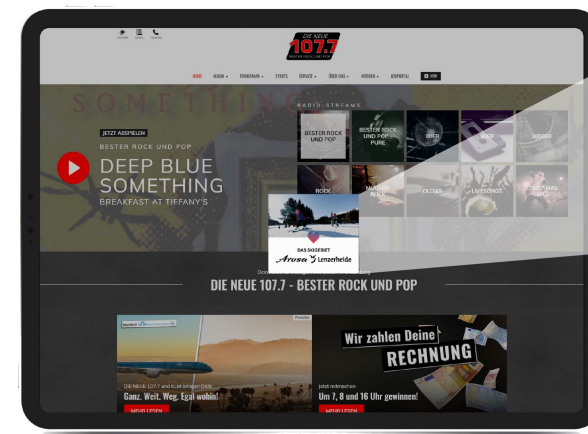




Switzerland.

# OnAir Promotion: Two ski resorts. One heart.

- January 9<sup>th</sup> – 28<sup>th</sup>
- Key Partner Campaign with Arosa Lenzerheide and Radio "die Neue 107.7"
- OnAir Promotion, Landing Page, Online Audio Promotion and Social Media
- 468.192 page impressions
- Over all 4.2 Mio. Contacts



Arosa



# „Ideenlabor 2024“.

15 participants, 27 pitched ideas, 4 winners)







Austria/Hungary.



Switzerland.





Switzerland.

# Austria: KAM ÖBB Rail Tours Traumzügekatalog.

- ÖBB Rail Tours is the tour operator of the state railroad organization in Austria ÖBB
- Only one edition in 2023 with focus on Switzerland - 70% of the catalogue are FIT and group tours in Switzerland
- Date: 23. January 2023
- Contacts: 14.000



# Austria: Europe Culinaire.

- Top cultural Event by the “Burgtheater” focusing on Swiss culture & cuisine. Dishes arranged by “Punk-cook” Stefan Wagner, Hotel Stern / Chur
- Five course Swiss menu including cheese specialities
- Date: 13. January 2023
- Guests: 120



Switzerland.

APERITIF  
Schlumberger Sekt  
Ottakringer Bier

AMUSE GUEULE

TRETEN WIR EIN  
Glaner Chalberwurst, auch *Demokratiewurst* genannt,  
mit weißer Zwiebelsauce und Rösti

BLEIBEN WIR STEHEN  
Älplermagronen  
Capuns Sursilvans

SETZEN WIR UNS HIN  
Gebackener Wolfsbarsch mit Weißkraut

KOSTEN WIR UNS DURCH  
St. Gallener Biberli  
Schweizer Käsespezialitäten

FEINE TRÖPFERL  
Sauvignon Blanc 2021 Bio - Gesellmann  
Blaufränkisch CREITZER Reserve 2020 - Gesellmann  
Mittelburgenland DAC Reserve - Gesellmann

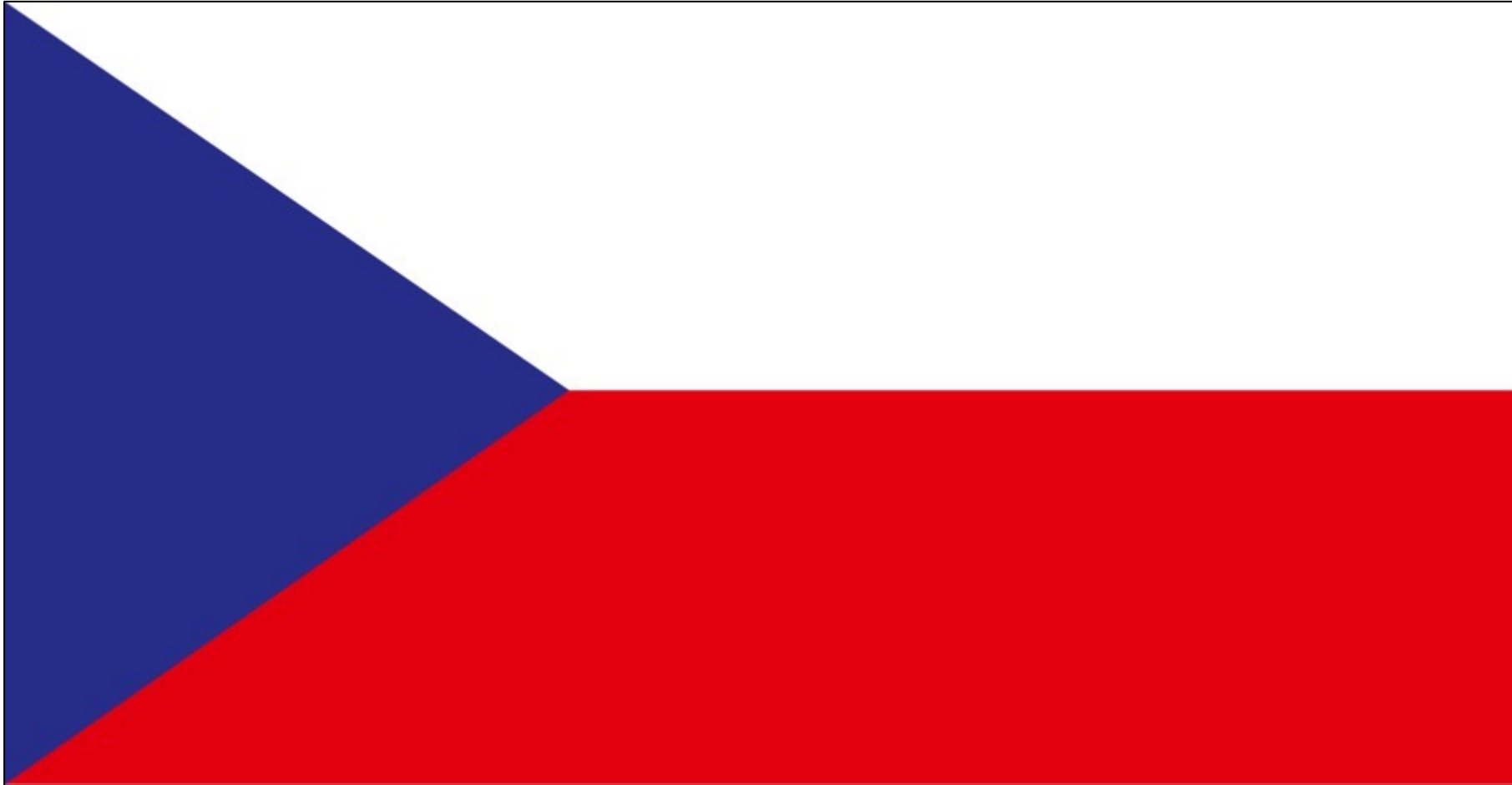
Wir danken dem Schweizer Koch Stefan Wagner vom *Hotel Stern Chur* für die Unterstützung beim Kochen. Er besticht durch seine ungewöhnlichen Kreationen zwischen Tradition und Moderne.

*Fragen zu Allergenen und Inhaltsstoffen beantworten wir gerne.*

# Czech Republic.



**Switzerland.**



# Advertorial and branding – Forbes.cz.



Switzerland.

- 5. 1. 2023
- Advertorial presenting Glacier and Bernina Express by RhB incl. winter holiday tips placed and Czech website of magazine Forbes.
- Advertorial promo in Forbes weekly newsletter Forbes Cocktail, via Forbes FB and IG page.
- Two-months website branding of Forbes.cz with focus on Bernina Express, Glacier Express and RhB.
- 737.442 Marketing Contacts

**Forbes**  
BYZYS | TECHNOLOGIE | LIFE | SPECIÁLY A ŽEBŘÍČKY | KOMENTÁŘE A NÁZORY | PODCASTY | JAK ŽITÍ LEPŠÍ | ŽOŠT | PRÁVNÍK

**BRANDVOICE**

**Krásna pomalosti. Poznejte Švýcarsko z luxusního vlaku s nejkrásnějším výhledem**  
5. 1. 2023

**Switzerland Tourism**  
5. 1. 2023 · 6 min čtení  
Foto: RhB

**SOŠLET ČLÁNEK**

Na tenhle výlet se můžete vypravit, i když nepatříte mezi největší milovníky vlaků. Projížďka po kolech Rýchtské dráhy, jejíž část je zapísaná na seznamu světového kulturního dědictví UNESCO, totiž nádherně každého. Ledovcový expres vám nabídne neopakovatelnou podívanou a více než luxusní

**Forbes**  
MEGALIFE | Q | S | R

**Breaking News**

- Vláda schválila spádovou kompenzaci za cenový strop pro dočasně nízké emise
- Rybní zřítelny evropské domácnosti stálo kvůli všem výjezdu, Česká a vodní
- Někteří mladí české banky kvůli dráhy energií končí výjezdu stálo v Česku
- Applle zdraží za rok iPhone své stálo hodnocení. Přesto pokračují investice do nových technologií

**Salam alejkum, Cristiano! Inšallah, Messi! Jak a proč si šejkové koupili špičkový fotbal**  
Mediální Město, první panák do evropského fotbalu. Pokračování fotbalu Arabové si neobávají otázku jen Ronaldo.

**Ceny energií klesají.** Ceny elektřiny a plynu na evropském trhu vlivem větrného, ale zároveň teplotně příznivého počasí **klesly na půlroční minima**. Cena plynu přitom spadla až tak razantně, že se propadla pod cenový strop stanovený vládou. Ten se ale nejspíš bude ještě hodit.

**Salam alejkum, Cristiano!** Současný fotbal lze se špetkou nadsázky charakterizovat lehece: krásná hra, v níž proti sobě stojí jedenáct hráčů, přičemž ty úplně nejlepší z nich platí výhradně Arabové. **Jak a proč si šejkové koupili špičkový fotbal?**

**Tip Espresso:** Lákají vás nevědění zážitky, jste fanoušky umírněného luxusu a možná i kvalitní gastronomie? A slyšeli jste už o **Rýchtské dráze – nejslavnější železnici ve Švýcarsku?** Ve vagonch luxusních vlaků, které se po těchto kolech vedoucích švýcarskými přírodními krásami prohánějí, máte možnost zažít nejen nezapomenutelný, ale vskutku požitkářský výlet.

**Máte 10 minut?**

**Král uměleckých aukcí.** Martin Kodl, majitel aukční galerie nesoucí jeho příjmení, loni vydal nejdražší dílo ryze českého umělce za 123,6 milionu korun. Zároveň rok uzavřel s dosud nejvyšším obrátem, který překonal tři čtvrtě miliardy korun. **Rozhovor pro Forbes s ním vedl kolega Ondřej Kinkor.**

Poland.



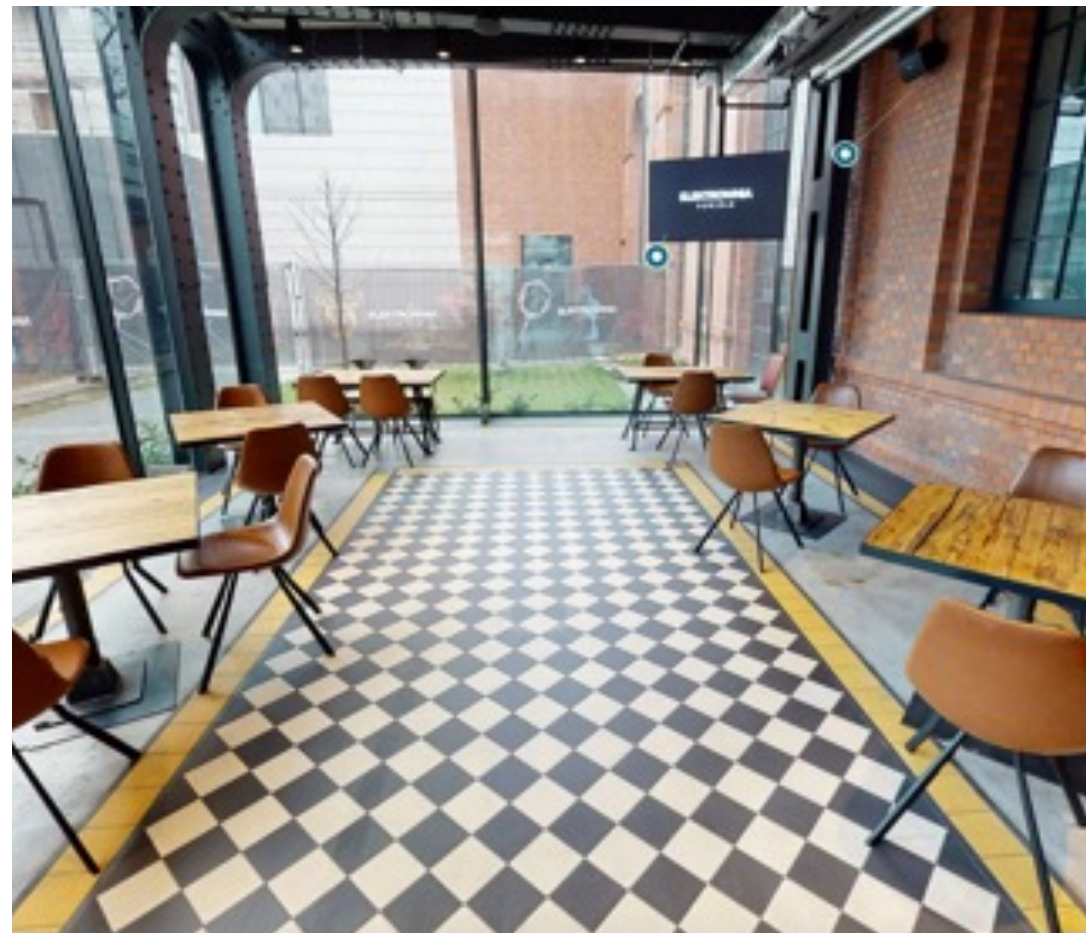
Switzerland.



Switzerland.

# Future activities.

- Media sum up meeting, 16.02, Warsaw
- Business lunch at the Embassy with TO, 16.02, Warsaw
- Summer launch, 15.03, Warsaw
- Workshop, 15.03, Warsaw
- Media and trade meeting, 16.03, Krakow
- Summer digital campaign, April
- ST map, April
- Special supplement in *Newsweek*, April

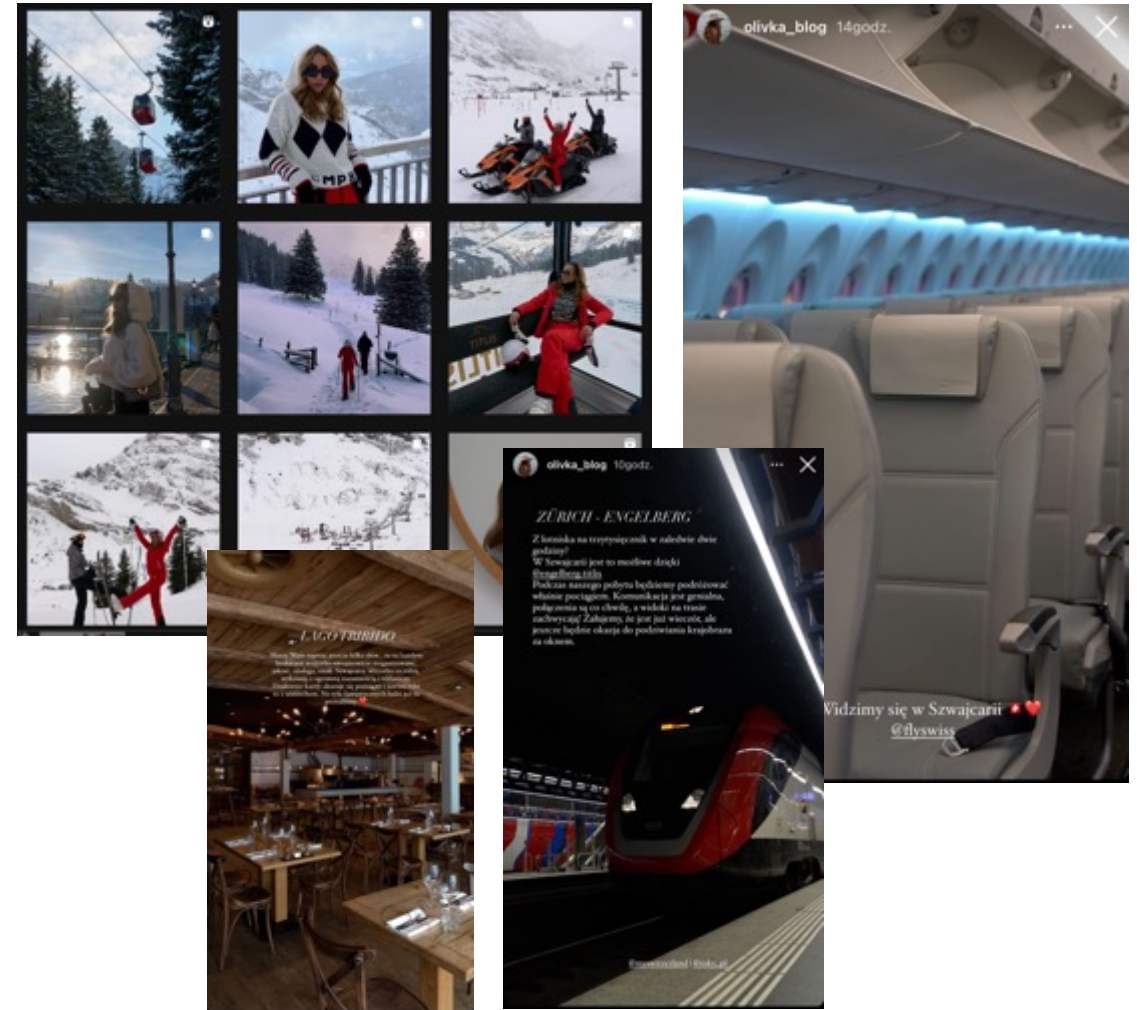




Switzerland.

# KMM: influencer trip by *OlivkaBlog*.

- Trip to Engelberg, Pilatus and Lucerne
- 16 – 21.01
- Influencer @olivka\_blog
- 116'000 followers
- Family skiing trip and other winter activities
- Cooperation with portal *eSky.pl*
- Content published also on *eSky.pl* channels
- Instagram posts and stories by blogger
- Reach: 570'000



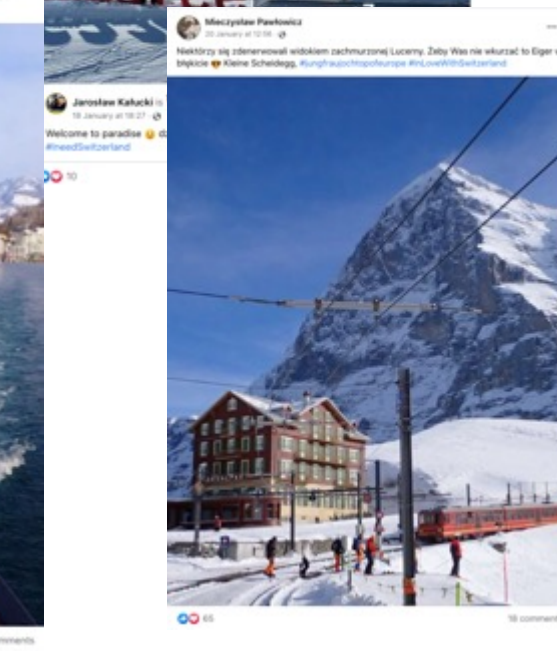
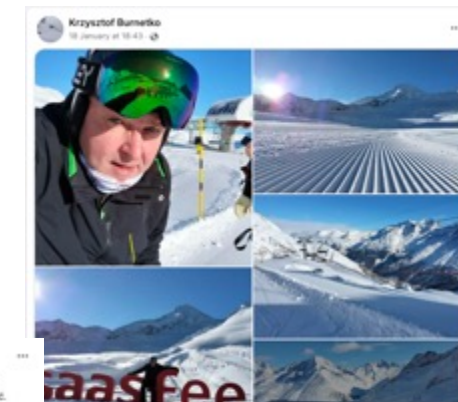
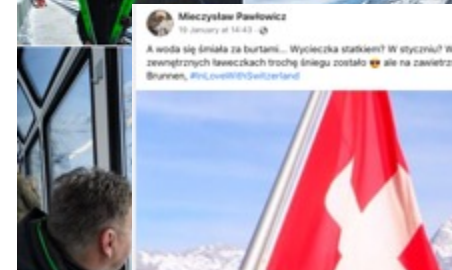




Switzerland.

# KMM: media winter group trip.

- Jungfrau Ski Region, based in Interlaken
- 19 – 22.01.
- Additional indiv. trips to Saas-Fee and Lucerne,
- 6 participants (journalists, freelance)
- Skiing and winter activities
- Articles planned after return
- Social Media activities during the trip.
- FB post during the trip reach: 37'000

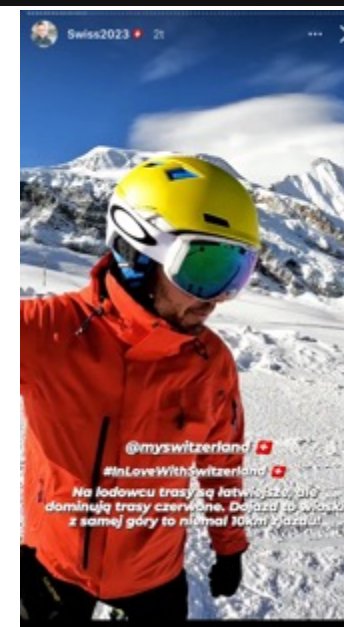
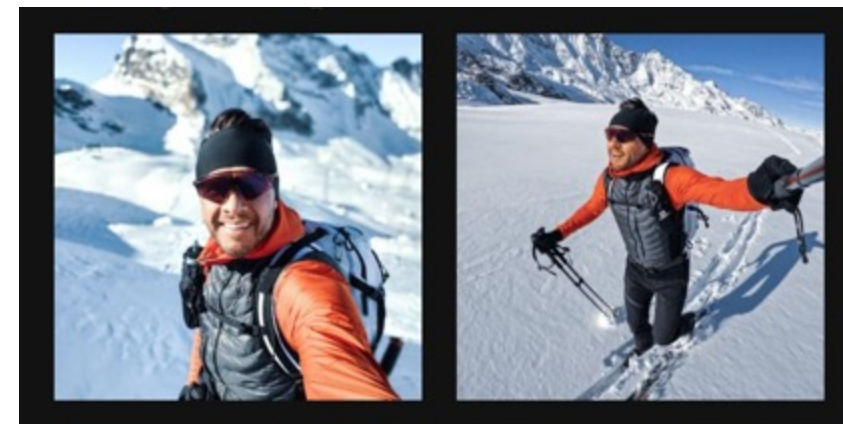
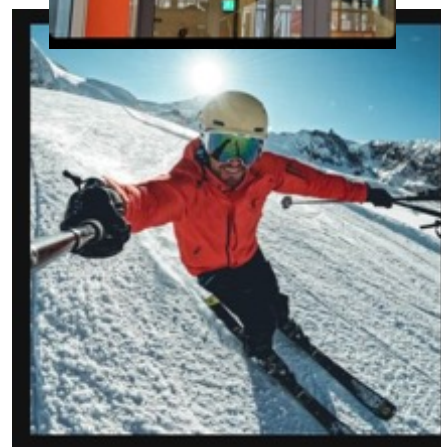
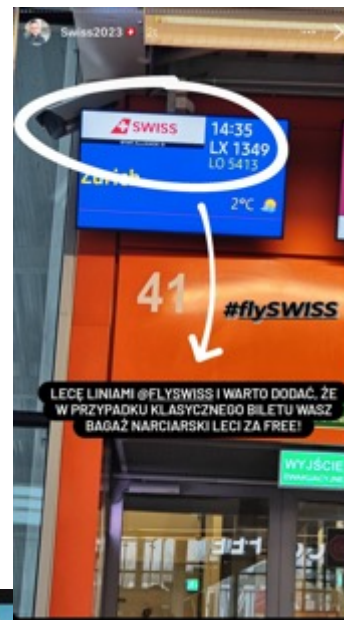




Switzerland.

# KMM: influencer trip by *xtrainer\_*.

- Destination: Saas-Fee and Engelberg
- 24-30.01
- Insta influencer: *@xtrainer\_*
- Focus on outdoor skiing, skitouring
- Instagram posts, reels and stories incl. SWISS, accommodation in hostel and local attractions in both destinations.
- Reach: 275'000



# KAM: STMS Zermatt.



Switzerland.

- Snow Edition
- 13 – 19.01
- 7 Polish KAMs
- Focus on winter offers
- Pre-convention trips

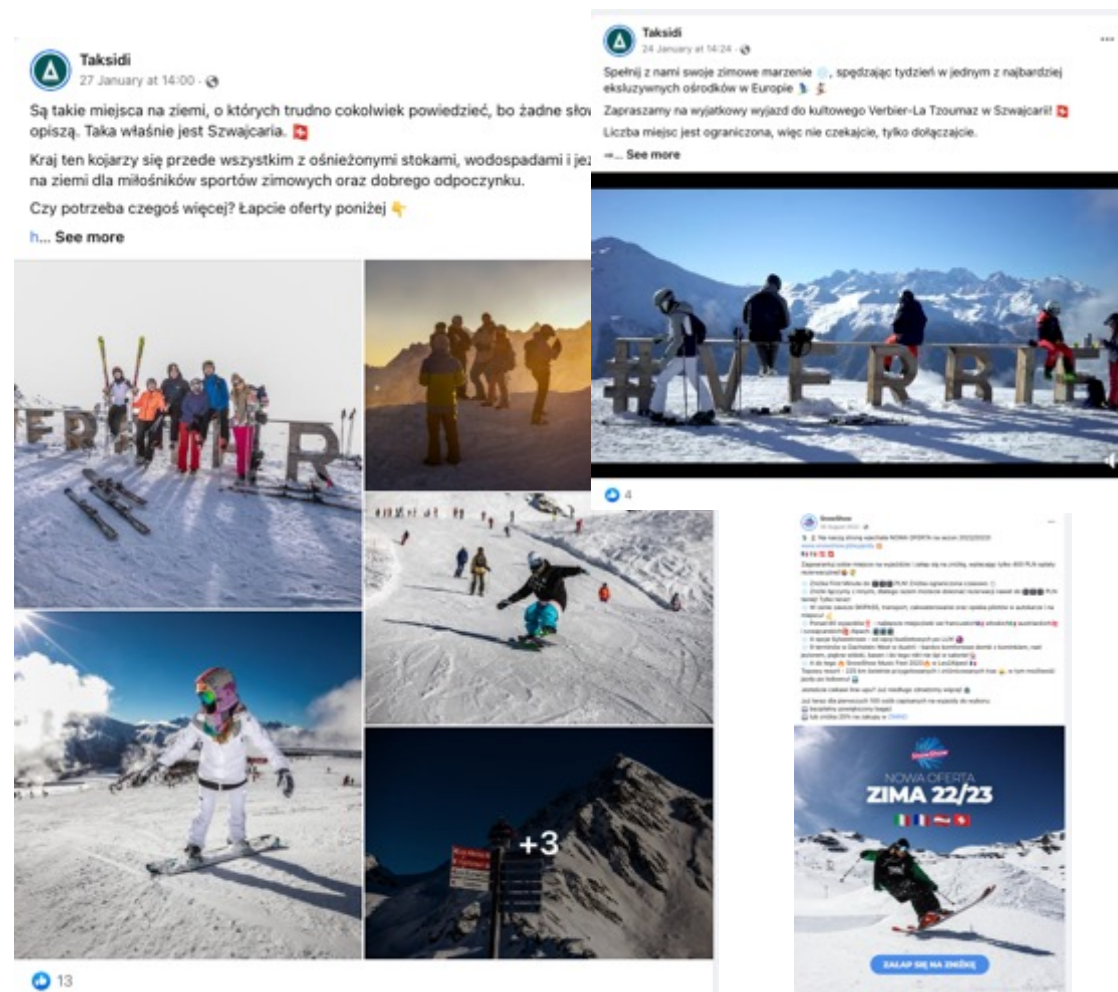




Switzerland.

# KAM: business plans with KAMs.

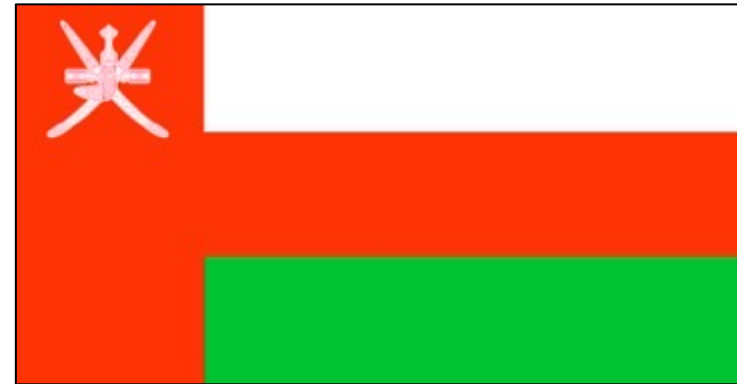
- Winter activities promo by: *Allegra, Snow Show, Hey Holiday, Nekera, Taksidi, Wild Holidays*
- Online activities promoting offers
- SEM, Social Media
- Newsletters
- Promotion of winter season, main focus on kids' winter holidays
- Figures to follow end of season



GCC.



Switzerland.





Switzerland.

# Campaigning: Nael and Wael Influencer trip.

- Date: 12 - 16 JAN
- Nael and Wael visited Interlaken to highlight Switzerland as a winter destination for Arab guests.
- Instagram: 588,660 likes and comments
- Insta- and Snapchat Stories: 1.6 Mio
- Tik Tok 16.6 Mio video views:
- Total contacts: 18.8Mio
- Partner: Interlaken, St. Moritz, Andermatt, STS





Switzerland.

# Campaigning: Radio Winter promotion.

- Date: 26DEC-6JAN
- Content: Swiss Winter
- 70 spots Emarat FM (Arabic Emirati)
- 19 spots Star FM (Arabic Expats)
- Contacts: 4,45 Mio
- Partner: Interlaken, Davos





Switzerland.

# KAM: Luxury FAM trip to Bernese Oberland

- Date: 22-26 Jan.
- FAM trip with co-operation with Made in Bern.
- Participated: VIP Platinum, Lamar, Serenity (UAE) , Al Sarh (KSA), Victoria Travel ( Doha), Mustashar (Kuwait).
- Destinations: Gstaad, Interlaken, Bern

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# KAM: STMS

- From 13-19 Jan.
- Al Rais Travel UAE joined the STMS in Zermatt





Switzerland.

# Campaigning: Winter Hotel digital push.

- Date: 19 – 24 Jan
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 403,765
- Clicks: 6,370
- Reach: 240,769
- Seehof hotel

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

يوفر **Hotel Seehof**، الذي تديره عائلة بيازي، غرفاً مريحة على ضفاف بحيرة "والنسي". وعلى مسافة قصيرة من فلومسيربيرغ.

<https://bit.ly/3IXLBS4>



سويسرا.  
Local & travel website


[Learn more](#)



Switzerland.


# Campaigning: Winter Hotel digital push.

- Date: 25 – 30 Jan
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 292,152
- Clicks: 5,076
- Reach: 177,440
- Hôtel des Trois Couronnes

 (SA, AE, TN - Arabic) .سويسرا  
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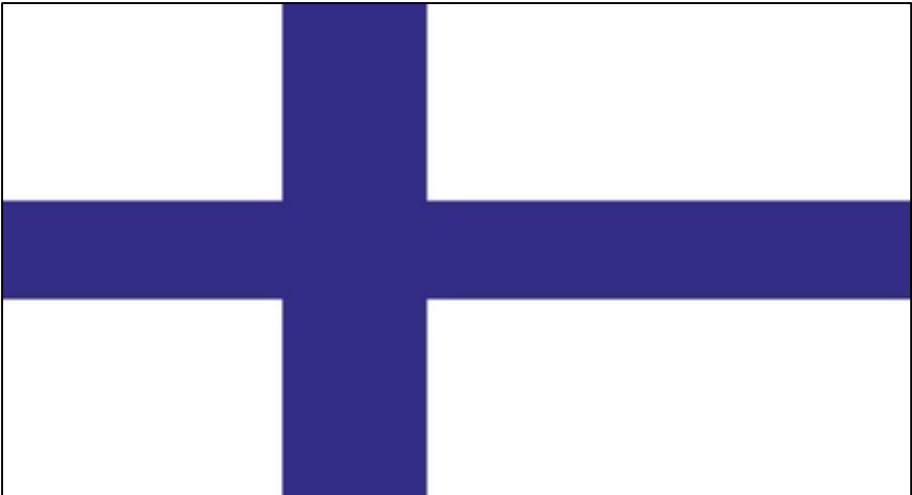
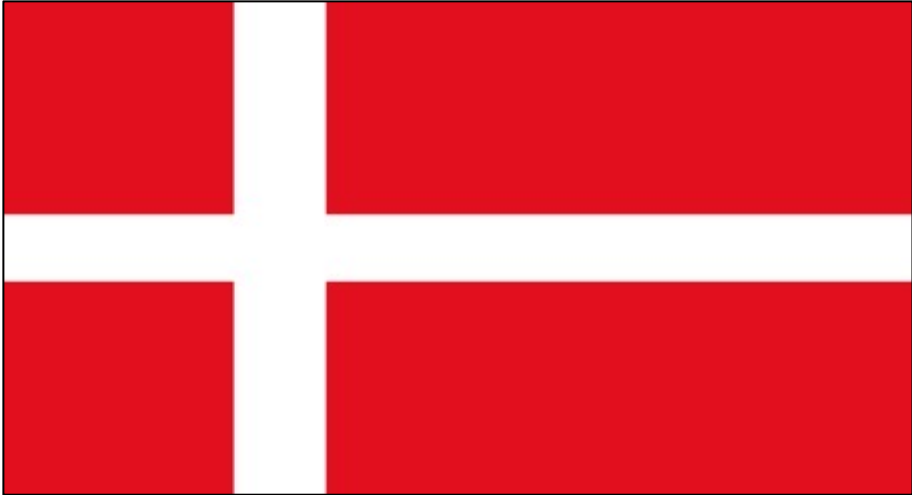
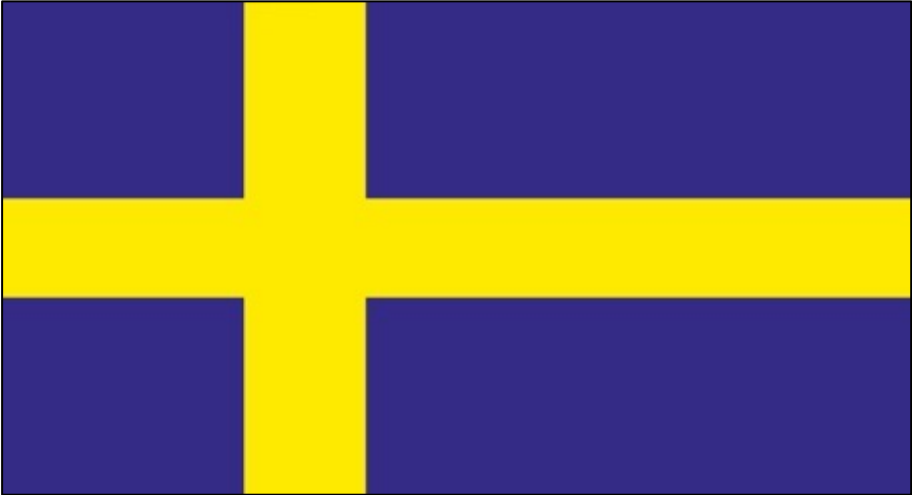
تمّ بناء فندق **Hôtel des Trois Couronnes - The Leading Hotels of the World** في فيفيه على ضفاف بحيرة جنيف مباشرة. ستقع حتماً في حب المناظر البانورامية من الشرفة. كما ويُقدّم السبا الحصري مجموعة كبيرة من العلاجات.

<https://bit.ly/3kyhW7S>



.سويسرا  
Local & travel website [Learn more](#)

# Nordics.



# SE – Hotel Romantik: Premier.

## Davos

- The TV production "Hotell Romantik" which was recorded in Davos June 2022 premiered January 6<sup>th</sup>.
- The show has already great viewing figures and the format has been picked up in media, headlines like "the best dating show of the year is already here" and "You want to move in at Hotell Romantik".

Årets bästa dejting-tv är redan här



**"Hotell Romantik" är så fint att se att man vill flytta in**

SVT har en garanterad hit med nya dejtingprogrammet

PUBLICERAD: 6 JANUARI

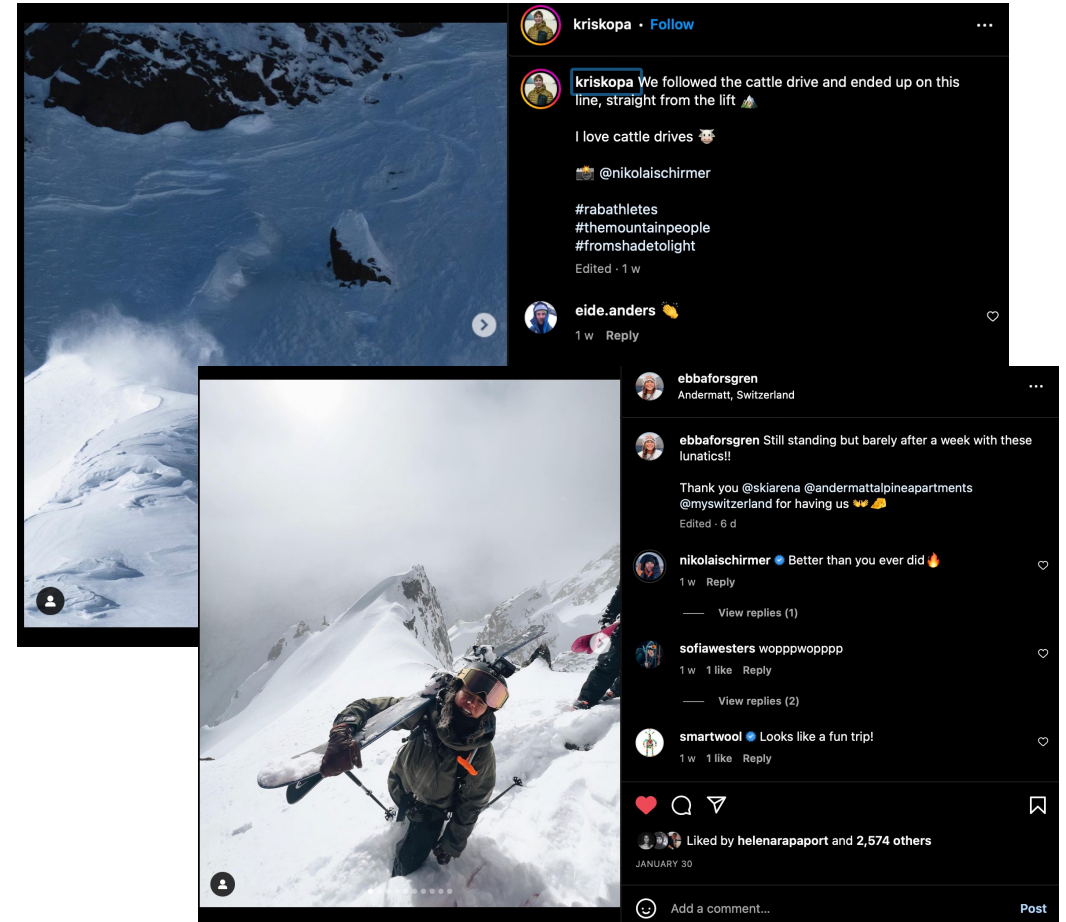
**TV**

**TV-KRÖNIKA** Gå och lägg er, alla andra dejtingprogram.  
SVT:s "Hotell Romantik" är ett genidrag.

# NO – Content Creators: Nikolai Schirmer.

Andermatt 16-25 Jan

- Professional skiers Nikolai Schirmer, Krister Kopala and Ebba Forsgren spent a week in Andermatt to ski and create content for their social channels.
- Luckily their timing was great since it snowed during their stay and could report the snow conditions to the ski community.
- Total amount of followers on IG: 210'000
- Youtube episode will follow
- No influencer fee



# SE – Content Creator: Agnes Maltesdotter.

Engadin 20-24 Jan

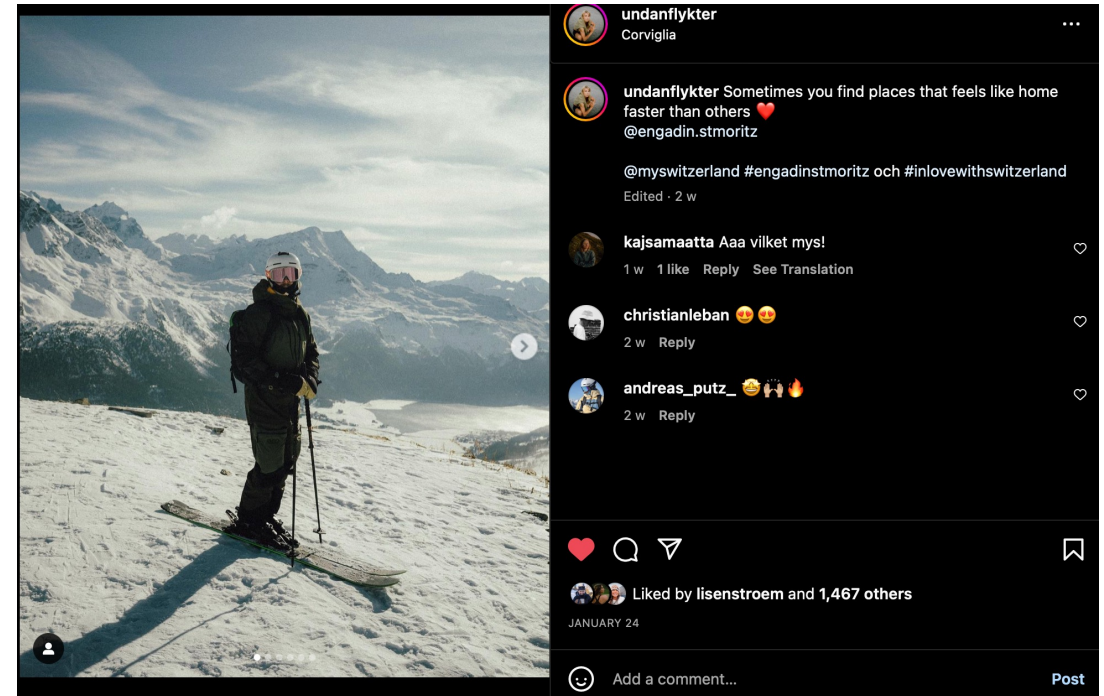
- Agnes Maltesdotter is a photographer and content creator from Sweden. Agnes went to Engadin to participate in "Diagonela" and extended her stay to showcase activities such as ski touring and skiing.
- Paid influencer

Feed:

- Total posts: 3
- Reach per post: 30'000

Story:

- Total Stories: 40
- Total reach of 3 days: 25'000



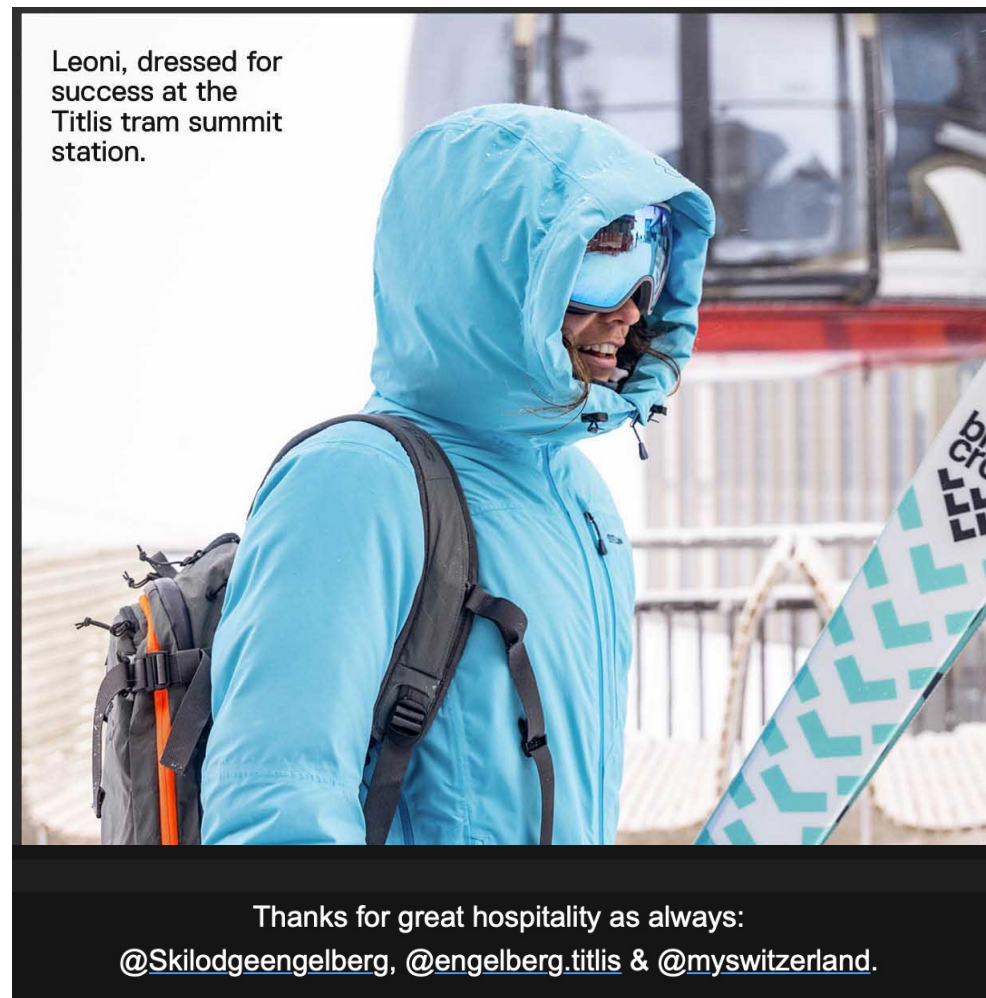


Switzerland.

# SE – Stellar Equipment: Photoshoot.

Engelberg 5-9 Jan

- Photoshoot for winter 22/23 content production by Swedish technical wear brand , Stellar Equipment
- Content distribution through newsletter and SoMe channels.
- Reach: approx. 180'000
- ST granted the Stellar team with flight and train tickets.







Switzerland.

# SE - Top Media Result: Lantliv.

- 6 pages article by freelance journalist Lars Collin published in Lantliv, January issue. The article is based on a presstrip realized in March 2022.
- Reach: 125'000
- Destination featured: Val d'Anniviers

**RES & NJUT**

Den orörda, mångskogarna trakteren har gjort alpdjävulen Grimentz till en av landets mest berömda höglöjställen.

Resten av dagen ägnas åt byvandringar. Saint-Luc med sina vackert kombinerade trä- och stenhus är från 1200-talet, men har erkänts av Berns gången. Hela Val d'Anniviérs kända skidspår av de här omgivningarna, historiskt sett lika brandfarliga som skönt pastorerade. Vikerackerna Grimentz är faktiskt den enda byn som helt klara sig undan skogen genom alla sekler, och det är också här man för första gången ser asiatiska turister hoppa av lokalbussen från Siere. Så kända Grimentz som själva sinnebilderna av den tidlösa schweiziska bergbyn.

För många är vintern i Val d'Anniviérs ofta det bästa som att ta toppar med hjälp av stighundar under skidorna, så kallad rando-nie eller ski touring. Ett annat populärt alternativ till den klassiska skidåkning är det stillsamt näringfulla äventyr som det är att vandra med snöskor genom skogar och vädter. Så på kvällen drar vi på oss de grova kängorna och spänner åt snöskorna för en drygt timlång vandring längs bergskammen. Efter att ha glidit nedför berget kommer vi in i en upplyst skogslända. Vid en rykande järn-gryta står kocken Pierre och lagat fondue med lokala bergostar.

Han rör metodiskt så att ostens smälter in med vinet, medan natur-gulden Pascale Hagler förlämnar.  
 → Val jag gillar med Val d'Anniviérs är att det känns så familjärt. Efter en vecka i bergen är man nästan att betrakta som lokalbefolkning – inte som i Zermatt där många ser turister mer som plånböcker. Dufornas från de smala osterna och den djupa burskogen sticker i näsan. Pascale Hagler plockar fram några muggar och håller upp lite vitt fendant, traktens vita druva som också går under namnet chasselas.  
 Snickalgheten och den familjära känslan tycks ha varit något av en röd tråd genom byarnas historia. I trakten finns fra klassiska hotell byggda i samband med alpinismens folklöje. Bella Tola i Saint-Luc på sina 1600 meter är det äldsta, byggt redan 1859. Hotellet drevs av fra generationer i familjen Pont fram till 1996, då det köptes av Anne-Françoise och Claude Bachs.  
 → Jag är själv uppvuxen i Val d'Anniviérs, så när jag och min man hade möjlighet att komma tillbaka och ta över trvskade vi inte, säger Anne-Françoise.

sd buss från tåg-  
 vägnarna är värd-  
 rån de vackra vin-  
 typ med den hand-  
 raden i dalgången  
 ande schweiziska  
 edfrö bergen, alle  
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 byggdes i mitten  
 byarna i Val  
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 ten och naturligt  
 på imponerande  
 ägna byar med en  
 sara med nöd och  
 d vägs ände dock  
 årets bästa bergs-  
 äck ännu fler skal

att inte längre behöva ta sista bussen ner mot Saint-Luc efter dagens äventyr i bergen.  
 Caroline Adler är hotellchef med förflutet i Genève's affärsvärld. För tre år sedan tog hon beslutet att säga upp sig och söka lyktan på landet. Det har hon aldrig ångrat.  
 → Här i Chandolin fann jag faktiskt både lugnet och kärleken. Jag längtar inte för en sekund tillbaka till stan, säger Caroline Adler och tittar ut genom de stora glasfönstren mot de solskinade bergstoppar som kännetecknar landskapet här i Valais.  
 I dag lever hon och sambon ett aktivt friluftsliv och är ute i bergen alla lediga stunder året runt.  
 → Min pojke vän är uppvuxen här i trakten och driver en skidbutik i Saint-Luc. Här är folk vana att vandra, eller som för transporter sig med åsnor. Det dröjde faktiskt ända till början av 1960-talet innan vägen byggdes mot Saint-Luc. Innan dess visste knappt ens schweizerna själva om att byn existerade.  
 En av pionjärerna här i Chandolin var äventyrlaren, journalisten och fotografen Ella Maillart, en ikonisk dansk-schweiziska som reste ensam runt hela världen under första delen av 1900-talet, innan hon valde att för gott så säga ner i stallet Anichala här i bergen år 1948.  
 → Årt hon valde just Chandolin var för att hon kände det som att komma tillbaka till Himalaya när hon hittade hit, berättar Caroline och tittar om det lilla Ella Maillart-museet, som huserar i byns Kapell Sainte-Barbe.

Sollig utskott från terrassen på charmiga Chandolin Boutique Hotel.  
 Hotellchefen Caroline Adler och her bror för en sekondär skidsemester i Genève.  
 Valais är Schweiz viktigaste vindkraft och Fotostad är kända för sin förekommande druva.

Sådana landskap

*"Jag gillar att Val d'Anniviérs känns så familjärt. Efter en vecka i bergen är man nästan att betrakta som lokalbefolkning"*

# SCIB – Workshop Travel Match Norway



- Jan 12th, Oslo, Norway
- Nordic SCIB representative present
- 10 one-on-one meetings and mingle with Norwegian MICE Agencies and press.

China.



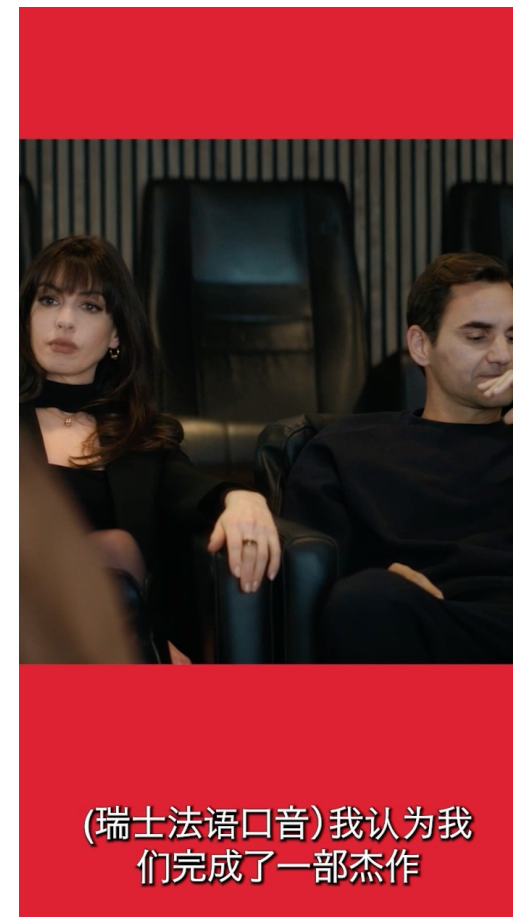


Switzerland.

# Roger Federer Winter Campaign

(Campaign & Activation)

- **Date:** 12.12.2023
- **Description:** A programmatic digital ad campaign promoting the Winter GToS video with Roger Federer and Anne Hathaway on Chinese platforms
- **Partner:** no partners
- **Result:** TBD



(瑞士法语口音) 我认为我们完成了一部杰作



Switzerland.

# ST winter media conference

- **Date:** 4.1.2023
- **Description:** ST media conference winter theme, in Swiss Embassy residence
- **Partner:** LX, STS, CransMontana, Valais, Vaud, Davos, LLR/Andermatt, Jungfrau Region, Schilthorn, Titlis, LAAX, Zermatt
- **Result:** ST winter theme, winter partners content delivered to 60 media/KOLs





Switzerland.

# Switzerland Winter Roadshow: Beijing community club event

- **Date:** 4.1.2023
- **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 Winter Roadshow: Beijing VIP dinner reception

- **Date:** 4.1.2023
- **Description:** ST invited winter industry and trade VIP to the dinner reception, introduced and updated Swiss winter information
- **Partner:** LX, STS, CransMontana, Valais, Vaud, Davos, Andermatt, Jungfrau Region, Schilthorn, Titlis
- **Result:** 35 VIPs were on spot





Switzerland.

# Switzerland Winter Roadshow: Shanghai community club event

- **Date:** 14.1.2023
- **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: Media Trip KOL from 2019

- Chinese KOL(Sina vlog campaign winner 2019)
- 7 days in Switzerland: 21-27<sup>th</sup> Jan 2023
- Jungfrau Region, OTV, MOB, STS, LLR, Titlis





Switzerland.

# KMM: Radio: HitFM88.7 live broadcasting

- 2-hour-radio together with Swiss Embassy culture section colleague.
- Swiss festival
- Winter destination
- Swisstainable
- AMOS museum, culture
- GTOS, GTTOS
- food and wine



# Award: Voyage Sustainability Awards

- 2022 Sustainability Awards Voyage magazine
- Sustainable destination
- Switzerland Tourism



# Award: Baidu Zhidao

- Switzerland Tourism as 2022 annual best cooperation partner award
- By Baidu Zhidao



# STS media & trade gathering in Beijing.

- Date: 14:00-16:00, Jan 06, 2023
- Style: Afternoon tea break
- Invitee: 52 invitees (10 trade, 42 media, 1 ST, 1 MGB)
- Content distribution:
  - STS market review 2022
  - STS general introduction (STS products, luggage service), GTTOS
  - Mandate partner section (ST/MGB/SGV/RIGI/RhB)
  - STS news 2023
  - Q & A



# STS media & trade gathering in Shanghai.

- Date: 17:00-20:00, Jan 11, 2023
- Style: Dinner
- Invitee: 20 invitees  
(6 trade, 11 media, 1 ST, 1 MGB, 1 RHB)
- Content distribution:
  - STS market review 2022
  - STS general introduction (STS products, luggage service), GTTOS
  - Mandate partner section (ST/MGB/SGV/RIGI/RhB)
  - STS news 2023
  - Game section ( ST winter roadshow partner: LX, CransMontana, Valais, Vaud, Davos,LLR/Andermatt, Jungfrau Region, Schilthorn, Titlis, LAAX, Zermatt)



# STS media & trade gathering in Guangzhou.

- Date: 17:00-20:00, Jan 12, 2023
- Style: Dinner
- Invitee: 18 invitees (6 trade, 10 media, 1 ST, 1 MGB)
- Content distribution:
  - STS market review 2022
  - STS general introduction (STS products, luggage service), GTTOS
  - Mandate partner section (ST/MGB/SGV/RIGI/RhB)
  - STS news 2023
  - Game section ( ST winter roadshow partner: LX, CransMontana, Valais, Vaud, Davos,LLR/Andermatt, Jungfrau Region, Schilthorn, Titlis, LAAX, Zermatt)



# Digital pocket guide

- Wechat miniapp
- ST official account
- Launch online: end Dec, 2022
- Summer version + winter version
- Video, pics, animation...





# SCN – very 1<sup>st</sup> Sales Visit since border opened



Switzerland.

- 12-13Jan @ GZO
- KAM: Earth Tourism Int'l (SZX) / Kuoni Tumlare / Shineway Planning / Vishe Int'l Travel
- Physical sales call for market exchange, updates and expressed concern since border closed for 3 years
- KAM appreciated the support from ST





Switzerland.

# HKG: Rail Europe Trade event

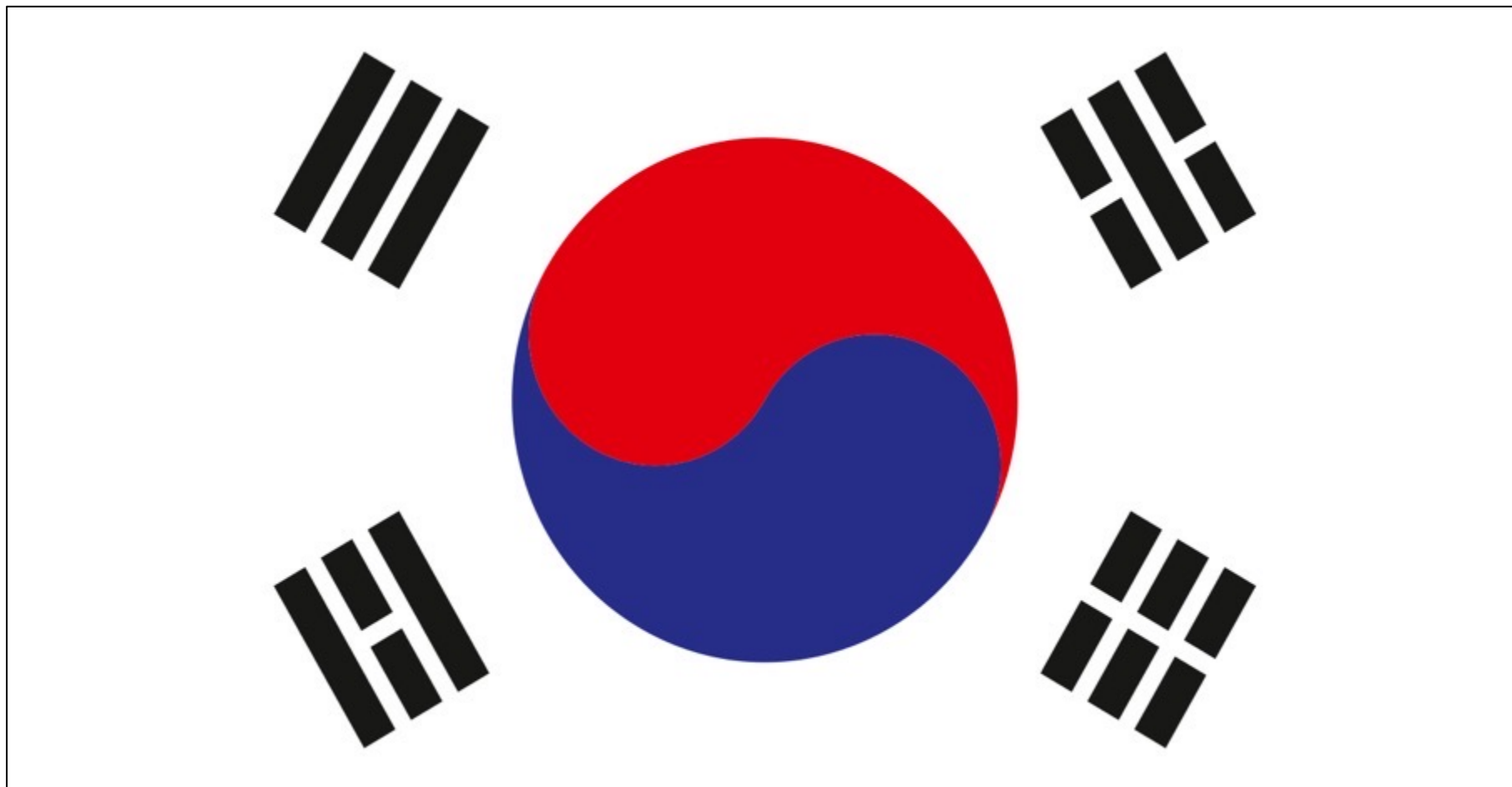
- 10 Jan @ My Day / Miramar Plaza
- Organized by Bicester Collection (outlets), Jepsen Travel and Rail Europe
- ST HKG invited as VIP with 20 mins GToS PPT presentation
- 30 KAM attended



Korea.



Switzerland.





Switzerland.

# KMM: Special Feature Article ‘Winter Magic in Zurich’.

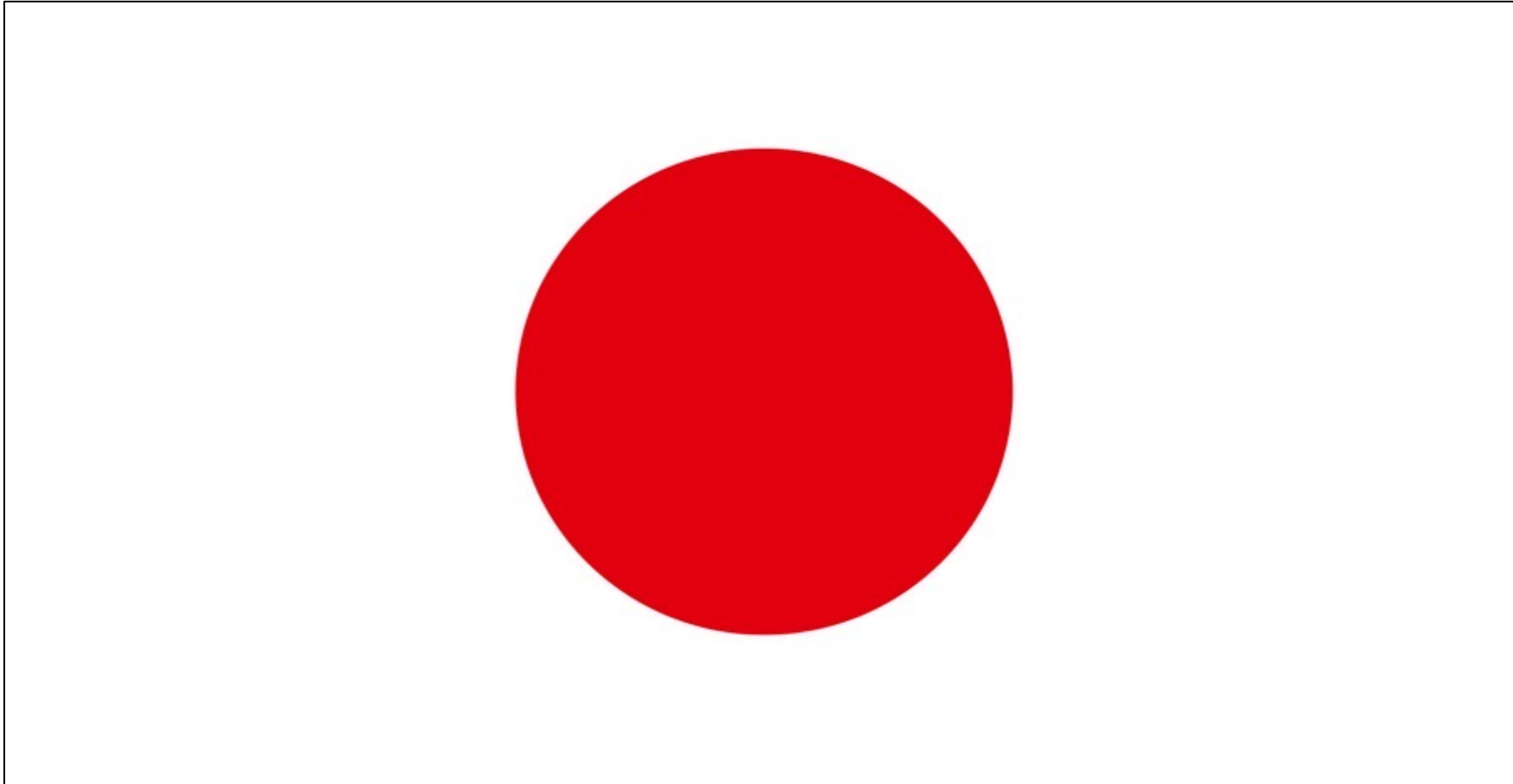
- Media: ‘Outdoor’ / monthly magazine
- Theme: Winter Travel in Zurich
  - Winter activities in Zurich; Ice skate link, fondue tram, city spa, winter festival, etc.
- Segmentation: Attraction Tourer
- Exposure: 8 pages in February 2023
- Contacts: 312,500



Japan.



Switzerland.





Switzerland.

# KMM / KAM - Magazine 'Kateigaho'.

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

**家庭画報の旅**  
 絶景の山岳ホテルで  
 絶景を独占する

「スイス急行電鉄」の魅力を堪能  
 豪華なサービスと絶景の山岳ホテルを堪能  
 絶景の山岳ホテルを堪能  
 絶景の山岳ホテルを堪能

1 2023年6月26日、7月31日出発  
**スイス 9日間**

2 2023年4月10日出発  
**宮野山 温泉 修学旅 3日間**

3 2023年4月10日出発  
**高遠城址公園 修学旅 3日間**

4 2023年4月12日出発  
**【三香楼】「花見山」3日間**

5 2023年4月13日出発  
**武蔵温泉-九十九島 修学 3日間**

6 2023年4月21日出発  
**私鉄 修学 3日間**

1  
2  
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100



Switzerland.

# KAM – World Air Sea new year concert event.

- World Air Sea (WAS) travel agent organised a new year concert for their clients.
- Date: 7 January 2023.
- Place: Tokyo Opera City
- Participants: 980 pax.
- ST was present with banners to promote the Swiss products bookable through WAS (Alps highlight, GEX, GPX, Aletsch, Zermatt, JB, Lucerne, Autumn etc.)

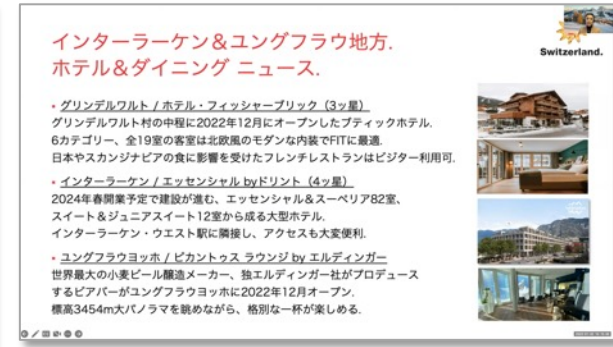




Switzerland.

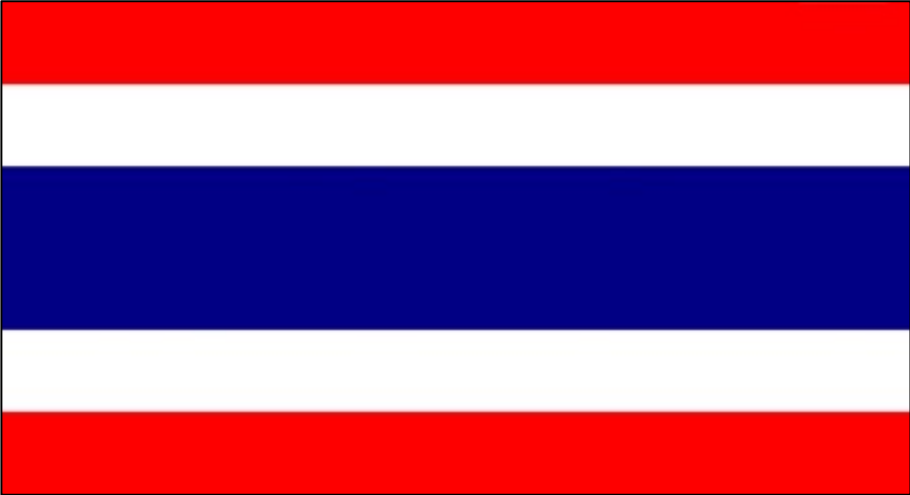
# KAM - JATA webinar.

- Webinar on Switzerland for the members of the Japan Association of Travel Agents.
- Date: 20 January 2023
- Participants: 200 travel agents
- ST presented the latest news from the key partners and hotel openings, ST's main themes like Swisstainable and updates for trade events, SAM, Travel Academy etc.





# South East Asia.





Switzerland.

# KMM Snow: Winter Media Trip 1.

- 9 – 16 January
- Participants:
  - Now Media Group (MY)
- Partners featured:
  - STS
  - DDK
  - RhB, *Diavolezza*
  - Zermatt
  - MRAG





Switzerland.

# KMM Snow: Winter Media Trip 2.

- 13 – 20 January
- Participants:
  - Destinasian Indonesia (ID)
  - Alvinology (SG)
  - Almost Diplomatic (PH)
  - Hello! Magazine (TH)
- Partners featured:
  - STS
  - Jungfrau Region
  - Schilthorn
  - Titlis



Australia.



Switzerland.



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**



Switzerland.



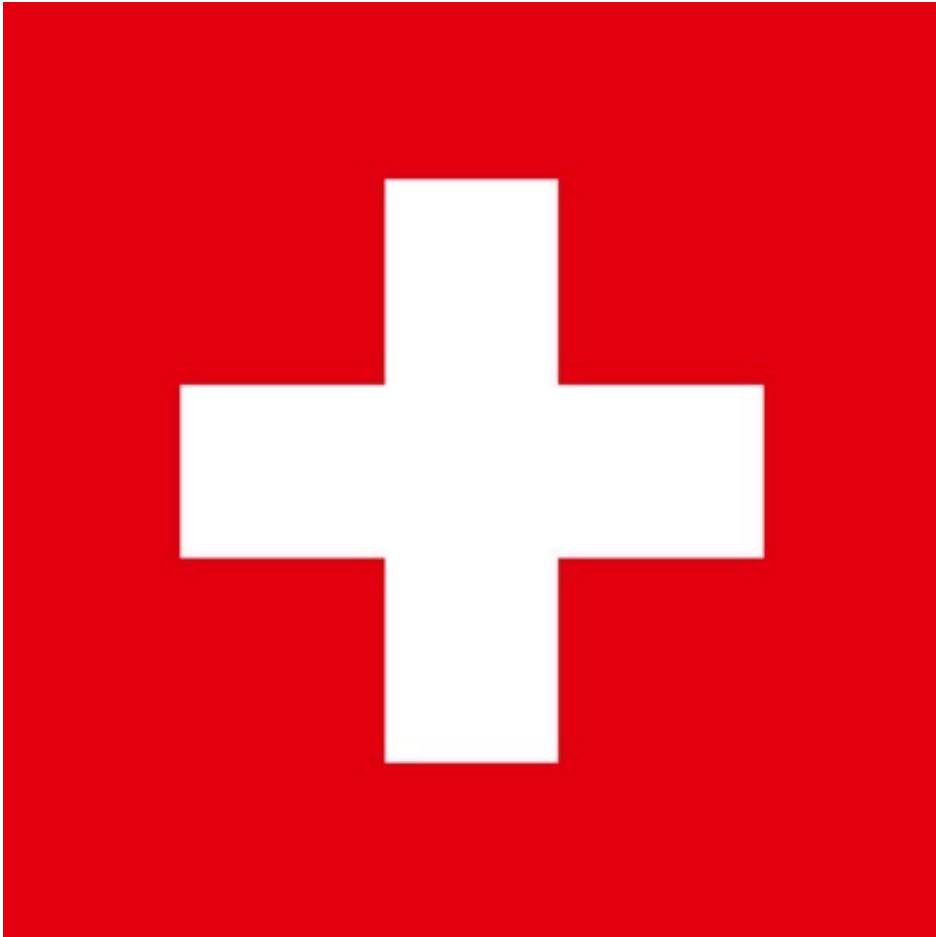
Markets West.



Switzerland.



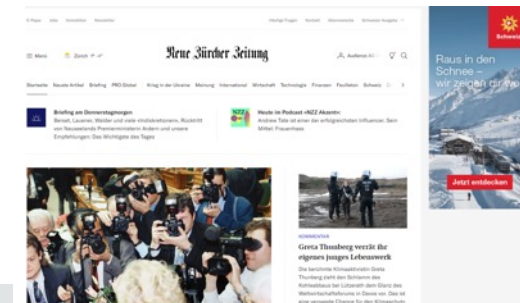
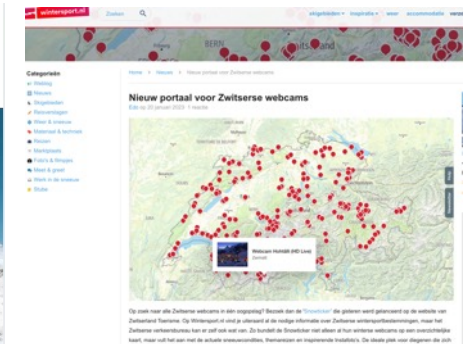
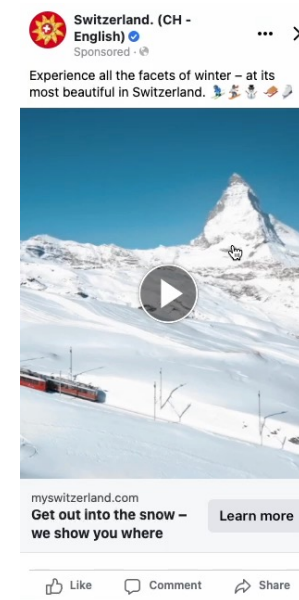
**Switzerland.**



# Snowticker.



- Go live: 17 January 2023
- Idea: The Snowticker shows you in real time where you find the best snow in Switzerland. Counter communication to all the «green/brown» images
- Message: Winter is back in Switzerland.
- Goals: Impressions, reach and traffic to the Snowticker
- Partner campaign
  - Extra push of existing assets via Meta, Youtube, Teads
  - Paid cooperations
  - Blick (Winterawards), SI, NZZ & Le Temps
  - Corporate Communication
    - Pitching the Snowticker to key media



# Campaigning: Digital campaign on SBB.ch.



- Digital advertisement on sbb.ch
- Desktop & Mobile
- January through December 2023
- Broadcast: Seasonal banner at SBB timetable
- Campaigns: Swisstainable, 100% Women, AMOS, GTToS, MSJ, City Splash, Winter, Summer, Fall, Accommodation
- Languages: German, French, Italian, English
- Ad Impressions: 2'364'000

The screenshot shows the SBB.ch website interface. At the top, there is a navigation bar with links for 'Suchen', 'Kaufen', 'Anmelden', and 'Deutsch'. Below this is a main banner with the text 'Wir brauchen Winterpracht.' over a scenic mountain landscape. Underneath the banner, the route 'Aarau → Zürich HB' is displayed for Friday, 03.02.2023, with a departure time of 14:43. Below the route information, there is a table of train connections with columns for 'Dauer', 'Umsteigen', and 'Auslastung'. Each row includes a train icon, the train number and direction, a timeline, and a red button to purchase tickets.

|   | Dauer  | Umsteigen | Auslastung |                                   |
|---|--------|-----------|------------|-----------------------------------|
| IRE Richtung Zürich HB<br>14:54 — 15:22   | 28 min | 0         | 1.     2.  | GL 4 <a href="#">Ab CHF 12.90</a> |
| S 29 Richtung Turgi<br>14:58 — 15:49      | 51 min | 1         | 1.     2.  | GL 3 <a href="#">Ab CHF 15.00</a> |
| IR 16 Richtung Zürich HB<br>15:14 — 15:54 | 40 min | 0         | 1.     2.  | GL 1 <a href="#">Ab CHF 15.00</a> |
| S 11 Richtung Seuzach<br>15:17 — 15:52    | 35 min | 1         | 1.     2.  | GL 4 <a href="#">Ab CHF 12.90</a> |

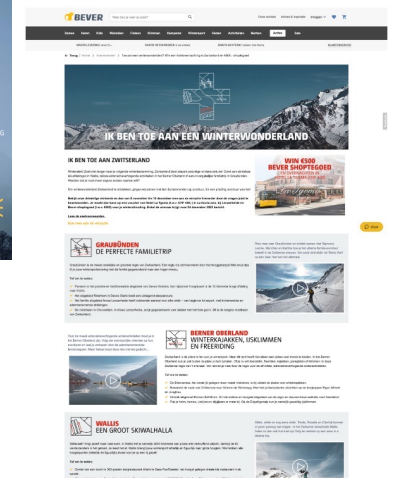
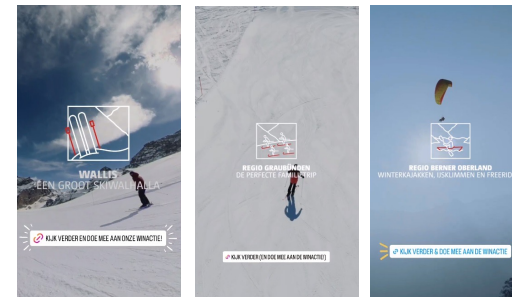
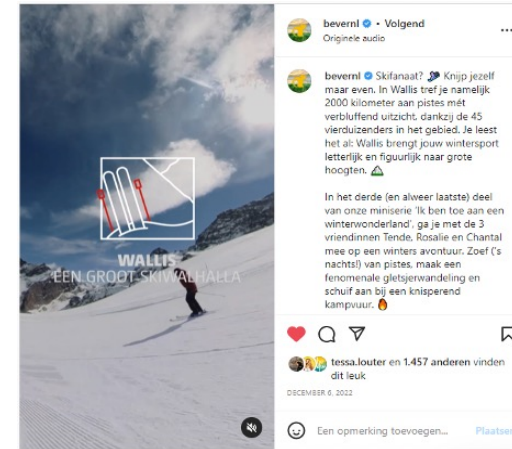
BeNeLux.



# Winter Key Partner Campaign with Bever.



- Leading outdoor sports articles supplier in the Netherlands with points of sale in Netherlands and a strong social media presence.
- Bever Mini serie winter Sports Safari
- Content customer generated trip with Switzerland
  - Participants selected Bever customers
- Production between mid 01/2022 and 03/2022
- Distribution content in October/November 2022
  - Social media – Insta, YouTube, Facebook
  - Newsletter, dedicated and items
  - Narrowcasting 3 weeks in 20 Bevers store
  - Print, webflyers, one page ad and winter folder
- Total Marketing contacts 3.217.389





Switzerland.

# KAM. Travel Congress & Trade Fair.

- Two days in the jaarbeurs in Utrecht, Netherlands
- Travel Congress 10th January.
  - Workshops, breakout sessions
  - Topic “Adapting to change”
  - Participants experts from the travel industry
  - Swiss Partner :
    - Swiss Travel System
    - Rhaetische bahn
- Trade Fair 11th January.
  - ST stand for one day in the business lounge
  - Visitors 8.000
  - Suppliers standholders 900
  - Swiss partners; STS, RhB and STC
  - Meeting up 1:1 appointments with Tour Operators



# Meetings. AMEX InterAction Event.

- Event 31/01-02/02 in Amsterdam
- Employees of American Express
- Partners: Convention Bureau Interlaken, Engadin St. Moritz and Zurich Convention Bureau
- 500 Participants
- 29 x 1:1 Meetings and 2 x Supplier Brand Presentations



# KMM: All You Need Is Love.

- Dutch TV show
- Broadcast on Christmas Eve
- 3 Million viewers (live & online)
- In cooperation with Zermatt Tourism
- [Link to watch the video \(20 min\)](#)



Switzerland.







Switzerland.

# KMM: group trip to the Bern Region.

- Group trip with 18 journalists from the Netherlands, Belgium and Luxembourg
- Group with 8 skiers to Adelboden-Lenk
- Group with 10 non-skiers to Interlaken
- 25 – 28 January



Italy.



Switzerland.





Switzerland.

# KMM: Individual media trip North.

- Period: 9-12.1.2023
- Participants: Sara Magro, Giuseppe Fantasia, Laura Itzkowitz
- International summit organized by Leading Hotels of the World in Gstaad at Gstaad Palace
- ST provided STP
- Partner involved: Gstaad



**Switzerland.**

# KMM: Individual media trip North.

- Period: 11-15.1.2023
- Participant: Andrea Battaglini
- Appenzell and St. Gallen for Lastampa.it
- Overnight at Hotel Saentis
- Partners involved: Appenzell, St. Gallen City



Switzerland.

# KMM: Group media trip Valais.

- Date: 12-15.1.2023
- What: Group media trip Valais
- Focus: Ski and other winter sports in Loetschental and Zinal
- Participants: 4 journalists
- Organized by Valais Tourisme
- ST provided only train tickets and Point to Point Tickets



Switzerland.

# KAM: STMS 2023 in Zermatt.

- Dates: 15-19.1.2023
- What: Switzerland Travel Mart focused snow
- Where: Zermatt
- Contacts invited: Il Girasole Viaggi, Adrastea Viaggi





Switzerland.

# Campaigning & Activation: Event Swiss evening at Swiss School.

- Date: 10.1.2023
- What: Standing dinner organized by Swiss School and Circolo Svizzero
- Participants: 75 guests
- Distribution of winter and cities brochures
- Partner involved: RhB



# Campaigning & Activation: Orobie Film Festival Bergamo.

- Date: 23-29.1.2023
- What: International Mountain Film Festival - 17th edition
- Special Guest: Switzerland
- Every day broadcast of a 120sec winter video
- Friday evening dedicated to Switzerland broadcasting 15min Video of Switzerland
- Distribution of Brochure: Corvatsch / St. Moritz / Snow Sport Hotels / AMoS / Winter







Switzerland.

# Campaigning & Activation: Workshop Comitel in Roma.

- Date: 25.1.2023
- What: Workshop organized by Comitel in cooperation with Il Girasole Viaggi
- Focus: Winter offers & Swiss Cities
- Participants: 50



# Digital: ST E-Newsletter January.

- Date: 10.1.2023
- What: B2C ST E-Newsletter January
- Focus: Andermatt-Sedrun-Disentis winter offers (58 clicks) and winter activities in Switzerland (74 clicks)
- Total clicks 2.003
- Link

## I consigli dei nostri partner.



### Offerte per Andermatt-Sedrun-Disentis

Trascorri uno o più giorni sulle montagne di Andermatt-Sedrun-Disentis e godi del più grande comprensorio sciistico della Svizzera centrale con 180 km di piste e numerose attività invernali!

[Scopri le offerte](#)



### Esperienze invernali da non perdere

Le località sciistiche più innevate, le baite più alla moda, i freeride più emozionanti, le mete più adatte alle famiglie: siamo andati a caccia dei migliori consigli per l'inverno.

[Esperienze invernali](#)



Switzerland.

# Reporting Promosvizzera campaign.

Period: 7.11 – 31.12.2022



Switzerland.

# Special discount Promosvizzera on Eurocity train tickets launched by ST Ambassador Michelle Hunziker.

Promocode PROMOSVIZZERA

Extra-discount 20% on SMART & SMART2

Pre-sale period: 7.11.22– 31.12.22

Travel period: from 20.11.22 to 15.01.23

Due to successful SALE:

- Pre-sale period extended **until 31.12**
- Travel period extended **until 15.01.23**

**4'460** sold tickets  
with PROMOSVIZZERA  
discount

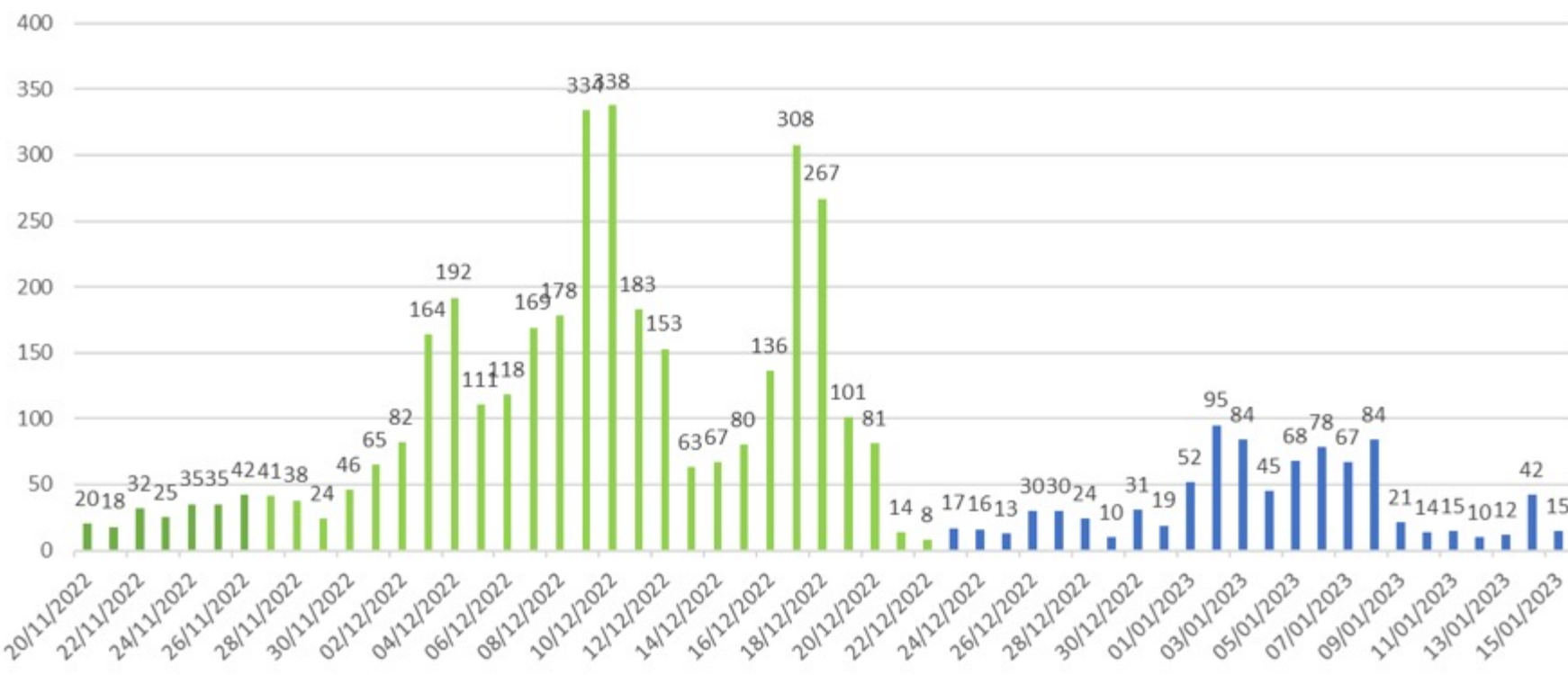
**+20%** sold Eurocity tickets  
in November 2022 (vs November  
2019)

**GREAT RESULT!!!!**



Switzerland.

### Passeggeri **PROMOSVIZZERA**



### **SALE CHANNELS**

- Internet: 65%
- Mobile: 29%
- Ticket counter: 6%
- Agencies: 1%

### **Destinations**

- Bern: 11%
- Basel: 12%
- Montreux: 5%
- Lausanne: 6%
- Lucerne: 7%
- Zurigo: 36%
- Lugano: 10%
- Ginevra: 5%



# Activities planned on ST & External channels.

| Activity / Marketing Tool  | KPI                              |
|--|----------------------------------|
| Landing page Svizzera.it/intreno (November – December)                       | 58'122 visits                    |
| Video «Christmas markets by train» on youtube                                | 188'112 views                    |
| Video «Un Natale magico a Basilea e Berna» on youtube                        | 77'278 views                     |
| Marketing contacts (paid social media, digital campaign, Out of Home, radio) | 24,2 million                     |
| Social media organic   | 17,6 million impressions         |
| Earned media contacts  | 8,5 million (print, online & TV) |
| Opening and media event Swiss Winter Village                                 | 148 participants                 |
| Trade workshop at Swiss Winter Village                                       | 70 participants                  |

# Activities planned on Trenitalia channels.

| Activity / Marketing tool  | KPI                               |
|--|-----------------------------------|
| Landing page on Trenitalia.com dedicated to Promosvizzera  | 128'000 visits                    |
| Slider / Banner on homepage Trenitalia.com   | 36'000 click                      |
| Video «Christmas markets by train» (no audio version) on monitors onboard of Frecciarossa and Frecciargento trains | 63'000 repetition                 |
| Visuals with Michelle at ticket counters, self service, Freccia Lounge/Freccia Club.                               | ??                                |
| DEM to Cartafreccia subscribers on 8.11.22   | 340'000 delivered / 16% open rate |
| DEM to Cartafreccia subscribers on 13.12.22  | ??                                |



Switzerland.

# OOH with Michelle Hunziker at Swiss Corner Milano.

- Period: 31.10-07.11 & 21.11-04.12
- Out of Home campaign with Michelle Hunziker at SWISS CORNER bar in Milano to promote special EC discount PROMOSVIZZERA and ride & slide.
- Set up with 9 Light Boxes 3x3 mt and video «Mercatini» during 3 weeks.
- Subjects: Michelle Hunziker in Bern, Montreux, Lausanne, Basel, Lucerne and Swiss Winter Village icon.
- Partners: STS/Trenitalia, Vaud, Bern, Basel, Lucerne.
- Contacts: 750'000







Switzerland.

# DOOH campaign with Michelle Hunziker at Gae Aulenti.

- Period: 07.11-20.11.2022
- Digital Out of Home campaign with Michelle Hunziker at Piazza Gae Aulenti in Miano (near Swiss Winter Village) to promote special EC discount PROMOSVIZZERA
- Set up with 9 screens during 2 weeks.
- Subjects: Michelle in Bern, Montreux, Lausanne, Basel, Lucerne (2 visuals) and video “Mercatini”
- Partners: STS/Trenitalia, Vaud, Bern, Basel, Lucerne.
- Repetition: 96'542
- Contacts: 12,6 million





Switzerland.

# Post on @therealhunzigram to launch video «Christmas markets by train».

- Date: 08.11.2022
- Post reel on Michelle account to launch video “Christmas markets by train”.
- **Views: 684'000 / Likes: 10'667 / Comments: 176**
- Link: <https://bit.ly/3IHVO5c>





Switzerland.

# Branded Content Tgcom24.

- Publication date: 08.11.2022
- Online article about Promosvizzera and Christmas markets in Basel, Bern, Lausanne, Montreux and Lucerne.
- Views: 18'000 / Average: 1' 05''
- Link: <https://bit.ly/3Xm7u1A>

The screenshot shows a webpage from Tgcom24 with a navigation bar (PRIMO PIANO, SPORT, TV & SPETTACOLO, MAGAZINE, LIFESTYLE) and a search bar. The main article is titled "In Svizzera con Michelle Hunziker per i mercatini di Natale" and includes a sub-headline "CONTENUTO SPONSORIZZATO". The text describes the magic of Christmas markets in Switzerland, mentioning cities like Bern, Basilea, Montreux, Lucerna, and Losanna. Below the text are social media sharing icons (Facebook, Twitter, WhatsApp, Telegram, LinkedIn, Email, Print) and a "LEGGI DOPO" button. A large image shows Michelle Hunziker in a white sweater in front of a Christmas market. The article is attributed to "Svizzera Turismo".

On the right side of the page, there is a vertical sponsored advertisement for alternative energy. It features a wind turbine in a mountainous landscape. The text reads: "A energia disponibile o energia alternativa, preferiamo energia disponibile alternativa." Below the text is a yellow button that says "Scopri di più" and a small yellow logo of a dog.

# Display adv Alfemminile.com

- Period: 07.11-30.11.2022
- Banner advertising to promote special discount Promosvizzera.
- Size: halfpage banner 300x600.
- Subjects: Michelle visuals.
- Impressions: 1'189'196 / Click 2'092



# Advertising on Donna Moderna.

- Date: 10.11.2022
- Advertising page on women magazine Donna Moderna
- Subject: special discount PromoSvizzera with key visual of Michelle Hunziker onboard of EC train.
- Area: National
- Contacts: 1.196.000



Scopri i dettagli: [Svizzera.it/entreno](https://www.svizzera.it/entreno)  
Condividi le tue esperienze: [#hobissognodisvizzera](https://www.instagram.com/hobissognodisvizzera) [gmyswitzerlandit](https://www.instagram.com/gmyswitzerlandit)





Switzerland.

# Second wave: video «Christmas in Basel and Bern».

Period: 02.12 – 31.12.2022





Switzerland.

# Michelle Hunziker's trip in Basel and Bern.

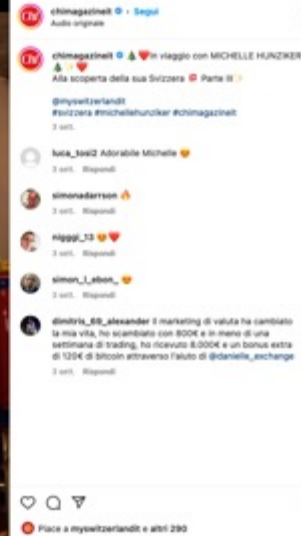
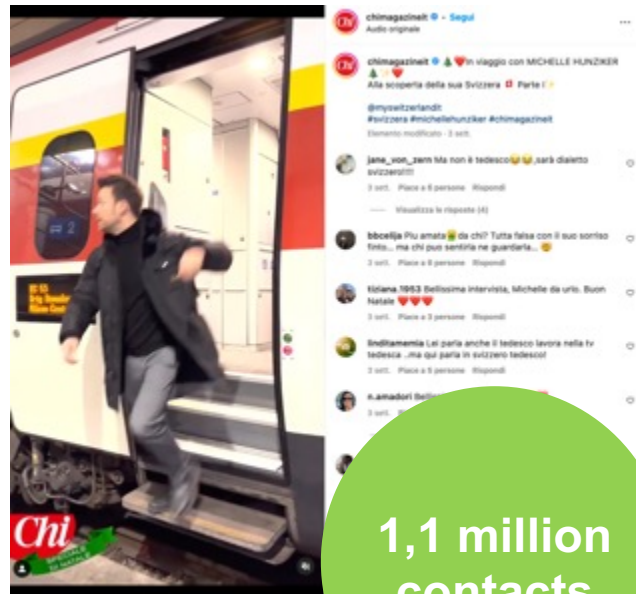
- Period: 02-04.12.2022
- Visit of Basel (Christmas Markets and Beyeler) and of Bern (Christmas markets and old town) to realize the second video for campaign Promosvizzera.
- Overnight at Les Trois Rois in Basel and Bellevue Palace in Bern.
- Interview with SRF TV, Tele Basel, Berner Zeitung and CHI Instagram TV.
- Daily stories on Michelle Instagram about backstage and various location.
- **Contacts: 8'116'832 impressions.**



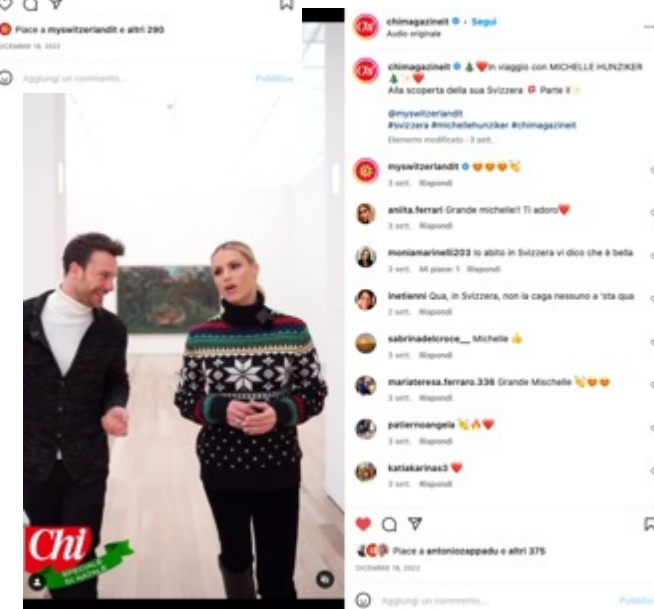


Switzerland.

# Media results (tv, online, instagram).



1,1 million contacts





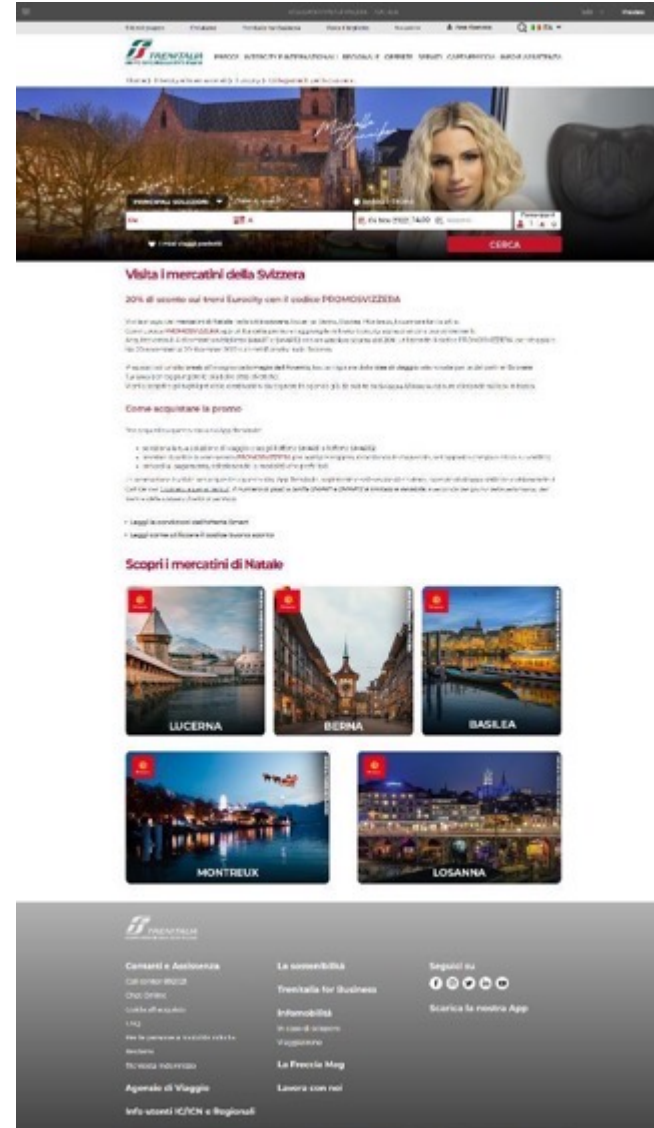
# Trenitalia.com: banner in HP and landing page.



Switzerland.



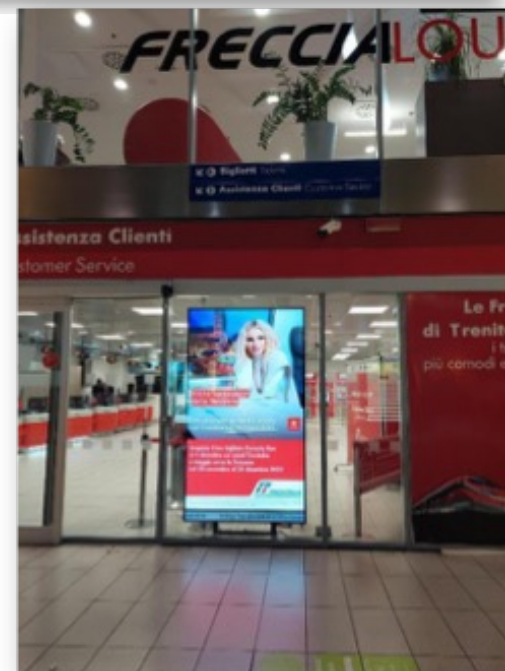
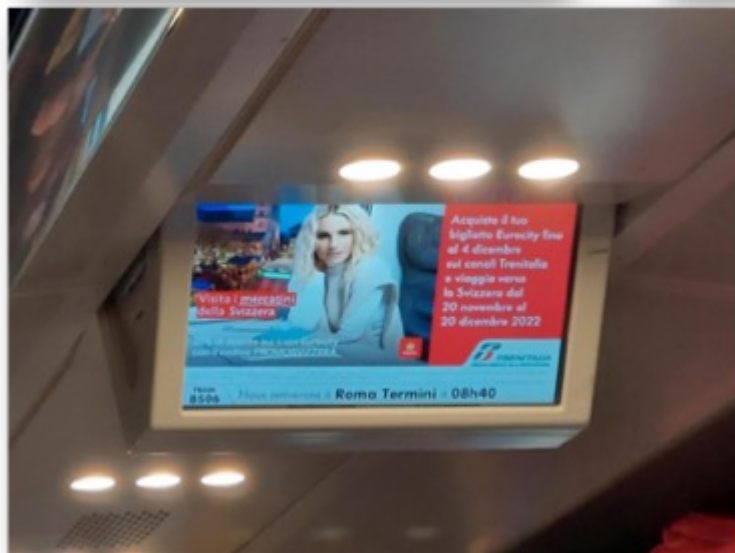
36'000  
click on  
banner in  
HP



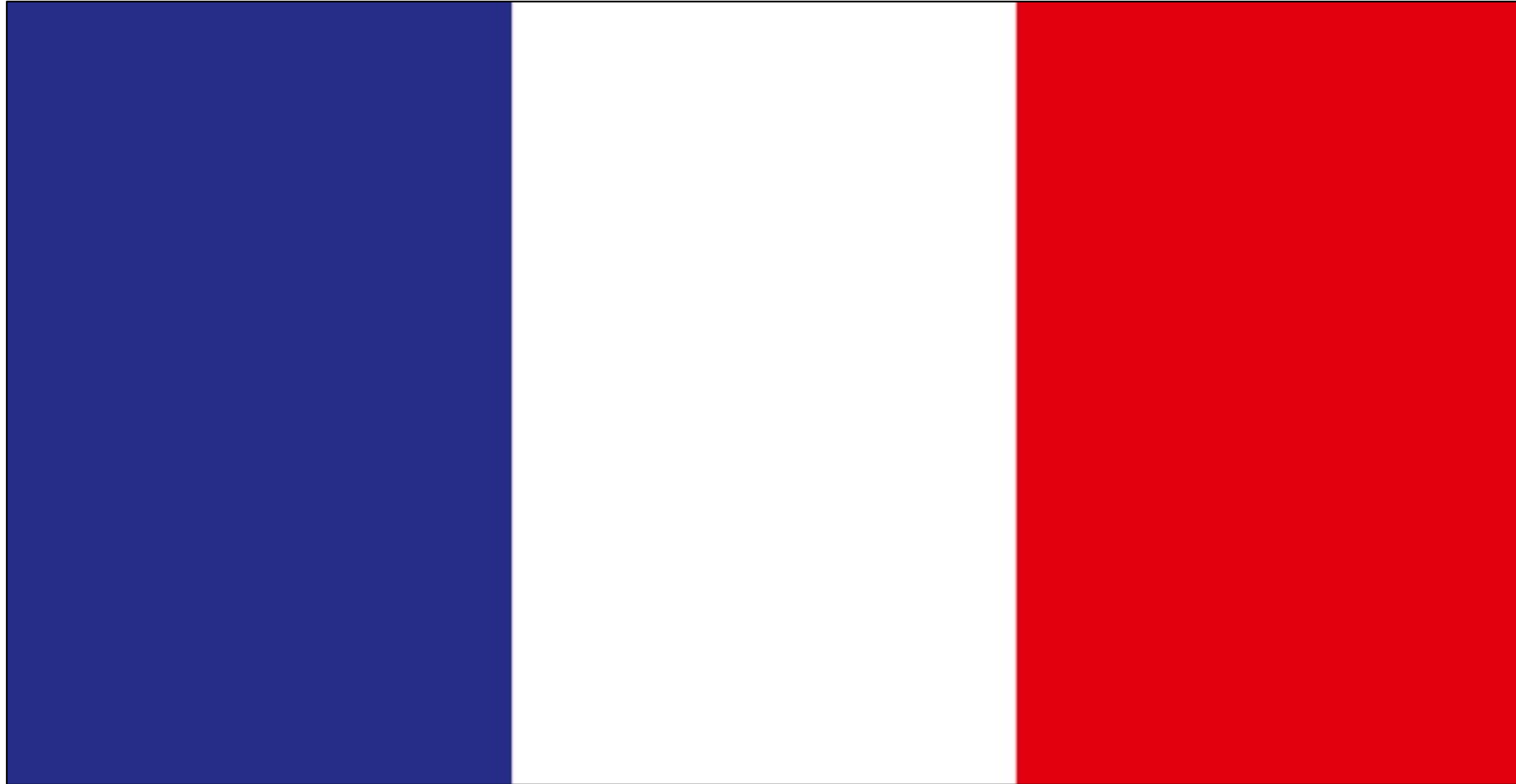
128'000  
visits  
(40k during first  
week 08-14.11)



Switzerland.



France.



# Campaign activation – Winter.

## KP Valais x @petaouchnok

- 4 posts promoting the Valais on the Instagram account @petaouchnok (247k followers – 100% Instagram media)
- 1 stories + 3 posts

**Date:** January > February 2023

**Objective:** Impact the Petaouchnok community via inspirational, daydreaming, and awareness content.

**KPIs :** 700k reach – 20k views per story





Switzerland.

# Campaign activation – Swiss connections event.

Networking event organized together with the Swiss Embassy

**Date:** 26.01.2023

Speech by the Ambassador Roberto Balzaretti about Swisstainable initiatives

**Objective:** Creation of a platform for swiss partners and multi-industry French Key Accounts to encourage synergies

**KPIs :** 80 high profile participants





Switzerland.

# KMM – Top coverage TF1 Haut-Valais, le royaume de l'hiver.

TF1 – Le 13h, *Zoom: Haut-Valais, le royaume de l'hiver* (Watch the replay)

**Date:** 29/01/2023

12 minutes on Upper Valais: Goms, Bettmeralp, Simplon hospice.

Result of a 3 days media trip in January.

**KPI:** approximately 6.4 M viewers



# KMM – Top coverage TF1 Chalets remarquables.

**TF1 – Le 13h, *Chalets remarquables* :  
*voici le plus grand des Alpes***

**Date:** 11/01/2023

5 minutes on the biggest chalet of the  
Alpes in Rossinière.

**KPI:** approximately 6.4 M viewers





Switzerland.

# KMM – Top coverage La Vie du Rail.

**La Vie du Rail, *Le plus long train de voyageurs du monde – Dans les coulisses de l'exploit.***

**Date:** 01/01/2023

Magazine with a strong focus on train trips  
Result of the International media trip.

## **Visibility:**

- Cover picture and 6 pages article on the RhB World Record in October.

**KPI:** 60'000 top contacts (attractions tourer).





# KMM – Top coverage Le Figaro.

## Le Figaro online, 28/01/2023.

- *Où skier dans le Valais ? Ambiance grand ski face au géants des Alpes, de Zermatt à Crans-Montana.* [Link to the article.](#)

Online guide promoting various ski possibilities in Valais.

- Zermatt, Crans-Montana, Verbier, Champéry, Grimentz.

Result of a media trip in January.

**KPI:** 6'000'000 UVPM.



The screenshot shows a web page from Le Figaro's 'Voyages' section. The article title is 'Où skier dans le Valais ? De Zermatt à Crans-Montana, grand ski face aux géants des Alpes'. The author is Alexis Blanc, and the article was published on 28/01/2023. Below the title is a video player with the audio title 'Écouter cet article' and a progress bar. The main image shows a cable car against a backdrop of snow-capped mountains. Below the image is a caption: 'Verbier. Le téléphérique du Mont Gelé achemine skieurs ou randonneurs à 3 023 m d'altitude dans les 4 Vallées, face aux géants des Alpes : Mont-Dolent, Mont-Blanc ou Aiguille d'Argentière. Raphaël Surmont'. At the bottom, there is a text block: 'GUIDE - Les premières stations du Valais se trouvent à 5h30 de train de Paris ou 4h30 de Lyon. Au menu : un ski aérien, certes. Mais aussi se faire conter l'histoire de ce chic bout de Suisse hors du temps et de ses sommets fascinants. Et se laisser porter par un après-ski spontané.'

# SCIB – Reporting 2022.



Switzerland.

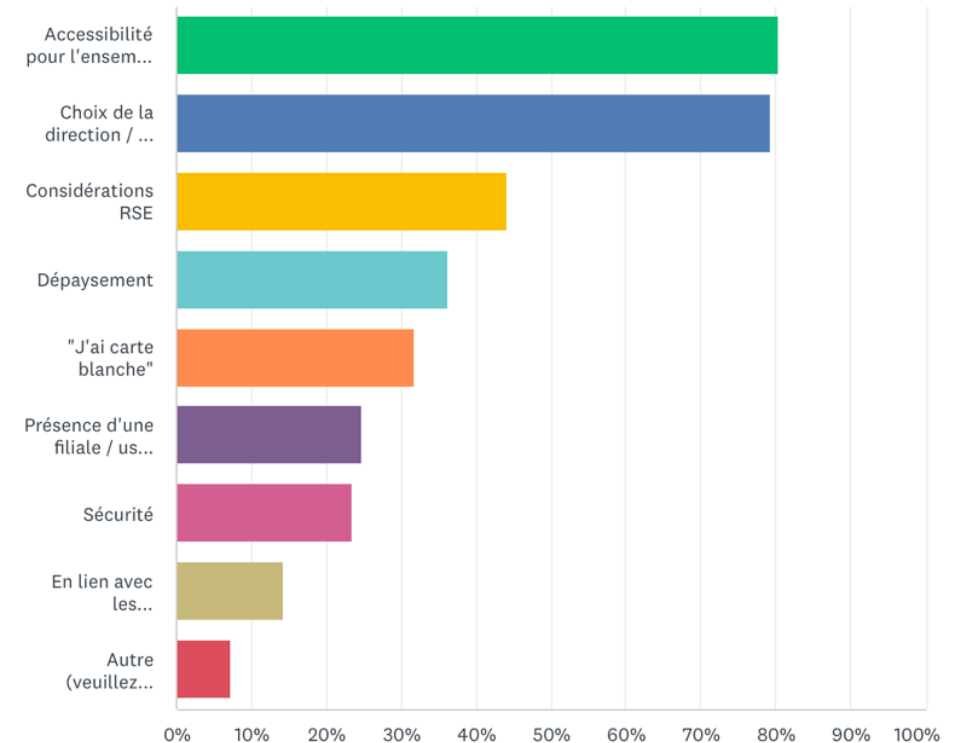
**Audience surveyed:** DB corp. & Agencies

**Number of answers:** 271

## Main figures:

- 40% of the audience had projects in Switzerland in the last 24 months (completed or not)
- 25% of the audience still regularly uses the digital format for their events
- Compared to 2019, the MICE information media have evolved

Destination choice main factors :



# SCIB - Campaign Performance Display LinkedIn.



Switzerland.

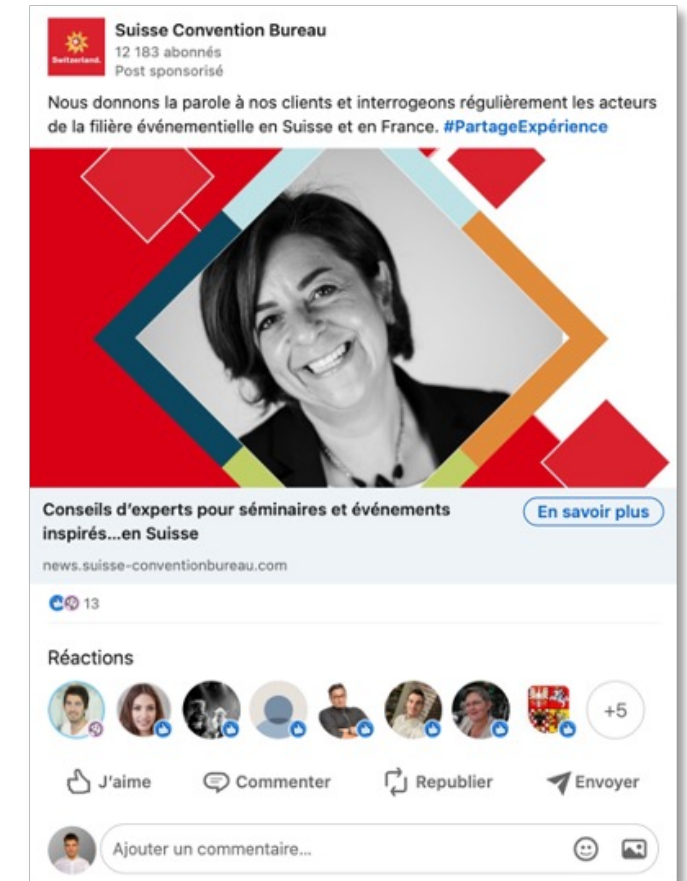
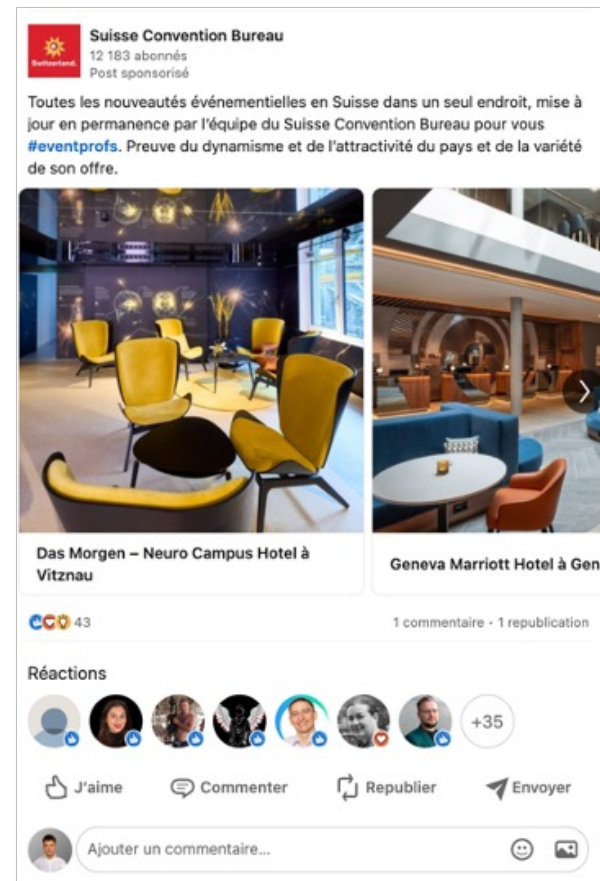
**Goal:** visibility & performance

**Audience targeted:** audience filter considering the positions, places of work, level of education and interests

**KPI:**

- Impressions: 309'770
- Clics & interactions: 9'880
- CPC: 1,85€

Positive outcome of the campaign



# SCIB - Campaign Performance Video LinkedIn.



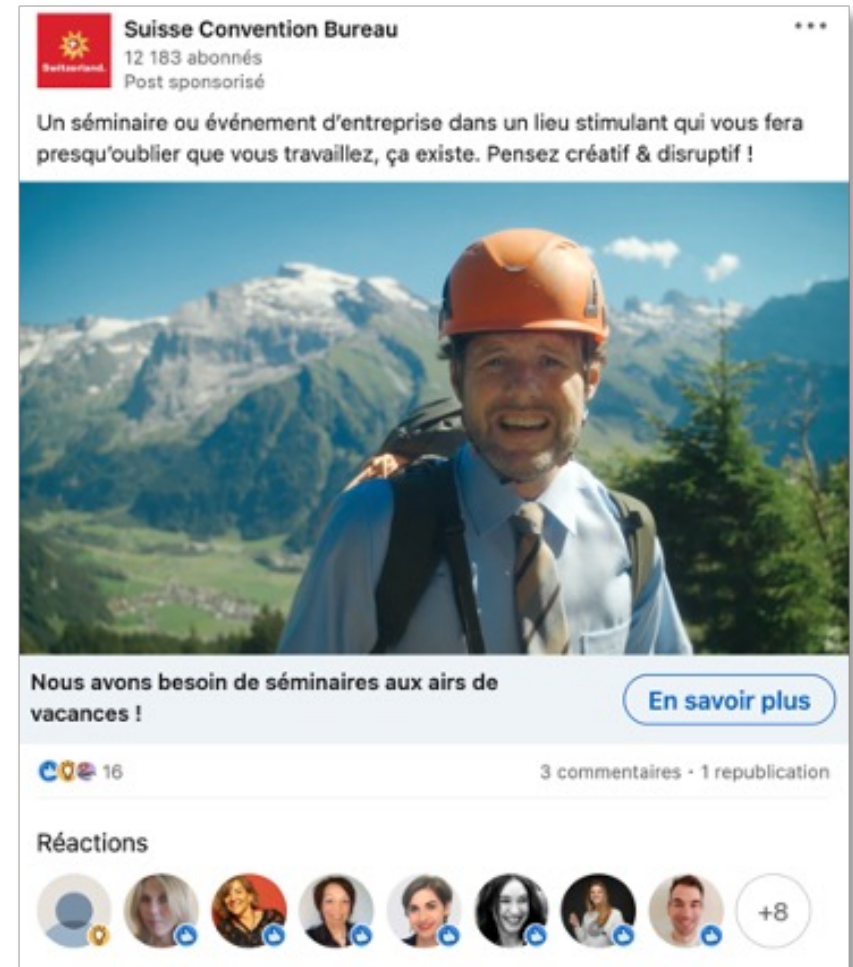
Switzerland.

**Goal:** visibility & performance

**Audience targeted:** audience filter considering the positions, places of work, level of education and interests

**KPI:**

- Impressions: 57'261
- Clics & interactions: 449



# KAM – FamTrip Solotour.

- FamTrip organized with the French Travel Operator **Solotour**
- **Date:** January 22nd to 25th
- **Purpose:** 13 TA clients of Solotour were invited to discover Switzerland (to create/add more trips to Switzerland in their portfolios)
- **Activities:** Lausanne (Olympic Museum) / Montreux (Chaplin's World, Freddie Tour, Chillons) and Dents du Midi (Curling, Raquette-Fondue)



# KAM – Travel fair Fitour – Brive-la-Gaillarde.

Travel fair organized by **Fitour**, a travel agency network in Central and Southwestern France.

**Date /location:** 27th / 28th January in Brive-la-Gaillarde in Nouvelle-Aquitaine

## Objective:

- Promoting the Fitour trip package in Switzerland (focus on panoramic trains - dates in June and October).
- Promoting the Swiss Trains through 2 conferences

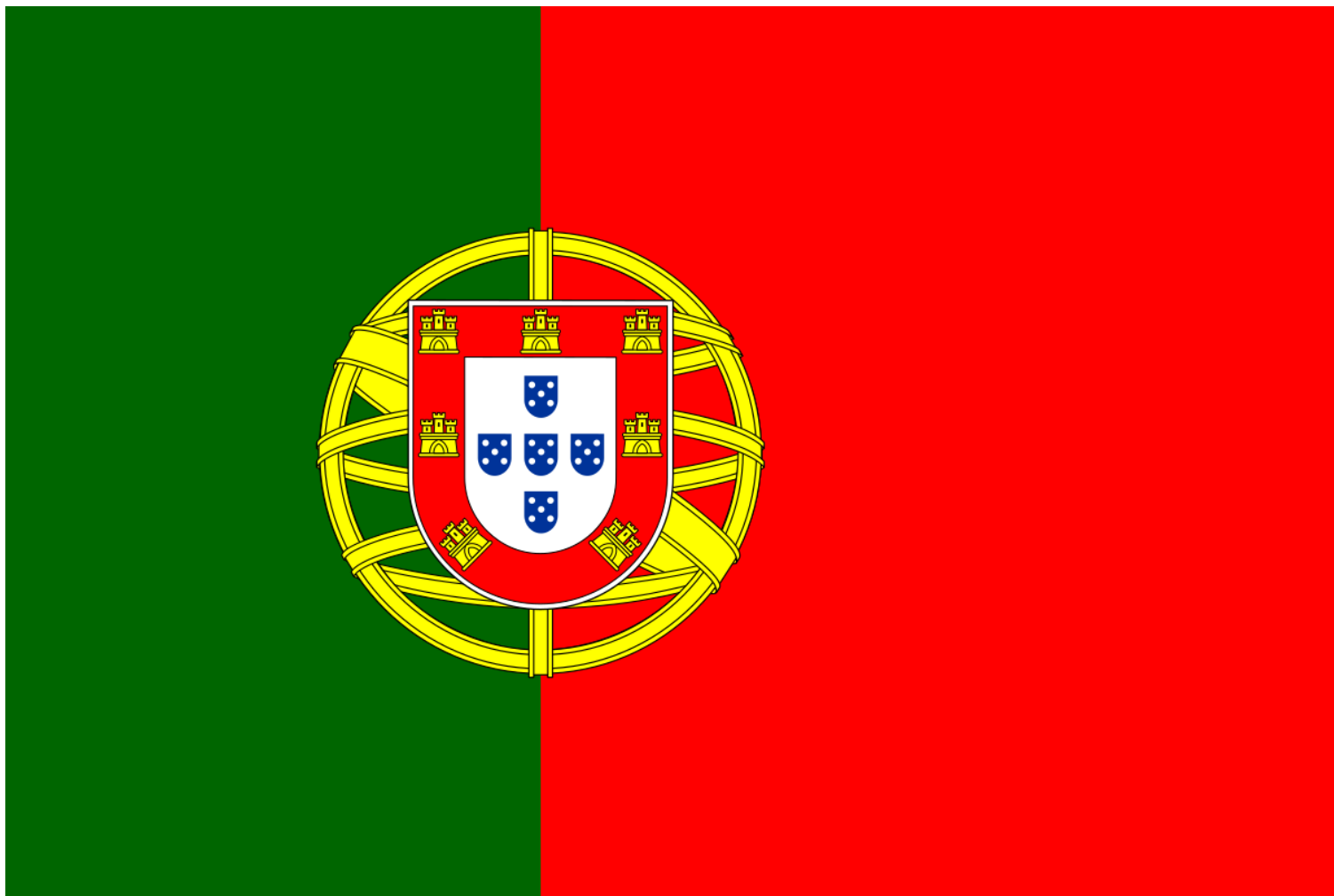
**KPI and results:** 1'200 visitors / June trip fully booked / october soon full.



Portugal.



Switzerland.





Switzerland.

# Media trip: Volta Ao Mundo in Aletsch Arena.

- Accompanied media trip with “Volta Ao Mundo”, the main travel magazine in Portugal, covering Aletsch Arena and its winter wonders.
- “Volta Ao Mundo” is a very strong and high-quality magazine (print and digital) with focus on travelling and stories of people around the world.
- An extensive report will be published in the March edition with Aletsch Arena on the cover.



Timing: 16 to 21 January 2023

Media contacts: estimation of 36'305



Spain.



Switzerland.



Switzerland.

# KMM: Top Coverage Spain.

- Top Girona Magazine: “Basilea, la capital cultural de Suïssa”, 114’000 copies, 285’000 media contacts
- 20Minutos.es : “La región de Suiza donde vuelven a celebrar Nochevieja”, 1’586’000 online contacts
- Elpais.com : “Diez razones para viajar a Saint Moritz más allá de disfrutar de la nieve”, 1’919’250 online contacts
- Woman Magazine: “Refugio de diseño”, 196’577 copies, 377’510 contacts
- Diario Sport: ”Silencio, se esquía sin ruidos ni estrés”, 64’652 copies, 381’649 print and online contacts

**SPORT** | Es nieve

**SUIZA** ► PUEBLOS DE ESTACIONES CERRADOS AL TRÁFICO

## Silencio, se esquía sin ruidos ni estrés

Suiza es el país con más centros invernales cerrados al tráfico, todo un plus para relajarse al acabar de esquiar

**SERIO MEJÍAS**  
Barcelona

Las vacaciones son para relajarse. Más en la montaña. Más en invierno con el silencio ruidoso que el que producen los esquí al romper la nieve. Y de nieve en Suiza saben bastante. Y de relajarse también. Porque la Confederación Helvética es la nación del mundo con el mayor número de estaciones de esquí cerradas al tráfico generando una magia difícil de reproducir en otro punto del Pirineo. Pasear por las calles de estaciones como Zermatt y Saas Fee resulta de lo más relajante. Tienen cerradas sus calles a los vehículos con motor térmico y apenas circulan unos pequeños vehículos eléctricos de servicios.

**ACCESO EN TELECABINA** No tan conocidas pero igual de bucólicas son localidades como Bettmeralp, donde solo se puede acceder en telecabina y se encuentra cerca del impresionante glaciar del Aletsch. Desde Blatten-Belalp se puede disfrutar de vistas a 17 cuatromiles y vivir el legendario descenso de la bruja. Riederalp, en el Valais superior, es un acceso ideal para acceder a la Jungfrau-Aletsch.

Máxim. situada a 1.550 metros, puede que sea más conocida por el restaurante ginecristiano del Schiltorn, escenario que popularizó una entrega de James Bond. Cerca, en Wengen se dio a él el espectacular descenso de la Copa del Mundo de esquí alpino. Y es que no hay nada como acabar de esquiar sin coches.

**Zermatt, Saas Fee y Wengen son las estaciones suizas de esquí cerradas al tráfico más conocidas**

**Mürren y su restaurante ginecristiano han sido el escenario de una entrega de James Bond**

Arba, una cabina de Zermatt con el Matterhorn al fondo. A la izquierda y abajo, Wengen // ZERMATT BERGAMMEN AG - JUNGFRAU REGION TOURISMS

## VIATGES BASILEA

Per. Jordi Aparicio.

### La capital cultural de Suïssa

**B**asilea embogeix amb l'art i gaudeix de la vida al carrer ja sigui amb un vi calent als seus mercats nadalencs o nedant al Rin quan pugen les temperatures. Però si alguna cosa defineix Basilea són la cultura i la indústria farmacèutica on Novartis i Roche tenen les seus i són les responsables que la ciutat sigui la segona economia del país i que el seu PIB per càpita sigui el més alt de Suïssa. El transport públic és gratuït gràcies a la targeta Basel Card que es rep per reservar un hotel a Basilea i que també ofereix descomptes en museus i altres atraccions.

La gran plaça del mercat, amb el palau municipal de color vermell, és l'epicentre d'una ciutat que barreja les construccions històriques amb el catàleg més modern de l'arquitectura contemporània. La meitat dels premis Pritzker han fet de Basilea una meca de l'arquitectura d'avantguarda amb noms com Frank Gehry, Zaha Hadid, Tada Ando, Renzo Piano, Mario Botta, Diener & Diener o els omnipresents Herzog & De Meuron.

més grans del món) Parada obligada al Kunstmuseum, el museu d'art més gran de Suïssa, que acull una fantàstica col·lecció de més de 300.000 obres. De Rembrandt a Monet passant per Cézanne, Van Gogh, Gauguin, Picasso, Chagall, Dalí, Matisse, Miró, Kandinsky... I sense oblidar la Fundació Beyeler, considerada una de les grans obres de l'arquitectura italià Renzo Piano i un dels museus més bells del món a més del més visitat de Suïssa. Elevat sobre una llanura d'època, compta amb una col·lecció impressionant de 400 obres mestres d'art modern i contemporani: Picasso, Monet, Matisse, Giacometti, Andy Warhol.

La ribera del Rin, plena de restaurants i bars, visitar la rogenca catedral i tot el casc antic, passejar pel carrer Spalenberg on es troba una de les botigues d'ornaments nadalencs més famoses del món, la de Johann Wanner i acabar sopant una fondue de formatge a l'imprecindible restaurant Walliser Kanne, són coses que també s'han de fer a Basilea. I sense oblidar la Confiserie Schiesler, una de

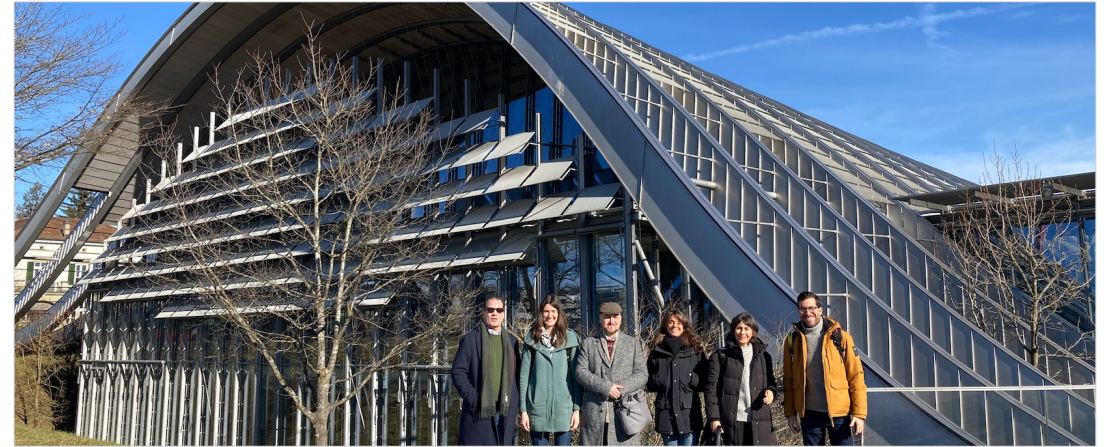


Media Contacts: 4'549'409

# Miró at the Zentrum Paul Klee.

## Group media trip

- Top Spanish journalists travelled to CH to visit the special Miró exhibition at the Zentrum Paul Klee in Bern
- In addition, several visits to the city's main attractions were organized (Zytglogge tower and the Einstein museum)
- The 5 medias are national newspapers and travel magazines: ABC Viajar, 20Minutos, Crónica Global, Libertad Digital and Traveler



Timing: February 2023

Participants: 5

# KAM: eLearning @ Travel Expert Academy.

- Travel Expert Academy is an innovative, capsule-based learning platform, targeting more than 9'000 travel agents in Spain
- 5 interactive capsules are being launched every week with a DEM and based on the following content
  - Grand Train Tour of Switzerland + STP
  - Grand Tour of Switzerland
  - Boutique towns & Summer destinations
  - Switzerland Travel Academy and MySPro



Timing: January - February 2023

Marketing contacts: 54'000 + 450 participants estimated



TravelExpert Academy

Píldora **02**  
RETO: "Se más suizo que el Matterhorn"

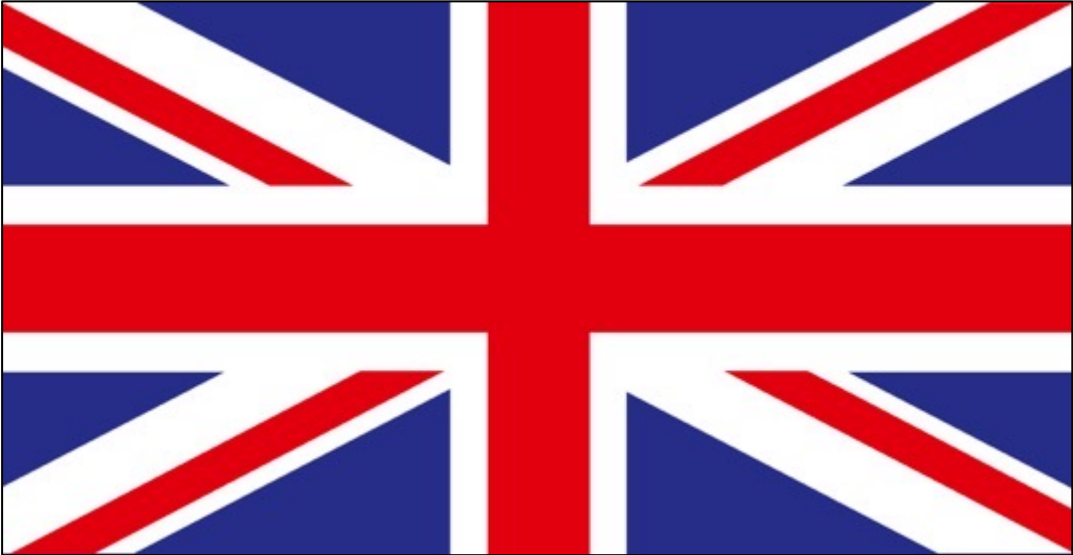
¿Has oído hablar del Grand Train Tour of Switzerland?

El Grand Train Tour of Switzerland es una preciosa ruta de ocho tramos de trenes panorámicos para descubrir paisajes y ciudades utilizando este carismático medio de transporte.

Durante esta píldora, queremos que te acompañe música ambiente ASMR con sonidos reales de una estación de Suiza. El ASMR (Respuesta Sensorial Meridiana Autónoma, en inglés) es una experiencia tanto psicológica como física para sentirse tranquilo y feliz. ¡Así podrás concentrarte mejor durante esta píldora!

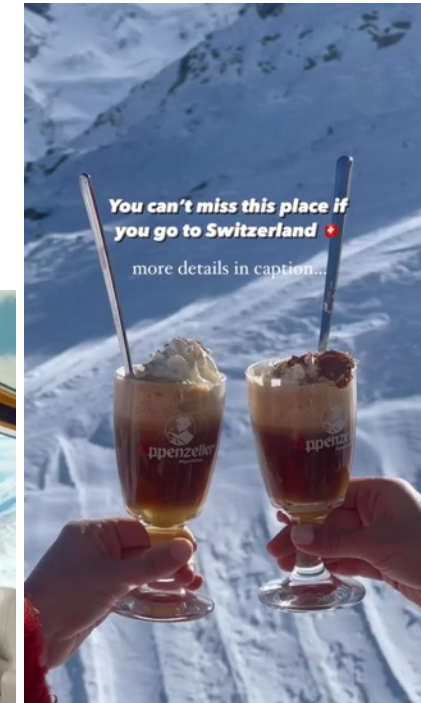
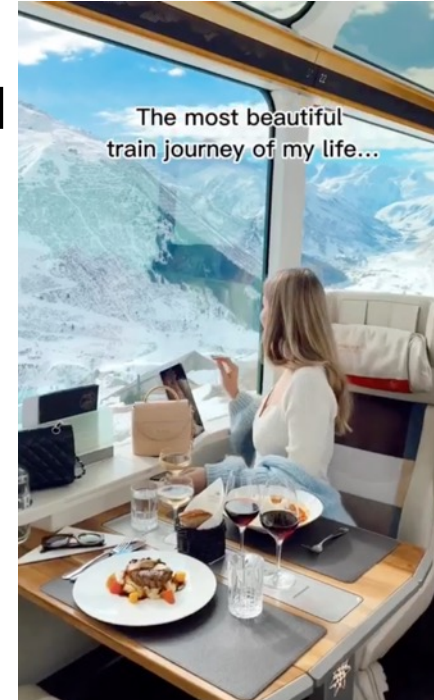
ESCUCHA EL ASMR DE TRENES SUIZOS

UK/Ireland.



# UK influencer trip with ST and Preferred Hotels & Resorts.

- Winter group trip in partnership with Preferred Hotels & Resorts
- 6 UK influencers, combined approx. 1 million followers
- Hotel visits Storchen Zurich, 7132 Vals and Waldhaus Sils.
- Excellence Class experience onboard the Glacier Express
- City Tour Zurich, visit whisky distillery Piz Corvatsch, horse sledge ride





Switzerland.

# City Ski Championships 2-5 February.

- ST UK presence at the City Ski Championships 2023 in Crans-Montana
- 150+ affluent British skiers in attendance
- Welcome address at the Financial Times Alpine Forum
- Price sponsoring/handover
- 4 UK/Ireland journalists and 2 VIP journalists invited, plus Formula One World Champion Damon Hill and Olympic Skier Graham Bell.
- First ever Revival Records Music Experience





Switzerland.

# Health Travel Promotion UK.

## About

Targeted promotion to the Telegraph health and tourism focussed readers. A bespoke package with a mix of print and digital content/branding, as well as sponsorship of the annual Health Reset event

## Deliverables

- 3x online events / 2637 attendees / 5563 registrations
- 10x print insertions (1x full page, 9x quarter pages) / 900k circulation
- 4x newsletter insertions sent to 372,500 subscribers

## Forecast

- Additional bespoke interview with Mrs Babs (Swiss Medical Network) which will be published as online article & in print in February

Comment

Camilla Tominey

Harry is the most confused 'spare' of them all

W

January Health Reset: How to eat and drink for better gut health

Subscriber Exclusive

To book, visit telegraph.co.uk/extra/events or scan the QR code

The Telegraph Extra

SUBSCRIBER OFFERS, EVENTS & COMPETITIONS

The January Health Reset Survey

Dear Jessica,

I hope you enjoyed our January Health Reset series which featured three illuminating online events, sponsored by Switzerland Tourism. Watch again to learn how to get a more peaceful night's sleep, transform your relationship with food and improve your gut health.

You can now have your say with a five-minute survey. Please click on the links below to share your thoughts on the series. Your feedback is invaluable to us. Thank you.

The Telegraph Extra

SPONSORED BY Switzerland.

The January Health Reset 2023

Book tickets

SPONSORED BY Switzerland.

Switzerland is the ideal destination for health travel, combining the highest standards of medical care with exclusive service. The Swiss healthcare system is considered to be one of the best in the world. The country's exclusive clinics offer outstanding infrastructure, and Swiss doctors are pioneers in innovative medical techniques and research.



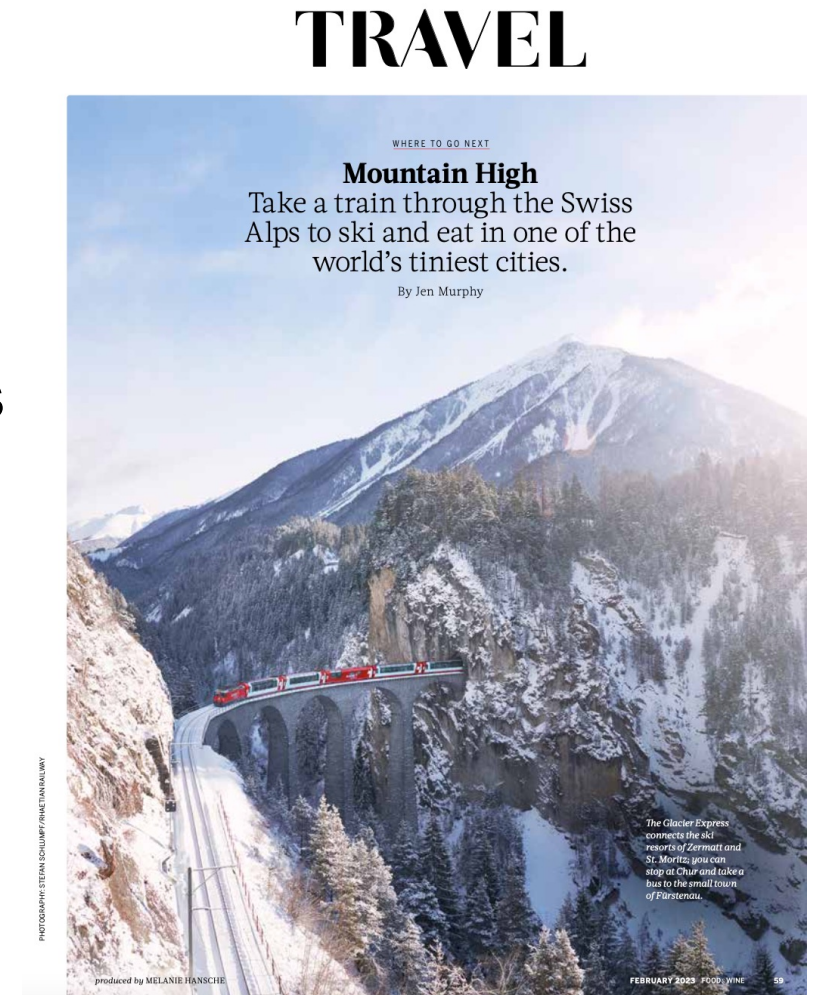
# North America.



# Top media result: Food & Wine.



- Food & Wine: Print & Online
  - <https://www.foodandwine.com/swiss-alps-train-travel-glacier-express-7101125>
- Journalist: Jen Murphy
- Title: Mountain High – Take a train through the Swiss Alps to ski and eat in one of the world’s tiniest cities
- Date: January 14<sup>th</sup>, 2023 & February 1<sup>st</sup> 2023
- Circulation: 913’000 (print) & 9’300’00 (online)
- Features: Glacier Express, Zermatt, Fürstenaau, St. Moritz



# Top media result: The New York Times.


- The NY Times: online
  - <https://www.nytimes.com/2023/01/14/world/davos-tourists.html>
- Journalist: Lindsey Tramuta
- Title: Even with the crowds, Davos is a winter haven
- Articles around Davos as a winter sports mecca
- Date: January 14<sup>th</sup>, 2023
- Circulation: 138'000'000
- Features: Destination Davos Klosters

The New York Times

## Even With the Crowds, Davos Is a Winter Haven

Many tourist spots are shut down or blocked off during the World Economic Forum, yet there's still plenty to do amid the clear air and mountain vistas.

[Give this article](#) [Share](#) [Bookmark](#)



In Davos, Switzerland, skiers have access to nearly 167 miles of slopes and 80 different downhill runs spanning five (unlinked) mountain areas. Getty Images

By Lindsey Tramuta  
Jan. 14, 2023



Switzerland.

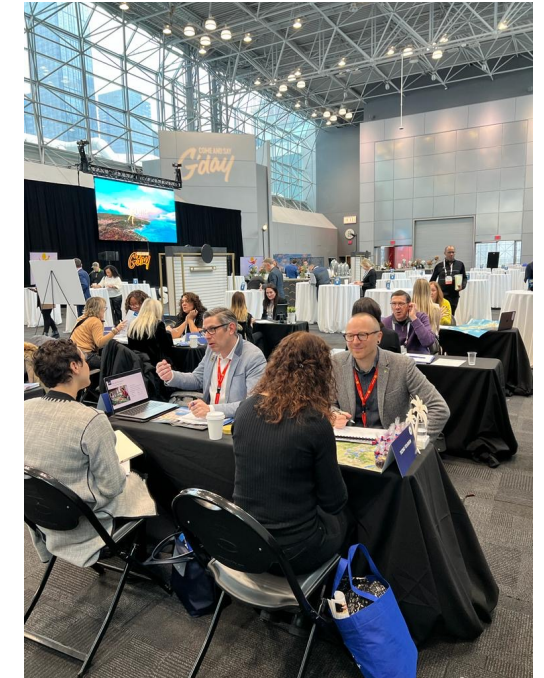
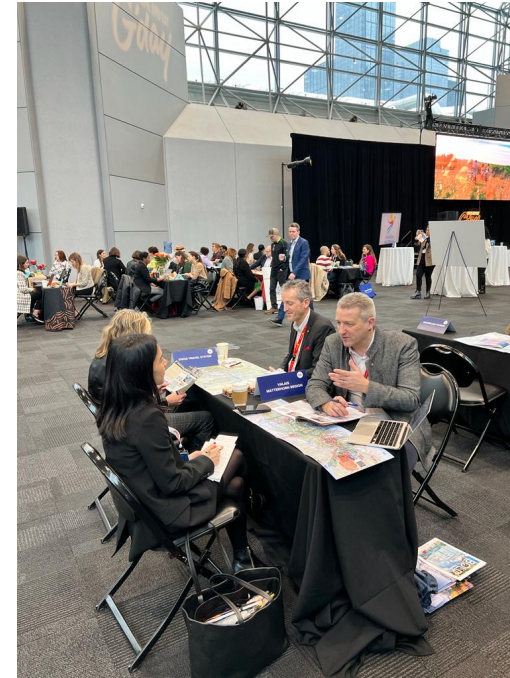
# KMM: Meet the Press Roadshow.

- January 22 to 26
- Partners: Valais, Lucerne, Ticino and STS
- Cities: Denver, Austin and New York
- Event: Lunches in Denver and Austin, dinner reception and IMM in New York
- Attendees: 7 in Denver, 6 in Austin, 23 in New York



# KMM: IMM New York.

- IMM: TravMedia Event
- Date: January 26
- Where: Javits Center, New York
- 24 one-to-one meetings with journalists per partner and ST
- Partners: STS, Valais, Lucerne, Ticino
- Additional networking opportunities during lunch and cocktail reception

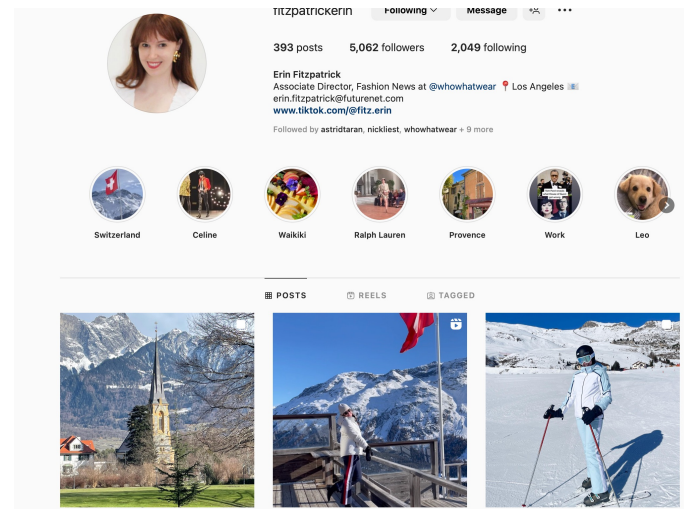
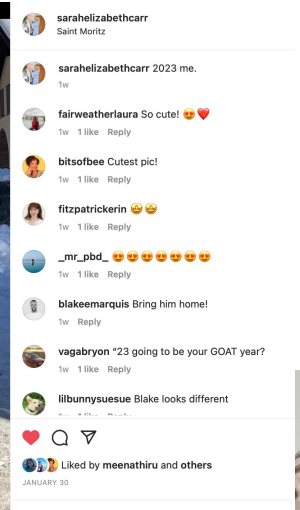
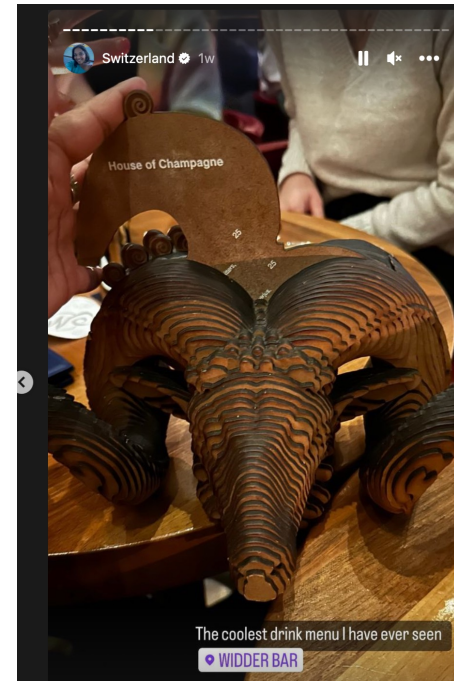


# Learn to Ski Press Trip.

- January 28 – February 4
- Partners: Zurich, St Moritz and Grand Resort Bad Ragaz
- Media participants: 5 freelance journalists from Vancouver, New York, Chicago and LA
- Itinerary: Warm up in Zurich, Learn to Ski in 3 days with Swiss Ski School St. Moritz followed by winding down in Bad Ragaz



Switzerland.



# LGBTQ+ Press Trip.

- January 21 – 29
- Itinerary:
  - Experience the gay scene in Lausanne
  - “Queer” exhibition in Bern
  - LGBTQ history tour in Zurich
  - Arosa Gay Ski Week
  - Wellness in Bad Ragaz
- Partners:
  - Vaud, Bern Welcome, Arosa Tourism
  - Pink Alpine, Arosa Gay Ski Week
  - Dolder Grand, Grand Resort Bad Ragaz, Tschuggen Group
- 5 Media outlets:
  - Men’s Health, Out Traveler, Instinct Magazine, gaycities.com, Vacationer Magazine, South Florida Gay News, Grab Magazine



Switzerland.



# SCIB NA: Create with the Swiss.

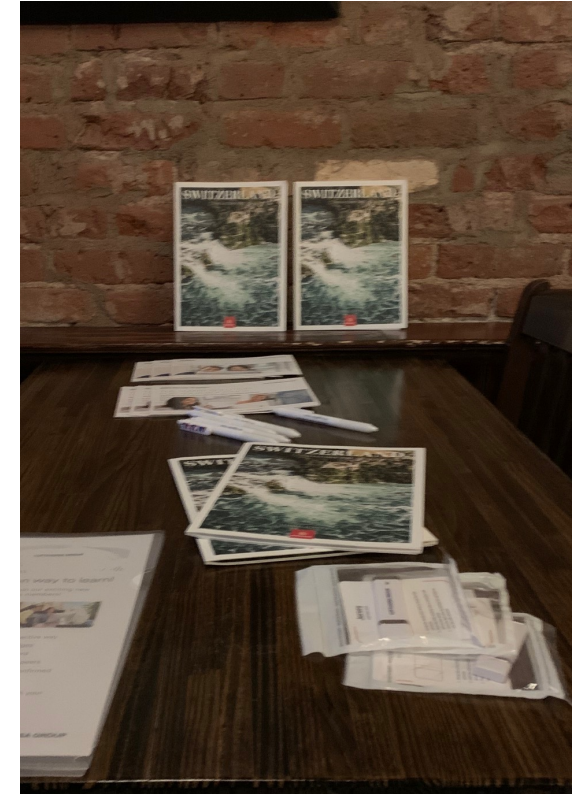
- January 24, 2023
- Toronto, Canada @ Cirillo's Academy
- Networking event around Swiss Food with Truffle-making workshop
- 16 Canadian event planners attended
- Give back to the community by donating truffles to a nearby women's shelter
- Positive feedback from clients for format/duration & presentation
- Ignite Magazine posted Instagram story





# KAM – Sales Visits and LHG-Event in Denver.

- February 2 – 3, 2023
- Sales visits with product update of main TO's in the Denver area
- LHG Experts networking event with 35 agents
- Focus on upcoming Edelweiss Denver – Zurich flight and STS products



Brazil.



Switzerland.



# KAM/Digital Newsletter: Verbier.

- **Highlight:** Verbier Tourism dedicated newsletter
- **02 mailings:** Jan 06<sup>th</sup> and 19<sup>th</sup>
- **Mailing:**
  - 26.500 mails for travel agents
  - 160 mails for corporate travel managers
  - 1.800 WhatsApp messages to TAs
- **Opening rate:** 25,6%
- **Link newsletter:**  
<http://smtp.mailnewsdobrasil.com.br/email/SUICA-01-DE-24-2023/suica-01-de-24-2023.html>
- **Key partners highlighted in the content:**
  - Verbier
  - STS

> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER



©Switzerland Tourism

## Verbier: melhor estação de ski do mundo!

De vilarejos pitorescos até badalados après-ski, a Europa tem experiências para todos os estilos de viajantes. Quando buscamos as melhores estações de ski do mundo e da Suíça, Verbier sempre se destaca entre as favoritas. Não é à toa que Verbier foi eleita em 2022 a **melhor estação de ski da Suíça e melhor do mundo** pelo segundo ano consecutivo no World Ski Awards!

# KAM/KMM: Teresa Perez – Health Magazine Distribution.

## December 2022 – January 2023.

- 309 Health Magazine distribution in partnership with Teresa Perez Tours to selected list of potential luxury cliente.
- Customized message and insert into the December edition of The Traveller Magazine – dedicated article of Health & Wellness Tourism in Switzerland as result of the October Media trip.
- Sent to client’s home address through the months of December and January.





Switzerland.

# KAM: Blue Papaya Sales Incentive Campaign.

## December 2022 – January 2023.

- Dedicated Webinar held 28 & 29 of November 2022
- Swiss-inspired prize for participants of the 2-days webinar
- Social Media posts
- Sales materials available for travel agencies to promote Switzerland to their clientes;
- Sales incentive campaign period: Nov 28, 2022 – Jan 31, 2023.
- Partners involved/promoted:
  - Crans Montana Tourism; Guarda Golf
  - St Moritz Tourism; Kulm Hotel St Moritz; Grand Hotel Kronenhof Pontresina; Badrutt's Palace;
  - Zermatt Tourism; Mont Cervin Palace, Monte Rosa & Schweizerhof ;
  - Swiss, Swiss Travel System;



Blue  
PAPAYA

IS COOL

### SUIÇA NO INVERNO

Participe do **Blue Papaya Is Cool**, projeto em parceria com **fornecedores exclusivos** para ajudar as nossas agências parceiras a se tornarem especialistas nos destinos e propriedades.

A **1ª edição será sobre a Suíça**, então participe dos dois dias de webinar para receber um **presente especial!**

**28.11**  
ÀS 10H00

ANTES DO JOGO BRASIL X SUÍÇA, UM ESQUENTA PARA CONHECER O NOSSO ADVERSÁRIO DO DIA

**SUIÇA & TRENS**  
Mara Pessoa, de  
Switzerland Tourism

**ZERMATT**  
Anne-Florence, escritório  
de turismo

**MONT CERVIN, MONTE  
ROSA & HOTEL  
SCHEWEIZERHOF**  
Petra Ellmeier, diretora  
de vendas

**CRANS-MONTANA**  
Pierre-Henri Mainett,  
escritório de turismo

**GUARDA GOLF HOTEL**  
Nati Felli, proprietária  
do hotel

**29.11**  
ÀS 10H00

SAIBA DETALHES DA CAMPANHA DE VENDAS E O FAM TRIP EXCLUSIVO QUE AGONTECERÁ EM MARÇO 2023

**ST. MORITZ**  
Fernanda Maldonado,  
da Experanto

**KULM HOTEL & GRAND  
HOTEL KRONENHOF**  
Roberta Panella, gerente  
de vendas

**BADRUTT'S PALACE &**  
Thomas Citterio, diretor  
de vendas

**CAMPANHA DE VENDAS  
& FAM TRIP EXCLUSIVO**  
Amanda Zeni, gerente da  
Blue Papaya Ski

Esperamos vocês!



Switzerland.

# KAM: Verbier famtrip.

**January 11-13, 2023.**

- ST Brazil took advantage of the participation of key TOs from Brazil at the STMS and organized 2 extra nights in Switzerland before the official program started.
- 3 Brazilian Tour Operators:
  - Teresa Perez Tours
  - Kangaroo Tours
  - Snowtime Ski Travel
- Swiss Partners support: Verbier Tourism, Hotel de Verbier, Swiss Travel System.
- ST team in attendance: Mara Pessoa, Trade Manager.





Switzerland.

# KAM: Pontresina/St Moritz famtrip.

## January 11-13, 2023.

- ST Brazil took advantage of the participation of key TOs from Brazil at the STMS and organized 2 extra nights in Switzerland before the official program started.
- 3 Brazilian Tour Operators:
  - Blue Papaya
  - Sete Mares Turismo
  - Plantel Turismo
- Swiss Partners support: Engadin-St Moritz Tourism, Grand Hotel Kronenhof Pontresina, Swiss Travel System.





Switzerland.

# KAM: STMS pre-Convention tour.

## January 13-15, 2023.

- 2 Brazilian buyers in Gstaad
  - Teresa Perez Tours
  - Kangaroo Tours
- 1 Brazilian buyer in Crans Montana
  - Snowtime
- 3 Brazilian buyers in St Moritz
  - Blue Papaya
  - Plantel Turismo
  - Sete Mares Turismo







Switzerland.

# KAM: Swiss Travel Mart Snow Edition (STMS) Zermatt.

**January 15-19, 2023.**

- ST Brazil were able to invite 6 Key accounts from Brazil to attend the Switzerland Travel Mart - Snow Edition (STMS).
- The Brazilian delegation speed-dated with around 100 Swiss suppliers.
- Buyers:
  - Blue Papaya
  - Teresa Perez Tours
  - Sete Mares Turismo
  - Plantel Turismo
  - Kangaroo Tours
  - Snowtime
- ST Team attendance: Mara Pessoa, Trade Manager Brazil





Switzerland.

# KAM: Teresa Perez Winter Famtour.

**January 16-23, 2023.**

- Partnership with Teresa Perez Tours, the main luxury TO from Brazil, for an exclusive winter & ski famtrip with their top travel agentes.
- 2 Teresa Perez Tours team memmmbers + 6 top agentes.
- Program focus on luxury, ski, spa, gastronomy.
- Swiss partners support:
  - Crans Montana Tourism; Guarda Golf
  - Gstaad Tourism; Ultima Collection
  - Geneva Tourism; Four Seasons
  - Swiss, Swiss Travel System
- ST Team attendance: Fabien Clerc, Market Director Brazil.





Switzerland.

# KAM: Individual famtrips support.

## January, 2023.

- During the month of January, ST Team supported 5 travel agentes/tour operators to visit Switzerland:

### ▪ **Art of Travel**

- **Julia Duvivier, owner/ travel designer**
- **Swiss partners support:** Grand Hotel Zermatterhof, Swiss Travel System.

### ▪ **Insider Tips (Embark Beyond Brazil)**

- **Ana Luiza Abraão, owner/ travel designer**
- **Swiss partners support:** Swiss Travel System, Mandarin Oriental Luzern;



art\_of\_travel  
Grand Hotel Zermatterhof

que nos buscou na estação de trem, um experiência que as crianças amaram!

A cidade é um charme e super kids frie legal é patinar no gelo e visitar o Mattei do nosso hotel).

Para almoço indicamos o italiano Da Ni kids o asiático Fugi, estilo Benihana é s

Eu amei o astral da cidade, dessa vez n mas espero voltar em breve!

@zermatterhof  
@marapessoa.tourism  
@myswitzerlandbr #IneedSwitzerland #  
@swisstravelsystem #swisstravelsyster



Liked by anapaulaazevedosoares and 4

JANUARY 24

Add a comment...

# KAM: Individual famtrips support (cont.).

## January, 2023.

- **Meg Raimondo Ski & Luxury Travel (TTW Lab)**
  - **Margareth Raimondo, owner/ ski travel specialist**
  - **Swiss partners support:** Zermatt Tourism, Mont Cervin, Cervo Mountain Resort; Verbier Tourism, Le Cordee des Alpes, Swiss Travel System.
- **Sete Mares Turismo**
  - **Guilherme Burti Jardim, owner**
  - Swiss partners support: Swiss Travel System
- **TTW Group / Ski Brazil**
  - **Eduardo Gaz, CEO**
  - Swiss partners support: Swiss Travel System



 **guilhermemburtijardim**  
Lana Del Rey • Young And Beautiful

 **guilhermemburtijardim** Espetacular viagem no @berninaexpress.ch saindo de St Moritz para a O #swisstravelpass você pode explorar a Suíça ou ônibus nunca foi tão fácil! Para visitantes br: bilhete tudo-em-um permite usar a rede de tra públicos do país. @myswitzerlandbr @setemari @operadorasetemares #setemaresturismo #operadorasetemares #skisetemares #switzerl @marapessoa.tourism ❤️ 🇨🇭

1 w See Translation

 **marapessoa.tourism** Que lindo 🥰 voltem em 🙏

1 w 1 like Reply See Translation

♥️ 💬 📍

 Liked by marcelahcamargo and 64 others

JANUARY 22

 Add a comment...

# Campaigning & Activation: Robb Report Day.

## January 28th

- Event at Fazenda Boa Vista (JHSF Group).
- Robb Report magazine has organized a day full of experiences to the high-end customers/ readers.
- Audience: AAA, 400 guests.
- Others sponsors: Belvedere (drink), Bradesco (bank), Be Fly (travel agency), Illy (coffee), Tania Bulhões (decor)
- ST Presence: Fabien Clerc and Natália Leal.
- Switzerland Tourism Lounge:
  - Tv for ST videos
  - Toten for logo
  - Sustainable and artist experience.
  - Hostess to talk about the activity and to include a postcard containing a QR code to [MyS.com/pt](https://mys.com/pt) in the bags.





Switzerland.

# Campaigning & Activation: Robb Report Day.

About the experience:

- 260 fabric bags that could be personalized with one of the photos available.
- Photos available: summer, winter and train.
- The bags also were available in 3 different colors: red, blue and yellow.
- The photo was printed using the serigraphy technique.
- People also could do the serigraphy on the bag itself.



# Campaigning & Activation: Robb Report Day.

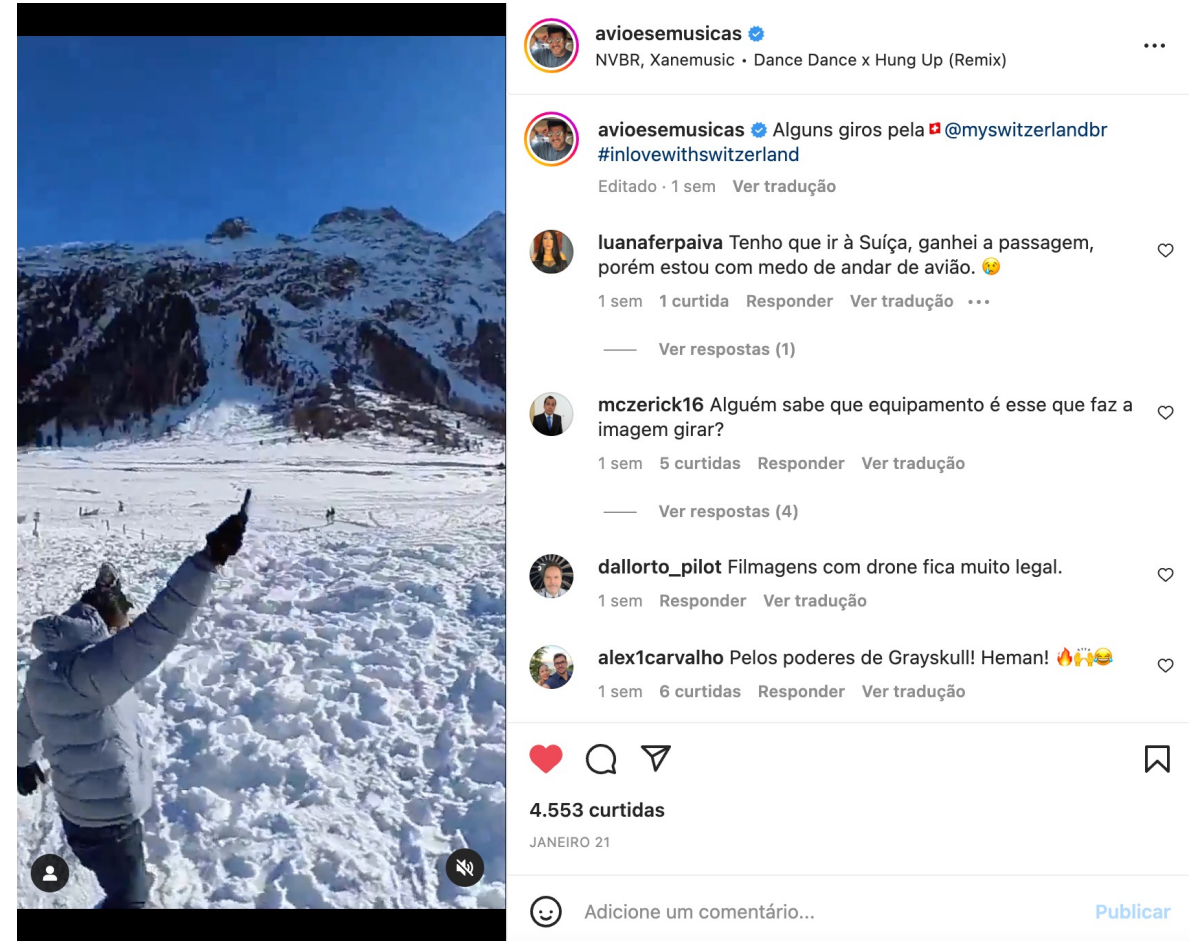


# KMM: Media Trip @avioesemusica.



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

- Aviões e Músicas by Lito Sousa  
– 711K followers
- Trip to promote Swiss Travel System.
- ST Support: STP
- Segment: Snow Lover





# KMM: Media Trip @silviabraz.

January, 4<sup>th</sup> to 14<sup>th</sup>

- Silvia Braz – 1.3MIO followers
- Trip to promote Lucerne – Mandarin Oriental, Gstaad – Alpina Gstaad and Crans-Montana – Guarda Golf Hotel
- ST Support: flight, transfer, overnights and program
- Segment: Luxury



## POST LUCERNA

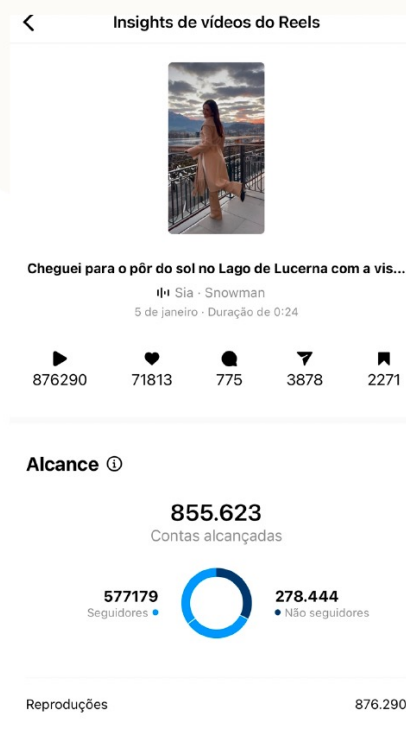
65.113 354 746 515



Switzerland.

# KMM: Media Trip @silviabraz.

## PRINT ANALYTICS - POST



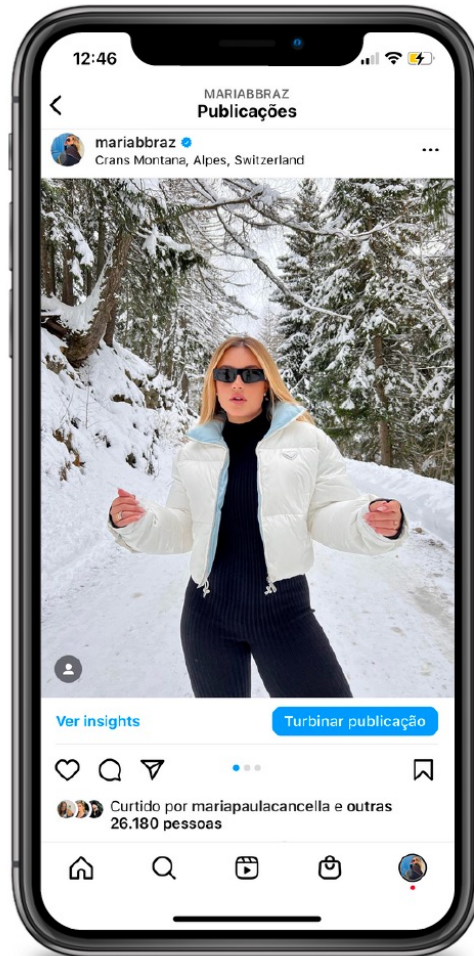
# KMM: Media Trip @Mariabbraz.

January, 4<sup>th</sup> to 14<sup>th</sup>

- Maria Braz – 360K followers
- Trip to promote Lucerne – Mandarin Oriental, Gstaad – Alpina Gstaad and Crans-Montana – Guarda Golf Hotel
- ST Support: Overnights, transfer and program
- Segment: Luxury



# KMM: Media Trip @Mariabbraz.








Switzerland.


# KMM: Media Trip @brunoastuto.

January, 9<sup>th</sup> to 13<sup>th</sup>

- Bruno Astuto– 941K followers
- Trip to promote Crans-Montana/ Guarda Golf Hotel
- ST Support: transfer and overnight
- Segment: Luxury



 **brunoastuto**  Crans Montana, Alpes, Switzerland 



 **brunoastuto**  Não costumo usar minhas experiências pessoais para enfeitar a régua - até porque cada um tem suas medidas e possibilidades -, mas hoje resolvi dividir uma historinha. 🍷

Quando eu tinha 7 anos, fui atropelado, tive três fraturas expostas, passei meses no hospital e quase um ano de gesso, o que me deixou até hoje com metade da perna esquerda dormente e a impossibilidade de dobrá-la ou até mesmo de virar completamente o pé. Sobrevivi, e está tudo certo. Caminhei como Deus me levou.

Ou seja: era impossível esquiar por causa dos movimentos desse esporte, que é totalmente sobre isso. 🏂


Mas sempre amei uma estação de esqui, gosto desse clima de montanha, meio conto de fadas, e aprendi a deslizar por outros meios, na minha imaginação. Aliás, na maior parte da vida, nem tive meios para aproveitar um passeio como esse. 🍷

Daí que, desta vez, meu marido @sandro\_barros e minha amada amiga @paulaseveriano sugeriram (e insistiram): "e se você tentasse superar mais essa?"

7.464 curtidas

HÁ 3 DIAS

 Adicione um comentário... Publicar



Switzerland.

# KMM: Media Trip @loucosporviagem.

January, 16<sup>th</sup> to 18<sup>th</sup>

- Fabiane Gama – 578K followers
- Trip to promote Zermatt – Cervo Hotel
- ST Support: STP and 2 overnights
- Segment: Snow lover



**loucosporviagem**  
maxallais · Áudio original

**loucosporviagem** Piscina aquecida cercada de neve com vista para as montanhas ! Esse é o spa do hotel @cervozermatt - tem sauna seca e a vapor (no meio da neve 😊), área de relaxamento e até uma piscina natural geladíssima (só para os 🙌). O hotel tem uma belíssima vista para o famoso Matterhorn, porém desde ontem ele está encoberto 😊. Rola um après ski super bacana no Cervo das 15h às 18h. Vou mostrar pra vocês! @cervozermatt @myswitzerlandbr  
2 sem Ver tradução

**viajandocomgabi** 🌐 Que vídeo ❤️  
2 sem Responder

**segredosdaitalia** Espetáculo! 😍 Eu encaro ducha gelada depois da sauna, entrar numa piscina gelada já não sei ... 😊  
2 sem 2 curtidas Responder Ver tradução

— Ver respostas (2)

**likeanewhome** Ahh que delícia de lugar! Eu só encaro a piscina aquecida!! 🙌🙌  
2 sem 2 curtidas Responder

1.301 curtidas  
JANEIRO 17

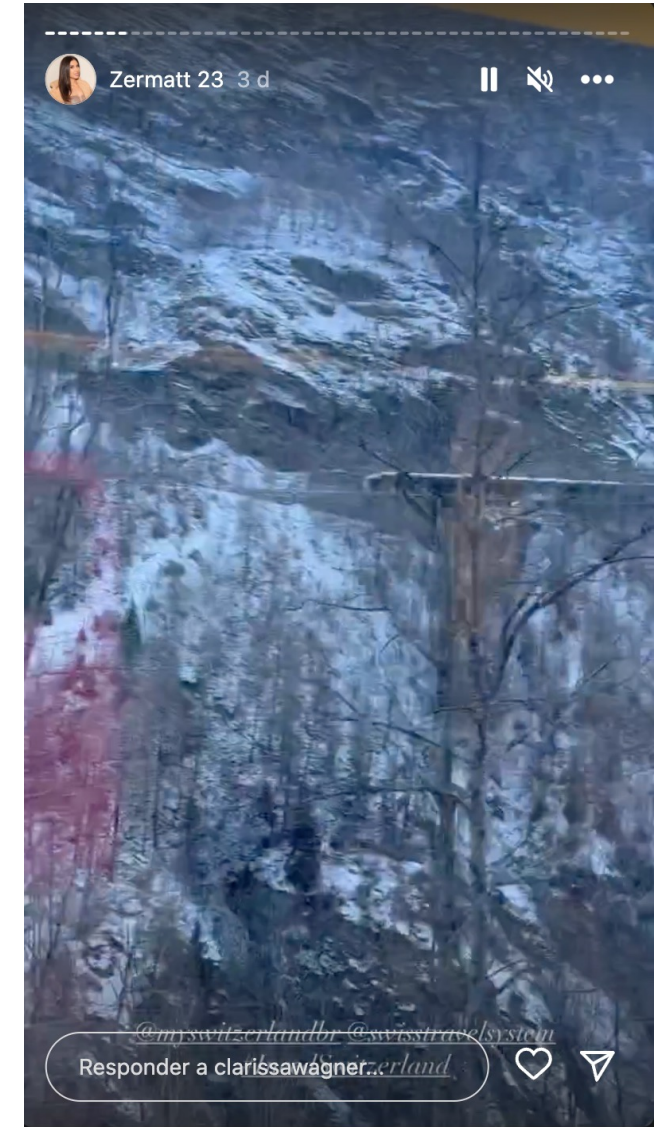
Adicione um comentário... **Publicar**

# KMM: Media Trip @clarissawagner.



**January, 28<sup>th</sup>**

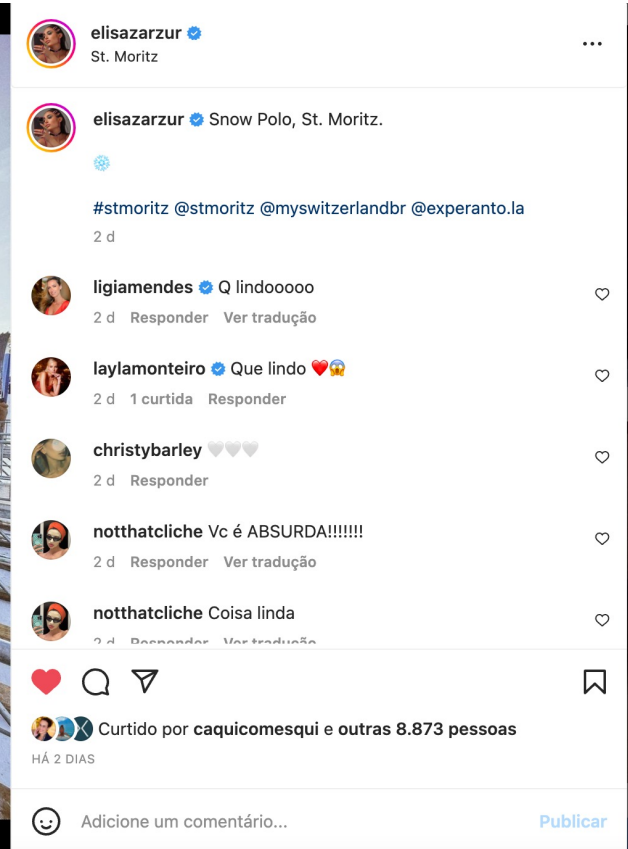
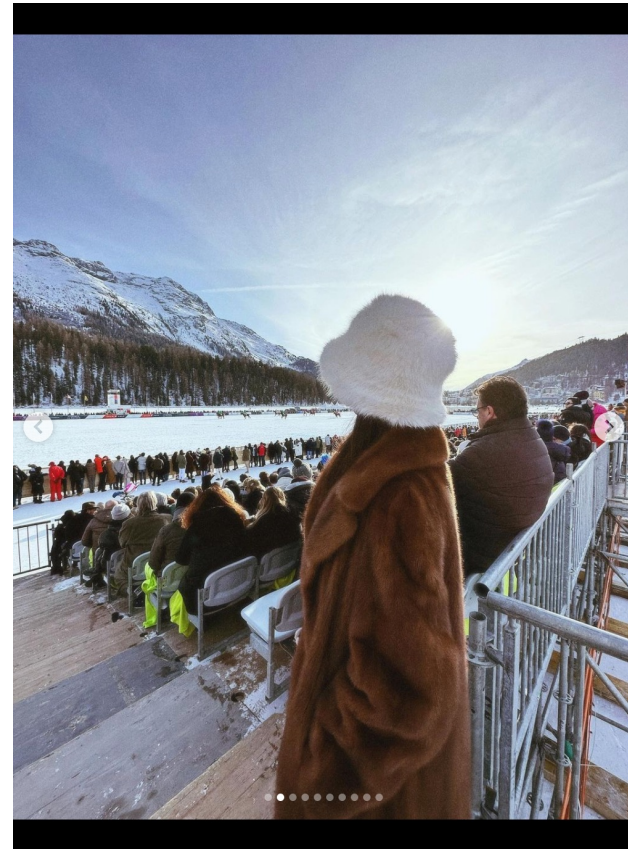
- Clarissa Wagner– 67K followers
- Trip to promote Swiss Travel System
- ST Support: STP
- Segment: Luxury



# KMM: Media Trip @elisazarzur.

January, 29<sup>th</sup>

- Elisa Zarzur – 215K followers
- Trip to promote St. Moritz, Snow Polo Event
- ST Support: 2 tickets to the Snow Polo Event





# KMM: Media Trip @aletania.

January, 30<sup>th</sup>

- Aletania – 283K followers
- Trip to promote Glacier Express – Excellence Class
- ST Support: Ticket to Excellence Class Experience.
- Segment: Luxury



**aletania**    
Campsite Dream · Crush

**aletania**  Viagem de trem pelos Alpes Suíços no famoso Glacier Express na Excellence Class.

Sair de St. Moritz para Zermatt enquanto a paisagem espetacular passa pela janela, bar exclusivo, serviço de concierge e acompanhamento personalizado.

Eu amei @myswitzerlandbr @glacierexpress.ch obrigada por eternizar esse momento com a minha família.

[#IneedSwitzerland](#) [#windowtothealps](#) [#Suica](#)

1 d Ver tradução

**lariduarteoficial**     tudo

1 d Responder Ver tradução

**danielafilomeno**  Uuuuu

1 d Responder Ver tradução

**clarissawagner** Muito incrível

1 d Responder Ver tradução

  Curtido por **danielafilomeno** e outras 2 pessoas

HÁ 1 DIA

 Adicione um comentário... Publicar

# KMM: Media trip return Top Magazine – article.

## January

- Printed version and social media channel.
- 40'000 copies
- Audience: A, AAA
- Coverage: Geneva, Luzern region.
- ST Support: Flight, 4 overnights and experieciens.
- 14 pages about Switzerland



Switzerland.

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capa | SUÍÇA: GENEBRA E A REGIÃO DO LAGO LUCERNA SÃO DOIS DESTINOS IMPERDÍVEIS PARA APRECIAR A BELEZA NATURAL E A HISTÓRIA DO PAÍS | aventura | Atacama: os desafios de suas estradas em uma viagem sobre duas rodas | Abrolhos para ver baleias-jubarte e as diferentes espécies de aves marinhas | especial | uma residência com todo luxo para se tornar sua casa em Snowmass | top 5 | os mais belos parques nacionais dos Estados Unidos | sofisticado | The Silo é uma obra-prima da arquitetura em Cape Town | mapa da bebida | soju é um clássico coreano | diário de bordo | Mônica Salgado dá dicas de um hotel-vinicola na Espanha

MUNDO TOP

RS 50,00

# topdestinos





Switzerland.

# KMM: Media trip return Top Magazine – article.

ESPECIAL / SUÍÇA

TOP DESTINOS



## Sonhando acordada

Terra dos imponentes Alpes, dos lagos cristalinos, dos campos verdejantes com vaquinhas por todos os lados, das paisagens de tirar o fôlego, da relojoaria de luxo, dos queijos refinados e dos melhores chocolates, a Suíça é um encanto em todos os aspectos. Melhor do que um sonho, é uma realidade que mostra como o mundo pode ser melhor

Por VIVIAN MONICCI, de SUÍÇA

53

ESPECIAL / SUÍÇA

TOP DESTINOS



## Genebra foi moldada pela indústria relojoeira desde o século 16

Quem me conhece sabe que eu sou apaixonada por chocolate. Uma chocólatra de carteirinha! Eu acredito piamente que tudo fica melhor com chocolate e que não existe um dia ruim que não possa melhorar com um simples pedacinho dessa iguaria. Minha paixão é tamanha, que houve uma época em que eu fazia avaliação no meu Instagram dos diferentes tipos e sabores de chocolates de vários lugares do mundo. E se existe um paraíso para quem ama cacau, esse lugar é a Suíça.

Mas é óbvio que o país tem encantos que vão muito além dos chocolates, como as paisagens de tirar o fôlego com alpes e lagos, os campos com um verde que parece um tapete, os relógios de luxo e os queijos de aromas e características surpreendentes.

Então, quando a TOP Destinos foi convidada pelo Turismo da Suíça para explorar a região, obviamente, eu embarquei rumo a um sonho.

### Berço mundial da relojoaria de luxo

Tudo começou em Genebra. A belíssima cidade, localizada no extremo oeste do país, foi moldada pela indústria relojoeira desde o século 16 e, por isso, é considerada o berço mundial da relojoaria de luxo. Por lá, você encontra prédios de grandes marcas como Rolex, Tudor, Richard Mille, Jaeger-LeCoultre e Tissot.

A paixão nacional por relógios é tanta que, em 1955, foi criado o Flower Clock, uma verdadeira obra de arte feita com cerca de 12 mil flores, plantas e arranjos florais que mudam de acordo com a estação, localizada no Jardim Inglês. Seu mecanismo funciona via satélite e é extremamente preciso, como em todos os relógios suíços. É claro que você não pode deixar de visitar e garantir o seu clique. Uma curiosidade: o ponteiro dos segundos é o maior do mundo, com 2,5 metros de comprimento, e foi feito pela luxuosa marca Patek Philippe, cuja sede também é em Genebra e conta com um museu exclusivo e imperdível para os amantes da alta relojoaria.



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55



Switzerland.

# KMM: Media trip return Top Magazine – article.

ESPECIAL / SUÍÇA

Um edifício histórico de mais de 100 anos, no estilo castelo de princesa, abriga o exclusivo cinco estrelas, que combina tecnologia de ponta com elegância e nostalgia. Os principais pilares são Wine & Dine, Art & Culture e Health & Wealth, que podem ser observados no suntuoso spa com piscina aquecida ao ar livre, nos restaurantes estrelados – focus Atelier, com duas estrelas Michelin, e Prisma, com uma estrela – e nas seis adegas.

Fiquei hospedada na elegante residência Schumpeter, que tem vista panorâmica para o lago e 92 m2. Conta com sala, quarto, lavabo, cozinha, varanda, banheiro espaçoso com banheira e chuveiro tecnológico com cromoterapia. Destaque para a banheira redonda situada em frente à janela e enfeitada por um bellissimo lustre digno da realeza; e para a cama super espaçosa e confortável, também de frente para o janelão da varanda, que permite que você acorde já apreciando as montanhas e o lago.

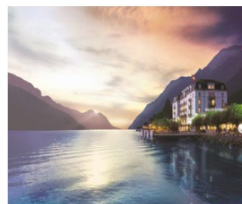


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Tive a oportunidade de experimentar o restaurante Prisma, comandado pelo chef Philipp Heid. A culinária é uma fusão da europeia com a asiática e o menu muda a cada estação. Uma festa para o paladar, com produtos muito frescos e combinações que trazem uma explosão de sabor a cada mordida.

#### Parada valiosa

Outra parada no Lago Lucerna que vale a pena é Brunnen, cidade que além de ser a sede da renomada marca suíça Victorinox, abriga o funicular mais íngreme do mundo, que te leva à vila de Stoos, aos pés da montanha Fronalpstock, no cantão de Schwyz. Para chegar até o seu cume, você pode seguir a pé ou pegar dois teleféricos. Lá do alto, você tem vistas panorâmicas de dez lagos da região, incluindo o Lago Lucerna, e das outras imponentes montanhas ao redor. No inverno, o destino se transforma em uma charmosa estação de esqui. ➤



**Vitznau é uma das paradas imperdíveis e abriga o espetacular Park Hotel Vitznau**



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TOP DESTINOS

ESPECIAL / SUÍÇA



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TOP DESTINOS

## Dicas quentes

Mais informações:  
[myswitzerland.com](http://myswitzerland.com)

#### COMO CHEGAR

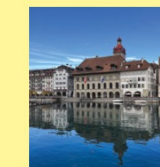
A Swiss oferece voos diretos de São Paulo a Zurique. De Zurique, você consegue pegar trens com destino a Genebra e Lucerna. Para utilizar o transporte público no país, que inclui, trem, ônibus e barco, você deve ter em mãos o Swiss Travel Pass, um bilhete tudo-em-um que pode ser usado em 3, 4, 6, 8 ou 15 dias consecutivos. Para compra, acesse: [swiss.rail-europe.com/destinations/passes/swiss-travel-pass](http://swiss.rail-europe.com/destinations/passes/swiss-travel-pass)

#### DOCUMENTOS

Para entrar na Suíça é necessário que seu passaporte tenha no mínimo três meses de validade. Não há nenhuma restrição sanitária em relação à Covid-19.

#### ONDE FICAR

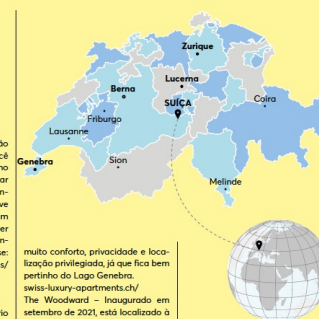
**Genebra**  
Swiss Luxury Apartments – Acolhedor e super premiado, oferece apartamentos ideais para quem busca



multo conforto, privacidade e localização privilegiada, já que fica bem pertinho do Lago Genebra. [swiss-luxury-apartments.ch/](http://swiss-luxury-apartments.ch/)  
**The Woodward** – Inaugurada em setembro de 2021, está localizada à beira do Lago Genebra e conta com apenas 26 suítes exclusivas, além de restaurantes estrelados e do lussuoso Guerlain Spa. [oetiker-collection.com/hotels/the-woodward/](http://oetiker-collection.com/hotels/the-woodward/)  
**Lucerna**  
Hôtel Schweizerhof Luzern – Com mais de 150 anos de história, possui com 101 quartos e suítes, três restaurantes de especialidades, uma área de bem-estar e salas de banquetes. [schweizerhof-luzern.ch](http://schweizerhof-luzern.ch)  
**Vitznau**  
Park Hotel Vitznau – À beira do Lago Lucerna, conta com 48 residências, suítes ou suítes júnior com vista panorâmica para o lago ou para as montanhas. Tem spa e dois restaurantes com estrelas Michelin. [parkhotel-vitznau.ch](http://parkhotel-vitznau.ch)

#### IDIOMA

Os idiomas oficiais da Suíça são alemão, francês, italiano e o língua romanche.



#### MOEDA

A moeda oficial Suíça é o franco suíço. O país não faz parte do União Europeia, mas é comum encontrar preços indicados em euros. As lojas podem vir a aceitar euros, mas a taxa de conversão é aplicada pelo próprio estabelecimento e o troco será em francos suíços. 1CHF = 537 BRL.



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Thank you.



**Switzerland.**