

# MarketingActivitiesCentral



Spa & Vitality Hotels

## AUSTRALIA

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<i>Title</i> <b>KMM: Media Trip 'Winter Magic Tour'</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i>  <i>Contacts</i> <b>4</b>
<i>Date from - to</i> <b>03/26/2022 – 04/03/2022</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	
<i>Activity</i> Media Trip 'Winter Magic Tour' - 100% women		
Individual organised Media Trip for Small women group from Australia.		
<ul style="list-style-type: none"><li>- Interlaken, JungfrauRegion, Jungfraujoch</li><li>- Luzern, Buergenstock, Engelberg</li><li>- Pontresina</li><li>- Zermatt</li><li>- Zurich</li></ul>		

[http://clippings.switzerlandtourism.ch/SYD/2022/20221125111744\\_FINAL-Program\\_Switzerland-Media\\_Trip\\_230322-email.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221125111744_FINAL-Program_Switzerland-Media_Trip_230322-email.pdf)

<i>Title</i> <b>KMM: Media Trip 'Health'</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i>  <i>Contacts</i> <b>1</b>
<i>Date from - to</i> <b>10/10/2022 – 10/16/2022</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	
<i>Activity</i> International media Trip 'Health' organised by Health Dep.		
Focus on Health, Wellness and Spa.		
<ul style="list-style-type: none"><li>- Bad Ragaz</li><li>- Luzern</li><li>- Lausanne</li></ul>		

[http://clippings.switzerlandtourism.ch/SYD/2022/20221125113000\\_705\\_22b\\_01\\_fly\\_int\\_medienreise\\_health\\_travel.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221125113000_705_22b_01_fly_int_medienreise_health_travel.pdf)

[http://clippings.switzerlandtourism.ch/SYD/2022/20221125113056\\_Program\\_HealthTravel\\_Oct22\\_final.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221125113056_Program_HealthTravel_Oct22_final.pdf)

*Title*  
**Digital Marketing: Intl. Traveller -Native  
advertising & Banner campaign APR**

*Date from - to*  
**04/01/2022 – 04/30/2022**

*Activity*  
Digital campaign 100% women - APRIL

- 1 digital native article published on IT
- 1x solus eDM
- 2 content offers (ST content)
- Display banners
- SoMe boosted posts on FB
- 2 Onsite deals (TO offers)

[http://clippings.switzerlandtourism.ch/SYD/2022/20221129121146\\_190422\\_IT\\_SolusEDM\\_100women\\_copy.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129121146_190422_IT_SolusEDM_100women_copy.pdf)

*Instrument*  
**Campaigning & Activation**

*Marketing Tool*  
**Native Advertisement Paid**

*Circulation*

*Contacts*  
**359577**

*Title*  
**Digital Marketing: Signature Luxury Native  
content Q2**

*Date from - to*  
**04/01/2022 – 06/30/2022**

*Activity*  
Signature Luxury Native content

- Native content piece
- the piece rotates on the homepage for min 1x week
- Inclusion in the e-News
- MREC advertisement
- share via SoMe

[http://clippings.switzerlandtourism.ch/SYD/2022/20221129154350\\_140522\\_SignatureLuxury\\_NatashaDragun\\_LucerneSwitzerlandIsHomeToOneOfTheMostScenicHikingTrails.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129154350_140522_SignatureLuxury_NatashaDragun_LucerneSwitzerlandIsHomeToOneOfTheMostScenicHikingTrails.pdf)

*Instrument*  
**Campaigning & Activation**

*Marketing Tool*  
**Native Advertisement Paid**

*Circulation*

*Contacts*  
**45929**

<b>Title</b> <b>Digital Marketing: LATTE native content</b>	<b>Instrument</b> <b>Campaigning &amp; Activation</b>	<b>Circulation</b> <b>184956</b>
<b>Date from - to</b> <b>10/01/2022 – 10/31/2022</b>	<b>Marketing Tool</b> <b>eNewsletter</b>	<b>Contacts</b> <b>184956</b>

**Activity**  
 Destination of the Month - October  
 4 Featured article (Cities, Swisstainable, Hiking/Cycling, Winter)  
 2 headline article (Swisstainable travel, Touring)  
 2 Spotlight editorials Jungfrau partners & Schilthorn, Accommodation)  
 Dedicated Solus eDM (all)  
 4 Vertical Banners (RF & STS global promo, Swisstain,.)  
 eDM Leaderboard Ad 4 weeks (RF & STS global promo)  
 MREC Banners 4 weeks (RF & STS global promo, Swisstainable)  
 SoMe

- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_141022\\_LATTE\\_eNews\\_DestinationOfTheMonth.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_141022_LATTE_eNews_DestinationOfTheMonth.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_281022\\_LATTE\\_Guy\\_HotelsInSwitzerlandWhereToStayAndWhatToExpect.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_281022_LATTE_Guy_HotelsInSwitzerlandWhereToStayAndWhatToExpect.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_071022\\_LATTE\\_Guy\\_Online\\_Headline1\\_Swisstainable.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_071022_LATTE_Guy_Online_Headline1_Swisstainable.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_071022\\_LATTE\\_Web\\_DestinationOfTheMonthSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_071022_LATTE_Web_DestinationOfTheMonthSwitzerland.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_071022\\_LATTE\\_Guy\\_eNews\\_DestinationOfTheMonth\\_1.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_071022_LATTE_Guy_eNews_DestinationOfTheMonth_1.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_281022\\_LATTE\\_Guy\\_Destination\\_TheOriginalWinterInSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_281022_LATTE_Guy_Destination_TheOriginalWinterInSwitzerland.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_281022\\_LATTE\\_Guy\\_eNews\\_OriginalWinter\\_HotelsInSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_281022_LATTE_Guy_eNews_OriginalWinter_HotelsInSwitzerland.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_141022\\_LATTE\\_Destination\\_GettingToKnow\\_SwitzerlandsJungfrauRegion.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_141022_LATTE_Destination_GettingToKnow_SwitzerlandsJungfrauRegion.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_211022\\_LATTE\\_Destination\\_HikingAdnCycling.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_211022_LATTE_Destination_HikingAdnCycling.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_211022\\_LATTE\\_eNews\\_DestinationofTheMonth.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_211022_LATTE_eNews_DestinationofTheMonth.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_211022\\_LATTE\\_Headline\\_STS\\_TouringInSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_211022_LATTE_Headline_STS_TouringInSwitzerland.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_141022\\_LATTE\\_Destination\\_ResponsibleAndMindfulTravelInSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_141022_LATTE_Destination_ResponsibleAndMindfulTravelInSwitzerland.pdf)
- [http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801\\_071022\\_LATTE\\_Guy\\_Online\\_Destination1\\_UrbanRunning.pdf](http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_071022_LATTE_Guy_Online_Destination1_UrbanRunning.pdf)

## AUSTRALIA

<b>5</b>	<b>184'956</b>	<b>590'467</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## AUSTRIA/HUNGARY

<b>Title</b> <b>KMM: Presse e-Newsletter Januar, Österreich</b>	<b>Instrument</b> <b>KMM</b>	<b>Circulation</b> <b>211</b>
<b>Date from - to</b> <b>01/11/2022 – 01/11/2022</b>	<b>Marketing Tool</b> <b>Media Release</b>	<b>Contacts</b> <b>211</b>

**Activity**  
 Der Presse e-Newsletter im Januar geht an 240 österreichische Journalisten und präsentiert:  
 - Kunstjahr 2022: Die wichtigsten Ausstellungen in der Schweiz.  
 - Winterwanderungen in Schweizer Parks.  
 - Neue Hotels in der Schweiz: Sechs Unterkünfte für jede Bucket List 2022.  
 - Wellness im Schnee – Die besten Winter-Wellnesshotels in der Schweiz.

[http://clippings.switzerlandtourism.ch/VIE/2022/20220204094634\\_\\_220111\\_KMM\\_eNL.png](http://clippings.switzerlandtourism.ch/VIE/2022/20220204094634__220111_KMM_eNL.png)

## AUSTRIA/HUNGARY

<b>1</b>	<b>211</b>	<b>211</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## BENELUX

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>Summer. InS Swisstainable. 2.2. B2B Workshops.</b>	<b>KAM</b>	
<i>Date from - to</i> <b>04/22/2022 – 04/22/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>35</b>
<i>Activity</i> B2B Networking events with 35 contacts		
In addition to the festival, we set up two B2B Events. We invite trade contacts and Influencers The trade contacts and Influencers have a separate agenda (Welcome presentation together, but then individual program points and speeddating) Photos can be found here: <a href="https://www.flickr.com/photos/switzerland_tourism/albums/72177720298776316/with/52075327918/">https://www.flickr.com/photos/switzerland_tourism/albums/72177720298776316/with/52075327918/</a>		

[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_8Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_8Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_2Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_2Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_13Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_13Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_7Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_7Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_9Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_9Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_12Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_12Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_6Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_6Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_3Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_3Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_11Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_11Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_5Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_5Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_10Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_10Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337\\_4Swisstainable-B2B-Events.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_4Swisstainable-B2B-Events.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815185902\\_2Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815185902_2Festival-Impressions.jpg)

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>Summer. InS Swisstainable. 2.1. Festival. Event.</b>	<b>Campaigning &amp; Activation</b>	
<i>Date from - to</i> <b>04/23/2022 – 04/23/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>200</b>
<i>Activity</i> Festival for B2C Clients in order to showcase what sustainabel travel means in Switzerland. Per regional partner, one workshop is organized as well as an interactive festival presence		
Photos can be found here: <a href="https://www.flickr.com/photos/switzerland_tourism/albums/72177720298100775">https://www.flickr.com/photos/switzerland_tourism/albums/72177720298100775</a>		

[http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522\\_2Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_2Festival-Impressions.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522\\_6Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_6Festival-Impressions.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522\\_5Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_5Festival-Impressions.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522\\_7Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_7Festival-Impressions.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522\\_8Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_8Festival-Impressions.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522\\_3Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_3Festival-Impressions.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522\\_4Festival-Impressions.jpg](http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_4Festival-Impressions.jpg)

<p><i>Title</i> <b>Summer/Autumn. InS Swisstainable. 1.2. Branded Content DPG. OnlineArticles.</b></p> <p><i>Date from - to</i> <b>03/01/2022 – 06/30/2022</b></p> <p><i>Activity</i> In addition to the digital Ads campaign, a content cooperation with the publisher house DPG in the Benelux is part of the campaign. Branded content about the regions is being created in the tiels “Het laatste nieuws (HLN)” in Belgium and “de Volkskrant” in the Netherlands</p> <p>1 Landingpage and 4 articles about Swisstainable Autumn are published</p> <p><a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_PublicTransport.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_PublicTransport.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Experiences.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Experiences.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_AutumnLandingpage.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_AutumnLandingpage.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Culinary.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Culinary.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Accommodation.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Accommodation.png</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Content</b></p>	<p><i>Circulation</i> <b>19403545</b></p>
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<p><i>Title</i> <b>Summer. Swisstainable Interactive. Online Articles.</b></p> <p><i>Date from - to</i> <b>03/01/2022 – 10/31/2022</b></p> <p><i>Activity</i> Branded content distributed through the channels of Columbus. Quiz, Survey and Webinar integration.</p> <p><a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194405_Landingpage-Columbus.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194405_Landingpage-Columbus.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194552_Ticino_Online-Artikel-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194552_Ticino_Online-Artikel-1.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194714_Bern_Online-Artikel-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194714_Bern_Online-Artikel-1.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194957_Valais_Online-Artikel-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194957_Valais_Online-Artikel-1.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815195238_Quiz-Pagina.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815195238_Quiz-Pagina.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815195358_Survey-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815195358_Survey-1.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221114091019_Survey1_Resultaten.pdf">http://clippings.switzerlandtourism.ch/AMS/2022/20221114091019_Survey1_Resultaten.pdf</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_landingpage_webinar_tijd_voor_zwitserland_2.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_landingpage_webinar_tijd_voor_zwitserland_2.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Ticino.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Ticino.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Ticino.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Ticino.pdf</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Bern.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Bern.pdf</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Online_Columbus_Best_of_Switzerland.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Online_Columbus_Best_of_Switzerland.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Wallis.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Wallis.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Wallis.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Wallis.pdf</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Bern-Best_of_Bern.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Bern-Best_of_Bern.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_Survey-2.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_Survey-2.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Simone.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Simone.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Bern_x_Ngoc.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Bern_x_Ngoc.pdf</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Anna.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Anna.pdf</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Niel.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Niel.pdf</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Eliane.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Eliane.pdf</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Content Collaboration Digital</b></p>	<p><i>Circulation</i> <b>17237</b></p>
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<p><i>Title</i> <b>KMM. Media &amp; Trade Event Luxembourg.</b></p> <p><i>Date from - to</i> <b>11/24/2022 – 11/24/2022</b></p> <p><i>Activity</i> Media and Trade event in Luxemburg to present the Swiss winter 2022/23 and the Swiss Summer/Autumn highlights. Together with Ascona-Locarna and Benvenuti Hotels.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i> <b>16</b></p>
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<i>Title</i> <b>Summer. Fifty &amp; Me. Sustainable Special. Advertorial</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>47963</b>
<i>Date from - to</i> <b>03/01/2022 – 03/31/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>115463</b>
<i>Activity</i> Fifty & Me Magazine is the quarterly magazine that targets the young and dynamic seniors in Belgium. More now than ever, Fifty & Me Magazine helps those 50+ to embark upon a journey through the best addresses for unusual and trendy travels, health and leisure or fashion and gastronomy. We have created a 2/1 pages advertorial in the sustainability special incl. Online articles, both in Dutch and French		

[http://clippings.switzerlandtourism.ch/AMS/2022/20220822140201\\_Suisse-pagina-03-VoorlaatsteVersie.pdf](http://clippings.switzerlandtourism.ch/AMS/2022/20220822140201_Suisse-pagina-03-VoorlaatsteVersie.pdf)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220822141323\\_ONLINE\\_Article-fr.png](http://clippings.switzerlandtourism.ch/AMS/2022/20220822141323_ONLINE_Article-fr.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220822142400\\_ONLINE\\_Article-nl.png](http://clippings.switzerlandtourism.ch/AMS/2022/20220822142400_ONLINE_Article-nl.png)

<i>Title</i> <b>Summer. InS Swisstainable. 2.1. Festival. Event Promotion.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1093000</b>
<i>Date from - to</i> <b>03/14/2022 – 06/30/2022</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	
<i>Activity</i> Festival for B2C Clients in order to showcase what sustainabel travel means in Switzerland.  The Festival will be promoted by the Workshop Partners. Each partner builds an own registration page and will push the event through own channels		

[http://clippings.switzerlandtourism.ch/AMS/2022/20220315113753\\_220315\\_NewsletterTheHike.pdf](http://clippings.switzerlandtourism.ch/AMS/2022/20220315113753_220315_NewsletterTheHike.pdf)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220318161650\\_Columbus\\_-\\_Landingpage\\_Conscious\\_Travel\\_Festival.pdf](http://clippings.switzerlandtourism.ch/AMS/2022/20220318161650_Columbus_-_Landingpage_Conscious_Travel_Festival.pdf)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220318162305\\_NKBV\\_-\\_Landingpage\\_Conscious\\_Travel\\_Festival.png](http://clippings.switzerlandtourism.ch/AMS/2022/20220318162305_NKBV_-_Landingpage_Conscious_Travel_Festival.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220318162602\\_Salt\\_-\\_Landingpage\\_Conscious\\_Travel\\_Festival.png](http://clippings.switzerlandtourism.ch/AMS/2022/20220318162602_Salt_-_Landingpage_Conscious_Travel_Festival.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220318162900\\_The\\_Hike\\_-\\_Landingpage\\_Conscious\\_Travel\\_Festival.png](http://clippings.switzerlandtourism.ch/AMS/2022/20220318162900_The_Hike_-_Landingpage_Conscious_Travel_Festival.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220318163103\\_Tristan\\_Bogaard\\_-\\_Landingpage\\_Conscious\\_Travel\\_Festival.pdf](http://clippings.switzerlandtourism.ch/AMS/2022/20220318163103_Tristan_Bogaard_-_Landingpage_Conscious_Travel_Festival.pdf)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220318163243\\_220315\\_Insta\\_Story\\_Columbus.PNG](http://clippings.switzerlandtourism.ch/AMS/2022/20220318163243_220315_Insta_Story_Columbus.PNG)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220318163508\\_Landingpage\\_Conscious\\_Travel\\_Festival.png](http://clippings.switzerlandtourism.ch/AMS/2022/20220318163508_Landingpage_Conscious_Travel_Festival.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20220815183937\\_Landingpage\\_Conscious\\_Travel\\_Festival\\_Bever.png](http://clippings.switzerlandtourism.ch/AMS/2022/20220815183937_Landingpage_Conscious_Travel_Festival_Bever.png)

<i>Title</i> <b>Summer. KMM. Media Release. Conscious Travel Festival.</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>50</b>
<i>Date from - to</i> <b>05/04/2022 – 05/04/2022</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>50</b>
<i>Activity</i> Media release to announce Conscious Travel Festival. Sent to 50 key news journalists in the Netherlands.		

Link to media release (media corner)  
<https://corner.stnet.ch/media-benl/?p=5181>

*Title*  
**Summer/Autumn. New Skool Media  
Vakantieplanner. Print.**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**132878**

*Date from - to*  
**09/23/2022 – 10/28/2022**

*Marketing Tool*  
**Placement Paid**

*Contacts*  
**332194**

*Activity*  
New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel.

We have a 6-page-Switzerland Advertorial over traintravel and sustainability, incl. accommodations.

[http://clippings.switzerlandtourism.ch/AMS/2022/20220823191355\\_2022\\_NSM\\_Vakantieplanner\\_AdvertorialZwitzerland.pdf](http://clippings.switzerlandtourism.ch/AMS/2022/20220823191355_2022_NSM_Vakantieplanner_AdvertorialZwitzerland.pdf)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019190516\\_2022\\_Print\\_TravelGuide.jpeg](http://clippings.switzerlandtourism.ch/AMS/2022/20221019190516_2022_Print_TravelGuide.jpeg)

*Title*  
**Summer/Autumn. New Skool Media  
Vakantieplanner. Online Articles.**

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Date from - to*  
**09/23/2022 – 10/28/2022**

*Marketing Tool*  
**Content Collaboration Digital**

*Contacts*  
**2677**

*Activity*  
New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel.

We have a 6-page-Switzerland Advertorial over traintravel and sustainability, incl. accommodations. The print advertorial will also be placed as online articles on Zin, Roots, Seasons en Columbus Travel

[http://clippings.switzerlandtourism.ch/AMS/2022/20221019191727\\_2022\\_Blog\\_Roots\\_vakantieplanner.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019191727_2022_Blog_Roots_vakantieplanner.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019191906\\_2022\\_Blog\\_Seasons\\_vakantieplanner.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019191906_2022_Blog_Seasons_vakantieplanner.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019192045\\_2022\\_Blog\\_ZIN\\_vakantieplanner.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019192045_2022_Blog_ZIN_vakantieplanner.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019193546\\_2022\\_Blog\\_Columbus\\_vakantieplanner.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019193546_2022_Blog_Columbus_vakantieplanner.png)

*Title*  
**Summer/Autumn. New Skool Media  
Vakantieplanner. Social Media.**

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Date from - to*  
**09/23/2022 – 10/30/2022**

*Marketing Tool*  
**Social Media Organic**

*Contacts*  
**6262**

*Activity*  
New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel.

The online articles written based on the print advertorials are pushed with social media activations on ZIN, Roots, Seasons and Columbus Travel

[http://clippings.switzerlandtourism.ch/AMS/2022/20221019192156\\_2022\\_Soc\\_Roots\\_Vakantieplanner.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019192156_2022_Soc_Roots_Vakantieplanner.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019192230\\_2022\\_Soc\\_Seasons-Vakantieplanner.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019192230_2022_Soc_Seasons-Vakantieplanner.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019192309\\_2022\\_Soc\\_ZIN\\_Vakantieplanner.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019192309_2022_Soc_ZIN_Vakantieplanner.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019192446\\_2022\\_Soc\\_ZIN\\_Vakantieplanner1.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019192446_2022_Soc_ZIN_Vakantieplanner1.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019192634\\_2022\\_Soc\\_ZIN\\_Vakantieplanner2.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019192634_2022_Soc_ZIN_Vakantieplanner2.png)

<p><i>Title</i> <b>Summer/Autumn. New Skool Media Vakantieplanner. Newsletter.</b></p> <p><i>Date from - to</i> <b>09/23/2022 – 10/30/2022</b></p> <p><i>Activity</i> New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel.</p> <p>The online articles written based on the print advertorials are pushed with newsletter items in ZIN, Roots, Seasons and Columbus Travel</p> <p><a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221019192804_2022_Newsletter_ZIN.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221019192804_2022_Newsletter_ZIN.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221019194303_2022_Newsletter_Roots.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221019194303_2022_Newsletter_Roots.png</a>  <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221019194431_2022_Newsletter_Seasons.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221019194431_2022_Newsletter_Seasons.png</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>202950</b></p> <p><i>Contacts</i> <b>202950</b></p>
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<p><i>Title</i> <b>Winter/Summer/Autumn KMM. eNewsletter. Media Launch Luxembourg</b></p> <p><i>Date from - to</i> <b>11/25/2022 – 11/25/2022</b></p> <p><i>Activity</i> Newsletter sent to media and trade contacts day after media event in Luxembourg.</p> <p>32 recipients, 69% opening rate, 10.34 % click rate</p> <p>Link to newsletter: <a href="https://newsletter.gadmin.ch/campaigns/reports/viewCampaign.aspx?d=r&amp;c=0C7BA7CDB3BB7E60&amp;ID=22D5083DB71414082540EF23F30FEDED&amp;temp=False&amp;tx=0&amp;source=Report#">https://newsletter.gadmin.ch/campaigns/reports/viewCampaign.aspx?d=r&amp;c=0C7BA7CDB3BB7E60&amp;ID=22D5083DB71414082540EF23F30FEDED&amp;temp=False&amp;tx=0&amp;source=Report#</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>32</b></p> <p><i>Contacts</i> <b>32</b></p>
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**BENELUX**

<b>13</b>	<b>383'873</b>	<b>21'173'661</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

**BRAZIL**

<p><i>Title</i> <b>KMM: Media Trip and Influencer Summit @prefiroviajar</b></p> <p><i>Date from - to</i> <b>06/25/2022 – 07/02/2022</b></p> <p><i>Activity</i> @prefiroviajar 586K followers</p> <p>St support: flights, swiss travel pass, post-tour 2 overnights and program in Jungfrau region, 2 overnights and program in Zurich and the project Influencer summit.</p> <p>Segmentation: Nature lover.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Ambassador/Influencer</b></p>	<p><i>Circulation</i> <b>254193</b></p>
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<i>Title</i> <b>KMM: The Traveller Mag</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>11/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>Pitch</b>	<i>Contacts</i> <b>0</b>

*Activity*  
 Teresa Perez's The Traveller Magazine (Nov/Dec/Jan Editiona): Wellness  
 - 7-pages article as result of Media Trip Health  
 - Highlighted hotels: Beau Rivage Palace, Geneva; Grand Resort de Bad Ragaz; Bürgenstock Resort, Lucern.  
 -15.000 printed copies, 35.000 readers  
 - National Distribution for Teresa Perez's clients and partner agencies mailing  
 - Available online for purchase and subscription  
 - Additional digital distribution: <https://teresaperez.com.br/thetraveller/ed108.html>  
 Website  
 Instagram feed

<b>BRAZIL</b>	<b>2</b>	<b>254'193</b>
	<i>MarketingActivities</i>	<i>Circulation</i> <i>Contacts</i>

## CZECH REPUBLIC

<i>Title</i> <b>Winter by Switzerland in Kondice 11/2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10714</b>
<i>Date from - to</i> <b>11/17/2022 – 11/17/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>59998</b>

*Activity*  
 1/1 advertorial placed in lady fitness and sport magazine Kondice with promotion of Engadin (ski in Samnaun, Via Silenzia, Val Mustair, Bogn Engiadina), SGV with Rigi (ship trips on the Lake Lucerne with combination to the trip to Rigi and to Rigi Kaltbad spa), and RhB winter offer Bernina Panorama Winter.

[http://clippings.switzerlandtourism.ch/PRG/2022/2022110113025\\_WinterBySwitzerland\\_Kondice\\_AlenaKoukalova\\_17112022.pdf](http://clippings.switzerlandtourism.ch/PRG/2022/2022110113025_WinterBySwitzerland_Kondice_AlenaKoukalova_17112022.pdf)

<b>CZECH REPUBLIC</b>	<b>1</b>	<b>10'714</b>	<b>59'998</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

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**FRANCE**

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<i>Title</i> <b>KP Ete - Groupé Le Figaro - Print</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>373454</b>
<i>Date from - to</i> <b>04/22/2022 – 04/22/2022</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>1381779</b>
<i>Activity</i> 16 pages dans le Figaro Magazine.		
1 double page par région, 2 pages présentant la Suisse, 1 double page pour STS, 1 page Victorinox et 1 page de titre		
<a href="http://clippings.switzerlandtourism.ch/PAR/2023/20230102145901_16PAGES_figmag_SUISSE_V6.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/20230102145901_16PAGES_figmag_SUISSE_V6.pdf</a>		

<i>Title</i> <b>E-marketing - Consumer ST Newsletter 2022 - Juin</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>140495</b>
<i>Date from - to</i> <b>06/09/2022 – 06/09/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>140495</b>
<i>Activity</i> Newsletter juin 2022		
Swisstainable		
140'495 adresses abouties (99.77%) 46'437 ouvertures (33.05%) 25'991 ouvertures uniques (18.50%) 4'328 clics CTR (2'682 clics uniques) 1.91%		
<a href="http://clippings.switzerlandtourism.ch/PAR/2023/20230116123257_NL_06_2022_FR-email.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/20230116123257_NL_06_2022_FR-email.pdf</a>		

<i>Title</i> <b>E-marketing - Consumer ST Newsletter 2022 - Septembre</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>139457</b>
<i>Date from - to</i> <b>09/06/2022 – 09/06/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>139457</b>
<i>Activity</i> Newsletter septembre 2022		
Séjour d'automne, trains et randonnées		
139'457 adresses abouties (99.56%) 50'307 ouvertures (36.07%) 27'854 ouvertures uniques (19.97%) 4'530 clics CTR (2862 clics uniques) 2.05%		
<a href="http://clippings.switzerlandtourism.ch/PAR/2023/20230116142808_NL_09_2022_FR.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/20230116142808_NL_09_2022_FR.pdf</a>		

<i>Title</i> <b>E-marketing - Consumer ST Stand Alone 2022 - Novembre</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>83019</b>
<i>Date from - to</i> <b>11/03/2022 – 11/03/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>83019</b>

*Activity*  
Stand alone novembre 2022

Wellness

83'019 adresses abouties (81.83%)  
46'295 ouvertures (55.76%)  
26280 ouvertures uniques (30.45%)  
3'835 clics  
CTR (2'466 clics uniques) 2.97%

[http://clippings.switzerlandtourism.ch/PAR/2023/20230116163109\\_SA\\_Wellness\\_FR.pdf](http://clippings.switzerlandtourism.ch/PAR/2023/20230116163109_SA_Wellness_FR.pdf)

<i>Title</i> <b>Campaign activation : MyS Green n°05</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>67000</b>
<i>Date from - to</i> <b>05/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>201000</b>

*Activity*  
Diffusion du magazine Green avec Télérama (Ile de France) et Milk Deco (Ile de France) + desk ST + divers

<i>Title</i> <b>Media Newsletter 2022 - Octobre</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>622</b>
<i>Date from - to</i> <b>10/18/2022 – 10/18/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>622</b>

*Activity*  
Media Newsletter octobre 2022

Lancement hiver (dossier presse)

622 adresses abouties (99.52%)  
221 ouvertures uniques (35.53%)  
32 clics  
CTOR 14.46%

[http://clippings.switzerlandtourism.ch/PAR/2023/20230116190234\\_NL\\_media\\_octobre.pdf](http://clippings.switzerlandtourism.ch/PAR/2023/20230116190234_NL_media_octobre.pdf)

<i>Title</i> <b>Campaign activation : MyS White n°06</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>44500</b>
<i>Date from - to</i> <b>11/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>133500</b>

*Activity*  
Diffusion du magazine White avec les abonnés Paris de Milk Deco, au Perchoir Porte de Versailles (Rooftop hiver) + desk ST

<i>Title</i> <b>Campaign activation : fb ads (HK)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>6702951</b>
<i>Date from - to</i> <b>09/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>6702951</b>
<i>Activity</i> Campagne facebook ads pour les Hotels Coopérations. Catégories mises en avant : Snow Sport Hotels Typically swiss hotels Boutique & diesign hotels Spa & Vitality hotels		

<b>FRANCE</b>	<b>8</b> <i>MarketingActivities</i>	<b>848'547</b> <i>Circulation</i>	<b>8'782'823</b> <i>Contacts</i>
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**GCC**

<i>Title</i> <b>KAM: GCC Workshop</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>68</b>
<i>Date from - to</i> <b>09/18/2022 – 09/20/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>68</b>
<i>Activity</i> -68 GCC travel agents joined the workshop and met 84 Swiss partners in Montreux. -The workshop enabled more than 1000 meetings between suppliers and buyers. -11 fam-groups with 11 different pre/post tours covered all GCC key partners.		

<i>Title</i> <b>Promotion: Family Booklet 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10000</b>
<i>Date from - to</i> <b>03/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>30000</b>
<i>Activity</i> <ul style="list-style-type: none"> <li>♣ Contains 6 family hotels in 6 different regions.</li> <li>♣ Distribution via Sayidaty in May Issue</li> <li>♣ Languages: English and Arabic.</li> <li>♣ Quantity: 10,000 copies</li> <li>♣ 11 Regions: Geneva, Lake Geneva Region, Lucerne, Zurich, Interlaken, Lugano, Graubünden, Junfrau Region, Davos Klosters and Crans-Montana .</li> </ul>		

<i>Title</i> <b>Promotion: Luxury Booklet 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10000</b>
<i>Date from - to</i> <b>03/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>30000</b>

*Activity*  
 ♣ Contains 16 luxury hotels in 12 different regions.  
 ♣ Distribution via Hia in May Issue.  
 ♣ Languages: English and Arabic.  
 ♣ Quantity: 10,000 copies  
 ♣ 6 Regions: Geneva, Lake Geneva Region, Lucerne, Zurich, Interlaken and Gstaad.

<i>Title</i> <b>Promotion: Winter Inspirations Booklet 2022/23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>11/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>0</b>

*Activity*  
 Print brochure with a circulation of 10,000 copies (Arabic/English)  
 1 Paid Post on Facebook

<b>GCC</b>	<b>4</b>	<b>20'000</b>	<b>60'068</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## GERMANY

<i>Title</i> <b>Messen: ITB Berlin</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>03/09/2022 – 03/13/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>0</b>

*Activity*  
 Mitmachen bei der ITB Berlin 2022: Nach der Absage im 2020 und der digitalen Version 2021, wartet enorm viel Geschäft auf die Branche. Nehmen Sie teil und treffen Sie Multiplikatoren und Geschäftspartner aus der ganzen Welt, die sich auf den persönlichen Austausch mit Ihnen jetzt mehr als nur freuen. Die Messe ist im Kern eine B2B-Messe – jedes massgebliche Unternehmen der Tourismuswirtschaft ist vor Ort (2019: 115.000 Fachbesucher).

<p><i>Title</i> <b>Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“</b></p> <p><i>Date from - to</i> <b>03/08/2022 – 03/30/2022</b></p> <p><i>Activity</i> Begeistern für die unverwechselbaren Sommererlebnisse in der Schweiz mit emotionaler User Ansprache anhand von typisch Schweizer Tönen &amp; Geräuschen. Digitale Audiocontent Kampagne, die anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, den User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht. MyS.com Landingpage: Hier werden die „Sounds“ der Partnerregionen sowie passende Sommererlebnisse, Angebote etc. präsentiert. Ein Gewinnspiel mit User Interaktion wird integriert, bei dem der User durch z.B. „kreatives Muhen“ eine Schweiz Reise gewinnen kann. Audioaffine Distribution: Audiokanäle, Podcasts Werbung, Spotify Ads sowie ST und Paid Media Kanäle (Display Native, Social und Video Ads).</p>	<p><i>Instrument</i> <b>Basis</b></p> <p><i>Marketing Tool</i> <b>Package</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>0</b></p>
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<p><i>Title</i> <b>Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Radio</b></p> <p><i>Date from - to</i> <b>05/16/2022 – 05/25/2022</b></p> <p><i>Activity</i> Digitale Key Partner Sommerkampagne als Audiocontent Kampagne. Anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, wird der User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.  Radiokampagne mit Big FM inkludiert: 31x Radiotrailer 8x Live teaser Microsite auf Big FM Social Media Anzeigen</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Audio incl. Digital</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>3708458</b></p>
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[http://clippings.switzerlandtourism.ch/FRA/2022/20220624143527\\_Radiokooperation\\_BigFM\\_So\\_klingt.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220624143527_Radiokooperation_BigFM_So_klingt.pdf)

<p><i>Title</i> <b>Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Meta</b></p> <p><i>Date from - to</i> <b>05/22/2022 – 05/22/2022</b></p> <p><i>Activity</i> Digitale Key Partner Sommerkampagne als Audiocontent Kampagne. Anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, wird der User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>3813238</b></p>
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In der Social Media Kampagne werden die Töne in Kombination mit Bilderwelten aus den Regionen als Anzeigen ausgepielt.

[http://clippings.switzerlandtourism.ch/FRA/2022/20220607110125\\_220607\\_So\\_Klingt\\_Link\\_ads.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220607110125_220607_So_Klingt_Link_ads.pdf)

<p><i>Title</i> <b>Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Display Native</b></p> <p><i>Date from - to</i> <b>05/09/2022 – 06/05/2022</b></p> <p><i>Activity</i> Digitale Key Partner Sommerkampagne als Audiocontent Kampagne. Anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, wird der User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.</p> <p>Dieser Teil der Kampagne beinhaltet Display sowie Native Ads für die Regionenpartner. Zusätzlich gab es hier eine Spotify Ad kamapgen bei der 2 unterschiedliche Audio Ads ausgespielt wurden</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>18230000</b></p>
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[http://clippings.switzerlandtourism.ch/FRA/2022/20220623114246\\_Display\\_Native\\_kampagne\\_So\\_klingt.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220623114246_Display_Native_kampagne_So_klingt.pdf)

<p><i>Title</i> <b>Digital: „So klingt der Schweizer Sommer“ Pinterest</b></p> <p><i>Date from - to</i> <b>05/12/2022 – 06/05/2022</b></p> <p><i>Activity</i> Digitale Key Partner Sommerkampagne als Audiocontent Kampagne. Anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, wird der User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.</p> <p>Auf Pinterest werden die 3 produzierten Soundvideos der Keypartner ausgespielt mit dme Ziel viele Views zu generieren.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Video Digital Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>1762829</b></p>
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[http://clippings.switzerlandtourism.ch/FRA/2022/20220607105427\\_220607\\_Pinterest\\_Ads\\_So\\_klingt.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220607105427_220607_Pinterest_Ads_So_klingt.pdf)

<p><i>Title</i> <b>Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Meta Video</b></p> <p><i>Date from - to</i> <b>05/09/2022 – 06/06/2022</b></p> <p><i>Activity</i> Digitale Key Partner Sommerkampagne als Audiocontent Kampagne. Anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, wird der User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.</p> <p>In der Social Media Kampagne werden die Töne in Kombination mit Bilderwelten aus den Regionen als Anzeigen ausgespielt.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Video Digital Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>2108665</b></p>
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[http://clippings.switzerlandtourism.ch/FRA/2022/20220607105734\\_Video\\_Views\\_Ads\\_so\\_klingt.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220607105734_Video_Views_Ads_so_klingt.pdf)

<i>Title</i> <b>KMM: Medienmitteilung Januar: Wellness im Schnee – Die besten Winter-Wellnesshotels in der Schweiz</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>2600</b>
	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>2600</b>

*Date from - to*  
**01/04/2022 – 01/04/2022**

*Activity*  
Vesand an rund 2600 Journalisten in Deutschland

[http://clippings.switzerlandtourism.ch/FRA/2022/20220615145417\\_Wellness\\_im\\_Schnee\\_Die\\_besten\\_Winter-Wellnesshotels\\_in\\_der\\_Schweiz.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220615145417_Wellness_im_Schnee_Die_besten_Winter-Wellnesshotels_in_der_Schweiz.pdf)

<i>Title</i> <b>Digital: Newsletter September 2022</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>182356</b>
	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>182356</b>

*Date from - to*  
**09/06/2022 – 09/06/2022**

*Activity*  
Endkundennewsletter mit Thema Herbststart.

[http://clippings.switzerlandtourism.ch/FRA/2022/20221026104620\\_2209\\_Newsletter.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20221026104620_2209_Newsletter.pdf)

<i>Title</i> <b>Digital: Newsletter Oktober 2022</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>179879</b>
	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>179879</b>

*Date from - to*  
**09/27/2022 – 09/27/2022**

*Activity*  
Endkundennewsletter mit Thema Herbst: Swiss Travel Pass Promotion und Nature Spa.

[http://clippings.switzerlandtourism.ch/FRA/2022/20221026105428\\_2210\\_Newsletter.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20221026105428_2210_Newsletter.pdf)

<i>Title</i> <b>Promotion: Distribution Wintermagazin</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>50000</b>
	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>150000</b>

*Date from - to*  
**11/05/2022 – 11/05/2022**

*Activity*  
Distribution des Wintermagazins in der Rheinischen Post - Ausgabe Düsseldorf

<i>Title</i> <b>Digital: Newsletter Dezember 2022</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>147496</b>
	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>147496</b>

*Date from - to*  
**12/01/2022 – 12/01/2022**

*Activity*  
Endkundennewsletter mit Thema „Der Adventskalender von Schweiz Tourismus ist da!“

[http://clippings.switzerlandtourism.ch/FRA/2022/20221220135546\\_2212\\_Newsletter.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20221220135546_2212_Newsletter.pdf)



**GERMANY**

**12**

MarketingActivities

**562'331**

Circulation

**30'285'521**

Contacts

**ITALY**

<i>Title</i> <b>KAM eLearning</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>Inhouse Training</b>	<i>Contacts</i> <b>0</b>
<i>Activity</i> -Creation of an elearning course about Switzerland «Svizzera Expert» on the platform Turismo Attualità (tourism trade magazine) Training (www.advtraining.it) which is a portal dedicated to the tourism professionals. -Realization of up to 10 single-topic quizzes (incl. 1 video or text with 10 multiple choice questions) -Dedicated mini-site containing all the activities related to the program -Incl. promotion on the website and via newsletter		

<i>Title</i> <b>Campaigning &amp; Activation: HoS - Exhibition I need Swisstainable @House of Switzerland/</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>6000</b>
<i>Date from - to</i> <b>04/26/2022 – 05/29/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	
<i>Activity</i> When: 26.04. - 29.05. Presence at the Pop up House of Switzerland with an exhibition about Swisstainable. The exhibition presents 6 sections: the waterbar with screens talking about rivers and lakes, the archive wall showing culture and traditions, the foodwall with traditional food products, the connection wall presenting the public transport net, the panoramic train routes wall and the fragrance corner. Integration with text and video elements. Promotion of EC connections to reach Switzerland and public transport incl. panoramic train routes as a departure point for experiences in the Swiss summer nature. Hostess/Stewards guided tours / Distribution brochures and shoppers Partners: STS / Ticino / Made in Bern / Geneve Subpartners: RhB/GE/BE, Monte Generoso/Centovalli/Swiss Miniature, Interlaken/BLS		

[http://clippings.switzerlandtourism.ch/MIL/2022/20220610093216\\_DSC01997.jpg](http://clippings.switzerlandtourism.ch/MIL/2022/20220610093216_DSC01997.jpg)  
[http://clippings.switzerlandtourism.ch/MIL/2022/20220610093500\\_DSC02018.jpg](http://clippings.switzerlandtourism.ch/MIL/2022/20220610093500_DSC02018.jpg)

<i>Title</i> <b>KMM: media newsletter San Valentino</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>2364</b>
<i>Date from - to</i> <b>01/25/2022 – 01/25/2022</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>2364</b>
<i>Activity</i> Topics: special offer RhB, winter hiking in Valle Blenio, Dining with the stars at Gornergrat, new exhibitions at Beyeler and at Zentrum Paul Klee, best private SPA, update Covid rules.		

Link to newsletter: <https://bit.ly/3AwWu7h>

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<i>Title</i> <b>KMM: Media event “I need Swisstainable” in Milano</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>42</b>
<i>Date from - to</i> <b>05/03/2022 – 05/03/2022</b>	<i>Marketing Tool</i> <b>Media Conference</b>	<i>Contacts</i> <b>42</b>
<i>Activity</i> Date: 03.05.2022 Media event at House of Switzerland of Milano Set up with exhibition “I need Swisstainable” Participants: 42 journalists Partner involved: Ticino, Made in Bern, STS, Geneve, RHB		
<i>Title</i> <b>KMM: individual media trip North</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>1</b>
<i>Date from - to</i> <b>04/08/2022 – 04/15/2022</b>	<i>Marketing Tool</i> <b>Trip - Individual</b>	<i>Contacts</i> <b>1</b>
<i>Activity</i> Date: 08.04-15.04.2022 Pier Canei for Style magazine Chenot Palace Weggis		
<i>Title</i> <b>Campaigning &amp; Activation: SUMMER - Monographic dossier Bell'Europa</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>337000</b>
<i>Date from - to</i> <b>04/26/2022 – 04/26/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>337000</b>
<i>Activity</i> Date: 26.04 16-pages monographic dossier Bell'Europa about summer experiences in Ticino, in Valais and in Bern Region and panoramic trains. Dossier includes an advertising page about Hotel and about Grand Train Tour Distribution with the May edition of Bell'Europa. Contacts: 337'000 copies Partners: STS, Ticino, Made in Bern (Interlaken, BLS, Jungfrauregion), Valais (Aletsch, Martigny, Leukerbad), Hotel Cooperation		
<i>Title</i> <b>Campaigning &amp; Activation: SUMMER - distribution “Bell'Europa dossier” with F</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>108000</b>
<i>Date from - to</i> <b>05/04/2022 – 05/04/2022</b>	<i>Marketing Tool</i> <b>Supplement Print</b>	<i>Contacts</i> <b>216000</b>
<i>Activity</i> Date: 04.05.2022 16-pages monographic dossier about summer experiences in Ticino, in Valais and in Bern Region and panoramic trains. Dossier includes an advertising page about Hotel and about Grand Train Tour Distribution with weekly women magazine F. Circulation: 108'000 Partners: STS, Ticino, Made in Bern (Interlaken, BLS, Jungfrauregion), Valais (Aletsch, Martigny, Leukerbad), Hotel Cooperation		

<p><i>Title</i> <b>Campaigning &amp; Activation: distribution Hotel brochures with ELLE</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p>	<p><i>Circulation</i> <b>20400</b></p>
<p><i>Date from - to</i> <b>06/16/2022 – 06/16/2022</b></p>	<p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Contacts</i> <b>61200</b></p>
<p><i>Activity</i> Date: 16.06.2022 Distribution of Hotel brochures with magazine ELLE Circulation: 20'400 copies - Typical: 4000 - Family: 4400 - Spa: 4100 - Historic: 3700 - Design: 4200 Area: Lombardia</p>		
<p><i>Title</i> <b>KAM: Workshop Summer in Milano</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p>	<p><i>Circulation</i> <b>42</b></p>
<p><i>Date from - to</i> <b>05/05/2022 – 05/05/2022</b></p>	<p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Contacts</i> <b>42</b></p>
<p><i>Activity</i> Date: 05.05.2022 Workshop Summer at House of Switzerland in Milano Partners involved:Adrastea Viaggi, Bern Welcome, BLS, Geneve T., Hotel Koop., Il Girasole Viaggi, Interlaken T., Jungfraubahnen, RhB, STS, Ticino T., Wallis - Mattherson Region, Zermatt Bergbahnen Focus: offers for summer. Swisstainable. News from the partners. Participants: 42 travel agents Training with Roxana Ilie on how to sell Switzerland online Game with prize draw</p>		
<p><a href="http://clippings.switzerlandtourism.ch/MIL/2022/20220530145055_20220505_182624.jpg">http://clippings.switzerlandtourism.ch/MIL/2022/20220530145055_20220505_182624.jpg</a> <a href="http://clippings.switzerlandtourism.ch/MIL/2022/20220530145230_20220505_185928.jpg">http://clippings.switzerlandtourism.ch/MIL/2022/20220530145230_20220505_185928.jpg</a> <a href="http://clippings.switzerlandtourism.ch/MIL/2022/20220530145502_20220505_210742.jpg">http://clippings.switzerlandtourism.ch/MIL/2022/20220530145502_20220505_210742.jpg</a> <a href="http://clippings.switzerlandtourism.ch/MIL/2022/20220530145835_20220505_171154.jpg">http://clippings.switzerlandtourism.ch/MIL/2022/20220530145835_20220505_171154.jpg</a></p>		
<p><i>Title</i> <b>KMM: individual media trip North</b></p>	<p><i>Instrument</i> <b>KMM</b></p>	<p><i>Circulation</i> <b>1</b></p>
<p><i>Date from - to</i> <b>08/17/2022 – 08/19/2022</b></p>	<p><i>Marketing Tool</i> <b>Trip - Individual</b></p>	<p><i>Contacts</i> <b>1</b></p>
<p><i>Activity</i> Date: 17.08 - 19.08 Marco Berchi for Lastampa.it 7132 Vals and RhB</p>		

<p><i>Title</i> <b>KAM: SWV - Workshop Winter at Swiss Winter Village</b></p> <p><i>Date from - to</i> <b>11/09/2022 – 11/09/2022</b></p> <p><i>Activity</i> Date: 09.11.2022 What: Workshop for travel agents, t.o.'s, ski clubs, association and CRAL in Swiss Winter Village in Piazza Gae Aulenti in Milano Organized in collaboration with Travel Quotidiano Contactts: 70 Partners involved: Interlaken, Jungfrau, Crans Montana, Corvatsch Diavolezza Lagalb, STS, RhB, Adrastea Viaggi, HoKo, Andermatt, The Chedi, Radisson Blu</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>70</b></p>
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[http://clippings.switzerlandtourism.ch/MIL/2022/20221110101042\\_Premiazione\\_RhB\\_Adrastea.png](http://clippings.switzerlandtourism.ch/MIL/2022/20221110101042_Premiazione_RhB_Adrastea.png)  
[http://clippings.switzerlandtourism.ch/MIL/2022/20221110101116\\_Gruppo.png](http://clippings.switzerlandtourism.ch/MIL/2022/20221110101116_Gruppo.png)  
[http://clippings.switzerlandtourism.ch/MIL/2022/20221110101139\\_Crans\\_Montana.jpeg](http://clippings.switzerlandtourism.ch/MIL/2022/20221110101139_Crans_Montana.jpeg)

<p><i>Title</i> <b>KMM: Individual media trip North</b></p> <p><i>Date from - to</i> <b>11/21/2022 – 11/27/2022</b></p> <p><i>Activity</i> Paola Dezza Il Sole 24 Ore Chenot Palace Weggis</p> <p>Trip organized by PR agency ST provides EC tickets and documentation about region</p>	<p><i>Instrument</i> <b>KMM</b></p> <p><i>Marketing Tool</i> <b>Trip - Individual</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>1</b></p>
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<b>ITALY</b>	<b>12</b> <i>MarketingActivities</i>	<b>467'764</b> <i>Circulation</i>	<b>622'721</b> <i>Contacts</i>
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## MULTIPLE MARKETS

<p><i>Title</i> <b>International Luxury Travel Mart ILTM Cannes</b></p> <p><i>Date from - to</i> <b>12/05/2022 – 12/08/2022</b></p> <p><i>Activity</i> ST participates at this very important fair for luxury tourism since some years. Profit of the roof provided by the "Brand Switzerland" which enjoys an image of high quality worldwide. Open to all partner / organization representing luxury tourism brands (will be approved by the fair organizers). A participation is recommended to partner / organization with negotiating power for the represented products.</p>	<p><i>Instrument</i> <b>Basis</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>0</b></p>
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<i>Title</i> <b>Switzerland Travel Mart – Luxury Edition 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>09/04/2022 – 09/06/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>0</b>
<i>Activity</i> The next Switzerland Travel Mart – Luxury Edition will take place from September 4 – 6, 2022 in the destination of Gstaad. Together with our partners Swiss International Air Lines and Swiss Travel System we look forward to welcoming you again!		

<i>Title</i> <b>City Campaign 2022: Run the Swiss Cities (Recovery Budget)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>82873142</b>
<i>Date from - to</i> <b>05/02/2022 – 09/30/2022</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>82873142</b>
<i>Activity</i> Due to the current situation, Swiss cities need more attention than ever. Therefore, in summer 2022, «Run the Swiss Cities» will generate a lot of attention for Swiss cities. We use the existing concept of ON Shoes "Our insiders guide to running the Swiss cities" and build on it. We are producing a story for 3 other cities (Basel, Geneva, Lugano / Zurich is existing) according to the established concept.  ..our highlight: RF appears in the Basel Clip.		

<i>Title</i> <b>Acommodation_Performance_Push_Winter_2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>53223226</b>
<i>Date from - to</i> <b>01/17/2022 – 03/30/2022</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>53223226</b>
<i>Activity</i> Performance campaign to generate direct bookings with the hotel partners of Switzerland Tourism Accommodation Marketing during the winter period. This promotion was Included in the normal package within the different hotel cooperations. Over christmas 102 packages were distributed in a online campaign.		

[http://clippings.switzerlandtourism.ch/ZRH/2022/20220516225954\\_20220202\\_Winter\\_Hotel\\_Push\\_Reporting\\_Winterkampagnen.pdf](http://clippings.switzerlandtourism.ch/ZRH/2022/20220516225954_20220202_Winter_Hotel_Push_Reporting_Winterkampagnen.pdf)

<i>Title</i> <b>Valentine's Day Pinterest Push</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2324165</b>
<i>Date from - to</i> <b>02/01/2022 – 02/14/2022</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>2324165</b>
<i>Activity</i> Valentine's Day Promotion in Hotels.		
Link Clicks: 1'486 Markets: UK, US		

<i>Title</i> <b>Recovery: Swisstainable Push 2022 – MSJ</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>14336661</b>
<i>Date from - to</i> <b>04/12/2022 – 06/30/2022</b>	<i>Marketing Tool</i> <b>Video Digital Paid</b>	<i>Contacts</i> <b>14336661</b>
<i>Activity</i> Based on our long-term #Swisstainable strategy, we want to inspire guests nationally and internationally to travel sustainably. After the first #Swisstainable push in 2021 where the Manifesto was distributed in Switzerland (summer and winter) and in the markets (winter), and where first learnings around the Experience Shop (summer and winter) have been gathered in Switzerland, we want to take a next step.		
With a content marketing approach, we aim to tell real and diverse perspectives for a high-quality and deep engagement with the topic of #Swisstainable. More specifically, six videos (MSJs), one cut-together and one content hub build the core of the 2022 campaign.		

[http://clippings.switzerlandtourism.ch/ZRH/2022/20220923090547\\_20220624\\_Reporting\\_MSJ\\_Media.pdf](http://clippings.switzerlandtourism.ch/ZRH/2022/20220923090547_20220624_Reporting_MSJ_Media.pdf)

<i>Title</i> <b>Nature Spa Campaign 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>08/29/2022 – 10/31/2022</b>	<i>Marketing Tool</i> <b>Video Digital Paid</b>	<i>Contacts</i> <b>0</b>
<i>Activity</i>		

<i>Title</i> <b>MSJ Winter 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>29434370</b>
<i>Date from - to</i> <b>10/24/2022 – 11/06/2022</b>	<i>Marketing Tool</i> <b>Video Digital Paid</b>	<i>Contacts</i> <b>29434370</b>
<i>Activity</i> Extending the MSJ Video campaign from May/June 2022 into the winter season (Focus: Hanno and Mauro). The goal was to generate video views on the long assets.		

Based on the learnings from the first campaign, that videos didn't work on the landingpage, we focused on awareness/video views directly at the platform.  
We ran a YouTube campaign and tested Samsung Connected TV as a new video channel platform.  
We didn't focus on generating website traffic / sessions.  
The main goal were video views.

<i>Title</i> <b>Recovery Hotel Abverkauf 21/22</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>53223226</b>
<i>Date from - to</i> <b>01/01/2022 – 03/31/2022</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>53223226</b>
<i>Activity</i> Overall, we see a great performance in terms of traffic generation with an average CpS of CHF 0.81 (in CH: CHF 0.73).		

Compared to winter offers campaign in 20/21 the CVR of 3.36% (sessions to click-outs) was lower (20/21: CVR 7.85%), while buying KPIs such as a CpS of CHF 0.81 show better results (20/21: CpS CHF 1.91).

This can be due to circumstantial influences (different Covid-19 regulations). Last year, all ads were running in CH only, where bookings were more realistic (and done on short-notice), this year's campaign ran in CH, DE and BeNeLux which has led to lower CpS (less competition) but lower CVR as the willingness to book (on short-notice) is lower abroad.

<p><i>Title</i> <b>Always on Campaign January-March 2022</b></p> <p><i>Date from - to</i> <b>01/01/2022 – 03/31/2022</b></p> <p><i>Activity</i> Always on Campaign for all Hotel Cooperations January - March 2022</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>8268608</b></p> <p><i>Contacts</i> <b>8268608</b></p>
<p><i>Title</i> <b>Always on Campaign April-December 2022</b></p> <p><i>Date from - to</i> <b>04/01/2022 – 12/31/2022</b></p> <p><i>Activity</i> Always-on Campaign for all Hotelcooperations April-December 2022</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>47680000</b></p> <p><i>Contacts</i> <b>47680000</b></p>
<p><i>Title</i> <b>Winter Accommodation Campaign</b></p> <p><i>Date from - to</i> <b>11/01/2022 – 12/31/2022</b></p> <p><i>Activity</i> Video Snippet Campaign with 4 different Videos on Social Media.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>20585391</b></p> <p><i>Contacts</i> <b>20585391</b></p>
<p><i>Title</i> <b>Hotel Quiz</b></p> <p><i>Date from - to</i> <b>11/04/2022 – 12/03/2022</b></p> <p><i>Activity</i> Hotel Quiz for all Hotelcooperations: "What type of Hotel suits you best?" with a playful Quiz and Landingpages on mySwitzerland.com</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>19947429</b></p> <p><i>Contacts</i> <b>19947429</b></p>
<p><i>Title</i> <b>Spa &amp; Vitality Hotels YT Campaign</b></p> <p><i>Date from - to</i> <b>04/01/2022 – 05/31/2022</b></p> <p><i>Activity</i> Youtube Campaign for Spa &amp; Vitality Hotels</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Video Digital Paid</b></p>	<p><i>Circulation</i> <b>1096539</b></p> <p><i>Contacts</i> <b>1096539</b></p>

*Title*  
**Grand Tour of Switzerland Offer Campaign**

*Date from - to*  
**05/16/2022 – 10/23/2022**

*Activity*  
Offer Campaign along the Grand Tour of Switzerland

*Instrument*  
**Campaigning & Activation**

*Marketing Tool*  
**Social Media Paid**

*Circulation*

*Contacts*  
**21386286**

*Title*  
**Sojern Campaign**

*Date from - to*  
**05/12/2022 – 06/30/2022**

*Activity*  
Video Campaign with Sojern for all Accommodation Partners.

*Instrument*  
**Campaigning & Activation**

*Marketing Tool*  
**Display & Programmatic Paid**

*Circulation*

*Contacts*  
**3373600**

*Title*  
**Spa & Vitality Campaign**

*Date from - to*  
**04/10/2022 – 11/02/2022**

*Activity*  
Meta & Pinterest Camapign for Spa & Vitality Hotels

*Instrument*  
**Campaigning & Activation**

*Marketing Tool*  
**Social Media Paid**

*Circulation*

*Contacts*  
**6565862**

*Title*  
**Kayak Campaign for Hotels**

*Date from - to*  
**09/01/2022 – 10/31/2022**

*Activity*  
Campaign with Kayak Social / Native / Mailing for Hotelcooperations

*Instrument*  
**Campaigning & Activation**

*Marketing Tool*  
**Display & Programmatic Paid**

*Circulation*

*Contacts*  
**6310694**

**MULTIPLE MARKETS**

**18**  
*MarketingActivities*

*Circulation*

**370'629'199**  
*Contacts*



## NORTH AMERICA

<i>Title</i> <b>KAM: NA Workshop in Switzerland - Valais Matterhorn Region</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>30</b>
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*Date from - to*  
**09/01/2022 – 09/30/2022**

*Marketing Tool*  
**Event/Fair/Workshop**

*Activity*  
The top 36 tour operators and agents from North America are invited to attend a workshop in Switzerland. Swiss suppliers will have the chance to meet on 1:1 meetings with the buyers and network during the different side-functions. The fee includes 1 table (2 participants). Possibility for partners to apply to be the host destination and have delegates during pre/post tours.

**Why invest?**

- Opportunity to showcase your product to the top travel trade professionals from North America
- In a post-Covid world, it is crucial to showcase the product to the travel professionals and get them up to date with any changes the pandemic has brought
- Create special memories for the participants to bring home, which will have a long-term effect and generate sales for the years to

[http://clippings.switzerlandtourism.ch/NYC/2023/20230113160114\\_NA\\_Workshop.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230113160114_NA_Workshop.pdf)

<i>Title</i> <b>KAM: Sales Manual Switzerland Yodel 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>66000</b>
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*Date from - to*  
**03/01/2022 – 12/31/2022**

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**198000**

*Activity*  
Print distribution of the Switzerland Yodel, sales guide for North American Travel Professionals. A total of 66,000 copies distributed through the following trade media outlets:

- Travel Weekly
- Travel AgeWest
- Travel Week Canada
- Agent@home magazines

As well as at ST NA events in the market and third party conferences

[http://clippings.switzerlandtourism.ch/NYC/2023/20230110101155\\_switzerland\\_guide\\_2022.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230110101155_switzerland_guide_2022.pdf)

[http://clippings.switzerlandtourism.ch/NYC/2023/20230110101523\\_Yodel\\_Print\\_2022.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230110101523_Yodel_Print_2022.pdf)

<i>Title</i> <b>KAM: Trade Newsletter May 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12208</b>
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*Date from - to*  
**05/02/2022 – 05/02/2022**

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**12208**

*Activity*  
Sent to 12,208 subscribers, 3,512 Unique opens, 29.5% of all recipients opened and 17.2% clicked a link

- Switzerland is fully open as of today!
- Anne and Roger turned down by Swiss nature.
  - Brand new Switzerland Sales Guide - Yodel.
  - Join our online Switzerland trainings in 2022.
  - Edelweiss flights from North America.
  - Zurich Airport - best in Europe.
  - Aboard the cheese train.

[http://clippings.switzerlandtourism.ch/NYC/2022/20220510120055\\_TradeNewsletter\\_May22.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220510120055_TradeNewsletter_May22.pdf)

<i>Title</i> <b>KAM: Trade Newsletter July 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12364</b>
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<i>Date from - to</i> <b>07/06/2022 – 07/06/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12364</b>
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*Activity*  
Sent to 12,364 subscribers, 3,752 Unique opens, 31.22% of all recipients opened and 17.14% clicked a link

- Swiss summer news.
- NEW: Flight luggage for flights to Zurich.
  - Download the Grand Tour of Switzerland app.
  - Discover events along the Glacier Express.
  - Experience the "Liechtenstein Trail".
  - The living museum of the Saint Bernard dogs.
  - Swiss fun facts. From A - Z.

[http://clippings.switzerlandtourism.ch/NYC/2022/20220713152752\\_Trade\\_Newsletter\\_July.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220713152752_Trade_Newsletter_July.pdf)

<i>Title</i> <b>KAM: Webinar with Bürgenstock</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>52</b>
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<i>Date from - to</i> <b>04/21/2022 – 04/21/2022</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>52</b>
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*Activity*  
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Bürgenstock Hotels Selection and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).  
Attendees: 52

[http://clippings.switzerlandtourism.ch/NYC/2022/20220804121811\\_20220421\\_Burgenstock.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220804121811_20220421_Burgenstock.pdf)

<i>Title</i> <b>KAM: Webinar with Glacier Express</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>131</b>
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<i>Date from - to</i> <b>08/11/2022 – 08/11/2022</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>131</b>
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*Activity*  
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Glacier Express and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).  
Attendees: 131

[http://clippings.switzerlandtourism.ch/NYC/2022/20220812095734\\_20220811\\_Glacier\\_Express.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220812095734_20220811_Glacier_Express.pdf)

<i>Title</i> <b>KAM: AAA reward trip to Switzerland</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>14</b>
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<i>Date from - to</i> <b>08/28/2022 – 09/04/2022</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	<i>Contacts</i> <b>14</b>
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- Activity*
- 14 best-selling AAA agents from 3-4 different AAA chapters/regions invited for a reward trip to Switzerland
  - Group A: traveling to Graubünde Region and Lake Lucerne Region
  - Group B: traveling to Valais Region and Bern Region

[http://clippings.switzerlandtourism.ch/NYC/2022/20220916144704\\_AAA\\_RewardsTrip\\_2022-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220916144704_AAA_RewardsTrip_2022-email.pdf)

[http://clippings.switzerlandtourism.ch/NYC/2022/20220916144904\\_Reporting\\_RewardTrip.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220916144904_Reporting_RewardTrip.pdf)

<i>Title</i> <b>KAM: Trade Newsletter August 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12340</b>
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<i>Date from - to</i> <b>08/26/2022 – 08/26/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12340</b>
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*Activity*  
Sent to 12,340 subscribers, 3,856 Unique opens, 32.04% of all recipients opened and 16.03% clicked a link

- Switzerland news.
- Oliver Weibel to join as Director Canada.
  - The Mandarin Oriental re-opens in Lucerne.
  - Reach the Jungfrauoch on the VIP Gondola.
  - Guided e-bike tour along Lake Costance.
  - Our hotel recommendations.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221003134206\\_Trade\\_Newsletter\\_August.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20221003134206_Trade_Newsletter_August.pdf)

<i>Title</i> <b>KMM ETC Newsletter October: Swiss Thermal Spas</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>170000</b>
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<i>Date from - to</i> <b>10/01/2022 – 10/31/2022</b>	<i>Marketing Tool</i> <b>Pitch</b>	<i>Contacts</i> <b>170000</b>
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*Activity*  
European Travel Commission monthly Newsletter to consumers with ST contribution.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221216151328\\_ETC\\_October.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20221216151328_ETC_October.pdf)

<i>Title</i> <b>KAM: Trade Newsletter October 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12256</b>
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<i>Date from - to</i> <b>10/25/2022 – 10/25/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12256</b>
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*Activity*  
Sent to 12,256 subscribers, 3,364 Unique opens, 28.32% of all recipients opened and 17.87% clicked a link

- Swiss Fall Update
- Fall Promotion: Swiss Travel Pass.
  - SWISS to adopt carbon-efficient technology.
  - Discover the oldest city of Switzerland.
  - BLS Interlaken Lake Cruise.
  - Taste the Mürren Region.
  - Our hotel recommendations.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221025165601\\_Trade\\_Newsletter\\_October.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20221025165601_Trade_Newsletter_October.pdf)

<i>Title</i> <b>KAM: Travel Market Report Yodel Campaign</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>52943</b>
<i>Date from - to</i> <b>10/01/2022 – 10/20/2022</b>	<i>Marketing Tool</i> <b>Business Plan</b>	<i>Contacts</i> <b>299233</b>
<i>Activity</i> The B2B Media “Travel Market Report Campaign” ran from October to December 2022. The campaign aimed to promote travel trade tools of ST NA (Yodel, STA, Webinars, Facebook Group, Trade Corner, E-NL). The activities included in the campaign were the following: - E-newsletter banners - Training Tuesday native content - Dedicated Email - ROS bookend banners - Tab takeover on the training tab		

[http://clippings.switzerlandtourism.ch/NYC/2023/20230109104510\\_2022\\_TravelMarketReportCampaign\\_Reporting.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230109104510_2022_TravelMarketReportCampaign_Reporting.pdf)

<i>Title</i> <b>2022 STNA Campaigning — AAA Campaign (B2C Part)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>85808830</b>
<i>Date from - to</i> <b>01/01/2022 – 09/04/2022</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	

*Activity*  
B2B and B2C collaboration with three AAA chapters (the equivalent of TCS in Switzerland) in the US.

[http://clippings.switzerlandtourism.ch/NYC/2023/20230104105016\\_2022\\_STNA\\_AAACampaign\\_Report\\_ValaisMatterhornRegion-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230104105016_2022_STNA_AAACampaign_Report_ValaisMatterhornRegion-email.pdf)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20230104105248\\_2022\\_STNA\\_AAACampaign\\_Report\\_Accommodation-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230104105248_2022_STNA_AAACampaign_Report_Accommodation-email.pdf)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20230104105426\\_2022\\_STNA\\_AAACampaign\\_Report\\_GBR-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230104105426_2022_STNA_AAACampaign_Report_GBR-email.pdf)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20230104105618\\_2022\\_STNA\\_AAACampaign\\_Report\\_LakeLucerneRegion-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230104105618_2022_STNA_AAACampaign_Report_LakeLucerneRegion-email.pdf)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20230104105805\\_2022\\_STNA\\_AAACampaign\\_Report\\_MadeInBern-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230104105805_2022_STNA_AAACampaign_Report_MadeInBern-email.pdf)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20230104105906\\_SWISS.png](http://clippings.switzerlandtourism.ch/NYC/2023/20230104105906_SWISS.png)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20230104110126\\_2022\\_STNA\\_AAACampaign\\_Report\\_GTOS-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230104110126_2022_STNA_AAACampaign_Report_GTOS-email.pdf)

<i>Title</i> <b>2022 STNA Campaigning — End of Year Sweepstake on Social</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>997249</b>
<i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	

*Activity*  
We ran a sweepstake campaign on Meta platforms (Facebook & Instagram). The goal of this campaign was to gather new newsletter subscribers. The goal of this campaign was to attract new newsletter subscribers. To achieve this goal, we raffled 24 prizes during the month to users who registered on our landing page. Several internal and external partners (strategic partners) offered prizes that we could raffle.

Campaign duration: 09 - 30 December 2022  
New newsletter subscribers: 2034  
Invested budget: 7'900 CHF  
Link clicks: 19'263

[http://clippings.switzerlandtourism.ch/NYC/2023/20230119144654\\_STNA\\_Sweepstake\\_Facebook.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230119144654_STNA_Sweepstake_Facebook.pdf)

<i>Title</i> <b>KAM: Switzerland Yodel distribution campaign - Northstar email blast No. 5</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>80088</b>
<i>Date from - to</i> <b>09/07/2022 – 09/07/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>80088</b>

*Activity*  
Exclusive email blast with Northstar to US travel agents.  
Sent to 80,088 subscribers, 52.21% of all recipients opened and 0.51% clicked a link

Switzerland news.

- Oliver Weibel to join as Director Canada.
- The Mandarin Oriental re-opens in Lucerne.
- Reach the Jungfrauoch on the VIP Gondola.
- Guided e-bike tour along Lake Constance.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221216093501\\_NorthstarEmail\\_September.html](http://clippings.switzerlandtourism.ch/NYC/2022/20221216093501_NorthstarEmail_September.html)

<i>Title</i> <b>KAM: Switzerland Yodel distribution campaign - Northstar email blast No. 6</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>78533</b>
<i>Date from - to</i> <b>10/05/2022 – 10/05/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>78533</b>

*Activity*  
Exclusive email blast with Northstar to US travel agents.  
Sent to 78,533 subscribers, 51.01% of all recipients opened and 0.37% clicked a link

Swiss Fall Update.

- Fall Promotion: Swiss Travel Pass.
- Discover the oldest city of Switzerland.
- BLS Interlaken Lake Cruise.
- Taste the Mürren Region.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221216094410\\_Northstar\\_Email\\_10.05.html](http://clippings.switzerlandtourism.ch/NYC/2022/20221216094410_Northstar_Email_10.05.html)

<i>Title</i> <b>KAM: Switzerland Yodel distribution campaign - Northstar Canada email blast No. 3</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>11079</b>
<i>Date from - to</i> <b>09/15/2022 – 09/15/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>11079</b>

*Activity*  
Exclusive email blast with Northstar to Canadian travel agents.  
Sent to 11,079 subscribers, 33.41% of all recipients opened and 0.84% clicked a link

Switzerland news.

- Oliver Weibel to join as Director Canada.
- The Mandarin Oriental re-opens in Lucerne.
- Reach the Jungfrauoch on the VIP Gondola.
- Guided e-bike tour along Lake Constance.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221216120234\\_Northstar\\_CanadaEmail\\_09.15.html](http://clippings.switzerlandtourism.ch/NYC/2022/20221216120234_Northstar_CanadaEmail_09.15.html)

<i>Title</i> <b>KAM: Trade Newsletter December 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12431</b>
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<i>Date from - to</i> <b>12/15/2022 – 12/15/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12431</b>
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*Activity*  
Sent to 12,431 subscribers, 4,039 Unique opens, 33.73% of all recipients opened and 15.67% clicked a link

- Happy Holidays!  
 - It's Holiday season in Switzerland.  
 - Find a truly authentic fondue experience.  
 - Art Basel - where the art world meets.  
 - Admire Interlaken from the air.  
 - Zurich, an unexpected winter destination.  
 - Our hotel recommendations.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221219145955\\_Trade\\_Newsletter\\_December.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20221219145955_Trade_Newsletter_December.pdf)

<i>Title</i> <b>KAM: TravelAge WEST email blast No. 2</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>21496</b>
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<i>Date from - to</i> <b>10/05/2022 – 10/05/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>21496</b>
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*Activity*  
Sent to 21,496 subscribers, 10,146 Unique opens, 47.20% of all recipients opened, CTR 0.21%

- Swiss fall update.  
 - Fall Promotion: Swiss Travel Pass.  
 - Discover the oldest city of Switzerland.  
 - BLS Interlaken Lake Cruise.  
 - Taste the Mürren Region.  
 - Our hotel recommendations.

[http://clippings.switzerlandtourism.ch/NYC/2022/20221221120431\\_TravelAgeWest\\_Email\\_10.04.html](http://clippings.switzerlandtourism.ch/NYC/2022/20221221120431_TravelAgeWest_Email_10.04.html)

<i>Title</i> <b>KAM: Switzerland Yodel digital distribution - TravelAge West banners</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>103782</b>
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<i>Date from - to</i> <b>04/25/2022 – 06/12/2022</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>103782</b>
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*Activity*  
Digital banner campaign on TravelAge West promoting our Switzerland Sales Guide - Yodel.

- 1-week billboard banner
- 1-week mobile sponsorship
- 1-month 'Run of Site Banner'

Total impressions: 103,782, avg. CTR 1.07%

[http://clippings.switzerlandtourism.ch/NYC/2022/20221221165759\\_Reporting\\_Banners\\_TAW.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20221221165759_Reporting_Banners_TAW.pdf)

<i>Title</i> <b>KAM: AAA campaign - B2B campaign elements</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>Other...</b>	<i>Contacts</i> <b>0</b>

*Activity*  
Overview of the B2B campaign elements for the AAA campaign promoting Switzerland as a travel destination among AAA travel advisors:

- 1,460 agent interactions vs. the goal of 1,500
- 45 new Switzerland Travel Experts vs. the goal of 700
- 10,951 overnights vs. the goal of 8'000 overnights
- 620 overnights in the Made in Bern Region
- 4,521 overnights in the Lake Lucerne Region
- 2,372 overnights in the Valais-Matterhorn Region

[http://clippings.switzerlandtourism.ch/NYC/2023/20230111095553\\_Summary\\_B2B\\_activities.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230111095553_Summary_B2B_activities.pdf)

<b>NORTH AMERICA</b>	<b>20</b>	<b>371'738</b>	<b>87'830'116</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## POLAND

<i>Title</i> <b>Campaigning&amp;Activation: ST NL April</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>11500</b>
<i>Date from - to</i> <b>04/01/2022 – 04/01/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>11500</b>

*Activity*  
Monthly b2c NL.  
Easter, entry rules, Swiss Parks, SPA spots, Swisstainable, Swiss Bike Hotels, Grindelwald - winter spot, Cross Country skiing, Rheinfeld

[http://clippings.switzerlandtourism.ch/WAW/2022/20220810151250\\_newsletter-gadmin-kwiecien2022.pdf](http://clippings.switzerlandtourism.ch/WAW/2022/20220810151250_newsletter-gadmin-kwiecien2022.pdf)

<i>Title</i> <b>Campaigning&amp;Activation: ST B2B NL August</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>695</b>
<i>Date from - to</i> <b>08/01/2022 – 08/01/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>695</b>

*Activity*  
Grand Train Tour  
Rope park Pilatus  
Eco tourism - Swiss trains  
Run the swiss city  
Wellness and spa

[http://clippings.switzerlandtourism.ch/WAW/2022/20221004122847\\_newsletter-gadmin-ch-campaigns-reports-viewCampaign.aspx-d-r-c-0B5FB3AA7B0097D4-ID](http://clippings.switzerlandtourism.ch/WAW/2022/20221004122847_newsletter-gadmin-ch-campaigns-reports-viewCampaign.aspx-d-r-c-0B5FB3AA7B0097D4-ID)

<i>Title</i> <b>Campaign&amp;Activation: ST FB stories</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>270000</b>
<i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>Social Media Organic</b>	<i>Contacts</i> <b>270000</b>
<i>Activity</i> Regular everyday FB stories on ST PL fanpage diferent topics linking to MyS. Partner weeks.		

<b>POLAND</b>	<b>3</b>	<b>12'195</b>	<b>282'195</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

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## SOUTH EAST ASIA

<i>Title</i> <b>KMM Autumn media briefing</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>19</b>
<i>Date from - to</i> <b>08/25/2022 – 08/25/2022</b>	<i>Marketing Tool</i> <b>Media Conference</b>	<i>Contacts</i> <b>19</b>
<i>Activity</i>		

<b>SOUTH EAST ASIA</b>	<b>1</b>		<b>19</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

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## SPAIN

<i>Title</i> <b>Sales Manual distribution I</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5000</b>
<i>Date from - to</i> <b>03/03/2022 – 04/03/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>15000</b>
<i>Activity</i> Distribution of 5'000 copies of the Sales Manual through Agenttravel's monthly magazine, reaching out the most important Tour Operators and Travel Agencies in the country.		

All regions without exceptions were included. Special section dedicated to the hotels and to the swisstainable experiences.



<i>Title</i> <b>Sales campaign OTA Nautalia</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>4255150</b>
<i>Date from - to</i> <b>07/04/2022 – 07/31/2022</b>	<i>Marketing Tool</i> <b>Business Plan</b>	<i>Contacts</i> <b>4255150</b>
<i>Activity</i> Exclusive activity with the cities of Zurich, Basel and Geneva. This sales oriented campaign was aimed to push weekend packages «Flight + Hotel + Experience»		
Nautalia is an important TO with more than 200 travel agencies in Spain.		
Collaboration included: - Creation of long citybreak product - Display campaign on their website 200.000 impressions - Creation of a product manual 20.000 visits		
<a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729153707_RRSS_CONCURSO_SUIZA.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220729153707_RRSS_CONCURSO_SUIZA.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729153735_SMS_Suiza.png">http://clippings.switzerlandtourism.ch/BCN/2022/20220729153735_SMS_Suiza.png</a>		
<a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729153901_view_wamos_info_qs_bb430c341c949259c96f13b333d2da30f9fda2f718dcaa75f7b28ac19c31402f73060143b860b9811.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220729153901_view_wamos_info_qs_bb430c341c949259c96f13b333d2da30f9fda2f718dcaa75f7b28ac19c31402f73060143b860b9811.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729154314_Screenshot_at_Jul_29_15-40-58.png">http://clippings.switzerlandtourism.ch/BCN/2022/20220729154314_Screenshot_at_Jul_29_15-40-58.png</a>		
<a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729154447_Folieto_Suiza_PDF.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220729154447_Folieto_Suiza_PDF.pdf</a>		

<i>Title</i> <b>DEM Sales Manual &amp; STA II</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>103000</b>
<i>Date from - to</i> <b>06/01/2022 – 06/30/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>103000</b>
<i>Activity</i> DEM activity to more than 100K addresses through Agenttravel and Hosteltur, the most important travel trade media channels in Spain reaching out allmost all the TO and TA in Spain.		
The objective was to increase the downloads of the sales manual and the registrations on the Switzerland Travel Academy, with a total of 11.227 mail openings and 822 clicks on the links		
<a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220707140003_Agenttravel_SuizaTurismo.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220707140003_Agenttravel_SuizaTurismo.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220707140156_mailinghosteltur.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220707140156_mailinghosteltur.pdf</a>		

<i>Title</i> <b>Distribution ST GREEN magazine</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>30000</b>
<i>Date from - to</i> <b>05/07/2022 – 05/07/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>75000</b>
<i>Activity</i> Distribtion of the ST Green magazine in nearly the entire circulation of the lifestyle and leisure magazine “Fuera de Serie” together with the business daily newspaper Expansion.		

<i>Title</i> <b>Nature Spa @ City Confidential</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>346764</b>
<i>Date from - to</i> <b>10/17/2022 – 10/21/2022</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>346764</b>
<i>Activity</i> Exclusive activity to promote Nature Spa through City Confidential, a creative online magazine for female urbanites with a community of over 180'000 members. The promotion included: Dedicated emailing to their community Social Media posts in their Instagram and Facebook		

[http://clippings.switzerlandtourism.ch/BCN/2022/20221103143007\\_city-confidential\\_com.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/20221103143007_city-confidential_com.pdf)

<i>Title</i> <b>Nature Spa @ Cuerpomente</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>50816</b>
<i>Date from - to</i> <b>10/24/2022 – 11/24/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>152448</b>
<i>Activity</i> 2 pages advertorial to promote the campaign of Nature Spa in Cuerpomente, a niche magazine for health and natural food lovers		

[http://clippings.switzerlandtourism.ch/BCN/2022/20221103143950\\_SUISSA\\_TURISME\\_3\\_PUBLI\\_CM.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/20221103143950_SUISSA_TURISME_3_PUBLI_CM.pdf)

<i>Title</i> <b>Trade Newsletter September</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1794</b>
<i>Date from - to</i> <b>09/21/2022 – 09/21/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>4485</b>
<i>Activity</i> Trade Newsletter with information about Nature Spa, the promotion of the Swiss Travel Pass 4 days and the christmas markets.		

[http://clippings.switzerlandtourism.ch/BCN/2022/20221103145124\\_Switzerland\\_Tourism\\_Newsletter.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/20221103145124_Switzerland_Tourism_Newsletter.pdf)

<b>SPAIN</b>	<b>7</b>	<b>190'610</b>	<b>4'951'847</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## SWITZERLAND

<p><i>Title</i> <b>Campaigning: Bergwelten.</b></p> <p><i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b></p> <p><i>Activity</i> Bergwelten</p> <p>Kontakte: 246'488</p> <p>Erscheinung: 8x pro Jahr</p> <p>Sprache: Deutsch</p> <p>Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Placement</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>0</b></p>
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<p><i>Title</i> <b>Promotion: Winterspecial mit der NZZ am Sonntag und Le Temps</b></p> <p><i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b></p> <p><i>Activity</i> Monothematische Beilage in der NZZ am Sonntag und in der Le Temps zum Thema Winter in der Schweiz.</p> <p>NZZaS: Auflage 88'917 Ex. / Leser 364'000</p> <p>Le Temps: Auflage 32'473 Ex. / Leser 107'000</p> <p>Erscheinung: 19./20. November 2022</p> <p>Sprachen: Deutsch und Französisch</p>	<p><i>Instrument</i></p> <p><i>Marketing Tool</i> <b>Supplement</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>0</b></p>
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<p><i>Title</i> <b>Campaigning: NZZ am Sonntag &amp; Le Temps. Winter Beilage.</b></p> <p><i>Date from - to</i> <b>11/20/2022 – 11/26/2022</b></p> <p><i>Activity</i> Monothematische Winter Beilage in NZZ am Sonntag (364.000 Leser) und Le Temps (107.000 Leser) in Zusammenarbeit mit touristischen Leistungsträgern. 24 Seiten.</p> <p>20.11.2022: NZZaSo 26.11.2022: Le Temps</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Supplement Print</b></p>	<p><i>Circulation</i> <b>121400</b></p> <p><i>Contacts</i> <b>471032</b></p>
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<p><i>Title</i> <b>Swisstainable: MySwisstainableJourneys (Native)</b></p> <p><i>Date from - to</i> <b>02/25/2022 – 05/28/2022</b></p> <p><i>Activity</i> Distribution of 7 longformat videos on Watson</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Native Advertisement Paid</b></p>	<p><i>Circulation</i> <b>2500000</b></p> <p><i>Contacts</i> <b>2500000</b></p>
<p><i>Title</i> <b>Campaigning: Blick Winter Awards.</b></p> <p><i>Date from - to</i> <b>01/01/2022 – 01/10/2022</b></p> <p><i>Activity</i> Blick sucht die attraktivsten Schweizer Winter-Destinationen. 6 Kategorien zur Auswahl:            1. «Das beste Ski- und Snowboardgebiet» (Arosa Lenzerheide)            2. «Familienfreundlichkeit» (Arosa-Lenzerheide)            3. «Klein und fein» (Melchsee-Frutt)            4. «Langlauf» (Goms)            5. «Sport und Spass» (Zermatt)            6. «Umweltfreundlichkeit»            In den Kategorien 1-5 findet das Voting durch die Blick-Community statt. In der Kategorie 6 wird der Sieger von einer Jury von</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Content Collaboration Digital</b></p>	<p><i>Circulation</i> <b>789624</b></p> <p><i>Contacts</i> <b>789624</b></p>
<p><i>Title</i> <b>KMM: Health Magazin 2022</b></p> <p><i>Date from - to</i> <b>04/01/2022 – 12/31/2022</b></p> <p><i>Activity</i> Distribution in China, GCC und Russland bei attraktiven Zielgruppen im Luxus-Segment (z.B Arztpraxen, Privatkliniken, Luxus-Spa's etc.) Sprachen: EN, CHIN, RUSS und ARAB</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Circulation</i> <b>0</b></p> <p><i>Contacts</i> <b>0</b></p>
<p><i>Title</i> <b>Print: Beilage im Selection Magazin 2022, Hotel Selection Booklet 2022</b></p> <p><i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b></p> <p><i>Activity</i> Hotel Selection Booklet 2022 mit 59 Hotels als Beilage im Selection Magazin 2022. Distribution im Februar 2022 Sunday Times im Markt UK.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Circulation</i> <b>0</b></p> <p><i>Contacts</i> <b>0</b></p>

<p><i>Title</i> <b>Accommodation_Grand Tour of Switzerland: Online Promotion</b></p> <p><i>Date from - to</i> <b>05/01/2022 – 10/31/2022</b></p> <p><i>Activity</i> Direktbuchungskampagne in Zusammenhang mit der Grand Tour of Switzerland. Online-Performance Kampagne mit Direktverlinkung zur Booking-Engine. Laufzeit von 01.05.2022 bis 31.10.2022.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Other...</b></p>	<p><i>Circulation</i> <b>0</b></p> <p><i>Contacts</i> <b>0</b></p>
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<p><i>Title</i> <b>Campaigning: Blick Winter Awards.</b></p> <p><i>Date from - to</i> <b>01/03/2022 – 02/03/2022</b></p> <p><i>Activity</i> Blick sucht die attraktivsten Schweizer Winter-Destinationen. 6 Kategorien zur Auswahl: 1. «Das beste Ski- und Snowboardgebiet» 2. «Familienfreundlichkeit» 3. «Klein und fein» 4. «Langlauf» 5. «Sport und Spass» 6. «Umweltfreundlichkeit» In den Kategorien 1-5 findet das Voting durch die Blick-Community statt. In der Kategorie 6 wird der Sieger von einer Jury von</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Organic</b></p>	<p><i>Circulation</i> <b>156028</b></p> <p><i>Contacts</i> <b>156028</b></p>
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<p><i>Title</i> <b>Campaigning: NZZ am Sonntag &amp; Le Temps. Winter Beilage. Digital push.</b></p> <p><i>Date from - to</i> <b>11/21/2022 – 12/11/2022</b></p> <p><i>Activity</i> Monothematische Winter Beilage in NZZ am Sonntag (364.000 Leser) und Le Temps (107.000 Leser) in Zusammenarbeit mit touristischen Leistungsträgern. 24 Seiten.  20.11.2022: NZZaSo 26.11.2022: Le Temps  Online Verlängerung zum Download der Beilage als PDF. DE-CH</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Supplement Print</b></p>	<p><i>Circulation</i> <b>2315539</b></p> <p><i>Contacts</i> <b>2315539</b></p>
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<i>Title</i> <b>Coop - Schneewochen</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2600000</b>
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<i>Date from - to</i> <b>01/10/2022 – 01/10/2022</b>	<i>Marketing Tool</i> <b>Supplement Print</b>	<i>Contacts</i> <b>5200000</b>
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*Activity*  
Beilage Coop Zeitung in der KW 2 in allen 3 Sprachen. Knapp 30 Hotelangebote jeweils zum Preis von CHF 269 pro Person für 2 Nächte im Doppelzimmer, mit Frühstück und einem Abendessen (ohne Getränke).

Outcome:  
- Buchungen: 3'974  
- Logiernächte: 8'339

<i>Title</i> <b>Coop - Sommerangebote</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2600000</b>
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<i>Date from - to</i> <b>05/31/2022 – 05/31/2022</b>	<i>Marketing Tool</i> <b>Supplement Print</b>	<i>Contacts</i> <b>5200000</b>
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*Activity*  
Sommerbeilage in der Coop Zeitung, erscheint in 3 Sprachen (DE, FR, IT):

Die Beilage besteht aus  
- 61 Ausflughinweise (mit Grand Tour Landkarte)  
- 72 Hotelangebote (ab CHF 129 / 179 oder 229 pro Person im Doppelzimmer für 2 Nächte und einem Abendessen)

Folgende ST Themen werden aufgenommen:  
- Swisstainable (1/1 Seite Anzeige)  
- Grand Tour of Switzerland (Landkarte mit Ausflughinweisen)

<i>Title</i> <b>Coop - Herbstbeilage</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2500000</b>
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<i>Date from - to</i> <b>08/29/2022 – 08/29/2022</b>	<i>Marketing Tool</i> <b>Supplement Print</b>	<i>Contacts</i> <b>5000000</b>
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*Activity*  
Herbstbeilage in der Coop Zeitung, erscheint in 3 Sprachen (DE, FR, IT):

Die Beilage besteht aus  
- Ausflughinweise aus der ganzen Schweiz  
- Hotelangeboten im Doppelzimmer für CHF 129 / 179 / 229 pro Person für 2 Nächte, inkl. Frühstück und einem Abendessen  
- Hotelangebote im Einzelzimmer für CHF 169 / 249 / 349 pro Person für 2 Nächte, inkl. Frühstück und einem Abendessen

Folgende ST Themen werden aufgenommen:  
- 4-Tagespass (1/2 Seite Content)

<i>Title</i> <b>Schweizer Illustrierte Gruen - Nature Spa</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>97300</b>
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<i>Date from - to</i> <b>09/30/2022 – 09/30/2022</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>97300</b>
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*Activity*  
Schweizer Illustrierte (SU) stellt im Heft-in-Heft "SI-GRUEN" Nature Spa auf 4 Seiten vor.  
ST schaltet in dieser Ausgabe 1/1 Seite Inserat mit Nature Spa Sujet.

Ausserdem wurden folgende Wettberbspreise zur Verfügung gestellt und erhielten je eine separate Präsenz in separaten SI Ausgaben:  
- Rinderberg Swiss Alpine Lodge, Simmental  
- Rhysauna

<i>Title</i> <b>MIS Magazin - Nature Spa</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>50000</b>
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<i>Date from - to</i> <b>09/29/2022 – 09/29/2022</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>50000</b>
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*Activity*  
MIS ist ein Lifestyle Magazin das in der Region Bern distribuiert wird.

MIS Magazin publiziert folgende Inhalte kostenlos:  
- 1/1 Seite redaktionellen Beitrag zum Thema Nature Spa  
- 1/1 Seite ST Nature Spa Inserat

Im Gegenzug werden folgende Wettbewerbspreise zur Verfügung gestellt:  
- Holzsauna

<i>Title</i> <b>Coop Schwerpunktausgabe - Outdoor</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2600000</b>
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<i>Date from - to</i> <b>04/26/2022 – 04/26/2022</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>3536000</b>
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*Activity*  
Die Coopzeitung erscheint in 3 Sprachen (DE, FR, IT).  
Am 26.04.2022 erscheint ein Doppelseite zum Thema "Outdoor" mit 4 Hotelangeboten für CHF 229 pro Person im Doppelzimmer mit Frühstück und einem Abendessen.  
Folgende Hotels sind vertreten:  
- Hotel Daniela in Zermatt, Wallis  
- Hard Rock Hotel in Davos, Graubünden  
- Gstaaderhof - Active & Relax Hotel in Gstaad, Bern  
- Hotel Rössli Gourmet & Spa im Weggis, Luzern

<i>Title</i> <b>Coop Schwerpunktausgabe - Wellnesskulinarik</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2600000</b>
<i>Date from - to</i> <b>11/22/2022 – 11/22/2022</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>3536000</b>

*Activity*  
Die Coopzeitung erscheint in 3 Sprachen (DE, FR, IT).  
Am 22.11.2022 erscheint die Doppelseite "Wellnesskulinarik".

Content und Inhalte wurden von STC zusammengestellt.

Outcome:  
- Buchungen: 307  
- Logiernächte: 626

<i>Title</i> <b>Transhelvetica</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>18000</b>
<i>Date from - to</i> <b>01/01/2022 – 01/31/2022</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>72000</b>

*Activity*  
Inserat im Magazin Transhelvetica zu Snow Sports Hotels inkl. redaktionellem Beitrag zu Hotelbroschüren  
Ausgabe November 2021

Abonnenten  
Einzelverkauf über Kioske, Buchhandlungen, Delikatessen- geschäfte, etc.  
Reiselektüre am Flughafen Zürich und bei ausgewählten Fluglinien  
Leseexemplare in ausgewählten Restaurants, Cafés, Lounges, SAC-Hütten, Swiss Historic Hotels, Tearooms, Bibliotheken,  
Hotellobbys und Beizlis

[http://clippings.switzerlandtourism.ch/ZRH/2022/20221004144355\\_Bettgeschichten\\_Hotelbuechlein.pdf](http://clippings.switzerlandtourism.ch/ZRH/2022/20221004144355_Bettgeschichten_Hotelbuechlein.pdf)  
[http://clippings.switzerlandtourism.ch/ZRH/2022/20221004144450\\_136\\_21d\\_08\\_ins\\_snowsporthotels\\_transhelvetica\\_RZ01\\_he1.pdf](http://clippings.switzerlandtourism.ch/ZRH/2022/20221004144450_136_21d_08_ins_snowsporthotels_transhelvetica_RZ01_he1.pdf)

<i>Title</i> <b>SBB/RAW Freizeitkampagne Newsletter November 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2794727</b>
<i>Date from - to</i> <b>11/24/2022 – 11/24/2022</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	

*Activity*  
SBB Freizeitkampagne 2022 (FZK)

1 Newsletterbeitrag  
Thema: Wellness  
Kontakte: 2'400'000

Sprachen: deutsch, französisch, italienisch, englisch

Klickrate



<i>Title</i> <b>Promotion: SBB VIA Top Ten März 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>150000</b>
<i>Date from - to</i> <b>03/15/2022 – 03/15/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>450000</b>
<i>Activity</i> Top Ten Tipps Thema: Top Städte		
Sprachen deutsch und französisch		
Auflage: 150'000 Kontakte: 450'000		
Freespace Inserat - Zug City		

<i>Title</i> <b>Distribution ST "Grün" Broschüre an SBB Bahnhöfen</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>347000</b>
<i>Date from - to</i> <b>05/13/2022 – 06/13/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>520500</b>
<i>Activity</i> Distribution ST "Grün" Broschüre an 25 grössten SBB Bahnhöfen in der Schweiz		
3'500 Broschüren auf Deutsch 2'000 Broschüren auf Französisch 1'000 Broschüren auf Italienisch		
Aarau Delémont Solethurn		

<i>Title</i> <b>Ausspielung Videos MySwissJourney in Arthouse Kinos</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>49188</b>
<i>Date from - to</i> <b>05/11/2022 – 06/20/2022</b>	<i>Marketing Tool</i> <b>TV/Cinema Spot incl. Digital</b>	
<i>Activity</i> 4 MySwissJourney Videos (Ivano, Gaby, Oliver & Cut Down) werden für einen Kampagnenzeitraum von 4 Wochen schweizweit in allen Arthouse Kinos, während jeder Vorstellung, auf sämtlichen Kino-Leinwänden ausgestrahlt. 15 Locations / 27 cinemas / 59 screens		
46'906 Gesamtkontakte gebucht / 49'188 Kontakte erreicht Jeder Spot wird eine Woche lang ausgestrahlt - mit einem Split von je 25%.		
Total-Kosten belaufen sich auf rund CHF 57'240 (zzgl. MwSt.) / ST profitiert von 50% Rabatt.		

<i>Title</i> <b>Travelnews - Newsletter Integration</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>140000</b>
<i>Date from - to</i> <b>01/06/2022 – 12/15/2022</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	<i>Contacts</i> <b>140000</b>

*Activity*  
Integration in wöchentlichen Travelnews Newsletter mit jeweils 3 ST Tipps  
Newsletter: 4'200 Abonnenten / Durchschnitts-Seitenaufrufe pro NL: 578  
Total Seitenaufrufe Jan-Dez 2022: 27'181  
Durchschnittliche Öffnungsrate: 13.76%

<i>Title</i> <b>Schweizer Familie - Integration Nature Spa</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>129323</b>
<i>Date from - to</i> <b>11/03/2022 – 11/03/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>517292</b>

*Activity*  
6 Seiten redaktionell in Rubrik «Schöner Leben»  
Erscheinung – 3.11.2022 (Ausgabe «Grün» - Fokus-Thema: Nachhaltigkeit)  
Inserat 1/1 Seite Nature Spa

<i>Title</i> <b>RonOrp - Winter Kampagne</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>320000</b>
<i>Date from - to</i> <b>12/01/2022 – 12/16/2022</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	<i>Contacts</i> <b>320000</b>

*Activity*  
Digitale "Winter Kampagne" auf RonOrp mit Fokus auf folgende Themen:  
- ST Adventskalender  
- Städte: Weihnachtsmärkte  
- Fondue Experience

Die Kampagne wird auf D & F ausgespielt und beinhaltet folgend Formate:

Exklusiver ST Newsletter, national  
- Versand Newsletter: 231'000

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>252488</b>
<i>Date from - to</i> <b>01/20/2022 – 01/20/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>252488</b>

*Activity*  
Beitrag "Schnee aus dem See", 2/1.

Print: 40.000 Ex. Auflage / 120.000 Leser  
Online Advertorial, 20.01.-20.02.22: 70.000 Impressions  
SOM Post, 21.01.22: 62.488 Reach, 56 interactions

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<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>195610</b>
<i>Date from - to</i> <b>03/25/2022 – 03/25/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>195610</b>
<i>Activity</i> "Mit Frauenpower durch die Schweiz" (100% Women), 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 25.03.-25.04.22: 70.000 Impressions SOM Post, 30.03.2022: 5.610 Reach, 12 interactions		

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>214835</b>
<i>Date from - to</i> <b>07/14/2022 – 07/14/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>214835</b>
<i>Activity</i> "Gehen wir Gletscher schauen", 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 14.07.-14.08.22: 70.000 Impressions SOM Post, 19.07.2022: 24.835 Reach		

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>254765</b>
<i>Date from - to</i> <b>09/09/2022 – 09/09/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>254765</b>
<i>Activity</i> "Wo aus Gästen Freunde werden", 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 09.09.-09.10.22: 70.000 Impressions SOM Post, 13.10.2022: Reach 64.765, 130 Engagements		

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>223289</b>
<i>Date from - to</i> <b>11/16/2022 – 11/16/2022</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>223289</b>
<i>Activity</i> "Dem Himmel entgegen" & "Lötschental: Wo die Welt stillsteht", 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 16.11.-31.12.22: 70.000 Impressions SOM Post, 27.11.2022: Reach 33.289, 73 Engagements		

*Title*  
**Autumn Campaign 2022: Nature Spa**

*Instrument*  
**Campainging & Activation**

*Circulation*

*Date from - to*  
**09/01/2022 – 10/16/2022**

*Marketing Tool*  
**Social Media Paid**

*Contacts*  
**26031059**

*Activity*  
For this Campaign, we were working in the:  
1. Journey Phase Attraction with Meta Ads  
2. In the Journey Phase Confidence with Meta and TripAdvisor Ads

The goal was to generate Attraction as well as Trackable Sessions on mys.com (Nature Spa Hub) as well as Clickouts to Guidele.

*Title*  
**Campainging: Blick Winter Awards.**

*Instrument*  
**Campainging & Activation**

*Circulation*

*Date from - to*  
**12/01/2022 – 12/31/2022**

*Marketing Tool*  
**Native Advertisement Paid**

*Contacts*  
**7769503**

*Activity*  
2. Ausgabe der Blick Winter Awards. Zwischenreporting.

Artikel auf blick.ch.  
- 34 Artikel  
- 691.607 Seitenaufrufe  
- 20.341 durchschnittliche Seitenaufrufe pro Artikel

winterawards.ch Performance  
- 317.591 Seitenaufrufe

*Title*  
**Qualified Reaction: Bookings STC**

*Instrument*  
**Campainging & Activation**

*Circulation*

*Date from - to*  
**01/01/2022 – 12/31/2022**

*Marketing Tool*  
**Other...**

*Contacts*  
**32266**

*Activity*

**SWITZERLAND**

**33**  
*MarketingActivities*

**14'954'010**  
*Circulation*

**68'689'045**  
*Contacts*

## UK/IRELAND

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>KAM: The Alphorn</b>	<b>Campaigning &amp; Activation</b>	<b>15000</b>
<i>Date from - to</i> <b>01/01/2022 – 12/31/2022</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>45000</b>
<i>Activity</i> STS will get a full page advert in the 2022 The Alphorn Magazine.		

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>e-Marketing: B2C Newsletter June 2022</b>	<b>Campaigning &amp; Activation</b>	<b>82312</b>
<i>Date from - to</i> <b>06/01/2022 – 06/01/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>82312</b>
<i>Activity</i> General Topic: Let untouched nature touch your heart Market Specific Content: The Kemps in Ticino, competition win a trip to Switzerland, offers for a Glacier Express tour and discover Switzerland tour Results: Opening Rate: 35.38%, Openings: 29'121, Clicks: 3'024 / 3.67%, CTR: 2.66%, CTOR: 10.38%. <a href="http://clippings.switzerlandtourism.ch/LON/2022/20220926153731_NL_06_2022_Preview.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20220926153731_NL_06_2022_Preview.pdf</a> <a href="http://clippings.switzerlandtourism.ch/LON/2022/20220926153749_NL_02_2022_Reporting.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20220926153749_NL_02_2022_Reporting.pdf</a>		

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>e-Marketing: B2C Newsletter July 2022</b>	<b>Campaigning &amp; Activation</b>	<b>61735</b>
<i>Date from - to</i> <b>07/01/2022 – 07/01/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>61735</b>
<i>Activity</i> General Topic: If you love summer, you need Switzerland Market Specific Content: Swiss national day in the UK, offer to explore Jungfrau Region Results: Opening Rate: 41.70%, Openings: 25'746, Clicks: 1'068 / 1.73%, CTR: 1.20%, CTOR: 4.15%. <a href="http://clippings.switzerlandtourism.ch/LON/2022/20220926155108_NL_072022_UK-email.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20220926155108_NL_072022_UK-email.pdf</a> <a href="http://clippings.switzerlandtourism.ch/LON/2022/20220926155119_NL_07_2022_Preview.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20220926155119_NL_07_2022_Preview.pdf</a>		

<i>Title</i> <b>e-Marketing: B2C Newsletter August 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>81627</b>
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<i>Date from - to</i> <b>07/30/2022 – 07/30/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>81627</b>
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*Activity*

General Topic: We celebrate Switzerland and summer on the water

Market Specific Content: Chasing Cancellara, Michael Portillo Grand Tour article on the Spectator, Tour operator offers from Titan to promote the Beautiful Rhine and the Glacier Express Tour

Results: Opening Rate: 50.35%, Openings: 41'099 Clicks: 1'813 / 2.22%, CTR: 1.53% CTOR: 4.41%

[http://clippings.switzerlandtourism.ch/LON/2022/20220815120251\\_NL\\_08-2022\\_UK-email.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20220815120251_NL_08-2022_UK-email.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20220815120406\\_Happy\\_birthday\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20220815120406_Happy_birthday_Switzerland.pdf)

<i>Title</i> <b>e-Marketing: B2C Newsletter September 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>78071</b>
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<i>Date from - to</i> <b>09/28/2022 – 09/28/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>78071</b>
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*Activity*

General Topic: Nature in its most intoxicating colours

Market Specific Content: winter offer from Ingham

Results: Opening Rate: 46.82%, Openings: 36'550, Clicks: 2'309 / 2.69%, CTR: 6.32%, CTOR: 6.89%

[http://clippings.switzerlandtourism.ch/LON/2022/20221013144106\\_NL\\_09\\_2022\\_UK.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221013144106_NL_09_2022_UK.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20221013144124\\_Time\\_to\\_enjoy\\_the\\_summers\\_afterglow.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221013144124_Time_to_enjoy_the_summers_afterglow.pdf)

<i>Title</i> <b>KMM - VIP media dinner RHS with Bürgenstock Resort 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>17</b>
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<i>Date from - to</i> <b>05/24/2022 – 05/24/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	
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*Activity*

Collaboration with Buergenstock Selection and RHS partner for VIP media dinner at Belmond Hotel Exclusive dinner for high level journalists and influencer. Sven Flory Director Sales being present. Special guest Lilly Gomm, garden designer of a Swiss Sanctuary

[http://clippings.switzerlandtourism.ch/LON/2022/20221212142438\\_Invitation\\_Dinner\\_RHS\\_Flower\\_Show.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221212142438_Invitation_Dinner_RHS_Flower_Show.pdf)

<i>Title</i> <b>KMM: Media eNewsletter September 2022</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>1688</b>
<i>Date from - to</i> <b>09/08/2022 – 09/08/2022</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>1688</b>
<i>Activity</i> Media newsletter sent to UK travel media, focusing on early autumn news and stories in Switzerland as well as introducing the winter media booklet.		

Unique Opens: 582 Opening rate: 34.48% Click rate: 5.39% Click to open rate: 15.64%

**Features:**  
Winter News & Trips 2022/23 media booklet  
Roger Federer competition  
Nature spas

[http://clippings.switzerlandtourism.ch/LON/2022/20221026122803\\_Switzerland\\_Tourism\\_Newsletter.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221026122803_Switzerland_Tourism_Newsletter.pdf)

<i>Title</i> <b>Flagship Summer Promotion - Chelsea Flower Show 2022</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>250000</b>
<i>Date from - to</i> <b>05/23/2022 – 05/28/2022</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	
<i>Activity</i> Summer 'Flagship' Promotion 2022, 'A Swiss Sanctuary' at the Chelsea Flower Show.		

**Key details:**

- Royal Horticultural Society RHS - Chelsea Flower Show, the world's most prestigious flower show
- 23-28 May 2022 in London
- Physical presence with a Swiss inspired garden: A Swiss Sanctuary
- Show is broadcast on the BBC with a global audience of 460 million
- Amplification of physical garden presence (A Swiss Sanctuary garden) with digital, print and social campaign

[http://clippings.switzerlandtourism.ch/LON/2023/20230119121744\\_Concept\\_Brief\\_\\_RHS\\_Chelsea\\_Flower\\_Show\\_2022.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230119121744_Concept_Brief__RHS_Chelsea_Flower_Show_2022.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120114353\\_Invitation\\_Aperitif\\_without\\_RSVP.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120114353_Invitation_Aperitif_without_RSVP.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120114507\\_ECT\\_Logo\\_Aperitif\\_with\\_RSVP.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120114507_ECT_Logo_Aperitif_with_RSVP.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120114555\\_BBC\\_Episode12\\_low\\_res.mov](http://clippings.switzerlandtourism.ch/LON/2023/20230120114555_BBC_Episode12_low_res.mov)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120122944\\_Invitation\\_Dinner\\_without\\_RSVP.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120122944_Invitation_Dinner_without_RSVP.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108240.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108240.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108254.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108254.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108255.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108255.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108241.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108241.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108257.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108257.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108243.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108243.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108135.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108135.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108134.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108134.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108242.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108242.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108256.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108256.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108252.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108252.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108246.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108246.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108130.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108130.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108131.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108131.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108247.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108247.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108253.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108253.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108245.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108245.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108251.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108251.jpg)

<i>Title</i> <b>e-Marketing: B2C Stand Alone Newsletter Wellness</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>59906</b>
<i>Date from - to</i> <b>11/03/2022 – 11/03/2022</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>59906</b>

*Activity*  
General Topic: Bathe amidst nature, in the snow – pure happiness

Market Specific Content: Holiday offer with STC

Results: Opening Rate: 61.66%, Openings: 36'941, Clicks: 2'340 / 3.91%, CTR: 2.79%, CTOR: 6.33%

[http://clippings.switzerlandtourism.ch/LON/2022/20221115121616\\_SA\\_Wellness\\_UK.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221115121616_SA_Wellness_UK.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20221115121649\\_Bathe\\_amidst\\_nature\\_in\\_the\\_snow\\_\\_pure\\_happiness.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221115121649_Bathe_amidst_nature_in_the_snow__pure_happiness.pdf)

<i>Title</i> <b>Chelsea Flower Show Promotion - Print</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>65000</b>
<i>Date from - to</i> <b>05/01/2022 – 05/29/2022</b>	<i>Marketing Tool</i> <b>Supplement Print</b>	<i>Contacts</i> <b>130000</b>

*Activity*  
Summer 'Flagship' 2022, 'A Swiss Sanctuary' at the Chelsea Flower Show.

- Royal Horticultural Society RHS - Chelsea Flower Show, the world's most prestigious flower show
- 21-26 September 2021 in London
- Broadcast on the BBC with a global audience of 460 million
- Digital, print and social campaign with 'House&Garden' and 'Gardens Illustrated' including 36-page Switzerland insert
- And bespoke events for trade/SCIB and media during the garden show

PRINT ELEMENT:

[http://clippings.switzerlandtourism.ch/LON/2022/20221214185128\\_Swiss\\_Tourism\\_Garden\\_Illustrated\\_Dbl\\_Spread\\_APPROVED\\_WITH\\_CROP.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221214185128_Swiss_Tourism_Garden_Illustrated_Dbl_Spread_APPROVED_WITH_CROP.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120115256\\_Burgenstock\\_Ad\\_Chelsea\\_Flower\\_Show.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120115256_Burgenstock_Ad_Chelsea_Flower_Show.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120115332\\_SWISS\\_print\\_display\\_ad.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120115332_SWISS_print_display_ad.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120122742\\_ST\\_Swiss\\_Sanctuary\\_RealThing\\_A5\\_PRINT\\_NoCrop.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120122742_ST_Swiss_Sanctuary_RealThing_A5_PRINT_NoCrop.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120131712\\_GIM\\_312\\_p901-936\\_SWISSbookletF3.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120131712_GIM_312_p901-936_SWISSbookletF3.pdf)

<i>Title</i> <b>Food &amp; Travel 25th Anniversary x ST Competition</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>27000</b>
<i>Date from - to</i> <b>12/15/2022 – 12/15/2022</b>	<i>Marketing Tool</i> <b>Other...</b>	<i>Contacts</i> <b>681000</b>

*Activity*  
Ad Hoc project to support Food & Trave Magazin for their 25th anniversary. Great opportunity to promote our hotel collaboration and for the hotel team, to spotlight a hotel group. We've chosen Vaud, as we did quite a few paid promotion with Vaud Promotion with Food & Travel lately.

[http://clippings.switzerlandtourism.ch/LON/2023/20230111170240\\_FoodANDTravelCompetition.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230111170240_FoodANDTravelCompetition.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230111170317\\_Win\\_a\\_palatial\\_break\\_in\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230111170317_Win_a_palatial_break_in_Switzerland.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230111170340\\_FoodandTravelCompetitionLandingPage.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230111170340_FoodandTravelCompetitionLandingPage.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230111170356\\_Eight\\_incredible\\_experiences\\_worth\\_over\\_25000\\_to\\_be\\_won.eml](http://clippings.switzerlandtourism.ch/LON/2023/20230111170356_Eight_incredible_experiences_worth_over_25000_to_be_won.eml)



<i>Title</i> <b>Rough Guide Promotion 2022 x print</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>4000</b>
<i>Date from - to</i> <b>08/01/2022 – 08/01/2022</b>	<i>Marketing Tool</i> <b>Supplement Print</b>	<i>Contacts</i> <b>8000</b>

*Activity*  
We partnered up with Rough Guide as they re-launched the Rough Guide to Switzerland.

We added two chapters:  
- 1 GToS with 30 pages  
- 1 GTToS with 15 pages

All the main messages & above GToS & GTToS have been fully integrated.

[http://clippings.switzerlandtourism.ch/LON/2023/20230117190541\\_RG\\_Switzerland\\_6ed\\_003\\_GrandTrainTour.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_RG_Switzerland_6ed_003_GrandTrainTour.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230117190541\\_RG\\_Switzerland\\_6ed\\_002\\_GrandTour.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_RG_Switzerland_6ed_002_GrandTour.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230117190541\\_TourSections\\_RG\\_Switzerland\\_6ed-919-589-7.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_TourSections_RG_Switzerland_6ed-919-589-7.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230117190541\\_RG\\_Switzerland\\_6ed\\_FINAL-919-589-7.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_RG_Switzerland_6ed_FINAL-919-589-7.pdf)

<i>Title</i> <b>Rough Guide Promotion 2022 x online/social</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1970000</b>
<i>Date from - to</i> <b>08/01/2022 – 12/15/2022</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>1970000</b>

*Activity*  
We partnered up with Rough Guide as they re-launched the Rough Guide to Switzerland to push the GToS & GTToS:

Grand Tour article  
<https://www.roughguides.com/articles/grand-tour-road-trip-guide-switzerland/>  
 Published: 03.10.2022  
 Swisstainable (press trip article)  
<https://www.roughguides.com/articles/swisstainable-sustainable-tourism-switzerland/>  
 Published: 31.10.2022

[http://clippings.switzerlandtourism.ch/LON/2023/20230117191949\\_NL\\_Let\\_Switzerland\\_inspire\\_you.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230117191949_NL_Let_Switzerland_inspire_you.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230117191949\\_Online\\_Swisstainable\\_The\\_countrys\\_answer\\_to\\_sustainable\\_tourism\\_in\\_CH.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230117191949_Online_Swisstainable_The_countrys_answer_to_sustainable_tourism_in_CH.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230117191949\\_Switzerland\\_2022\\_-\\_Final\\_report.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230117191949_Switzerland_2022_-_Final_report.pdf)

<i>Title</i> <b>Chelsea Flower Show Promotion - Digital</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1468474</b>
<i>Date from - to</i> <b>05/01/2022 – 06/15/2022</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	<i>Contacts</i> <b>1468474</b>

*Activity*  
Summer 'Flagship' Promotion 2022, 'A Swiss Sanctuary' at the Chelsea Flower Show.

**Key details:**

- Royal Horticultural Society RHS - Chelsea Flower Show, the world's most prestigious flower show
- 23-28 May 2022 in London
- Physical presence with a Swiss inspired garden: A Swiss Sanctuary
- Show is broadcast on the BBC with a global audience of 460 million
- Amplification of physical garden presence (A Swiss Sanctuary garden) with digital, print and social campaign

[http://clippings.switzerlandtourism.ch/LON/2023/20230120100415\\_GI\\_Screenshot\\_1.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120100415_GI_Screenshot_1.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120100602\\_GI\\_Digital\\_Screenshot\\_2.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120100602_GI_Digital_Screenshot_2.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story25.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story25.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story19.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story19.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story2.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story2.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story3.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story3.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story18.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story18.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story24.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story24.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story1.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story1.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story23.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story23.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story4.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story4.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story5.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story5.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Post.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Post.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story22.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story22.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story20.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story20.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story7.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story7.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story6.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story6.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story21.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story21.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story10.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story10.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story11.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story11.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story13.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story13.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story8.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story8.png)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120104322\\_GI\\_ChelseaFlowerShow\\_Instagram\\_Story9.png](http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story9.png)

**UK/IRELAND**

<b>14</b>	<b>476'339</b>	<b>4'917'830</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

**Grand Total over ALL**

<b>154</b>	<b>18'483'288</b>	<b>599'129'914</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
<b>21.12.2022</b>	Eco.nova	Magazine	<b>Käsefondue in Skigondeln</b> <i>Redaktion Team</i>	23'750	153'425

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-59c3099d12e10b5d6af2b624147f43e411f69223.pdf>  
 ResultURL:

**AUSTRIA/HUNGARY: 1 Clippings** 23'750 153'425

## BELGIUM/LUXEMBOURG

<b>27.08.2022</b>	Tasted4You.be	Online	<b>Mandarin Oriental Palace Luzern</b> <i>van Hoof Rene</i>	20'000	5'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08528-2.pdf>  
 ResultURL:

<b>01.09.2022</b>	VAB magazine	Magazine	<b>Horizons proches et lointains</b> <i>Taucher Inge</i>	330'000	598'950
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08524.pdf>  
 ResultURL:

<b>22.10.2022</b>	DM Magazine	Magazine	<b>3x logeren</b> <i>Zwaenepoel Tine</i>	86'000	238'220
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08513.pdf>  
 ResultURL:

<b>25.10.2022</b>	Pasar	Magazine	<b>Zwitsers mooi met Italiaanse flair: Da's Ticino!</b> <i>Driessens Koen</i>	51'156	119'449
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08496.pdf>  
 ResultURL:

<b>29.10.2022</b>	So Soir	Magazine	<b>Merveilleuse montage</b> <i>Algemeen</i>	55'564	316'715
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08510.pdf>  
 ResultURL:

<b>12.11.2022</b>	Tasted4You.be	Online	<b>Mandarin Oriental Palace Luzern opent de deuren</b> <i>van Hoof Rene</i>	20'000	5'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08505.pdf>  
 ResultURL:

<b>21.12.2022</b>	pagtour.net	Online	<b>En Suisse, savourez une fondue autrement...</b> <i>Rédaction</i>	7'460	7'460
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ClippingsURL:  
 ResultURL: <https://www.pagtour.info/en-suisse-savourer-une-fondue-autrement>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
<b>BELGIUM/LUXEMBOURG: 7 Clippings</b>				<b><u>570'180</u></b>	<b><u>1'290'794</u></b>

## CHINA

<b>01.01.2022</b>	lucksh wechat	Social Media/Influencer	<b>Ten Ski in &amp; Ski Out Hotels in Switzerland</b> <i>LU Susu</i>	53'000	238
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucks-20220101-247.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucks-20220101-247.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/OtcAYnk5AONnmKu3FuMS_Q">https://mp.weixin.qq.com/s/OtcAYnk5AONnmKu3FuMS_Q</a>					
<b>08.01.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Ten Ski in &amp; Ski Out Hotels in Switzerland</b> <i>LU Susu</i>	16'000	115
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220108-120.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220108-120.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/6t2U_2q8aObdPoINljRjgg">https://mp.weixin.qq.com/s/6t2U_2q8aObdPoINljRjgg</a>					
<b>08.01.2022</b>	lucksh wechat	Social Media/Influencer	<b>Swiss Journey of Architecture and Artistic Culture</b> <i>LU Susu</i>	53'000	98
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220108-97.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220108-97.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/0J6laR4i-tH8kIMfwx77xg">https://mp.weixin.qq.com/s/0J6laR4i-tH8kIMfwx77xg</a>					
<b>15.01.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>10 Luxury Hotels in Europe</b> <i>LU Susu</i>	16'000	121
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220115-126.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220115-126.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/TjnKpnD-A-XRx4M_IthsEA">https://mp.weixin.qq.com/s/TjnKpnD-A-XRx4M_IthsEA</a>					
<b>15.01.2022</b>	lucksh wechat	Social Media/Influencer	<b>9 day Self-driving Tour in Switzerland</b> <i>LU Susu</i>	53'000	144
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220115-138.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220115-138.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/V8UUIIE_Eggp46wBAP5UDA">https://mp.weixin.qq.com/s/V8UUIIE_Eggp46wBAP5UDA</a>					
<b>22.01.2022</b>	lucksh wechat	Social Media/Influencer	<b>7 day Itinerary in Switzerland</b> <i>LU Susu</i>	53'000	97
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220122-87.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220122-87.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/ZN1818Xe3PhnqagsDbZ1zw">https://mp.weixin.qq.com/s/ZN1818Xe3PhnqagsDbZ1zw</a>					
<b>23.01.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>10 Movies and 10 European Luxury Hotels</b> <i>LU Susu</i>	16'000	202
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220123-200.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220123-200.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/1DTMVDQnxMjHZUSIGxt-g">https://mp.weixin.qq.com/s/1DTMVDQnxMjHZUSIGxt-g</a>					
<b>23.01.2022</b>	Lucky Culture	Social Media/Influencer	<b>10 Luxury Hotels in Europe</b> <i>LU Susu</i>	66'000	2'281
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucks-20220123-272.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucks-20220123-272.pdf</a> ResultURL: <a href="https://mp.weixin.qq.com/s/Seu7YLPu-LziVOKXj4DVNw">https://mp.weixin.qq.com/s/Seu7YLPu-LziVOKXj4DVNw</a>					
<b>29.01.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Bern and Hotel Schweizerhof Bern</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220129-98.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220129-98.pdf</a> ResultURL:					
<b>29.01.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Swiss Journey of Architecture and Artistic Culture</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220129-153.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220129-153.pdf</a> ResultURL:					
<b>29.01.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Waldhaus Flims, Mountain Resort &amp; SPA</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucks-20220129-481.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucks-20220129-481.pdf</a> ResultURL:					
<b>12.02.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Hotel Palafitte, Neuchatel</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220212-185.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220212-185.pdf</a> ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
<b>19.02.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Basel Carnival and Grand Hotel Les Trois Rois</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220219-99.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotel-20220219-99.pdf</a> ResultURL:					
<b>19.02.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Hotel Palafitte, Neuchatel</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220219-264.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220219-264.pdf</a> ResultURL:					
<b>19.02.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva for 8 days</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220219-289.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220219-289.pdf</a> ResultURL:					
<b>20.02.2022</b>		Social Media/Influencer	<b>Kulm Hotel St. Moritz</b>	1'500	1'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Diadema-20220220-920.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Diadema-20220220-920.pdf</a> ResultURL:					
<b>26.02.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>A Luxury Hotel in Switzerland for 1 Week</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220226-140.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220226-140.pdf</a> ResultURL:					
<b>26.02.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Basel Carnival and Grand Hotel Les Trois Rois</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220226-151.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220226-151.pdf</a> ResultURL:					
<b>05.03.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Self-Driving Itinerary in Switzerland for 9 days</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220305-199.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220305-199.pdf</a> ResultURL:					
<b>12.03.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva for 8 days</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220312-266.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220312-266.pdf</a> ResultURL:					
<b>12.03.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Berghotel Sanatorium Schatzalp</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220312-135.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220312-135.pdf</a> ResultURL:					
<b>12.03.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva for 8 days</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220312-206.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220312-206.pdf</a> ResultURL:					
<b>19.03.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Cafe Beau-Rivage, Lausanne</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotels-20220319-96.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotels-20220319-96.pdf</a> ResultURL:					
<b>19.03.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>World Heritage Journey with Highlights</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220319-246.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220319-246.pdf</a> ResultURL:					
<b>20.03.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Cafe Beau-Rivage, Lausanne</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220320-404.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220320-404.pdf</a> ResultURL:					
<b>26.03.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Beau-Rivage Palace Lausanne, Wedding Hotel</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotels-20220326-118.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury_Hotels-20220326-118.pdf</a> ResultURL:					
<b>26.03.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva for 8 days</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220326-190.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220326-190.pdf</a> ResultURL:					
<b>02.04.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Bella-Tola</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220402-321.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220402-321.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
02.04.2022	lukehaiwaishenduyou wechat	Social Media/Influencer	Beau-Rivage Palace Lausanne, Wedding Hotel	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220402-150.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220402-150.pdf</a> ResultURL:					
23.04.2022	ruishishenduyou wechat	Social Media/Influencer	Travel Route to Lake Geneva for 8 days	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220423-118.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220423-118.pdf</a> ResultURL:					
23.04.2022	lukehaiwaishenduyou wechat	Social Media/Influencer	Travel Route to Lake Geneva for 8 days	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220423-134.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220423-134.pdf</a> ResultURL:					
23.04.2022	ruishishenduyou wechat	Social Media/Influencer	Travel Route to Lake Geneva	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220423-148.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220423-148.pdf</a> ResultURL:					
30.04.2022	ruishishenduyou wechat	Social Media/Influencer	Grand Tour of Switzerland for Electric Vehicles	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220430-180.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220430-180.pdf</a> ResultURL:					
08.05.2022	lukehaiwaishenduyou wechat	Social Media/Influencer	Travel Route to Lake Geneva	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220508-221.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220508-221.pdf</a> ResultURL:					
14.05.2022	ruishishenduyou wechat	Social Media/Influencer	The Dolder Grand, Zurich	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220514-111.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220514-111.pdf</a> ResultURL:					
14.05.2022	lukehaiwaishenduyou wechat	Social Media/Influencer	The Dolder Grand, Zurich	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220514-135.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220514-135.pdf</a> ResultURL:					
14.05.2022	LuxuryHotelsInEurope	Social Media/Influencer	The Dolder Grand, Zurich	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20220514-230.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20220514-230.pdf</a> ResultURL:					
14.05.2022	ruishishenduyou wechat	Social Media/Influencer	The Chedi Andermatt, Switzerland	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220514-61.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220514-61.pdf</a> ResultURL:					
21.05.2022	ruishishenduyou wechat	Social Media/Influencer	Mayerns-Anako Lodge	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220521-344.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220521-344.pdf</a> ResultURL:					
23.05.2022	weibo		Villa Principe Leopoldp WANG Jie		3'071'615
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie--Lucarno-20220523-3071615.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie--Lucarno-20220523-3071615.pdf</a> ResultURL:					
25.05.2022	weibo		NoMad in Basel WANG Jie		4'660'791
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie--Basel-20220525-4660791.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie--Basel-20220525-4660791.pdf</a> ResultURL:					
28.05.2022	ruishishenduyou wechat	Social Media/Influencer	The Alpina Gstaad	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220528-248.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220528-248.pdf</a> ResultURL:					
28.05.2022	weibo		Bristol in Geneva WANG Jie		4'750'677
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie--Geneva-20220528-4750677.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie--Geneva-20220528-4750677.pdf</a> ResultURL:					
28.05.2022	weibo		d'Angleterre Geneva WANG Jie		4'930'763
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie-20220528-4930763.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/weibo-wangjie-20220528-4930763.pdf</a> ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
<b>05.06.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220605-249.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20220605-249.pdf</a> ResultURL:					
<b>18.06.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220618-241.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220618-241.pdf</a> ResultURL:					
<b>25.06.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220625-234.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220625-234.pdf</a> ResultURL:					
<b>03.07.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>The Chedi Andermatt, Switzerland</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220703-135.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220703-135.pdf</a> ResultURL:					
<b>09.07.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Self-Driving Itinerary in Switzerland for 9 days</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220709-586.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220709-586.pdf</a> ResultURL:					
<b>16.07.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Swiss Journey of Architecture and Artistic Culture</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220716-261.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220716-261.pdf</a> ResultURL:					
<b>16.07.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Bella-Tola</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220716-506.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220716-506.pdf</a> ResultURL:					
<b>23.07.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Top 10 Perfect Swimming Pool Hotels in Europe</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20220723-222.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20220723-222.pdf</a> ResultURL:					
<b>23.07.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Hotel Palafitte, Neuchatel</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220723-710.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220723-710.pdf</a> ResultURL:					
<b>31.07.2022</b>	LuxuryHotelsInEurope	Social Media/Influencer	<b>Grand Hotel Les Trois Rois, Basel</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20220731-229.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20220731-229.pdf</a> ResultURL:					
<b>31.07.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Swiss Journey of Architecture and Artistic Culture</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220731-166.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220731-166.pdf</a> ResultURL:					
<b>06.08.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Burgenstock Hotels &amp; Resort</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220806-798.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220806-798.pdf</a> ResultURL:					
<b>20.08.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220820-189.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220820-189.pdf</a> ResultURL:					
<b>20.08.2022</b>	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>Grand Hotel Les Trois Rois, Basel</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220820-253.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220820-253.pdf</a> ResultURL:					
<b>03.09.2022</b>	ruishishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220903-180.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220903-180.pdf</a> ResultURL:					
<b>15.09.2022</b>	Modern Weekly	Magazine	<b>The Woodwald-Geneva's Lakeside Home</b>	535'000	936'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/modern_weekly-20220915.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/modern_weekly-20220915.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
17.09.2022	ruishishenduyou wechat	Social Media/Influencer	<b>Berghotel Sanatorium Schatzalp-enchanted holiday on the Magic Mountain</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220917-117.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220917-117.pdf</a> ResultURL:					
17.09.2022	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>From Southern Switzerland to Northern Italy</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220917-237.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luck-20220917-237.pdf</a> ResultURL:					
24.09.2022	ruishishenduyou wechat	Social Media/Influencer	<b>Self-Driving Itinerary in Switzerland</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220924-293.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220924-293.pdf</a> ResultURL:					
24.09.2022	ruishishenduyou wechat	Social Media/Influencer	<b>The Alpina Gstaad</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220924-318.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20220924-318.pdf</a> ResultURL:					
24.09.2022	ruishishenduyou wechat	Social Media/Influencer	<b>Travel Route to Lake Geneva</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20221005-159.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20221005-159.pdf</a> ResultURL:					
01.10.2022	Art and Design	Magazine	<b>Swiss Youth Hostel, Touch the Trace of Time</b> <i>Qin Zhao</i>		125'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Art__Design-20221001-.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Art__Design-20221001-.pdf</a> ResultURL:					
30.10.2022	lukehaiwaishenduyou wechat	Social Media/Influencer	<b>From Southern Switzerland to Northern Italy</b>	66'000	66'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20221030-233.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Lucke-20221030-233.pdf</a> ResultURL:					
09.11.2022	LuxuryHotelsInEurope	Social Media/Influencer	<b>Hotel Ambassador a l'Opera</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20221109-188.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20221109-188.pdf</a> ResultURL:					
09.11.2022	ruishishenduyou wechat	Social Media/Influencer	<b>Swiss Journey of Architecture and Artistic Culture</b>	53'000	53'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20221109-130.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Swiss-20221109-130.pdf</a> ResultURL:					
19.11.2022	The Paper Account - ST	Social Media/Influencer	<b>Switzerland Promote Snow and Ice Tourism</b> <i>MAO</i>		50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/The_Paper-20221119.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/The_Paper-20221119.pdf</a> ResultURL:					
23.11.2022	TTG	Newsletter	<b>Switzerland Promote Snow and Ice Tourism</b> <i>ZHANG Guangwen</i>	78'000	136'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/TTG-20221123-26.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/TTG-20221123-26.pdf</a> ResultURL:					
26.11.2022	LuxuryHotelsInEurope	Social Media/Influencer	<b>The Baur au Lac</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20221126-77.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20221126-77.pdf</a> ResultURL:					
29.11.2022	LuxuryHotelsInEurope	Social Media/Influencer	<b>Widder Hotel, Zurich</b>	16'000	16'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20221129-60.pdf">http://clippings.switzerlandtourism.ch/BJS/2022/Luxury-20221129-60.pdf</a> ResultURL:					
<b>CHINA: 73 Clippings</b>				<b><u>3'735'500</u></b>	<b><u>21'461'392</u></b>



PublicationDate Media MediaType Headlines Author Circulation Contacts

## CZECH REPUBLIC

26.01.2022 Vikend DNES Magazine **Alpine Eldorado for celebrities** Cermak Petr 211'395 453'992

ClippingsURL: [http://clippings.switzerlandtourism.ch/PRG/2022/AlpineEldoradoForCelebrities\\_VikendDNES\\_PetrCermak\\_26012022\\_Gstaad.pdf](http://clippings.switzerlandtourism.ch/PRG/2022/AlpineEldoradoForCelebrities_VikendDNES_PetrCermak_26012022_Gstaad.pdf)  
ResultURL:

08.03.2022 Emma.sk Online **TOP 5 Ski hotels in the Europe** editorial staff 280'049 70'012

ClippingsURL: [http://clippings.switzerlandtourism.ch/PRG/2022/Top5SkiHotelsInEurope\\_EMMAsk\\_editorial\\_08032022\\_ArosaAndermatt.pdf](http://clippings.switzerlandtourism.ch/PRG/2022/Top5SkiHotelsInEurope_EMMAsk_editorial_08032022_ArosaAndermatt.pdf)  
ResultURL:

08.07.2022 Dolce Vita Magazine **Time for sleep** Stech Adam 10'000 25'000

ClippingsURL: [http://clippings.switzerlandtourism.ch/PRG/2022/TimeForSleep\\_DolceVita\\_AdamStech\\_08072022.pdf](http://clippings.switzerlandtourism.ch/PRG/2022/TimeForSleep_DolceVita_AdamStech_08072022.pdf)  
ResultURL:

15.09.2022 SWISSmag Magazine **In bedroom of Hans Castorper** Socha Petr 7'000 17'500

ClippingsURL: [http://clippings.switzerlandtourism.ch/PRG/2023/InBedroomOfGHansCastorp\\_SWISSmag\\_PetrSocha\\_15092022.pdf](http://clippings.switzerlandtourism.ch/PRG/2023/InBedroomOfGHansCastorp_SWISSmag_PetrSocha_15092022.pdf)  
ResultURL:

**CZECH REPUBLIC: 4 Clippings** 508'444 566'504

## FRANCE

02.02.2022 Yonder Online **10 des plus beaux hôtels spa 5 étoiles d'Europe** GIGNOUX-DUCHATEAU Mireille 180'000 45'000

ClippingsURL: [http://clippings.switzerlandtourism.ch/PAR/2022/10\\_des\\_plus\\_beaux\\_hotels\\_spa\\_5-etoiles\\_en\\_Europe.pdf](http://clippings.switzerlandtourism.ch/PAR/2022/10_des_plus_beaux_hotels_spa_5-etoiles_en_Europe.pdf)  
ResultURL:

05.06.2022 LE POINT - Online Online **Brighton, Majorque, Minorque... VOici nos 100 escales pour l'été 2022 (réservé aux abonnés)** 200'000 200'000

ClippingsURL: [http://clippings.switzerlandtourism.ch/PAR/2022/2022-06-06-www.lepoint.fr-6\\_June\\_2022-50000000363843651.pdf](http://clippings.switzerlandtourism.ch/PAR/2022/2022-06-06-www.lepoint.fr-6_June_2022-50000000363843651.pdf)  
ResultURL: [https://www.lepoint.fr/voyages/brighton-majorque-minorque-voici-nos-100-escales-pour-l-ete-2022--05-06-2022-2478393\\_44.php](https://www.lepoint.fr/voyages/brighton-majorque-minorque-voici-nos-100-escales-pour-l-ete-2022--05-06-2022-2478393_44.php)

17.10.2022 Yonder Online **Lausanne : les meilleures adresses d'une destination arty** Gunther Pierre 180'000 45'000

ClippingsURL: [http://clippings.switzerlandtourism.ch/PAR/2022/Lausanne\\_les\\_meilleures\\_adresses\\_dune\\_destination\\_arty\\_YONDER.pdf](http://clippings.switzerlandtourism.ch/PAR/2022/Lausanne_les_meilleures_adresses_dune_destination_arty_YONDER.pdf)  
ResultURL: <https://www.yonder.fr/destinations/grand-angle/lausanne-suisse-bonnes-adresses-avec-tgv-lyria>

24.10.2022 Attitude Luxe - Online Online **City break à Zurich** GIGNOUX-DUCHATEAU Mireille 13'000 3'250

ClippingsURL: [http://clippings.switzerlandtourism.ch/PAR/2022/City\\_break\\_a\\_Zurich.pdf](http://clippings.switzerlandtourism.ch/PAR/2022/City_break_a_Zurich.pdf)  
ResultURL: <https://www.attitude-luxe.com/article/02121>

**FRANCE: 4 Clippings** 573'000 293'250

## GERMANY

05.01.2022 fvw Online / www.fvw.de Online **Hotelstarts in der Schweiz** Jacobs Holger 72'500 72'500

ClippingsURL: [http://clippings.switzerlandtourism.ch/FRA/2022/210105\\_fvw-online\\_HolgerJacobs\\_Schweiz\\_Neue\\_Hotels-fvw.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/210105_fvw-online_HolgerJacobs_Schweiz_Neue_Hotels-fvw.pdf)  
ResultURL: [www.fvw.de/touristik/hotellerie/neueroeffnungen-starker-inlandsmarkt-pusht-hotelstarts-in-der-schweiz-223232](http://www.fvw.de/touristik/hotellerie/neueroeffnungen-starker-inlandsmarkt-pusht-hotelstarts-in-der-schweiz-223232)

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
13.01.2022	Connoisseur Circle Magazin	Magazine	<b>In bester Lage</b> Dressler Andreas	54'000	202'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113__39605376_75635.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113__39605376_75635.pdf</a> ResultURL:					
13.01.2022	Connoisseur Circle Magazin	Magazine	<b>Winter im romantischen Appenzell</b> Dressler Andreas	54'000	202'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113_Winter_im_romantisch_39605379_75635.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113_Winter_im_romantisch_39605379_75635.pdf</a> ResultURL:					
13.01.2022	Connoisseur Circle Magazin	Magazine	<b>Dem Himmel ganz nah!</b> Krieger Bernhard	54'000	202'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113_127_I_connoisseur_39605362_75635.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113_127_I_connoisseur_39605362_75635.pdf</a> ResultURL:					
13.01.2022	Connoisseur Circle Magazin	Magazine	<b>DIE BESTEN HOTELS: SCHWEIZ</b> Dressler Andreas	54'000	202'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113_Die_besten_Hotels_Sc_39605370_75635.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/connoisseur_circle__20220113_Die_besten_Hotels_Sc_39605370_75635.pdf</a> ResultURL:					
13.01.2022	GALA	Magazine	<b>Radisson Blue &amp; Après Ski (MGB)</b> May Christian Johannes	187'724	2'703'226
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/220113_Gala_ChristianJohannesMay.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/220113_Gala_ChristianJohannesMay.pdf</a> ResultURL:					
17.01.2022	Geo Saison	Magazine	<b>Whitepod Eco-Luxury Hotel</b> Wolff Markus	58'237	450'172
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/GEO_Saison_20220117_SCHWEIZ_39623015_75635.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/GEO_Saison_20220117_SCHWEIZ_39623015_75635.pdf</a> ResultURL:					
20.01.2022	GALA	Magazine	<b>Entspannung trifft Grandezza</b> de Vries Michael	187'724	2'703'226
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/Gala_20220120__39623380_75635.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/Gala_20220120__39623380_75635.pdf</a> ResultURL:					
01.02.2022	Der Feinschmecker	Magazine	<b>Hotel Bergwelt Grindelwald</b> Michaelis Sabine	60'610	612'161
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/220102_DerFeinschmecker_SabineMichaelis_BergweltGrindelwald.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/220102_DerFeinschmecker_SabineMichaelis_BergweltGrindelwald.pdf</a> ResultURL:					
01.02.2022	Der Feinschmecker	Magazine	<b>Hotel Kempinski Engelberg</b> Michaelis Sabine	60'610	612'161
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/220102_DerFeinschmecker_SabineMichaelis_KempinskiEngelberg.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/220102_DerFeinschmecker_SabineMichaelis_KempinskiEngelberg.pdf</a> ResultURL:					
10.04.2022	3sat	TV/Cable/Video	<b>Traumhafte Bahnstrecken der Schweiz: Von Luzern über Interlaken aufs Jungfraujo</b> Janikowski Manuscript	100'000	100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2022/220410_3Sat_Janikowski2.pdf">http://clippings.switzerlandtourism.ch/FRA/2022/220410_3Sat_Janikowski2.pdf</a> ResultURL:					
<b>GERMANY: 11 Clippings</b>				<u>943'405</u>	<u>8'063'446</u>

## ITALY

19.01.2022	Viaggi24	Online	<b>In vetta alle preferenze di chi scia sulle alpi: Verbier e Laax con menzione W Verbier, Rockresort Laax e Peak Chalet e Zermatt (3 paragrafi)</b> Invernati Lucilla	5'064	35'448
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/19012022_VerbierLaaxKitzbuehl_viaggi24.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/19012022_VerbierLaaxKitzbuehl_viaggi24.pdf</a> ResultURL: <a href="https://www.ilsole24ore.com/art/verbier-laax-e-kitzbuehl-vetta-preferenze-chi-scia-alpi-AEgV08">https://www.ilsole24ore.com/art/verbier-laax-e-kitzbuehl-vetta-preferenze-chi-scia-alpi-AEgV08</a>					
23.01.2022	Il Giornale	Newspaper	<b>Lusso nelle terme 7132 di Vals (paragrafo)</b> Pizzetti Elena	303'000	303'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/230122_IlGiornale_Vals.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/230122_IlGiornale_Vals.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
02.02.2022	Panorama	Magazine	<b>La suite in treno e poltrone di design. Sui binari sono protagonisti il lusso e il fascino della lentezza: Bernina Express con menzione Kronenhof a</b>	605'000	605'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/020222_piaceriincarrozza_panorama.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/020222_piaceriincarrozza_panorama.pdf</a> ResultURL:					
10.02.2022	Grazia	Magazine	<b>Una corsa sulla neve - St moritz non è solo sci e mondanità, ma anche partite di polo e sfide tra auto d'epoca (p. 2) Dominio Udo</b>	742'000	742'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/100222_unacorsasullaneve_grazia.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/100222_unacorsasullaneve_grazia.pdf</a> ResultURL:					
01.07.2022	latitudeslife.com	Online	<b>Dossier Crans Montana:outdoor, attività per famiglie, 10 cose da fare in estate (varie sezioni)</b> Podestà Gianfranco	44'194	11'049
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/060722_Cosa_fare_a_Crans_Montana._consigli_per_lestate_e_lautunno__Latitudes.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/060722_Cosa_fare_a_Crans_Montana._consigli_per_lestate_e_lautunno__Latitudes.pdf</a> ResultURL: <a href="https://www.latitudeslife.com/dossier-crans-montana/">https://www.latitudeslife.com/dossier-crans-montana/</a>					
03.07.2022	Il Giornale	Newspaper	<b>Tornano i Million Stars Hotel in Svizzera (paragrafo)</b> Castellano Chiodo Valentina	303'000	303'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/030722_Ilgiornale_Millionstars.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/030722_Ilgiornale_Millionstars.pdf</a> ResultURL:					
07.07.2022	Sette (suppl. Corriere della Sera)	Magazine	<b>Idee last minute: sport outdoor a Pontresina con pernottamento al Kronenhof (colonna)</b> Crocchi Manuela	197'847	494'618
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/080722_Sette_Pontresina.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/080722_Sette_Pontresina.pdf</a> ResultURL:					
09.07.2022	Donna Moderna	Magazine	<b>Il mio primo 4000 a 50 anni: la cordata femminile più lunga del mondo (2p)</b> Rachetti Barbara	1'196'000	1'196'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/090712_Donnamoderna_100women.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/090712_Donnamoderna_100women.pdf</a> ResultURL:					
18.07.2022	corriereadriatico.it	Online	<b>Trenino Rosso del Bernina (1/3p)</b> Spanò Francesca	153'532	1'074'724
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/180722_corriereadriatico_treninorosso.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/180722_corriereadriatico_treninorosso.pdf</a> ResultURL:					
18.07.2022	ilgazzettino.it (canale Cultura)	Online	<b>Trenino Rosso del Bernina (1/3p)</b> Spanò Francesca	24'875	174'125
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/180722_ilgazzettino_treninorosso.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/180722_ilgazzettino_treninorosso.pdf</a> ResultURL:					
18.07.2022	ilmessaggero.it	Online	<b>Trenino Rosso del Bernina (1/3p)</b> Spanò Francesca	175'000	175'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/180722_ilmessaggero_treninorosso.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/180722_ilmessaggero_treninorosso.pdf</a> ResultURL:					
18.07.2022	Leggo	Newspaper	<b>Trenino Rosso del Bernina (1/3p)</b> Spanò Francesca	580'000	1'015'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/180722_leggo.it_treninorosso.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/180722_leggo.it_treninorosso.pdf</a> ResultURL:					
18.07.2022	quotidianodipuglia.it	Online	<b>Trenino Rosso del Bernina(1/3p)</b> Spanò Francesca	8'933	9'826
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/180722_quotidianodipuglia_treninorosso.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/180722_quotidianodipuglia_treninorosso.pdf</a> ResultURL:					
18.07.2022	ilmessaggero.it	Online	<b>Trenino Rosso del Bernina (1/3p)</b> Spanò Francesca	175'000	175'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/180722_ilmessaggero_treninorosso.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/180722_ilmessaggero_treninorosso.pdf</a> ResultURL:					
24.07.2022	thetravelnews.it	Online	<b>Montreux (1/3p)</b> Pardieri Paola	464	3'248
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/240722_thetravelnews_montreux.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/240722_thetravelnews_montreux.pdf</a> ResultURL:					
25.07.2022	Viaggivacanze.info	Online	<b>Interlaken (1/3p)</b> Pescali Piergiorgio	386	2'702
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/250722_viaggivacanze_interlaken.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/250722_viaggivacanze_interlaken.pdf</a> ResultURL:					
25.07.2022	Donnamoderna.com	Online	<b>Il mio primo Quattromila a 50 anni: 100% Women World Record (1p)</b> Rachetti Barbara	629'414	4'405'898
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/250722_donnamoderna_100women.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/250722_donnamoderna_100women.pdf</a> ResultURL: <a href="https://www.donnamoderna.com/news/tendenze/quattromila-breithorn-50-anni">https://www.donnamoderna.com/news/tendenze/quattromila-breithorn-50-anni</a>					
01.08.2022	emotionsmagazine.com	Magazine	<b>Magazine agosto-settembre 22 Interlaken: Hotel (4p)</b> Carruba Teresa	50	50
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/010822_emotionsmagazine_interlaken.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/010822_emotionsmagazine_interlaken.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
06.08.2022	voicesearch.travel (Gruppo Valica Network)	Online	<b>Ginevra: Hotel Bristol (1/3p)</b> Barbarancia Francesca	12'525	12'525
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/060822_voicesearch_ginevra.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/060822_voicesearch_ginevra.pdf</a> ResultURL:					
17.08.2022	Confidenze tra amiche	Magazine	<b>Frizzanti come l'aria delle vette: Basilea, Berna e Lucerna (2p)</b> Castellano Chiodo Valentina	317'000	317'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/170822_confidenzetraamiche_Basilea_Berna_Lucerna.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/170822_confidenzetraamiche_Basilea_Berna_Lucerna.pdf</a> ResultURL:					
20.08.2022	Lonely Planet Magazine	Magazine	<b>Five Hotel Zurich (1/2p)</b>	40'000	100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/200822_LonelyPlanetMagazine_fivehotel.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/200822_LonelyPlanetMagazine_fivehotel.pdf</a> ResultURL:					
22.08.2022	paesonline.it	Online	<b>Ginevra: tour, dove dormire, trasporti e highlights (1/3p)</b> Barbarancia Francesca	250'000	250'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/220822_paesonline_ginevra.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/220822_paesonline_ginevra.pdf</a> ResultURL:					
26.08.2022	La Provincia	Newspaper	<b>Parata di grandi chef all'Hotel Splendide Royal Lugano (paragrafo)</b> Palumbo Marco	236'000	236'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/260822_laprovincia_hotelsplendide.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/260822_laprovincia_hotelsplendide.pdf</a> ResultURL:					
30.08.2022	elledecor.it	Online	<b>Art Film Festival St. Moritz (1/3p)</b> De Biasi Vito	13'762	96'334
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/300822_elledecor_stmoritz.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/300822_elledecor_stmoritz.pdf</a> ResultURL: <a href="https://www.elledecor.com/it/arte/a41019643/smaff-st-mortiz-art-film-festival-2022/">https://www.elledecor.com/it/arte/a41019643/smaff-st-mortiz-art-film-festival-2022/</a>					
30.08.2022	Intimità	Magazine	<b>Berna: Trenino Verde delle Alpi, Thun, (2p)</b> Garlando Grazia	154'007	385'018
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/300822_intimita_berna.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/300822_intimita_berna.pdf</a> ResultURL:					
01.09.2022	Lonely Planet Magazine	Magazine	<b>Basilea: Arte urbana, architettura, musei e passeggiate (7p)</b> Rella Massimiliano	40'000	100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/010822_lonelyplanet_basilea.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/010822_lonelyplanet_basilea.pdf</a> ResultURL:					
01.09.2022	Robb Report Italia	Magazine	<b>Swiss Deluxe Hotels: Les Trois Rois, Beau-Rivage Palace, Park Hotel Vitznau, Grand Hotel Quellenhof, Baur au Lac, Badrutts Palace (6p)</b> Marsano Elisabetta		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/010922_robbreport_swissdeluxehotels.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/010922_robbreport_swissdeluxehotels.pdf</a> ResultURL:					
26.09.2022	viaggi.corriere.it	Online	<b>Canton Ticino, a cena con le stelle spagnole: rassegna San Pellegrino Sapori Ticino (1p)</b> Moro Giovanni	33'621	235'347
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/260922_Dove_online_Ticino.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/260922_Dove_online_Ticino.pdf</a> ResultURL: <a href="https://viaggi.corriere.it/eventi/canton-ticino-a-cena-con-le-stelle-spagnole/">https://viaggi.corriere.it/eventi/canton-ticino-a-cena-con-le-stelle-spagnole/</a>					
03.10.2022	Suite	Magazine	<b>Hotel Des Horloges, Brassau</b>	8'000	20'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/031022_suite_hoteldeshorloges.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/031022_suite_hoteldeshorloges.pdf</a> ResultURL:					
18.10.2022	4BYCICLE MAGAZINE	Magazine	<b>Svizzera come meta ecologica da scoprire in bici - Swiss Bike Hotels (1/3p)</b>	25'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/181022_4actionsport_bikehotels.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/181022_4actionsport_bikehotels.pdf</a> ResultURL:					
25.10.2022	vanityfair.it	Online	<b>Trattamenti Benessere - Cervo Mountain Resort (1/3p)</b> Pregolato Lidia	288'911	288'911
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/251022_vanityfair_trattamentihoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/251022_vanityfair_trattamentihoko.pdf</a> ResultURL:					
25.10.2022	Natural Style	Magazine	<b>Brienz, Grandhotel Giessbach (1/2p)</b> Taliento Luisa	185'000	185'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/251022_naturalstyle_brienz_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/251022_naturalstyle_brienz_hoko.pdf</a> ResultURL:					
27.10.2022	Landitalia Magazine	Magazine	<b>DAL BIKE &amp; WINE TOUR NEI VIGNETI DEL MENDRISIOTTO ALL'ESCURSIONE SULLO JUNGFRAU JOCH IL "TETTO D'EUROPA" CON UNA</b>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/301022_landitalia_jungfrauticino.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/301022_landitalia_jungfrauticino.pdf</a> ResultURL:					
01.11.2022	Bell'Europa	Magazine	<b>Paesaggi e sapori della Gruyere (12p)</b> Frau Silvia	337'000	337'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/281022_belleuropa_gruyere.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/281022_belleuropa_gruyere.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
03.11.2022	Pegasonews.info	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> Giovanetti Gloria	11'467	2'867
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/031122_pagesonews_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/031122_pagesonews_sww.pdf</a> ResultURL:					
03.11.2022	mitomorrow.it	Online	<b>Pista da sci tra i grattacieli di Porta Nuova, arriva lo Swiss Winter Village di Milano (1p)</b> Gussoni Edoardo	444	3'108
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/Pista_da_sci_tra_i_grattacieli_di_Porta_Nuova_arriva_lo_Swiss_Winter_Village_di_Milano_Clicca_qui.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/Pista_da_sci_tra_i_grattacieli_di_Porta_Nuova_arriva_lo_Swiss_Winter_Village_di_Milano_Clicca_qui.pdf</a> ResultURL: <a href="https://www.mtomorrow.it/vivimi/pista-da-sci-tra-i-grattacieli-di-porta-nuova-arriva-lo-swiss-winter-village-di-milano/">https://www.mtomorrow.it/vivimi/pista-da-sci-tra-i-grattacieli-di-porta-nuova-arriva-lo-swiss-winter-village-di-milano/</a>					
03.11.2022	Scimagazine.it	Online	<b>Swiss Winter Village: sci &amp; relax in piazza Gae Aulenti a Milano</b> Laudati Luca		5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/Swiss_Winter_Village_sci_relax_in_piazza_Gae_Aulenti_a_Milano_-_Scimagazine.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/Swiss_Winter_Village_sci_relax_in_piazza_Gae_Aulenti_a_Milano_-_Scimagazine.pdf</a> ResultURL: <a href="https://www.scimagazine.it/swiss-winter-village-sci-relax-in-piazza-gae-aulenti-a-milano/">https://www.scimagazine.it/swiss-winter-village-sci-relax-in-piazza-gae-aulenti-a-milano/</a>					
03.11.2022	sciaremag.it	Online	<b>Swiss Winter Village a Milano</b> Di Marco Marco	150'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/031122_sciaremag_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/031122_sciaremag_sww.pdf</a> ResultURL: <a href="https://www.sciaremag.it/notizie/sci/la-svizzera-porta-lo-sci-nel-cuore-di-milano/">https://www.sciaremag.it/notizie/sci/la-svizzera-porta-lo-sci-nel-cuore-di-milano/</a>					
04.11.2022	menshealth.it	Online	<b>Sciare a Milano? Allo Swiss Winter Village si può (1p)</b> Guerra Andrea	52'800	13'200
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/041122_menshealth_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/041122_menshealth_sww.pdf</a> ResultURL: <a href="https://www.menshealth.it/sciare-a-milano-tra-i-grattacieli-di-piazza-gae-aulenti-si-puo-9839">https://www.menshealth.it/sciare-a-milano-tra-i-grattacieli-di-piazza-gae-aulenti-si-puo-9839</a>					
06.11.2022	Ilgiorno.it	Online	<b>Pista da sci in pieno centro a Milano: apre lo Swiss Winter Village (1p)</b> Galliani Paolo	41'413	289'891
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/061122_Ilgiorno_SWV.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/061122_Ilgiorno_SWV.pdf</a> ResultURL: <a href="https://www.ilgiorno.it/milano/cosa%20fare/pista-sci-1.8257668">https://www.ilgiorno.it/milano/cosa%20fare/pista-sci-1.8257668</a>					
07.11.2022	settenews.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b>	745	5'215
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_settenews_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_settenews_sww.pdf</a> ResultURL: <a href="https://www.settenews.it/lezioni-di-sci-a-porta-nuova-milano-diventa-villaggio-alpino/">https://www.settenews.it/lezioni-di-sci-a-porta-nuova-milano-diventa-villaggio-alpino/</a>					
07.11.2022	mentelocale.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> Zeni Simone	840'000	210'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_mentelocale_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_mentelocale_sww.pdf</a> ResultURL: <a href="https://www.mentelocale.it/milano/articoli/94931-pista-sci-milano-porta-nuova-info-orari-dello-swiss-winter-village-piazza-gae-aulenti.htm">https://www.mentelocale.it/milano/articoli/94931-pista-sci-milano-porta-nuova-info-orari-dello-swiss-winter-village-piazza-gae-aulenti.htm</a>					
07.11.2022	Coolinmilan.it	Online	<b>Swiss Winter Village e la pista da sci a Milano (1p)</b>	40'900	10'225
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/Schermata_2022-12-20_alle_18.31.21.png">http://clippings.switzerlandtourism.ch/MIL/2022/Schermata_2022-12-20_alle_18.31.21.png</a> ResultURL: <a href="https://www.coolinmilan.it/swiss-winter-village/">https://www.coolinmilan.it/swiss-winter-village/</a>					
07.11.2022	neveitalia.it	Online	<b>Dal 7 Novembre Swiss Winter Village porta lo sci nel centro di Milano</b> Bonorino Angelo	1'000'000	250'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/Schermata_2022-12-20_alle_19.14.50.png">http://clippings.switzerlandtourism.ch/MIL/2022/Schermata_2022-12-20_alle_19.14.50.png</a> ResultURL: <a href="https://www.neveitalia.it/eventi/news/dal-7-novembre-il-villaggio-svizzero-porta-lo-sci-nel-centro-di-milano">https://www.neveitalia.it/eventi/news/dal-7-novembre-il-villaggio-svizzero-porta-lo-sci-nel-centro-di-milano</a>					
07.11.2022	Gazzetta TV	Online	<b>Sci con Rocca allo Swiss Winter Village (video)</b> Mancini Gabriella	22'522	157'654
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2021/Schermata_2022-12-20_alle_19.17.51.png">http://clippings.switzerlandtourism.ch/MIL/2021/Schermata_2022-12-20_alle_19.17.51.png</a> ResultURL: <a href="https://video.gazzetta.it/rocca-venite-sciare-me-a-milano/6f2ea65a-5ecd-11ed-bf53-ed4bdafecb2">https://video.gazzetta.it/rocca-venite-sciare-me-a-milano/6f2ea65a-5ecd-11ed-bf53-ed4bdafecb2</a>					
07.11.2022	beyondthemagazine.it	Online	<b>Swiss Winter Village a Milano (1p)</b>	5'000	1'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/211222_beyondthemagazine_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/211222_beyondthemagazine_sww.pdf</a> ResultURL: <a href="https://www.beyondthemagazine.it/news/pista-sci-milano/">https://www.beyondthemagazine.it/news/pista-sci-milano/</a>					
08.11.2022	Affaritaliani.it	Online	<b>Swiss Winter Village a Milano e PROMOSVIZZERA (1/3p)</b> Biasone Francesca	113'369	793'583
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/081122_affaritaliani_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/081122_affaritaliani_sww.pdf</a> ResultURL: <a href="https://www.affaritaliani.it/economia/notizie-aziende/trentitalia-avvicina-la-svizzera-a-milano-con-lo-swiss-winter-village-824349.html">https://www.affaritaliani.it/economia/notizie-aziende/trentitalia-avvicina-la-svizzera-a-milano-con-lo-swiss-winter-village-824349.html</a>					
08.11.2022	gazzettadimantova.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> Landoni Lucia		5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/081122_gazzettadimantova_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/081122_gazzettadimantova_sww.pdf</a> ResultURL:					
08.11.2022	Mi-Tomorrow	Newspaper	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> Corno Enrico Maria	150'000	150'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/081122_mitomorrow_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/081122_mitomorrow_sww.pdf</a> ResultURL:					
08.11.2022	ttgitalia.com	Online	<b>Swiss Winter Village: la Svizzera apre la stagione invernale con una pista da sci a Milano (1p)</b> Caspani A 11. ...	44'225	11'056
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_ttgitalia_sww.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_ttgitalia_sww.pdf</a> ResultURL: <a href="https://www.ttgitalia.com/stories/internazionale/180237_la-svizzera-apre-la-stagione-invernale-con-una-pista-da-sci-a-milano-testimonial-rocca-e-hunziker/">https://www.ttgitalia.com/stories/internazionale/180237_la-svizzera-apre-la-stagione-invernale-con-una-pista-da-sci-a-milano-testimonial-rocca-e-hunziker/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
08.11.2022	Rainews24.it	TV/Cable/Video	<b>Sciare in pieno centro allo Swiss Winter Village (video e descrizione)</b>	110'000	110'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_rainews_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_rainews_svw.pdf</a> ResultURL: <a href="https://www.rainews.it/video/2022/11/pista-da-sci-in-centro-a-milano-2e6a1a59-cfbc-42e9-a23d-7807300420c8.html">https://www.rainews.it/video/2022/11/pista-da-sci-in-centro-a-milano-2e6a1a59-cfbc-42e9-a23d-7807300420c8.html</a>					
08.11.2022	sintony.it	Radio	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti &amp; PromoSvizzera</b> <i>Francesco Cucinotta</i>		8'425
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_sintony_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_sintony_svw.pdf</a> ResultURL: <a href="https://sintony.it/news/2022-11-08/una-pista-da-sci-nel-cuore-di-milano-al-via-lo-swiss-winter-village">https://sintony.it/news/2022-11-08/una-pista-da-sci-nel-cuore-di-milano-al-via-lo-swiss-winter-village</a>					
08.11.2022	mitomorrow.it	Online	<b>Swiss Winter Village, si (ri)comincia in piazza Gae Aulenti (1p)</b> <i>Piero Cressoni</i>	444	3'108
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_mitomorrow_svw_copy.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_mitomorrow_svw_copy.pdf</a> ResultURL:					
08.11.2022	menshealth.it	Online	<b>Imparare a sciare con Rocca allo Swiss Winter Village a Milano in Piazza Gae Aulenti (1p)</b> <i>Guerra</i>	52'800	13'200
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_menshealth_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_menshealth_svw.pdf</a> ResultURL: <a href="https://www.menshealth.it/sciare-milano-gae-aulenti-giorgio-rocca-michelle-hunziker-svizzera">https://www.menshealth.it/sciare-milano-gae-aulenti-giorgio-rocca-michelle-hunziker-svizzera</a>					
08.11.2022	laprovinciapavese.it	Online	<b>Una pista da sci tra i grattacieli: Swiss Winter Village a Milano (video + descrizione)</b>	1'300'000	325'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_laprovinciapavese_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_laprovinciapavese_svw.pdf</a> ResultURL:					
08.11.2022	Libero	Newspaper	<b>Swiss Winter Village in Piazza Gae Aulenti a Milano e PromoSvizzera (1/3p)</b> <i>Petani Giorgia</i>	188'000	188'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/081122_liberoquotidiano_svwpromosvizzera.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/081122_liberoquotidiano_svwpromosvizzera.pdf</a> ResultURL:					
08.11.2022	tio.ch	Online	<b>Sapessi come è strano sciare nel centro di Milano: Swiss Winter Village (1 p)</b> <i>Novaga Michele</i>	159'000	174'900
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/Sapessi_come_e_strano_sciare_nel_centro_di_Milano_-_Ticinonline.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/Sapessi_come_e_strano_sciare_nel_centro_di_Milano_-_Ticinonline.pdf</a> ResultURL: <a href="https://www.tio.ch/svizzera/attualita/1620779/sapessi-come-e-strano-sciare-nel-centro-di-milano">https://www.tio.ch/svizzera/attualita/1620779/sapessi-come-e-strano-sciare-nel-centro-di-milano</a>					
08.11.2022	notizie.it	Online	<b>Nuova pista da sci tra i grattacieli di Porta Nuova: in arrivo lo Swiss Winter Village (1p)</b> <i>Tarenzi Colombotti</i>	1'000'000	250'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/081122_notizie_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/081122_notizie_svw.pdf</a> ResultURL: <a href="https://milano.notizie.it/sport-milano/2022/11/08/nuova-pista-da-sci-tra-i-grattacieli-di-porta-nuova-in-arrivo-lo-swiss-winter-village/">https://milano.notizie.it/sport-milano/2022/11/08/nuova-pista-da-sci-tra-i-grattacieli-di-porta-nuova-in-arrivo-lo-swiss-winter-village/</a>					
08.11.2022	localteam.it	Online	<b>Swiss Winter Village a Milano - Video 5 min</b>	32'700	8'175
ClippingsURL: ResultURL: <a href="https://www.youtube.com/watch?v=NcAWPZT5miw">https://www.youtube.com/watch?v=NcAWPZT5miw</a>					
09.11.2022	La Repubblica (ed. Milano)	Newspaper	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> <i>Landoni Lucia</i>	287'000	287'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/091122_larepubblica_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/091122_larepubblica_svw.pdf</a> ResultURL:					
09.11.2022	travelquotidiano.com	Online	<b>Swiss Winter Village: pista da sci e il meglio dell'offerta svizzera nel cuore di Milano (1p)</b> <i>Morrone</i>	15'036	3'759
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_travelquotidiano_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_travelquotidiano_svw.pdf</a> ResultURL: <a href="https://www.travelquotidiano.com/estero/swiss-winter-village-pista-da-sci-e-il-meglio-dellofferta-svizzera-nel-cuore-di-milano/tqid-433768">https://www.travelquotidiano.com/estero/swiss-winter-village-pista-da-sci-e-il-meglio-dellofferta-svizzera-nel-cuore-di-milano/tqid-433768</a>					
09.11.2022	Horecanews.it	Online	<b>Ricola partner dello Swiss Winter Village a Milano (1p)</b>	43'000	10'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/101122_horecanews_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/101122_horecanews_svw.pdf</a> ResultURL: <a href="https://horecanews.it/ricola-allo-swiss-winter-village-a-milano/">https://horecanews.it/ricola-allo-swiss-winter-village-a-milano/</a>					
09.11.2022	qds.it	Online	<b>Pista innevata tra i grattacieli: a Milano si scia in piazza Gae Aulenti allo Swiss Winter Village (video + descrizione)</b>	18'750	18'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/Pista_innevata_tra_i_grattacieli_a_Milano_si_scia_in_piazza_Gae_Aulenti.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/Pista_innevata_tra_i_grattacieli_a_Milano_si_scia_in_piazza_Gae_Aulenti.pdf</a> ResultURL: <a href="https://qds.it/pista-innevata-tra-i-grattacieli-a-milano-si-scia-in-piazza-gae-aulenti/">https://qds.it/pista-innevata-tra-i-grattacieli-a-milano-si-scia-in-piazza-gae-aulenti/</a>					
09.11.2022	radiomamma.it	Online	<b>Swiss Winter Village a Milano</b> <i>Jesi Carlotta</i>	31'200	7'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/091122_radiomamma_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/091122_radiomamma_svw.pdf</a> ResultURL: <a href="https://www.radiomamma.it/eventi-bambini-famiglie-milano/pista-di-sci-gae-aulenti">https://www.radiomamma.it/eventi-bambini-famiglie-milano/pista-di-sci-gae-aulenti</a>					
10.11.2022	TUTTOMILANO (suppl. La Repubblica)	Magazine	<b>Swiss Winter Village a Milano in Gae Aulenti (paragrafo)</b> <i>Ortolano Giuseppe</i>	38'000	95'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/101122_Tuttomilano_SWL.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/101122_Tuttomilano_SWL.pdf</a> ResultURL:					
10.11.2022	ideeviaggi.it	Online	<b>PROMOSVIZZERA &amp; Swiss Winter Village a Milano (1/3p)</b> <i>Agostini Vittorio</i>	50	50
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/101122_ideeviaggi_svwpromosvizzera.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/101122_ideeviaggi_svwpromosvizzera.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
10.11.2022	distribuzionemoderna.info	Online	<b>Swiss Winter Village a Milano &amp; Ricola per Donnavventura (1/3p)</b>	95'000	23'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_distribuzionemoderna_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_distribuzionemoderna_svw.pdf</a> ResultURL:					
11.11.2022	Food and Travel Italia	Magazine	<b>Inverno ad Interlaken con Jennyfer Cirignotta e Renato Julier (paragrafo)</b> <i>Castello Antonio</i>	20'000	50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/121122_travelfood_interlaken.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/121122_travelfood_interlaken.pdf</a> ResultURL:					
14.11.2022	viaggi.corriere.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti</b> <i>Pace Francesca</i>	33'621	235'347
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_viaggicorriere_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_viaggicorriere_svw.pdf</a> ResultURL: <a href="https://viaggi.corriere.it/eventi/swiss-winter-village-sciare-tra-i-grattiacieli-di-milano/">https://viaggi.corriere.it/eventi/swiss-winter-village-sciare-tra-i-grattiacieli-di-milano/</a>					
14.11.2022	lanuovavenezia.it	Online	<b>Pista da sci in centro a Milano allo Swiss Winter Village (1p)</b> <i>Landoni Lucia</i>	118'000	118'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_nuovavenezia_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_nuovavenezia_svw.pdf</a> ResultURL:					
14.11.2022	Milanotoday.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> <i>Castellari Paolo</i>	89'786	628'502
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_milanotoday_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_milanotoday_svw.pdf</a> ResultURL: <a href="https://www.milanotoday.it/attualita/pista-sci-gratis-gae-aulenti.html">https://www.milanotoday.it/attualita/pista-sci-gratis-gae-aulenti.html</a>					
14.11.2022	ad-italia.it	Online	<b>10 cose da fare a Milano: sci allo Swiss Winter Village (paragrafo)</b> <i>Morello Marco</i>	5'483	38'381
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_aditalia_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_aditalia_svw.pdf</a> ResultURL: <a href="https://www.ad-italia.it/gallery/cose-da-fare-a-milano-sorprendenti-speciali-weekend/">https://www.ad-italia.it/gallery/cose-da-fare-a-milano-sorprendenti-speciali-weekend/</a>					
14.11.2022	agendaviaggi.com	Online	<b>Michelle inaugura lo Swiss Winter Village (1p)</b> <i>Ingegno Carlo</i>	443	3'101
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_agendaviaggi_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_agendaviaggi_svw.pdf</a> ResultURL: <a href="https://www.agendaviaggi.com/michelle-hunziker-inaugura-a-milano-lo-swiss-winter-village/">https://www.agendaviaggi.com/michelle-hunziker-inaugura-a-milano-lo-swiss-winter-village/</a>					
14.11.2022	corrieredellealpi.it	Online	<b>Pista da sci in centro a Milano allo Swiss Winter Village (1p)</b> <i>Redazione</i>	48'000	48'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_corrierealpi_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_corrierealpi_svw.pdf</a> ResultURL:					
14.11.2022	elledecor.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> <i>Marelli Carlotta</i>	13'762	96'334
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_elledecor_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_elledecor_svw.pdf</a> ResultURL: <a href="https://www.elledecor.com/it/viaggi/a41882481/pista-da-sci-milano-gae-aulenti/">https://www.elledecor.com/it/viaggi/a41882481/pista-da-sci-milano-gae-aulenti/</a>					
14.11.2022	agenziaviaggi.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti e PROMOSVIZZERA (1 p)</b> <i>De Santis Adriana</i>	6'225	43'575
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_agenziaviaggi_svwpromosvizzera.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_agenziaviaggi_svwpromosvizzera.pdf</a> ResultURL:					
14.11.2022	lastampa.it/viaggi	Online	<b>Chalet e pista da sci (sintetica) vista grattacieli: Swiss Winter Village e Promosvizzera (1p)</b> <i>Cassani M...</i>	7'989	55'923
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_lastampa_svwpromosvizzera.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_lastampa_svwpromosvizzera.pdf</a> ResultURL: <a href="https://www.lastampa.it/milano/2022/11/08/news/chalet_e_pista_da_sci_sintetica_vista_grattacieli_un_angolo_di_alpi_svizzer_e_a_milano-12226661/">https://www.lastampa.it/milano/2022/11/08/news/chalet_e_pista_da_sci_sintetica_vista_grattacieli_un_angolo_di_alpi_svizzer_e_a_milano-12226661/</a>					
14.11.2022	Tessiner Zeitung	Newspaper	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti &amp; PromoSvizzera (1/3p)</b> <i>Coppola Sarah</i>	5'000	8'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/251122_Italien_SWL.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/251122_Italien_SWL.pdf</a> ResultURL:					
14.11.2022	youmark.it	Online	<b>Gli chalet di Svizzera Turismo nel cuore della città: Swiss Winter Village (1p)</b> <i>Ungania Cecilia</i>	566	3'962
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_youmark_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_youmark_svw.pdf</a> ResultURL: <a href="https://youmark.it/ym-entertainments-and-arts/gli-chalet-di-svizzera-turismo-nel-cuore-della-citta-per-far-conoscere-ai-milanesi-vacanze-allinsegna-di-sport-trenini-panoramici-e-mercatini-di-natale-da-raggiungere-con-i-treni-eurocity/">https://youmark.it/ym-entertainments-and-arts/gli-chalet-di-svizzera-turismo-nel-cuore-della-citta-per-far-conoscere-ai-milanesi-vacanze-allinsegna-di-sport-trenini-panoramici-e-mercatini-di-natale-da-raggiungere-con-i-treni-eurocity/</a>					
14.11.2022	tribunatreviso.it	Online	<b>Pista da sci in centro a Milano allo Swiss Winter Village (1p)</b> <i>Landoni Lucia</i>	144'000	144'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_tribunatreviso_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_tribunatreviso_svw.pdf</a> ResultURL:					
14.11.2022	messengeroveneto.it	Newspaper	<b>Pista da sci in centro a Milano allo Swiss Winter Village (1p)</b> <i>Landoni Lucia</i>	224'000	224'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_messengeroveneto_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_messengeroveneto_svw.pdf</a> ResultURL:					
14.11.2022	mattinopadova.it	Online	<b>Pista da sci in centro a Milano allo Swiss Winter Village (1p)</b> <i>Landoni Lucia</i>	210'000	210'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_mattinopadova_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_mattinopadova_svw.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
14.11.2022	ilpiccolo.it	Online	<b>Pista da sci in centro a Milano allo Swiss Winter Village (1p)</b> <i>Landoni Lucia</i>	129'000	129'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_ilpiccologelocal_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_ilpiccologelocal_svw.pdf</a> ResultURL:					
14.11.2022	discoradio.it	Online	<b>Swiss Winter Village Milano in Piazza Gae Aulenti (1/3p)</b> <i>Gaias Fabrizio</i>		13'325
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_discoradio_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_discoradio_svw.pdf</a> ResultURL: <a href="https://www.discoradio.it/sci_svizzera/">https://www.discoradio.it/sci_svizzera/</a>					
14.11.2022	gist.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti - Opening (1/3p)</b> <i>Terracina Massimo</i>	601	4'207
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/141122_gist_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/141122_gist_svw.pdf</a> ResultURL:					
17.11.2022	actionmagazine.it	Online	<b>A Milano, Porta Nuova si trasforma in un villaggio alpino svizzero: lo Swiss Winter Village (1p)</b> <i>De Franco Luca</i>	2'990	2'990
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/171122_ActionMagazine_SWV.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/171122_ActionMagazine_SWV.pdf</a> ResultURL: <a href="https://actionmagazine.it/milano-swiss-winter-village/">https://actionmagazine.it/milano-swiss-winter-village/</a>					
19.11.2022	harpersbazaar.com	Online	<b>Hotel di lusso sulle Alpi: Kempinski Palace Engelberg &amp; The Chedi Andermatt &amp; Kulm Hotel St. Moritz (1/3p)</b> <i>Guarda Cecchi Melania</i>	700'000	175'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/191122_harpersbazaar_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/191122_harpersbazaar_hoko.pdf</a> ResultURL:					
20.11.2022	La Domenica (suppl. Corriere del Ticino)	Newspaper	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> <i>Ilarietti Davide</i>	37'000	64'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/201122_corrieredel ticino_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/201122_corrieredel ticino_svw.pdf</a> ResultURL:					
20.11.2022	monzatoday.it	Online	<b>Da Monza si va a sciare a Milano: è pronta la pista da sci (gratuita)</b> <i>Castellari Paolo</i>	1'000'000	250'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/201122_Monzatoday_SWV.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/201122_Monzatoday_SWV.pdf</a> ResultURL: <a href="https://www.monzatoday.it/attualita/pista-sci-gratuita-centro-milano-foto-come-prenotare-da-monza-.html">https://www.monzatoday.it/attualita/pista-sci-gratuita-centro-milano-foto-come-prenotare-da-monza-.html</a>					
22.11.2022	ilgiornale.it	Online	<b>Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)</b> <i>Passaquindici Stefano</i>	12'000	84'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/221122_ilgiornale_svw.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/221122_ilgiornale_svw.pdf</a> ResultURL: <a href="https://www.ilgiornale.it/news/storie/sciare-possibile-milano-i-grattacielo-pista-sci-trasforma-2087703.html">https://www.ilgiornale.it/news/storie/sciare-possibile-milano-i-grattacielo-pista-sci-trasforma-2087703.html</a>					
02.12.2022	vogue.it	Online	<b>5 località per il primo week end sulla neve: Crans Montana (paragrafo)</b> <i>Pettinaroli Ettore</i>	80'095	560'665
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/021222_vogue_cransmontana.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/021222_vogue_cransmontana.pdf</a> ResultURL: <a href="https://www.vogue.it/news/article/piste-da-sci-hotel-resort-spa-courchevel-cortina-alta-badia-crans-montana-courmayeur">https://www.vogue.it/news/article/piste-da-sci-hotel-resort-spa-courchevel-cortina-alta-badia-crans-montana-courmayeur</a>					
03.12.2022	Area Wellness	Magazine	<b>Unique Hotel Post, Zermatt (6p)</b> <i>Andrea Pietrantoni</i>	15'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/051222_areawellness_uniquehotelzermatt.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/051222_areawellness_uniquehotelzermatt.pdf</a> ResultURL:					
06.12.2022	elle.it	Online	<b>10 soggiorni in spa da regalare a Natale: Carlton Hotel St Moritz, Cresta Palace Celerina (paragrafo)</b> <i>Dionisio Barbara</i>	101'000	707'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/061222_elle_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/061222_elle_hoko.pdf</a> ResultURL:					
07.12.2022	ad-italia.it	Online	<b>6 hotel di lusso per un soggiorno esclusivo: Carlton Hotel, The Chedi, Kulm Hotel, Grand Hotel Kronenhof, Mandarin Oriental Palace, The</b>	5'483	38'381
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/071222_ad_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/071222_ad_hoko.pdf</a> ResultURL: <a href="https://www.ad-italia.it/articolo/vacanze-in-svizzera-hotel-di-lusso-foto-turismo/">https://www.ad-italia.it/articolo/vacanze-in-svizzera-hotel-di-lusso-foto-turismo/</a>					
13.12.2022	clubmilano.net	Magazine	<b>Lontano dallo stress: Cariton Hotel St. Moritz &amp; Cresta Palace Hotel, Celerina (1p)</b> <i>Marzia Nicolini</i>	5'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/131222_clubmilano_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/131222_clubmilano_hoko.pdf</a> ResultURL: <a href="https://clubmilano.net/it/stili-di-vita/migliori-wellnes-hotel-alpini-inverno-in-montagna-2022/">https://clubmilano.net/it/stili-di-vita/migliori-wellnes-hotel-alpini-inverno-in-montagna-2022/</a>					
21.12.2022	The Good Life	Magazine	<b>Cresta Palace Hotel, Celerina (paragrafo)</b> <i>Rossi Mariangela</i>	50'000	125'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/211222_thegoodlife_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/211222_thegoodlife_hoko.pdf</a> ResultURL:					
23.12.2022	myluxury.it	Online	<b>5 Hotel di lusso: Badrutt's Palace Hotel, Kulm Hotel, Le Grand Bellevue, Park Gstaad, Grand Hotel Zermatterhof (6p)</b> <i>Laura Distonaci</i>	130'000	32'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/241222_myluxury_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/241222_myluxury_hoko.pdf</a> ResultURL:					
23.12.2022	Il Settimanale	Magazine	<b>Zurigo tra arte e dolci evasioni (2p)</b> <i>Rolle Carmen</i>	10'000	25'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/231222_Ilsettimanale_Zurigo.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/231222_Ilsettimanale_Zurigo.pdf</a> ResultURL:					



PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				<b>ITALY: 98 Clippings</b>	<b><u>16'133'494</u></b>	<b><u>20'986'732</u></b>

## KOREA

<b>25.01.2022</b>	Instagram	Social Media/Influencer	<b>SwissFriends Lee Si-young's Instagram</b> <i>Lee Si-young</i>	4'939'000	4'939'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2022/20220125-leesiyong38.pdf">http://clippings.switzerlandtourism.ch/SEL/2022/20220125-leesiyong38.pdf</a> ResultURL:					
<b>25.01.2022</b>	Tiktok	Social Media/Influencer	<b>SwissFriends Lee Si-young's Tiktok</b> <i>Lee Si-young</i>	10'881'900	10'881'900
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2022/20220125-leesiyong38TikTok.pdf">http://clippings.switzerlandtourism.ch/SEL/2022/20220125-leesiyong38TikTok.pdf</a> ResultURL:					
<b>08.02.2022</b>	Herald Online	Online	<b>SwissFriends, Lee Si-young's Winter Trip by Bernina Express and in St. Moritz</b> <i>Kim Nayul</i>	3'150'000	787'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2022/20220208-Herald_POP03.png">http://clippings.switzerlandtourism.ch/SEL/2022/20220208-Herald_POP03.png</a> ResultURL:					
<b>10.02.2022</b>	Herald Online	Online	<b>SwissFriends, Lee Si-young's Winter Trip in St. Moritz</b> <i>Park Seohyun</i>	3'150'000	787'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2022/20220210-Herald_POP.png">http://clippings.switzerlandtourism.ch/SEL/2022/20220210-Herald_POP.png</a> ResultURL:					
<b>16.06.2022</b>	Instagram	Social Media/Influencer	<b>SwissFriends Lee Si-young's Instagram</b> <i>Lee Si-young</i>	5	5
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2022/20220616-leesiyong38.pdf">http://clippings.switzerlandtourism.ch/SEL/2022/20220616-leesiyong38.pdf</a> ResultURL:					

**KOREA: 5 Clippings** **22'120'905** **17'395'905**

## NETHERLANDS

<b>27.07.2022</b>	Arts & Auto	Magazine	<b>Parel aan het Vierwoudstrekemeer</b> <i>Bowman-Dekker Monique</i>	111'868	279'670
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06691.pdf">http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06691.pdf</a> ResultURL:					
<b>30.09.2022</b>	Bergen Magazine	Magazine	<b>Bergje op, laat je rijden</b> <i>van Rees Florian</i>	16'000	40'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06719.pdf">http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06719.pdf</a> ResultURL:					
<b>16.10.2022</b>	Ronreizen.nl	Online	<b>Verassend Lausanne</b> <i>Janssen Jolanda</i>	25'000	25'000
ClippingsURL: ResultURL: <a href="https://www.ronreizen.nl/reisverhaal/verrassend-lausanne">https://www.ronreizen.nl/reisverhaal/verrassend-lausanne</a>					
<b>15.12.2022</b>	Bergen Magazine	Magazine	<b>Geruisloos over de mooiste Alpenpassen</b> <i>Vos Sean</i>	16'000	40'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06813.pdf">http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06813.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
<b>NETHERLANDS: 4 Clippings</b>				<b><u>168'868</u></b>	<b><u>384'670</u></b>

## NORTH AMERICA

<b>01.01.2022</b>	Travel + Leisure	Magazine	<b>up up &amp; Andermatt</b> <i>Robbins Tom</i>	941'721	2'825'163
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220101\\_TravelLeisureMag\\_Robbins.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220101_TravelLeisureMag_Robbins.pdf)  
ResultURL:

<b>19.01.2022</b>	Condé Nast Traveler	Online	<b>How to Navigate European Ski Season This Year</b> <i>Tchea Michelle</i>	2'869'342	717'336
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220119\\_CondeNastTraveler\\_MichelleTchea.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220119_CondeNastTraveler_MichelleTchea.pdf)  
ResultURL: <https://www.cntraveler.com/story/how-to-navigate-european-ski-season-this-year>

<b>19.01.2022</b>	The News & Observer.com	Online	<b>'Amazing Race' Week 3: Holdernesses resume race after pandemic pause. How'd they do?</b> <i>Dean Korie</i>	4'500'000	1'125'000
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220119\\_TheNewsAndObserver.com\\_Dean.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220119_TheNewsAndObserver.com_Dean.pdf)  
ResultURL: <https://www.newsobserver.com/entertainment/tv/warm-tv-blog/article257486744.html>

<b>27.01.2022</b>	Aspen Times Weekly - ATWNewspaper		<b>Off to the land of Toblerone</b> <i>Redstone Susan</i>	7'500	13'125
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220127\\_ATW\\_SusanRedstone.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220127_ATW_SusanRedstone.pdf)  
ResultURL:

<b>31.01.2022</b>	TripAdvisor.com	Online	<b>Secret Switzerland - A starter guide to the Switzerland you may not know</b> <i>Greenwood Davis</i>	4'900'000	1'225'000
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220131\\_TripAdvisor.com\\_GreenwoodDavis.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220131_TripAdvisor.com_GreenwoodDavis.pdf)  
ResultURL: [https://www.tripadvisor.com/Articles-lkZwg9AFysKA-Black\\_switzerland.html](https://www.tripadvisor.com/Articles-lkZwg9AFysKA-Black_switzerland.html)

<b>02.02.2022</b>	Nuvo Magazine	Online	<b>Unmissable New Ski Hotels to Discover This Season</b> <i>Tchea Michelle</i>	67'335	16'834
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220202\\_NuvoMagazine\\_MichelleTchea.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220202_NuvoMagazine_MichelleTchea.pdf)  
ResultURL: <https://nuvomagazine.com/daily-edit/new-ski-hotels-to-discover>

<b>06.02.2022</b>	forbes.com	Online	<b>Top 7 Things To Do In Zermatt, Switzerland When You're Not Skiing</b> <i>MacGregor Sandra</i>	29'788'885	7'447'221
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220206\\_forbes.com\\_SandraMacGregor.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220206_forbes.com_SandraMacGregor.pdf)  
ResultURL: <https://www.forbes.com/sites/sandramacgregor/2022/02/06/top-7-things-to-do-in-zermatt-switzerland-when-youre-not-skiing/?sh=2448e23e3861>

<b>07.02.2022</b>	Architects and Artisans	Online	<b>Paul Clemence Photographs The Circle by Riken Yamamoto</b> <i>Welton Mike</i>	1'790	448
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220207\\_ArchitectsAndArtisans\\_Welton.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220207_ArchitectsAndArtisans_Welton.pdf)  
ResultURL: <https://architectsandartisans.com/paul-clemence-photographs-the-circle-by-riken-yamamoto/>

<b>09.02.2022</b>	Architectural Digest.com	Online	<b>The 21 Most Incredible Overwater Bungalows in the World</b> <i>Romeyn Kathryn</i>	819'286	204'822
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220209\\_ArchitecturalDigest.com\\_Romeyn.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220209_ArchitecturalDigest.com_Romeyn.pdf)  
ResultURL: <https://www.architecturaldigest.com/cdn.ampproject.org/c/s/www.architecturaldigest.com/gallery/overwater-villas/amp>

<b>19.02.2022</b>	The Points Guy .com	Online	<b>What it's like traveling in Switzerland now</b> <i>Ward Terry</i>	5'440'904	5'440'904
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220219\\_ThePointsGuy.com\\_Ward.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220219_ThePointsGuy.com_Ward.pdf)  
ResultURL: <https://thepointsguy.com/news/traveling-to-switzerland/>

<b>22.02.2022</b>	Nuvo Magazine	Magazine	<b>An Aesthete's Guide to Zurich</b> <i>Berge Chloe</i>	345'000	1'035'000
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220222\\_NuvoMagazine\\_Berge.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220222_NuvoMagazine_Berge.pdf)  
ResultURL:

<b>27.02.2022</b>	travel + leisure.com	Online	<b>What to Do, Where to Stay, and What to Eat in Basel, Switzerland</b> <i>Graham Adam H.</i>	5'562'500	1'390'625
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ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220227\\_TravelandLeisure\\_AdamGraham.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220227_TravelandLeisure_AdamGraham.pdf)  
ResultURL: <https://www.travelandleisure.com/culture-design/visual-arts/basel-switzerland-what-to-do-where-to-stay>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
01.03.2022	Travel + Leisure	Magazine	<b>Basel for the future</b> <i>Graham Adam H.</i>	941'721	2'825'163
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TravelLeisure_AdamGraham.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TravelLeisure_AdamGraham.pdf</a> ResultURL:					
01.03.2022	Today's Bride	Magazine	<b>Mountain HIGH - Thinking about Switzerland for your honeymoon?</b> <i>Harris Waheeda</i>	1'733	5'199
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TodaysBride.ca_Harris.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TodaysBride.ca_Harris.pdf</a> ResultURL: <a href="https://issuu.com/todaysbridemag/docs/todays_bride_ss22/104">https://issuu.com/todaysbridemag/docs/todays_bride_ss22/104</a>					
01.03.2022	Today's Bride	Magazine	<b>Switzerland - Five memorable places to tie the knot</b> <i>Kinasz Devin</i>	1'733	5'199
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TodaysBrideDestinationWeddingMagazine_Harris.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TodaysBrideDestinationWeddingMagazine_Harris.pdf</a> ResultURL: <a href="https://issuu.com/todaysbridemag/docs/destination_wedding_ss22/28">https://issuu.com/todaysbridemag/docs/destination_wedding_ss22/28</a>					
03.03.2022	The Boston Globe.com	Online	<b>Switzerland and Denmark offer glimpses into future possibilities</b> <i>Haas Scott</i>	4'439'123	1'109'781
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220303_BostonGlobe.com_ScottHaas.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220303_BostonGlobe.com_ScottHaas.pdf</a> ResultURL: <a href="https://www.bostonglobe.com/2022/03/03/lifestyle/switzerland-denmark-offer-glimpses-into-future-possibilities/?p1=BGSearch_Overlay_Results">https://www.bostonglobe.com/2022/03/03/lifestyle/switzerland-denmark-offer-glimpses-into-future-possibilities/?p1=BGSearch_Overlay_Results</a>					
06.03.2022	The Boston Globe	Newspaper	<b>Switzerland, Denmark offer glimpses into future possibilities</b> <i>Haas Scott</i>	199'839	399'678
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220306_TheBostonGlobe_ScottHaas.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220306_TheBostonGlobe_ScottHaas.pdf</a> ResultURL:					
14.03.2022	Nuvo Magazine .com	Online	<b>Switzerland's Largest City: An Aesthete's Guide to Zurich</b> <i>Berge Chloe</i>	67'335	16'834
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220314_NuvoMagazine.com_Berge.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220314_NuvoMagazine.com_Berge.pdf</a> ResultURL: <a href="https://nuvomagazine.com/magazine/spring-2022/switzerlands-largest-city-an-aesthetes-guide-to-zurich">https://nuvomagazine.com/magazine/spring-2022/switzerlands-largest-city-an-aesthetes-guide-to-zurich</a>					
16.03.2022	AFAR.com	Online	<b>How to Enjoy Switzerland's Beauty—and Help Keep It That Way</b> <i>Bierman Jonny</i>	1'216'534	304'134
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220316_AFAR.com_Bierman.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220316_AFAR.com_Bierman.pdf</a> ResultURL: <a href="https://www.afar.com/magazine/how-to-have-a-low-impact-trip-in-switzerland">https://www.afar.com/magazine/how-to-have-a-low-impact-trip-in-switzerland</a>					
17.03.2022	CTV News Toronto	TV/Cable/Video	<b>Summer travel to Switzerland</b> <i>Greenwood Davis Heather</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220317_CTVNewsToronto_GreenwoodDavis.mov">http://clippings.switzerlandtourism.ch/NYC/2022/20220317_CTVNewsToronto_GreenwoodDavis.mov</a> ResultURL: <a href="https://toronto.ctvnews.ca/things-to-know-t-o/summer-travel-to-switzerland-1.5823656">https://toronto.ctvnews.ca/things-to-know-t-o/summer-travel-to-switzerland-1.5823656</a>					
28.03.2022	forbes.com	Online	<b>A Wonderful Winter Experience In St Moritz</b> <i>Pelloux Cécilia</i>	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220328_forbes.com_Pelloux.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220328_forbes.com_Pelloux.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/ceciliapelloux/2022/03/28/a-wonderful-winter-experience-in-st-moritz/?sh=4caefa57c2d">https://www.forbes.com/sites/ceciliapelloux/2022/03/28/a-wonderful-winter-experience-in-st-moritz/?sh=4caefa57c2d</a>					
01.04.2022	TravelLife Magazine	Magazine	<b>Take me to the Swiss Alps</b> <i>Heath Elizabeth</i>	55'000	165'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220401_TravelLifeMagazine_Heath.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220401_TravelLifeMagazine_Heath.pdf</a> ResultURL: <a href="https://travellife.ca/travel-life-magazine/">https://travellife.ca/travel-life-magazine/</a>					
05.04.2022	Instagram	Social Media/Influencer	<b>From Geneva to Lucerne and we were greeted by snow!</b> <i>Wurtzbach Pia</i>	13'800'000	479'430
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220405_Instagram_Wurtzbach.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220405_Instagram_Wurtzbach.pdf</a> ResultURL: <a href="https://www.instagram.com/p/Cb9nmzKPG1e/?hl=en">https://www.instagram.com/p/Cb9nmzKPG1e/?hl=en</a>					
05.04.2022	Instagram	Social Media/Influencer	<b>@Buergenstockresort us one of the most beautiful hotels I've ever been to</b> <i>Jauncey Jeremy</i>	1'300'000	167'764
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220405_Instagram_Jauncey.png">http://clippings.switzerlandtourism.ch/NYC/2022/20220405_Instagram_Jauncey.png</a> ResultURL: <a href="https://www.instagram.com/p/Cb90JF2L_BX/?hl=en">https://www.instagram.com/p/Cb90JF2L_BX/?hl=en</a>					
06.04.2022	Instagram	Social Media/Influencer	<b>Waiting for 6pm be like...</b> <i>Wurtzbach Pia</i>	13'800'000	71'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220406_Instagram_Wurtzbach.png">http://clippings.switzerlandtourism.ch/NYC/2022/20220406_Instagram_Wurtzbach.png</a> ResultURL: <a href="https://www.instagram.com/p/CcAE5--PdB2/?hl=en">https://www.instagram.com/p/CcAE5--PdB2/?hl=en</a>					
06.04.2022	Condé Nast Traveler .com	Online	<b>On My First Ski Trip, Learning to Trust My Instincts –And Let Go</b> <i>Blumenthal Betsy</i>	3'360'000	840'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220406_CondeNastTraveler.com_Blumenthal.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220406_CondeNastTraveler.com_Blumenthal.pdf</a> ResultURL: <a href="https://www.cntraveler.com/story/on-my-first-ski-trip-learning-to-trust-my-instincts-and-let-go">https://www.cntraveler.com/story/on-my-first-ski-trip-learning-to-trust-my-instincts-and-let-go</a>					
07.04.2022	Fodor's Travel .com	Online	<b>This European Country Has a Town for Every Type of Traveler</b> <i>Becker Kayla</i>	2'337'772	584'443
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220407_Fodors.com_Becker.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220407_Fodors.com_Becker.pdf</a> ResultURL: <a href="https://www.fodors.com/world/europe/switzerland/experiences/news/this-european-country-has-a-town-for-every-type-of-traveler">https://www.fodors.com/world/europe/switzerland/experiences/news/this-european-country-has-a-town-for-every-type-of-traveler</a>					
08.04.2022	Instagram	Social Media/Influencer	<b>Honestly, it's been surreal! It's not everyday you get to have a spa day with this view</b> <i>Wurtzbach Pia</i>	13'800'000	571'905
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220408_Instagram_Wurtzbach.png">http://clippings.switzerlandtourism.ch/NYC/2022/20220408_Instagram_Wurtzbach.png</a> ResultURL: <a href="https://www.instagram.com/p/CcFNPcGv-v/?hl=en">https://www.instagram.com/p/CcFNPcGv-v/?hl=en</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
09.04.2022	Instagram	Social Media/Influencer	<b>Bath time... BRB</b> <i>Wurtzbach Pia</i>	13'800'000	466'816
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220409_Instagram_Wurtzbach.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220409_Instagram_Wurtzbach.pdf</a> ResultURL: <a href="https://www.instagram.com/p/CcH7mYKvc-VI?hl=en">https://www.instagram.com/p/CcH7mYKvc-VI?hl=en</a>					
10.04.2022	Instagram	Social Media/Influencer	<b>Having too much fun with this snow.</b> <i>Wurtzbach Pia</i>	13'800'000	204'959
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220410_Instagram_Wurtzbach.png">http://clippings.switzerlandtourism.ch/NYC/2022/20220410_Instagram_Wurtzbach.png</a> ResultURL: <a href="https://www.instagram.com/p/CcLD8JUvNIU/?hl=en">https://www.instagram.com/p/CcLD8JUvNIU/?hl=en</a>					
11.04.2022	Instagram	Social Media/Influencer	<b>All dressed up for a change on our last date night here. Don't wanna leave...</b> <i>Wurtzbach Pia</i>	13'800'000	411'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220411_Instagram_Wurtzbach.png">http://clippings.switzerlandtourism.ch/NYC/2022/20220411_Instagram_Wurtzbach.png</a> ResultURL: <a href="https://www.instagram.com/p/CcM5hMRPJM9/?hl=en">https://www.instagram.com/p/CcM5hMRPJM9/?hl=en</a>					
12.04.2022	Travel + Leisure.com	Online	<b>It List 2022: Our Editors' Picks of the Best New Hotels in the World</b> <i>Kaczerski Deanne</i>	5'562'500	1'390'625
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220412_TravelLeisure.com_Kaczerski.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220412_TravelLeisure.com_Kaczerski.pdf</a> ResultURL: <a href="https://www.travelandleisure.com/hotels-resorts/it-list-the-best-new-hotels-2022">https://www.travelandleisure.com/hotels-resorts/it-list-the-best-new-hotels-2022</a>					
14.04.2022	Nuvo Magazine .com	Online	<b>Graubünden: Zurich's Secret Spot for Wellness</b> <i>Tchea Michelle</i>	67'335	16'834
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220414_Nuvmagazine.com_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220414_Nuvmagazine.com_Tchea.pdf</a> ResultURL: <a href="https://nuvmagazine-com.cdn.ampproject.org/c/s/nuvmagazine.com/daily-edit/zurichs-secret-spot-for-wellness/amp">https://nuvmagazine-com.cdn.ampproject.org/c/s/nuvmagazine.com/daily-edit/zurichs-secret-spot-for-wellness/amp</a>					
14.04.2022	Instagram	Social Media/Influencer	<b>What a Swiss Adventure, next stop...</b> <i>Jauncey Jeremy</i>	1'300'000	155'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220414_Instagram_Jauncey.png">http://clippings.switzerlandtourism.ch/NYC/2022/20220414_Instagram_Jauncey.png</a> ResultURL: <a href="https://www.instagram.com/p/CcU1M6vPS94/?hl=en">https://www.instagram.com/p/CcU1M6vPS94/?hl=en</a>					
17.04.2022		Social Media/Influencer	<b>Cold, clean mountain air above the birds of Lake Lucerne @burgenstockresort has some of the most beautiful views in Switzerland.</b> <i>Jauncey Jeremy</i>	1'300'000	47'833
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220417_Instagram_Jauncey.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220417_Instagram_Jauncey.pdf</a> ResultURL: <a href="https://www.instagram.com/p/CcclxXJK9S/">https://www.instagram.com/p/CcclxXJK9S/</a>					
21.04.2022	The Wall Street Journal .com	Online	<b>Switzerland by Train: The Ultimate 3-Day Itinerary</b> <i>Haase Ryan</i>	31'691'198	7'922'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220421_WSJ_Haase.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220421_WSJ_Haase.pdf</a> ResultURL: <a href="https://www.wsj.com/articles/switzerland-by-train-ultimate-3-day-itinerary-11650569904">https://www.wsj.com/articles/switzerland-by-train-ultimate-3-day-itinerary-11650569904</a>					
23.04.2022	The Wall Street Journal	Magazine	<b>A 3-day Tour of Switzerland by Train</b> <i>Haase Ryan</i>	1'180'498	3'541'494
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220423_TheWallStreetJournal_Haase.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220423_TheWallStreetJournal_Haase.pdf</a> ResultURL: <a href="https://www.wsj.com/articles/switzerland-by-train-ultimate-3-day-itinerary-11650569904">https://www.wsj.com/articles/switzerland-by-train-ultimate-3-day-itinerary-11650569904</a>					
01.05.2022	Ensemble Travel Bon Vivant	Online	<b>Swiss Bliss</b> <i>Harris Waheeda</i>	8'278	2'070
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220501_EnsembleBonVivant_Harris.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220501_EnsembleBonVivant_Harris.pdf</a> ResultURL:					
04.05.2022	AFAR.com	Online	<b>10 Best Places to Travel in July</b> <i>Ellwood Mark</i>	1'216'534	304'134
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220504_AFAR.com_Ellwood.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220504_AFAR.com_Ellwood.pdf</a> ResultURL: <a href="https://www.afar.com/magazine/10-best-places-to-travel-in-july?utm_source=Sailthru&amp;utm_medium=email&amp;utm_campaign=051022%20QantasJuly&amp;utm_content=A&amp;utm_term=Daily%20Wander%20%28Have%20opened%20newsletter%20before%29">https://www.afar.com/magazine/10-best-places-to-travel-in-july?utm_source=Sailthru&amp;utm_medium=email&amp;utm_campaign=051022%20QantasJuly&amp;utm_content=A&amp;utm_term=Daily%20Wander%20%28Have%20opened%20newsletter%20before%29</a>					
06.05.2022	The Wall Street Journal .com	Online	<b>The 3 New Hotels Every Architecture Fan Should Know About</b> <i>Darrah Paige</i>	31'691'198	7'922'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220506_WSJ.com_Darrah.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220506_WSJ.com_Darrah.pdf</a> ResultURL: <a href="https://www.wsj.com/articles/the-3-new-hotels-every-architecture-fan-should-know-about-11651848281?redirect=amp">https://www.wsj.com/articles/the-3-new-hotels-every-architecture-fan-should-know-about-11651848281?redirect=amp</a>					
12.05.2022	forbes.com	Online	<b>A Cloud Of Sweetness: Vevey, Switzerland</b> <i>Goldsmith Margie</i>	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220512_Forbes.com_Goldsmith.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220512_Forbes.com_Goldsmith.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/margiegoldsmith/2022/05/12/a-cloud-of-sweetness-vevey-switzerland/?sh=1ef1d20d3120">https://www.forbes.com/sites/margiegoldsmith/2022/05/12/a-cloud-of-sweetness-vevey-switzerland/?sh=1ef1d20d3120</a>					
16.05.2022	10Best.com	Online	<b>Arrive by water at these 6 incredible hotels and resorts</b> <i>Black Stritt Ava Roxanne</i>	5'817'036	1'454'259
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220516_10Best_Stritt.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220516_10Best_Stritt.pdf</a> ResultURL: <a href="https://www.10best.com/interests/hotels-resorts/6-amazing-hotels-resorts-arrive-by-water/">https://www.10best.com/interests/hotels-resorts/6-amazing-hotels-resorts-arrive-by-water/</a>					
26.05.2022	USA Today .com	Online	<b>Arrive by water at these 6 incredible hotels and resorts</b> <i>Black Stritt Ava Roxanne</i>	2'500'000	625'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220526_USAToday.com_stritt.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220526_USAToday.com_stritt.pdf</a> ResultURL: <a href="https://www.usatoday.com/story/travel/10best/2022/05/26/arrive-by-water-at-these-6-incredible-hotels-and-resorts/50235979/">https://www.usatoday.com/story/travel/10best/2022/05/26/arrive-by-water-at-these-6-incredible-hotels-and-resorts/50235979/</a>					
16.06.2022	Marin Magazine .com	Online	<b>Geneva: A City Unique Yet Familiar, Captivatingly Beautiful and Perfect for a European Getaway</b> <i>Cooper</i>	110'084	27'521
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220616_MarinMagazine.com_Cooper.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220616_MarinMagazine.com_Cooper.pdf</a> ResultURL: <a href="https://marinmagazine.com/travel/international-travel/geneva-a-city-unique-yet-familiar-captivatingly-beautiful-and-perfect-for-a-european-getaway/">https://marinmagazine.com/travel/international-travel/geneva-a-city-unique-yet-familiar-captivatingly-beautiful-and-perfect-for-a-european-getaway/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
16.06.2022	Marin Magazine	Magazine	<b>SWISS BLISS - Geneva's captivating beauty and meaningful experiences feel faraway yet familiar to Bay Area locals</b> <i>Cooper James</i>	36'000	108'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220616_MarinMagazine_Cooper.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220616_MarinMagazine_Cooper.pdf</a> ResultURL: <a href="https://marinmagazine.com/travel/international-travel/geneva-a-city-unique-yet-familiar-captivatingly-beautiful-and-perfect-for-a-european-getaway/">https://marinmagazine.com/travel/international-travel/geneva-a-city-unique-yet-familiar-captivatingly-beautiful-and-perfect-for-a-european-getaway/</a>					
20.06.2022	Hotel Scoop .com	Online	<b>Affordable Hotel Roc &amp; Neige in Chateau D'oex, Switzerland</b> <i>Rebmann Dana</i>	15'224	3'806
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220620_HotelScoop.cpm_Rebmann.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220620_HotelScoop.cpm_Rebmann.pdf</a> ResultURL: <a href="https://www.hotel-scoop.com/affordable-hotel-roc-neige-in-chateau-doex-switzerland/">https://www.hotel-scoop.com/affordable-hotel-roc-neige-in-chateau-doex-switzerland/</a>					
20.06.2022	Finger Lake Times .com	Online	<b>Mountains, lakes, trains and villages: Switzerland has it all. And then there's the chocolate</b> <i>Davidson</i>	318'904	79'726
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220620_FingerLakeTimes.com_Davidson.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220620_FingerLakeTimes.com_Davidson.pdf</a> ResultURL: <a href="https://www.fltimes.com/mountains-lakes-trains-and-villages-switzerland-has-it-all-and-then-theres-the-chocolate/article_c63b8d23-3fe1-552b-a2ee-e3c399e8ed5e.html">https://www.fltimes.com/mountains-lakes-trains-and-villages-switzerland-has-it-all-and-then-theres-the-chocolate/article_c63b8d23-3fe1-552b-a2ee-e3c399e8ed5e.html</a>					
21.06.2022	Belleville News-Democrat .com	Online	<b>Mountains, lakes, trains and villages: Switzerland has it all. And then there's the chocolate</b> <i>Davidson</i>	1'107'144	276'786
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220621_BellevilleNewsDemocrat.com_Davidson.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220621_BellevilleNewsDemocrat.com_Davidson.pdf</a> ResultURL: <a href="https://www.bnd.com/living/article262690247.html">https://www.bnd.com/living/article262690247.html</a>					
21.06.2022	The Island Packet .com	Online	<b>Mountains, lakes, trains and villages: Switzerland has it all. And then there's the chocolate</b> <i>Davidson</i>	1'064'764	266'191
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220621_TheIslandPacket.com_Davidson.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220621_TheIslandPacket.com_Davidson.pdf</a> ResultURL: <a href="https://www.islandpacket.com/living/article262690247.html">https://www.islandpacket.com/living/article262690247.html</a>					
06.07.2022	The Ark Newspaper	Newspaper	<b>Opportunities for adventure, leisure on trip to Switzerland</b> <i>Bond Marybeth</i>	6'000	12'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220706_TheArkNewspaper_Bond.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220706_TheArkNewspaper_Bond.pdf</a> ResultURL:					
08.07.2022	l'actualité .com	Online	<b>Voyager autrement : des hôtels qui redonnent vie à des immeubles vacants</b> <i>Parent Carolyne</i>	350'000	87'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220708_lactualite.com_Parent.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220708_lactualite.com_Parent.pdf</a> ResultURL: <a href="https://lactualite.com/societe/voyager-autrement-des-hotels-qui-redonnent-vie-a-des-immeubles-vacants/">https://lactualite.com/societe/voyager-autrement-des-hotels-qui-redonnent-vie-a-des-immeubles-vacants/</a>					
08.07.2022	The Norwegian American	Newspaper	<b>Searching for Norway — in Switzerland!</b> <i>Rubin, Ph.D. Cynthia Elyce</i>	5'000	10'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220708_TheNorwegianAmerican_Rubin.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220708_TheNorwegianAmerican_Rubin.pdf</a> ResultURL:					
11.07.2022	The Norwegian american .com	Online	<b>Searching for Norway — in Switzerland!</b> <i>Rubin, Ph.D. Cynthia Elyce</i>	100'000	25'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220711_TheNorwegianAmerican.com_Rubin.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220711_TheNorwegianAmerican.com_Rubin.pdf</a> ResultURL: <a href="https://www.norwegianamerican.com/norway-in-switzerland/">https://www.norwegianamerican.com/norway-in-switzerland/</a>					
14.07.2022	Nuvo Magazine .com	Online	<b>Switzerland's Premier Health Clinic Wants You to Get Back to Nature</b> <i>Tchea Michelle</i>	67'335	16'834
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220714_NuvoMagazine.com_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220714_NuvoMagazine.com_Tchea.pdf</a> ResultURL: <a href="https://nuvomagazine.com/daily-edit/switzerlands-premier-health-clinic-wants-you-to-get-back-to-nature">https://nuvomagazine.com/daily-edit/switzerlands-premier-health-clinic-wants-you-to-get-back-to-nature</a>					
21.07.2022	Get Lost with Lindsay.com	Blog	<b>Skipping through Switzerland: Lindsay on Location</b> <i>Myers Lindsay</i>	1'500	375
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220721_GetlostwithLindsay.com_Myers.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220721_GetlostwithLindsay.com_Myers.pdf</a> ResultURL: <a href="https://getlostwithlindsay.com/2022/07/28/skipping-through-switzerland-lindsay-on-location/#more-2055">https://getlostwithlindsay.com/2022/07/28/skipping-through-switzerland-lindsay-on-location/#more-2055</a>					
27.07.2022	Nuvo Magazine .com	Online	<b>Switzerland's Fashionable City Might Be Your Ideal Holiday</b> <i>Tchea Michelle</i>	67'335	16'834
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220727_NuvoMagazine.com_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220727_NuvoMagazine.com_Tchea.pdf</a> ResultURL: <a href="https://nuvomagazine.com/daily-edit/switzerlands-fashionable-city-might-be-your-ideal-holiday">https://nuvomagazine.com/daily-edit/switzerlands-fashionable-city-might-be-your-ideal-holiday</a>					
28.07.2022	InsideHook .com	Online	<b>The Best Way to Do the Swiss Alps? By Train in the Summertime</b> <i>Emen Jake</i>	1'260'000	315'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220728_InsideHook.com_Jake_Emen.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220728_InsideHook.com_Jake_Emen.pdf</a> ResultURL: <a href="https://www.insidehook.com/article/travel/palaces-trains-trip-swiss-alps">https://www.insidehook.com/article/travel/palaces-trains-trip-swiss-alps</a>					
29.07.2022	The Maritime Explorer .ca	Online	<b>Switzerland with Adventures Abroad</b> <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220729_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220729_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/07/29/switzerland-with-adventures-abroad/">https://themaritimeexplorer.ca/2022/07/29/switzerland-with-adventures-abroad/</a>					
01.08.2022	TravelGirl Magazine	Magazine	<b>6 Reasons to Visit sensational Switzerland</b> <i>Bond Marybeth</i>	100'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220801_TravelGirlMagazine_Bond.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220801_TravelGirlMagazine_Bond.pdf</a> ResultURL: <a href="http://www.flatoutdigital.com/publication/?m=66689&amp;i=757237&amp;p=50&amp;pre=1&amp;ver=html5">http://www.flatoutdigital.com/publication/?m=66689&amp;i=757237&amp;p=50&amp;pre=1&amp;ver=html5</a>					
04.08.2022	Who What Wear .com	Blog	<b>The 7 Most Stylish Vacation Spots for 2022 and What to Wear to Each</b> <i>Fitzpatrick Erin</i>	3'004'945	751'236
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220804_WhoWhatWear.com_Fitzpatrick.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220804_WhoWhatWear.com_Fitzpatrick.pdf</a> ResultURL: <a href="https://www.whowhatwear.com/stylish-vacation-spots">https://www.whowhatwear.com/stylish-vacation-spots</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
09.08.2022	Global Traveler USA .com	Online	<b>Creativity, Culture and Glorious Nature Abound in Zürich</b> <i>Hensley Becca</i>	19'100	4'775
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220809_globaltravelerusa.com_Hensley.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220809_globaltravelerusa.com_Hensley.pdf</a> ResultURL: <a href="https://www.globaltravelerusa.com/creativity-culture-and-glorious-nature-abound-in-zurich/">https://www.globaltravelerusa.com/creativity-culture-and-glorious-nature-abound-in-zurich/</a>					
13.08.2022	the zoe report .com	Online	<b>Make A Splash In One Of These 20 Jaw-Dropping Hotel Pools</b> <i>Principe Merissa</i>	2'610'000	652'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220813_thezoereport.com_principe.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220813_thezoereport.com_principe.pdf</a> ResultURL: <a href="https://www.thezoereport.com/living/best-hotel-resort-pools-in-the-world">https://www.thezoereport.com/living/best-hotel-resort-pools-in-the-world</a>					
17.08.2022	Travel Weekly .com	Online	<b>Liking what Liechtenstein has to offer</b> <i>Long Felicity</i>	495'000	123'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220817_TravelWeekly.com_Long.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220817_TravelWeekly.com_Long.pdf</a> ResultURL: <a href="https://www.travelweekly.com/Europe-Travel/Insights/Liechtenstein-is-looking-for-tourists">https://www.travelweekly.com/Europe-Travel/Insights/Liechtenstein-is-looking-for-tourists</a>					
17.08.2022	TripAdvisor.com	Online	<b>Three under-the-radar Swiss towns worth a detour</b> <i>Greenwood Davis Heather</i>	4'900'000	1'225'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220817_Tripadvisor.com_Greenwooddavis.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220817_Tripadvisor.com_Greenwooddavis.pdf</a> ResultURL: <a href="https://www.tripadvisor.com/Articles-1PjHQgDsop1U-Hidden_gem_swiss_towns.html">https://www.tripadvisor.com/Articles-1PjHQgDsop1U-Hidden_gem_swiss_towns.html</a>					
17.08.2022	The Maritime Explorer .ca	Online	<b>Old Town Geneva – A Walk Through History</b> <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220817_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220817_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/08/17/old-town-geneva/">https://themaritimeexplorer.ca/2022/08/17/old-town-geneva/</a>					
28.08.2022	Travel + Leisure.com	Online	<b>This Charming Lakeside Town Is Switzerland's Unexpected Mediterranean-like Escape</b> <i>Breedlove</i>	5'562'500	1'390'625
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220828_TravelLeisure.com_Breedlove.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220828_TravelLeisure.com_Breedlove.pdf</a> ResultURL: <a href="https://www.travelandleisure.com/ascona-switzerland-town-mediterranean-luxury-hotels-6503726#:~:text=Ascona%20offers%20the%20best%20of,permanent%20place%20in%20my%20daydreams">https://www.travelandleisure.com/ascona-switzerland-town-mediterranean-luxury-hotels-6503726#:~:text=Ascona%20offers%20the%20best%20of,permanent%20place%20in%20my%20daydreams</a>					
30.08.2022	The Maritime Explorer .ca	Online	<b>Geneva - World's Most International City?</b> <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220830_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220830_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/08/30/geneva/">https://themaritimeexplorer.ca/2022/08/30/geneva/</a>					
01.09.2022	Ski Canada Magazine	Magazine	<b>A Swiss Sojourn</b> <i>MacMillan Iain</i>	30'000	90'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220901_SkiCanada_MacMillan.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220901_SkiCanada_MacMillan.pdf</a> ResultURL:					
09.09.2022	The Washington Post .com	Online	<b>Near the Swiss border with Italy, vestiges of the past are set in stone</b> <i>Bigar Sylvie</i>	69'600'000	17'400'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220909_Washingtonpost.com_Bigar.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220909_Washingtonpost.com_Bigar.pdf</a> ResultURL: <a href="https://www.washingtonpost.com/travel/2022/09/09/ticino-switzerland-travel-vacation/">https://www.washingtonpost.com/travel/2022/09/09/ticino-switzerland-travel-vacation/</a>					
09.09.2022	The Maritime Explorer .ca	Online	<b>Basel – Amazing City on the Rhine</b> <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220909_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220909_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/09/09/basel/">https://themaritimeexplorer.ca/2022/09/09/basel/</a>					
11.09.2022	The Washington Post	Newspaper	<b>Exploring Peaks and Valleys of Swiss Life</b> <i>Bigar Sylvie</i>	293'000	586'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220911_WashingtonPost_Bigar.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220911_WashingtonPost_Bigar.pdf</a> ResultURL:					
12.09.2022	ArchDaily .com	Online	<b>Paul Clemence Captures BIG's Hôtel des Horlogers in Le Brassus, Switzerland</b> <i>Clemence Paul</i>	3'050'871	762'718
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220912_ArchDaily.com_Clemence.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220912_ArchDaily.com_Clemence.pdf</a> ResultURL: <a href="https://www.archdaily.com/988791/paul-clemence-captures-bigs-hotel-des-horlogers-in-le-brassus-switzerland">https://www.archdaily.com/988791/paul-clemence-captures-bigs-hotel-des-horlogers-in-le-brassus-switzerland</a>					
15.09.2022	AFAR .com	Online	<b>A Winter's Night Atop Mount Pilatus</b> <i>Nangle Hilary</i>	1'216'534	304'134
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220915_Afar.com_Nangle.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220915_Afar.com_Nangle.pdf</a> ResultURL: <a href="https://www.afar.com/magazine/hiking-switzerlands-mount-pilatus-in-the-winter">https://www.afar.com/magazine/hiking-switzerlands-mount-pilatus-in-the-winter</a>					
15.09.2022	AFAR .com	Online	<b>4 Charming Small Towns in Switzerland Every Traveler Should Visit</b> <i>Haiken Melanie</i>	1'216'534	304'134
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220915_Afar.com_Haiken.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220915_Afar.com_Haiken.pdf</a> ResultURL: <a href="https://www.afar.com/magazine/best-towns-to-visit-in-switzerland">https://www.afar.com/magazine/best-towns-to-visit-in-switzerland</a>					
19.09.2022	forbes .com	Online	<b>It's Time To Start Planning Your Swiss Ski Vacation</b> <i>Sands Roger</i>	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220919_Forbes.com_Sands.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220919_Forbes.com_Sands.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/rogersands/2022/09/19/its-time-to-start-planning-your-swiss-ski-vacation/?sh=6c95a45a6b29">https://www.forbes.com/sites/rogersands/2022/09/19/its-time-to-start-planning-your-swiss-ski-vacation/?sh=6c95a45a6b29</a>					
23.09.2022	Money inc .com	Online	<b>Forty-Eight Hours at 25Hours Hotel Zurich</b> <i>Kessler Julie</i>	1'370'000	342'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220923_MoneyInc.com_Kessler.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220923_MoneyInc.com_Kessler.pdf</a> ResultURL: <a href="https://moneyinc.com/forty-eight-hours-at-25hours-hotel-zurich/">https://moneyinc.com/forty-eight-hours-at-25hours-hotel-zurich/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
25.09.2022	The Christian Post .com	Online	<b>Discovering a remnant of feudal Europe in Liechtenstein</b> <i>Lennox II Dennis George</i>	1'150'000	287'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220915_TheChristianPost.com_Lennox.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220915_TheChristianPost.com_Lennox.pdf</a> ResultURL: <a href="https://www.christianpost.com/news/discovering-a-remnant-of-feudal-europe-in-liechtenstein.html">https://www.christianpost.com/news/discovering-a-remnant-of-feudal-europe-in-liechtenstein.html</a>					
27.09.2022	TripAdvisor.com	Online	<b>Autumn is melted-cheese season in the Alps—here's what to know</b> <i>Graham Adam H.</i>	4'900'000	1'225'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220927_TripAdvisor.com_Graham.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220927_TripAdvisor.com_Graham.pdf</a> ResultURL: <a href="https://www.tripadvisor.com/Articles-1gQasq2AvsT4-Cheese_alps_autumn.html">https://www.tripadvisor.com/Articles-1gQasq2AvsT4-Cheese_alps_autumn.html</a>					
29.09.2022	Nuvo Magazine .com	Online	<b>This Mountain Resort in Zermatt Brings Stunning Design Flair to the Swiss Alps</b> <i>Tchea Michelle</i>	67'335	16'834
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220929_Nuvmagazine.com_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220929_Nuvmagazine.com_Tchea.pdf</a> ResultURL: <a href="https://nuvmagazine-com.cdn.ampproject.org/c/s/nuvmagazine.com/design/this-hotel-in-zermatt-brings-stunning-design-flair-to-the-swiss-alps/amp">https://nuvmagazine-com.cdn.ampproject.org/c/s/nuvmagazine.com/design/this-hotel-in-zermatt-brings-stunning-design-flair-to-the-swiss-alps/amp</a>					
30.09.2022	Sherman's Travel .com	Online	<b>10 Incredible Over-the-Top Hotel Experiences</b> <i>McElveen Katie</i>	289'000	72'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20220930_ShermansTravel.com_McElveen.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20220930_ShermansTravel.com_McElveen.pdf</a> ResultURL: <a href="https://www.shermanstravel.com/slideshow/10-incredible-over-the-top-hotel-experiences#10-burgenstock-resort-a-scenic-helicopter-flight-for-raclette">https://www.shermanstravel.com/slideshow/10-incredible-over-the-top-hotel-experiences#10-burgenstock-resort-a-scenic-helicopter-flight-for-raclette</a>					
01.10.2022	Fodor's Travel .com	Online	<b>The Best Hotels in Europe</b> <i>Tchea Michelle</i>	2'337'772	584'443
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221001_Fodors.com_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221001_Fodors.com_Tchea.pdf</a> ResultURL: <a href="https://www.fodors.com/worlds-best/hotels/europe">https://www.fodors.com/worlds-best/hotels/europe</a>					
01.10.2022	Travel + Leisure	Magazine	<b>A Place Out of Time</b> <i>Greenwood Davis Heather</i>	942'000	2'826'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221006_travelleisure_GreenwoodDavis.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221006_travelleisure_GreenwoodDavis.pdf</a> ResultURL:					
01.10.2022	S/ Magazine	Magazine	<b>The Big Chill</b> <i>Nooraei Sahar</i>	95'000	237'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221001_S.Magazine_Elycia.jpg">http://clippings.switzerlandtourism.ch/NYC/2022/20221001_S.Magazine_Elycia.jpg</a> ResultURL: <a href="https://online.flipbuilder.com/qagpb/hsmw/">https://online.flipbuilder.com/qagpb/hsmw/</a>					
03.10.2022	Instagram	Social Media/Influencer	<b>Instagram stories</b> <i>Damak Jaime</i>	14'800	28'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221005_Instagram_damak.MP4">http://clippings.switzerlandtourism.ch/NYC/2022/20221005_Instagram_damak.MP4</a> ResultURL: <a href="https://www.instagram.com/jaimedamak/">https://www.instagram.com/jaimedamak/</a>					
03.10.2022	Facebook	Blog	<b>Facebook stories</b> <i>Damak Jaime</i>	84'000	120'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221003_Instagram_Damak.mov">http://clippings.switzerlandtourism.ch/NYC/2022/20221003_Instagram_Damak.mov</a> ResultURL: <a href="https://www.facebook.com/jesusisunemaman">https://www.facebook.com/jesusisunemaman</a>					
03.10.2022	Instagram	Blog	<b>Instagram posts</b> <i>Damak Jaime</i>	14'800	1'244
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221003_Instagram_Damak.mov">http://clippings.switzerlandtourism.ch/NYC/2022/20221003_Instagram_Damak.mov</a> ResultURL: <a href="https://www.instagram.com/jaimedamak/">https://www.instagram.com/jaimedamak/</a>					
05.10.2022	SNOW Magazine	Magazine	<b>If you built it</b> <i>Findlay Andrew</i>	40'000	120'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221005_SNOWMagazine_Findlay.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221005_SNOWMagazine_Findlay.pdf</a> ResultURL: <a href="https://issuu.com/theflowmagazine/docs/139070_snowmag_cx_softproof_final_bs_2_194">https://issuu.com/theflowmagazine/docs/139070_snowmag_cx_softproof_final_bs_2_194</a>					
06.10.2022	Travel + Leisure	Magazine	<b>Discoveries - A Place Out of Time</b> <i>Greenwood Davis Heather</i>	941'721	2'825'163
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221006_travelleisure_GreenwoodDavis.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221006_travelleisure_GreenwoodDavis.pdf</a> ResultURL:					
07.10.2022	S/ Magazine .com	Online	<b>SWISS BLISS: SWITZERLAND DAZZLES ANY TIME OF YEAR</b> <i>Rubin Elycia</i>	5'360	1'340
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221007_S.Magazine.com_Elycia.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221007_S.Magazine.com_Elycia.pdf</a> ResultURL: <a href="https://smagazineofficial.com/food-drink-travel/swiss-bliss-switzerland-dazzles-any-time-of-year-100736123">https://smagazineofficial.com/food-drink-travel/swiss-bliss-switzerland-dazzles-any-time-of-year-100736123</a>					
10.10.2022	Instagram	Blog	<b>Instagram Stories</b> <i>Lapierre Manon</i>	22'500	80'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221011_Instagram_Lapierre.mov">http://clippings.switzerlandtourism.ch/NYC/2022/20221011_Instagram_Lapierre.mov</a> ResultURL: <a href="https://www.instagram.com/lapetitebette/">https://www.instagram.com/lapetitebette/</a>					
10.10.2022	The Maritime Explorer .ca	Online	<b>Zurich – Walking the Old City</b> <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221010_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221010_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/10/10/zurich-walking-the-old-city/">https://themaritimeexplorer.ca/2022/10/10/zurich-walking-the-old-city/</a>					
11.10.2022	Travel Curator .com	Online	<b>THIS POSH SWISS PALACE REDEFINES THE CONCEPT OF A LAKE HOUSE LIVING</b> <i>Hensley Becca</i>	22'500	5'625
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221011_TravelCurator.com_Hensley.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221011_TravelCurator.com_Hensley.pdf</a> ResultURL: <a href="https://travelcurator.com/hotels-resorts/this-posh-swiss-palace-redefines-the-concept-of-a-lake-house-living/">https://travelcurator.com/hotels-resorts/this-posh-swiss-palace-redefines-the-concept-of-a-lake-house-living/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
11.10.2022	Instagram	Blog	<b>Instagram Posts</b> <i>Lapierre Manon</i>	22'500	231'080
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221011_Instagram_Lapierre.jpg">http://clippings.switzerlandtourism.ch/NYC/2022/20221011_Instagram_Lapierre.jpg</a> ResultURL: <a href="https://www.instagram.com/lapetitebette/">https://www.instagram.com/lapetitebette/</a>					
11.10.2022	La Petite Bette .com	Blog	<b>Facebook posts</b> <i>Lapierre Manon</i>	50'326	207'066
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221011_Facebook_Lapierre.jpg">http://clippings.switzerlandtourism.ch/NYC/2022/20221011_Facebook_Lapierre.jpg</a> ResultURL: <a href="https://www.facebook.com/lapetitebette/">https://www.facebook.com/lapetitebette/</a>					
14.10.2022	Elle Decor .com	Online	<b>25 LUXURY GIFTS FOR THE GUY WHO HAS EVERYTHING</b> <i>Curkin Charles</i>	2'280'000	570'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221014_ElleDecor.com_Curkin.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221014_ElleDecor.com_Curkin.pdf</a> ResultURL: <a href="https://www.elledecor.com/shopping/g41405773/luxury-gifts-for-him-men/">https://www.elledecor.com/shopping/g41405773/luxury-gifts-for-him-men/</a>					
14.10.2022	Haute Living San Francisco Magazine .com	Online	<b>Lausanne and the Lavaux: The Wine Made Here is So Good the Swiss Drink it Themselves</b> <i>Hensley Becca</i>	128'000	32'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221014_HauteLivingSanFrancisco.com_Hensley.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221014_HauteLivingSanFrancisco.com_Hensley.pdf</a> ResultURL: <a href="https://www.hautelivingsf.com/2022/11/02/lausanne-and-the-lavau-the-wine-made-here-is-so-good-the-swiss-drink-it-themselves/?fbclid=IwAR0krFErBcPIfsvyu2pdz-EbBf39ddr4PLUBjUGub2bXuqF">https://www.hautelivingsf.com/2022/11/02/lausanne-and-the-lavau-the-wine-made-here-is-so-good-the-swiss-drink-it-themselves/?fbclid=IwAR0krFErBcPIfsvyu2pdz-EbBf39ddr4PLUBjUGub2bXuqF</a>					
19.10.2022	Luxury facts .com	Online	<b>Traversing Capri &amp; Zurich with a White Wine</b> <i>Kellogg Isabelle</i>	51'216	12'804
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221019_LuxuryFacts.com_Kellogg.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221019_LuxuryFacts.com_Kellogg.pdf</a> ResultURL: <a href="https://www.luxuryfacts.com/index.php/sections/article/Traversing-Capri--Zurich-with-a-White-Wine">https://www.luxuryfacts.com/index.php/sections/article/Traversing-Capri--Zurich-with-a-White-Wine</a>					
26.10.2022	The Maritime Explorer .ca	Online	<b>St. Moritz – Home of Winter Sports</b> <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: ResultURL: <a href="https://themaritimeexplorer.ca/2022/10/26/st-moritz/">https://themaritimeexplorer.ca/2022/10/26/st-moritz/</a>					
30.10.2022	Travel + Leisure.com	Online	<b>Audemars Piguet Has Its Own Hotel in the Historic Center of Switzerland's Watchmaking Industry</b> <i>Greenwood Davis Heather</i>	5'562'500	1'390'625
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221030_TravelLeisure.com_GreenwoodDavis.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221030_TravelLeisure.com_GreenwoodDavis.pdf</a> ResultURL: <a href="https://www.travelandleisure.com/audemars-piguet-hotel-des-horlogers-switzerland-6748443">https://www.travelandleisure.com/audemars-piguet-hotel-des-horlogers-switzerland-6748443</a>					
01.11.2022	Condé Nast Traveler .com	Online	<b>The Best Ski Resorts in Europe: 2022 Readers' Choice Awards</b> <i>Murphy Jen</i>	12'904'316	3'226'079
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221101_CondeNastTraveler.com_Murphy.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221101_CondeNastTraveler.com_Murphy.pdf</a> ResultURL: <a href="https://www.cntraveler.com/galleries/2015-01-06/best-ski-resorts-in-europe-alps-readers-choice-awards-2014">https://www.cntraveler.com/galleries/2015-01-06/best-ski-resorts-in-europe-alps-readers-choice-awards-2014</a>					
01.11.2022	The Knot .com	Online	<b>Bucket-List Trips</b> <i>Murphy Jen</i>	15'100'000	3'775'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221101_TheKnot_Murphy.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221101_TheKnot_Murphy.pdf</a> ResultURL: <a href="https://issuu.com/theknot/docs/the_knot_winter_2022">https://issuu.com/theknot/docs/the_knot_winter_2022</a>					
01.11.2022	Green Living Magazine	Magazine	<b>Food, Glorious Fresh Food</b> <i>Fairhurst Angela</i>	13'000	39'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221101_GreenLivingMagazine_Fairhurst.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221101_GreenLivingMagazine_Fairhurst.pdf</a> ResultURL:					
01.11.2022	Luxury Magazine	Magazine	<b>What's What - Hotels</b> <i>Frank Deborah</i>	120'000	360'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221101_LuxuryMagazine_Frank.png">http://clippings.switzerlandtourism.ch/NYC/2022/20221101_LuxuryMagazine_Frank.png</a> ResultURL: <a href="https://www.luxurycard.com/magazine/fullissue">https://www.luxurycard.com/magazine/fullissue</a>					
01.11.2022	Haute Living San Francisco Magazine	Magazine	<b>Lausanne and the Lavaux: The Wine Made Here is So Good the Swiss Drink it Themselves</b> <i>Hensley Becca</i>	35'000	105'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221101_HauteLivingSanFranciscoMagazine_Hensley.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221101_HauteLivingSanFranciscoMagazine_Hensley.pdf</a> ResultURL:					
01.11.2022	Escapism .com	Online	<b>Shoot for the (honey) moon</b> <i>Gutman Hunter</i>	14'700	3'675
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221101_Escapism_Gutman.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221101_Escapism_Gutman.pdf</a> ResultURL:					
01.11.2022	EliteGen Magazine	Magazine	<b>Magnificent Matterhorn</b> <i>Yim Iris</i>	40'000	100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221101_EliteGen_Yim.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221101_EliteGen_Yim.pdf</a> ResultURL:					
03.11.2022	Jax Fax	Magazine	<b>Skiing Highlights For Europe's 2022-23 Season</b> <i>Laiosa Mark</i>	25'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221103_JaxFax_Laiosa.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221103_JaxFax_Laiosa.pdf</a> ResultURL:					
03.11.2022	Jax Fax .com	Online	<b>Skiing Highlights For Europe's 2022-23 Season</b> <i>Laiosa Mark</i>	3'020	755
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221103_JaxFax.com_Laiosa.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221103_JaxFax.com_Laiosa.pdf</a> ResultURL: <a href="https://www.jaxfaxmagazine.com/2022/11/03/skiing-highlights-for-europes-2022-23-season/">https://www.jaxfaxmagazine.com/2022/11/03/skiing-highlights-for-europes-2022-23-season/</a>					



PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
04.11.2022	(find your) Paradise .com	Online	<b>How To Explore Switzerland Italian-Style</b> Harris Mark Edward	643	161
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221104_Paradise.co_Harris.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221104_Paradise.co_Harris.pdf</a> ResultURL: <a href="https://findyourparadise.co/how-to-explore-switzerland-italian-style">https://findyourparadise.co/how-to-explore-switzerland-italian-style</a>					
08.11.2022	The Maritime Explorer .ca	Online	<b>Engadin Valley – Hiking Above St. Moritz</b> Dunlop Dale	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221108_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221108_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/11/08/engadin-valley-hiking/">https://themaritimeexplorer.ca/2022/11/08/engadin-valley-hiking/</a>					
09.11.2022	Virtuoso Life	Magazine	<b>Mountain Highs</b> Nangle Hilary	175'000	43'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221109_VirtuosoMagazine_Nangle.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221109_VirtuosoMagazine_Nangle.pdf</a> ResultURL:					
12.11.2022	forbes .com	Online	<b>Switzerland Tourism: Here's Where Travelers Are Headed Now</b> Elliott Christopher	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221112_Forbes.com_Elliott.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221112_Forbes.com_Elliott.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/christopherelliott/2022/11/12/switzerland-tourism-heres-where-travelers-are-headed-now/?sh=56e9d098145d">https://www.forbes.com/sites/christopherelliott/2022/11/12/switzerland-tourism-heres-where-travelers-are-headed-now/?sh=56e9d098145d</a>					
14.11.2022	Men's Journal .com	Online	<b>The 30 Best Mountain Towns in America and Around the World</b> Studarus Laura	3'340'000	835'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221114_MensJournal.com_Studarus.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221114_MensJournal.com_Studarus.pdf</a> ResultURL: <a href="https://www.mensjournal.com/travel/best-mountain-towns/grindelwald-switzerland/">https://www.mensjournal.com/travel/best-mountain-towns/grindelwald-switzerland/</a>					
14.11.2022	Men's Journal .com	Online	<b>The 20 Best Lake Vacations for Every Adventurer</b> Studarus Laura	3'340'000	835'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221114_MensJournal.com_Studarus2.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221114_MensJournal.com_Studarus2.pdf</a> ResultURL: <a href="https://www.mensjournal.com/travel/lake-vacations/interlaken-switzerland/">https://www.mensjournal.com/travel/lake-vacations/interlaken-switzerland/</a>					
18.11.2022	La Petite Bette .com	Blog	<b>Voyage en Suisse, pays carte postale</b> Lapierre Manon	100'000	25'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221118_Lapetitebette.com_Lapierre.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221118_Lapetitebette.com_Lapierre.pdf</a> ResultURL: <a href="https://lapetitebette.com/voyage-en-suisse/">https://lapetitebette.com/voyage-en-suisse/</a>					
18.11.2022	National Post .com	Online	<b>Savour the spa life as the Swiss do</b> Robbins Jody	3'090'000	772'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221118_NationalPost.com_Robbins.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221118_NationalPost.com_Robbins.pdf</a> ResultURL: <a href="https://nationalpost.com/travel/savour-the-spa-life-as-the-swiss-do">https://nationalpost.com/travel/savour-the-spa-life-as-the-swiss-do</a>					
18.11.2022	Orangeville Banner .com	Online	<b>In Switzerland's Jungfrau region, I find an enchanted land of myths, giants and fairy-tale villages</b> Warkentin	49'500	12'375
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221118_Orangeville.com_Warkentin.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221118_Orangeville.com_Warkentin.pdf</a> ResultURL: <a href="https://www.orangeville.com/community-story/10764613-in-switzerland-s-jungfrau-region-i-find-an-enchanted-land-of-myths-giants-and-fairy-tale-villages/">https://www.orangeville.com/community-story/10764613-in-switzerland-s-jungfrau-region-i-find-an-enchanted-land-of-myths-giants-and-fairy-tale-villages/</a>					
19.11.2022	South China Morning Post scmp.com	Online	<b>4 of the best hotels in Europe for family holidays, perfect for everyone from kids to grandparents</b> Tchea	105'347	26'337
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221119_SouthChinaMorningPost.com_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221119_SouthChinaMorningPost.com_Tchea.pdf</a> ResultURL: <a href="https://www.scmp.com/magazines/post-magazine/travel/article/3199839/4-best-hotels-europe-family-holidays-perfect-everyone-kids-grandparents">https://www.scmp.com/magazines/post-magazine/travel/article/3199839/4-best-hotels-europe-family-holidays-perfect-everyone-kids-grandparents</a>					
19.11.2022	The Calgary Herald .com	Newspaper	<b>The spa life... Swiss Style</b> Robbins Jody	3'270'144	817'536
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221119_theCalgaryHerald.com_Robbins.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221119_theCalgaryHerald.com_Robbins.pdf</a> ResultURL:					
22.11.2022	Covered bridge	Magazine	<b>Swiss Dreams: Winter Visit to Zermatt</b> Fuller Kim	20'000	50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221122_CoveredBridge_Fuller.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221122_CoveredBridge_Fuller.pdf</a> ResultURL:					
27.11.2022	The Maritime Explorer .ca	Online	<b>Glacier Express from St. Moritz to Zermatt</b> Dunlop Dale	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221127_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221127_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/11/27/glacier-express/">https://themaritimeexplorer.ca/2022/11/27/glacier-express/</a>					
28.11.2022	forbes .com	Online	<b>St. Moritz's Ultimate Luxury Playground For Families</b> Vora Shivani	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221128_Forbes.com_Vora.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221128_Forbes.com_Vora.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/shivanivora/2022/11/28/st-moritzs-ultimate-luxury-playground-for-families/amp/">https://www.forbes.com/sites/shivanivora/2022/11/28/st-moritzs-ultimate-luxury-playground-for-families/amp/</a>					
28.11.2022	Travel + Leisure.com	Online	<b>I Learned to Ski on the Hardest Slopes in the World – Here's Why You Should, Too</b> Wilkins Vanessa	9'190'000	2'297'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221128_TravelLeisure_Wilkins.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221128_TravelLeisure_Wilkins.pdf</a> ResultURL: <a href="https://www.travelandleisure.com/ski-les-4-vallees-nendaz-switzerland-mountain-mondays-6832993">https://www.travelandleisure.com/ski-les-4-vallees-nendaz-switzerland-mountain-mondays-6832993</a>					
01.12.2022	Spoke + Blossom	Magazine	<b>Winter Visit to Zermatt</b> Fuller Kim	15'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221201_SpokeBlossom_Fuller.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221201_SpokeBlossom_Fuller.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
01.12.2022	SNOW Magazine	Magazine	<b>Zermatt's next Chapter</b> <i>Murphy Jen</i>	40'000	120'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221201_SnowMagazine_Murphy.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221201_SnowMagazine_Murphy.pdf</a> ResultURL:					
02.12.2022	Elle Decor .com	Online	<b>30 LUXURY GIFTS FOR THE GUY WHO HAS EVERYTHING</b> <i>Curkin Charles</i>	2'280'000	570'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221202_ElleDecor.com_Curkin.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221202_ElleDecor.com_Curkin.pdf</a> ResultURL: <a href="https://www.elledecor.com/shopping/g41405773/luxury-gifts-for-him-men/">https://www.elledecor.com/shopping/g41405773/luxury-gifts-for-him-men/</a>					
03.12.2022	The New York Times .com	Online	<b>8 New Hotels for Winter Enthusiasts in the U.S. and Europe</b> <i>Koch Amy Tara</i>	138'000'000	34'500'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221203_NYTimes.com_Koch.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221203_NYTimes.com_Koch.pdf</a> ResultURL: <a href="https://www.nytimes.com/2022/12/03/travel/winter-hotels-united-states-europe.html">https://www.nytimes.com/2022/12/03/travel/winter-hotels-united-states-europe.html</a>					
07.12.2022	Condé Nast Traveler .com	Online	<b>The Biggest Wellness Travel Trends of 2023, From Sound Baths in the Maldives to Recovery Lounges in Napa Valley</b> <i>Murphy Jen</i>	3'360'000	840'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221207_CondeNastTraveler.com_Murphy.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221207_CondeNastTraveler.com_Murphy.pdf</a> ResultURL: <a href="https://www.cntraveler.com/story/wellness-travel-trends-2023?fbclid=IwAR03IxKdwprTqji9mlmTOMqH-xTysNEHxvg8jMbGgaGzEtYZb1jTWNinYXw&amp;mibextid=Zxz2cZ">https://www.cntraveler.com/story/wellness-travel-trends-2023?fbclid=IwAR03IxKdwprTqji9mlmTOMqH-xTysNEHxvg8jMbGgaGzEtYZb1jTWNinYXw&amp;mibextid=Zxz2cZ</a>					
14.12.2022	Get Lost with Lindsay.com	Blog	<b>Christmas Time in Switzerland: Lindsay on Location</b> <i>Myers Lindsay</i>	1'500	375
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221214_GetLostWithLindsay.com_Myers.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221214_GetLostWithLindsay.com_Myers.pdf</a> ResultURL: <a href="https://getlostwithlindsay.com/2022/12/13/christmas-time-in-switzerland-lindsay-on-location/#more-2292">https://getlostwithlindsay.com/2022/12/13/christmas-time-in-switzerland-lindsay-on-location/#more-2292</a>					
16.12.2022	The Maritime Explorer .ca	Online	<b>The Matterhorn – A Perfect Day in the Alps</b> <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221216_TheMaritimeExplorer.ca_Dunlop.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221216_TheMaritimeExplorer.ca_Dunlop.pdf</a> ResultURL: <a href="https://themaritimeexplorer.ca/2022/12/16/the-matterhorn/">https://themaritimeexplorer.ca/2022/12/16/the-matterhorn/</a>					
20.12.2022	Travel + Leisure.com	Online	<b>This Swiss Mountain Town Offers Some of the Best Skiing in Europe — Here's How to Plan the Perfect Trip</b> <i>Leasca Steacy</i>	9'190'000	2'297'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221220_TravelLeisure.com_Leasca.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221220_TravelLeisure.com_Leasca.pdf</a> ResultURL: <a href="https://www.travelandleisure.com/verbiere-switzerland-skiing-hotels-mountain-town-6944840">https://www.travelandleisure.com/verbiere-switzerland-skiing-hotels-mountain-town-6944840</a>					
21.12.2022	Condé Nast Traveler .com	Online	<b>27 Best Vacation Spots for Every Type of Couple</b> <i>Reid Siobhan</i>	3'360'000	840'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221221_CondeNastTraveler.com_Reid.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221221_CondeNastTraveler.com_Reid.pdf</a> ResultURL: <a href="https://www.cntraveler.com/cdn.ampproject.org/c/s/www.cntraveler.com/story/best-vacation-spots-for-couples/amp">https://www.cntraveler.com/cdn.ampproject.org/c/s/www.cntraveler.com/story/best-vacation-spots-for-couples/amp</a>					
21.12.2022	Conde Nast Traveler	Magazine	<b>11 Luxurious Hotels in Switzerland, From Fairy-tale Castles to Modern Chalets</b> <i>Morton Caitlin</i>	810'000	2'430'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221221_TravelLeisure.com_Morton.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221221_TravelLeisure.com_Morton.pdf</a> ResultURL: <a href="https://www.travelandleisure.com/hotels-to-book-in-switzerland-6835619">https://www.travelandleisure.com/hotels-to-book-in-switzerland-6835619</a>					
23.12.2022	EliteGen Magazine .com	Online	<b>Magnificent Matterhorn</b> <i>Yim Iris</i>	1'000'000	250'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221223_EliteGen.com_Yim.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221223_EliteGen.com_Yim.pdf</a> ResultURL: <a href="https://elitegen.singtao.ca/travel/magnificent-matterhorn/">https://elitegen.singtao.ca/travel/magnificent-matterhorn/</a>					
26.12.2022	Condé Nast Traveler .com	Online	<b>The Best Trips Our Editors Took This Year</b> <i>Blumenthal Betsy</i>	3'360'000	840'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221226_CondeNastTraveler.com_Betsy.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221226_CondeNastTraveler.com_Betsy.pdf</a> ResultURL: <a href="https://www.cntraveler.com/cdn.ampproject.org/c/s/www.cntraveler.com/gallery/best-trips-our-editors-took-this-year/amp">https://www.cntraveler.com/cdn.ampproject.org/c/s/www.cntraveler.com/gallery/best-trips-our-editors-took-this-year/amp</a>					
30.12.2022	Nuvo Magazine .com	Online	<b>A New Level of Sophistication at Le Grand Bellevue, Gstaad</b> <i>Tchea Michelle</i>	67'335	16'834
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2022/20221230_NuvoMagazine.com_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2022/20221230_NuvoMagazine.com_Tchea.pdf</a> ResultURL: <a href="https://nuvomagazine.com/daily-edit/a-new-level-of-sophistication-at-le-grand-bellevue-gstaad">https://nuvomagazine.com/daily-edit/a-new-level-of-sophistication-at-le-grand-bellevue-gstaad</a>					
<b>NORTH AMERICA: 136 Clippings</b>				<b><u>712'842'664</u></b>	<b><u>183'233'233</u></b>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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## SPAIN

01.06.2022	Hola	Magazine	La ciudad de la buena vida <i>Lahoz Use</i>	92'700	244'415
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/hola\\_laciudaddelabuenavida.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/hola_laciudaddelabuenavida.pdf)  
ResultURL:

18.06.2022	elmundo.es	Online	<b>80 mujeres a la conquista de un cuatromil suizo: así fue el ascenso de la cordada femenina más larga de la historia</b> <i>Gonzalez Hontoria Marta</i>	1'750'000	1'750'000
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elmundo.es\\_80\\_mujeres\\_a\\_la\\_conquista\\_de\\_un\\_cuatromil\\_suizo\\_asi\\_fue\\_el\\_ascenso\\_de\\_la\\_cordada\\_femenina\\_mas\\_larga\\_de\\_la\\_historia.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elmundo.es_80_mujeres_a_la_conquista_de_un_cuatromil_suizo_asi_fue_el_ascenso_de_la_cordada_femenina_mas_larga_de_la_historia.pdf)  
ResultURL:

24.06.2022	El Mundo	Newspaper	<b>Un ascenso de récord</b> <i>Gonzalez Hontoria Marta</i>	119'662	299'698
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elmundo\\_unascensoderecord.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elmundo_unascensoderecord.pdf)  
ResultURL:

02.07.2022	Diario Cinco Dias	Magazine	<b>Piscinas infinity que bien valen una escapada a stos hoteles</b> <i>Moscardo Inma</i>	27'909	69'275
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/cincodias\\_villahonegg.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/cincodias_villahonegg.pdf)  
ResultURL:

01.10.2022	ICON El Pais	Magazine	<b>Nietzsche estuvo aquí</b> <i>Lahoz Use</i>	148'890	364'777
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/icon\\_nietzscheestuvoaqui2-email.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/icon_nietzscheestuvoaqui2-email.pdf)  
ResultURL:

12.10.2022	Diario El Pais Online	Online	<b>El hotel en el que solo se puede hablar por el móvil desde unas cabinas</b> <i>Lahoz Use</i>	1'919'250	1'919'250
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elpais.com\\_El\\_hotel\\_en\\_el\\_que\\_solo\\_se\\_puede\\_hablar\\_por\\_el\\_movil\\_desde\\_unas\\_cabinas.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elpais.com_El_hotel_en_el_que_solo_se_puede_hablar_por_el_movil_desde_unas_cabinas.pdf)  
ResultURL:

16.10.2022	El Pais Semanal	Magazine	<b>En este hotel, cuidado con el teléfono</b> <i>Lahoz Use</i>	221'041	579'232
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elpaissemanal\\_waldhaus.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elpaissemanal_waldhaus.pdf)  
ResultURL:

03.11.2022	La Vanguardia online	Online	<b>Saunas flotantes, el último capricho para disfrutar el otoño en el lago Zurich</b> <i>Tomas Moreno Anna</i>	1'594'000	1'594'000
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ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/Lavanguardia\\_Saunas\\_flotantes\\_el\\_ultimo\\_capricho\\_para\\_disfrutar\\_el\\_otono\\_en\\_el\\_lago\\_Zurich.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/Lavanguardia_Saunas_flotantes_el_ultimo_capricho_para_disfrutar_el_otono_en_el_lago_Zurich.pdf)  
ResultURL:

**SPAIN: 8 Clippings**

5'873'452

6'820'647

## SWITZERLAND

04.01.2022	Le Temps Online	Online	<b>Les hôtels de montagne ont bien profité des Fêtes</b> <i>Rédaction</i>	1'064'000	266'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/268649036.pdf>  
ResultURL: <https://www.letemps.ch/economie/hotels-montagne-ont-bien-profite-fetes>

18.01.2022	20 minutes édition complète Newspaper		<b>7 Piscines extérieures de rêve dans des hôtels en Suisse</b> <i>Seddik Nina</i>	131'249	405'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/270970019.pdf>  
ResultURL:

26.01.2022	htr hotel revue Online	Online	<b>Die Nachhaltigkeitsleader der Schweizer Hotellerie kooperieren</b> <i>Redaktion</i>	100'000	25'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/272407168.pdf>  
ResultURL:

26.01.2022	Werbewoche Online	Online	<b>26 Betriebe kooperieren als "Responsible Hotels of Switzerland"</b> <i>Redaktion</i>	100'000	25'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/272407169.pdf>  
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
03.02.2022	Travelnews	Online	<b>Ins romantische Hotel und auf die Funslope</b>	184'061	46'015
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/273597906.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/273597906.pdf</a> ResultURL:					
03.02.2022	Transhelvetica Magazin	Magazine	<b>Brauchen Sie Ferien?</b>	17'000	42'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/273624459.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/273624459.pdf</a> ResultURL:					
06.02.2022	20 Minuten Online	Online	<b>Die spektakulärsten Aussenpools von Schweizer Hotels</b> <i>Seddik Nina</i>	3'313'000	828'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/274156491.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/274156491.pdf</a> ResultURL:					
12.02.2022	Tribune de Genève Online	Online	<b>Hôtels de montagne: des étoiles plein les Alpes</b> <i>Cordonier Gérald</i>	954'000	238'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/275587100.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/275587100.pdf</a> ResultURL:					
01.06.2022	Ask the Monsters	Blog	<b>Bristol Geneva - Oasis in the City</b> <i>Lessi Beatrice</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/299360611.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/299360611.pdf</a> ResultURL:					
05.07.2022	htr hotel revue	Newspaper	<b>Der Swiss Innovation Day bringt Fachleute zusammen</b>	10'673	69'375
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/306818617.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/306818617.pdf</a> ResultURL:					
19.10.2022	RTS La Première	Radio	<b>Tourisme durable: voyager tout en préservant l'environnement</b> <i>Choffat Dominique</i>	479'000	479'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/327118938.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/327118938.pdf</a> ResultURL:					
19.10.2022	Radio Télévision Suisse RTS Online	Online	<b>Comment voyager tout en préservant l'environnement?</b> <i>Choffat Dominique</i>	19'572'000	4'893'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/327084177.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/327084177.pdf</a> ResultURL:					
13.12.2022	encore!	Magazine	<b>10 nids chics en altitude</b> <i>Libal Renata</i>	207'080	778'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/Pages_32_33_SUPPLEMENT_ENC_2022-12-11.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/Pages_32_33_SUPPLEMENT_ENC_2022-12-11.pdf</a> ResultURL:					
13.12.2022	encore!	Magazine	<b>10 hotels in den Bergen</b> <i>Libal Renata</i>	201'738	631'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2022/10_Hotels_in_den_Bergen_-_Encore_-_encore-mag.ch.pdf">http://clippings.switzerlandtourism.ch/ZRH/2022/10_Hotels_in_den_Bergen_-_Encore_-_encore-mag.ch.pdf</a> ResultURL:					
<b>SWITZERLAND: 14 Clippings</b>				<b><u>26'333'801</u></b>	<b><u>8'726'640</u></b>

## UK/IRELAND

01.01.2022	House & Garden	Magazine	<b>Great Stays (Jack/unknown)</b> <i>Goodman Pamela</i>	111'017	277'543
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_HouseAndGardenI.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_HouseAndGardenI.pdf</a> ResultURL:					
01.01.2022	National Geographic Traveller (UK)	Magazine	<b>Chalet Zermatt Peak (unknown)</b> <i>Cavagnaro Stephanie</i>	48'653	121'633
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_NatGeoTraveller.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_NatGeoTraveller.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
01.01.2022	National Geographic Traveller (UK)	Magazine	<b>The Omnia Switzerland (unknown)</b> Cavagnaro Stephanie	48'653	121'633
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_NatGeoTraveller1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_NatGeoTraveller1.pdf</a> ResultURL:					
01.01.2022	The Gloss	Magazine	<b>How to channel Gstaad glamour</b> Mc Cormick Penny	72'000	180'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_thegloss.ie.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_thegloss.ie.pdf</a> ResultURL:					
02.01.2022	The Luxury Editor	Online	<b>Best luxury hotels in Bern</b> Fraser Ross	35'000	8'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/02Jan22_Theluxuryeditor.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/02Jan22_Theluxuryeditor.com.pdf</a> ResultURL:					
03.01.2022	The Spectator Online	Online	<b>In search of Sisi</b> Cook William	2	500'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03Jan22_Spectator.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03Jan22_Spectator.pdf</a> ResultURL:					
04.01.2022	Snow Industry News	Online	<b>Zermatt - Norqain Opens First Flagship Boutique Cervo &amp; The Omnia Among "The Best Hotels" In Switzerland (unknown)</b> Walks Mike	114	114
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/04Jan22_Snowindustrynews.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/04Jan22_Snowindustrynews.com.pdf</a> ResultURL:					
05.01.2022	The Luxury Editor	Online	<b>Best luxury hotels in Ascona</b> Fraser Ross	35'000	8'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/05Jan22_Theluxuryeditor.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/05Jan22_Theluxuryeditor.com.pdf</a> ResultURL:					
15.01.2022	The Telegraph Online	Online	<b>16 amazing hotels for mind, body and soul (by Stella Magazine writers)</b> Mulvihill Tom	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/15Jan22_Telegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/15Jan22_Telegraph.pdf</a> ResultURL:					
16.01.2022	The Sunday Telegraph	Newspaper	<b>So spa, so good (unknown)</b> Tyzack Anna	246'910	432'093
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/16Jan22_TheSundayTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/16Jan22_TheSundayTelegraph.pdf</a> ResultURL:					
20.01.2022	House of Coco	Magazine	<b>Late-season ski holidays to book now</b> Tan Hannah	60'000	150'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Jan22_Houseofcoco.net.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Jan22_Houseofcoco.net.pdf</a> ResultURL:					
20.01.2022	The Week online	Online	<b>The world's best ski resorts and hotels</b> Starling Mike	991'000	247'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Jan22_Theweek.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Jan22_Theweek.co.uk.pdf</a> ResultURL:					
21.01.2022	The Points Guy UK (thepointsguy.co.uk)	Online	<b>5 winter wonderland escapes in Switzerland to visit now</b> Schaler Karen	15'000	3'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21Jan22_Thepointsguy.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21Jan22_Thepointsguy.co.uk.pdf</a> ResultURL:					
22.01.2022	The Daily Telegraph	Newspaper	<b>School's out but ski school's in at half-term</b> Fowler Laura	360'345	630'604
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/22Jan22_TheDailyTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/22Jan22_TheDailyTelegraph.pdf</a> ResultURL:					
24.01.2022	The Rake	Magazine	<b>Winter Holiday Wisdom</b> Anderson Freddie	105'000	262'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/24Jan22_Therake.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/24Jan22_Therake.com.pdf</a> ResultURL:					
27.01.2022	Channel 4 Television	TV/Cable/Video	<b>The World's Most Luxurious Holidays (unknown)</b> Norton Tom	2'000'000	2'000'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/27Jan22_channel4.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/27Jan22_channel4.com.pdf</a> ResultURL:					
27.01.2022	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>Best hotels in Switzerland</b> MacEacheran Mike	3	802'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/27Jan22_thetimestravel.pdf">http://clippings.switzerlandtourism.ch/LON/2022/27Jan22_thetimestravel.pdf</a> ResultURL: <a href="https://www.thetimes.co.uk/travel/destinations/europe/switzerland/best-hotels-in-switzerland">https://www.thetimes.co.uk/travel/destinations/europe/switzerland/best-hotels-in-switzerland</a>					
31.01.2022	MSN UK (online)	Online	<b>10 Magical Ski Destinations for a Safe Winter Getaway (Sara Holzman)</b> Busch Simon	64	15'877'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/31Jan22_msn.pdf">http://clippings.switzerlandtourism.ch/LON/2022/31Jan22_msn.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
31.01.2022	The Wordrobe Magazine Online	Online	<b>6 Reasons To Visit The Canton of Vaud, Switzerland This Spring</b> <i>Ritchie Sophie</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/31Jan22_Thewordrobe.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/31Jan22_Thewordrobe.com.pdf</a> ResultURL: <a href="https://thewordrobe.com/6-reasons-to-visit-the-canton-of-vaud-switzerland-this-spring/">https://thewordrobe.com/6-reasons-to-visit-the-canton-of-vaud-switzerland-this-spring/</a>					
01.02.2022	Skier & Snowboarder Magazine	Magazine	<b>Hotel's ice battery generates plenty of positives</b> <i>Martin Iain</i>	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Feb22_skierandsnowboarder_Print.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Feb22_skierandsnowboarder_Print.pdf</a> ResultURL:					
03.02.2022	Luxury Lifestyle Magazine (luxurylifestylemag.co.uk)	Online	<b>Sunshine Skiing: The best luxury resorts for a late-season ski holiday (LLT Reporters)</b> <i>Heard Natasha</i>	164'400	41'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03Feb22_luxurylifestylemag.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03Feb22_luxurylifestylemag.co.uk.pdf</a> ResultURL:					
03.02.2022	MSN UK (online)	Online	<b>The best wellness breaks for a zen 2022 (unknown)</b> <i>Busch Simon</i>	64	15'877'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03Feb22_msn.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03Feb22_msn.com.pdf</a> ResultURL:					
06.02.2022	Condé Nast Traveller (online)	Online	<b>The best ski resorts in Europe</b> <i>Skinner Toby</i>	270'000	67'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/06Feb22_cntraveller.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/06Feb22_cntraveller.com.pdf</a> ResultURL:					
07.02.2022	Hello!	Magazine	<b>White Magic</b> <i>Robey Belinda</i>	230'940	577'350
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/07Feb22_Hello.pdf">http://clippings.switzerlandtourism.ch/LON/2022/07Feb22_Hello.pdf</a> ResultURL:					
07.02.2022	Hip & Healthy	Online	<b>The Revival of winter holidays: Our trip to health-focused St. Moritz</b> <i>Shury Isabelle</i>	56'714	14'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/07Feb22_hipandhealthy.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/07Feb22_hipandhealthy.co.uk.pdf</a> ResultURL: <a href="https://hipandhealthy.com/the-revival-of-winter-holidays-st-moritz/">https://hipandhealthy.com/the-revival-of-winter-holidays-st-moritz/</a>					
10.02.2022	House & Garden	Magazine	<b>The 21 most incredible overwater bungalows in the world (by Kathryn Romeyn)</b> <i>Ware Noni</i>	111'017	277'543
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/10Feb22_houseandgarden.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/10Feb22_houseandgarden.co.uk.pdf</a> ResultURL:					
13.02.2022	The Independent Online	Online	<b>Green Getaways</b> <i>Thackray Lucy</i>	111'086'494	27'771'624
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/13Feb22_TheIndependentII.pdf">http://clippings.switzerlandtourism.ch/LON/2022/13Feb22_TheIndependentII.pdf</a> ResultURL:					
15.02.2022	Luxury Lifestyle Magazine (luxurylifestylemag.co.uk)	Online	<b>Hotel Review: Nomad Design And Lifestlye Hotel, Basel In Switzerland</b> <i>Ho Baldwin</i>	164'400	41'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/15Feb22_luxurylifestylemag.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/15Feb22_luxurylifestylemag.co.uk.pdf</a> ResultURL: <a href="https://www.luxurylifestylemag.co.uk/travel/hotel-review-nomad-design-and-lifestyle-hotel-in-basel-switzerland/">https://www.luxurylifestylemag.co.uk/travel/hotel-review-nomad-design-and-lifestyle-hotel-in-basel-switzerland/</a>					
19.02.2022	The Daily Mail	Newspaper	<b>How I cured my sleeping pill addiction at a £56,000-a-week rehab clinic loved by royals and world leaders (Petronella Wyatt)</b> <i>Van Viasina Tracy</i>	1'186'594	2'076'540
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/19Feb22_dailymail.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/19Feb22_dailymail.co.uk.pdf</a> ResultURL: <a href="https://www.dailymail.co.uk/debate/article-10531175/PETRONELLA-WYATT-cured-sleeping-pill-addiction-56-000-week-rehab-clinic.html">https://www.dailymail.co.uk/debate/article-10531175/PETRONELLA-WYATT-cured-sleeping-pill-addiction-56-000-week-rehab-clinic.html</a>					
19.02.2022	The Week	Magazine	<b>Mont Cervin Palace Zermatt (by Ian Thorley)</b> <i>O'Grady Jeremy</i>	204'197	510'493
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/19Feb22_TheWeek.pdf">http://clippings.switzerlandtourism.ch/LON/2022/19Feb22_TheWeek.pdf</a> ResultURL:					
20.02.2022	Travel Begins at 40	Blog	<b>Chalet RoyAlp Hotel and Spa, Switzerland</b> <i>Hennessy-Vass Neil</i>	35'000	8'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Feb22_travelbeginsat40.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Feb22_travelbeginsat40.pdf</a> ResultURL: <a href="https://www.travelbeginsat40.com/2022/02/chalet-royalp-hotel-and-spa-switzerland/">https://www.travelbeginsat40.com/2022/02/chalet-royalp-hotel-and-spa-switzerland/</a>					
26.02.2022	Our Man On The Ground (OMOTG: omotgtravel.com/)	Online	<b>Chalet RoyAlp Hotel and Spa</b> <i>Hennessy-Vass Neil</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/26Feb22_omotgtravel.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/26Feb22_omotgtravel.com.pdf</a> ResultURL:					
27.02.2022	The Sunday Telegraph	Newspaper	<b>WHERE TO CATCH THE LAST OF THE SEASON'S SNOW</b> <i>Duncan Fiona</i>	246'910	432'093
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/27Feb22_SundayTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/27Feb22_SundayTelegraph.pdf</a> ResultURL:					
28.02.2022	Brummell	Magazine	<b>Staying cool: the best off-piste and off-grid ski resorts</b> <i>Madigan Chris</i>	20'000	50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/28Feb22_Brummellmagazine.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/28Feb22_Brummellmagazine.co.uk.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
28.02.2022	The Telegraph Online	Online	<b>14 of the most amazing openings in the mountains this winter – whatever your budget or ability</b> <i>Butcher Abigail</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/28Feb22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/28Feb22_telegraph.co.uk.pdf</a> ResultURL: <a href="http://www.nla-eclipsweb.com/service/redirector/article/80675900.pdf">http://www.nla-eclipsweb.com/service/redirector/article/80675900.pdf</a>					
01.03.2022	Elle	Magazine	<b>Escape Plan (unknown)</b> <i>Stewart Harriet</i>	200'531	501'328
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_ElleMagazine.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_ElleMagazine.pdf</a> ResultURL:					
01.03.2022	High Life British Airways In-flight Magazine	Magazine	<b>Single All the Way</b> <i>Cox Rebecca</i>	80'208	200'520
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_HighLife.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_HighLife.pdf</a> ResultURL:					
01.03.2022	High Life British Airways In-flight Magazine	Magazine	<b>Family Room, Please!</b> <i>Cox Rebecca</i>	80'208	200'520
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_HighLife1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_HighLife1.pdf</a> ResultURL:					
01.03.2022	Skier & Snowboarder	Magazine	<b>What's cooking?</b> <i>Nicholls Mark</i>	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_SkierandSnowboarder.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Mar22_SkierandSnowboarder.pdf</a> ResultURL:					
03.03.2022	Weather 2 Travel	Online	<b>How to make the most of the Swiss Alps in winter</b> <i>Henton Kirsten</i>	281'402	281'402
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03Mar22_Weather2Travel.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03Mar22_Weather2Travel.pdf</a> ResultURL: <a href="https://www.weather2travel.com/blog/make-the-most-of-switzerland-winter/">https://www.weather2travel.com/blog/make-the-most-of-switzerland-winter/</a>					
03.03.2022	Sainsbury's Magazine	Magazine	<b>Summer in Verbier: travel review</b> <i>Stansfield Liz</i>	166'158	415'395
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03Mar22_sainsburysmagazine.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03Mar22_sainsburysmagazine.co.uk.pdf</a> ResultURL:					
03.03.2022	The Telegraph Online	Online	<b>The best new chalets and hotels for your ski holiday 2022</b> <i>Butcher Abigail</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03Mar22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03Mar22_telegraph.co.uk.pdf</a> ResultURL: <a href="http://www.nla-eclipsweb.com/service/redirector/article/80741165.pdf">http://www.nla-eclipsweb.com/service/redirector/article/80741165.pdf</a>					
04.03.2022	The Telegraph Online	Online	<b>In need of a reboot? 15 hot new spa holidays for 2022</b> <i>Statham Amanda</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/04Mar22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/04Mar22_telegraph.co.uk.pdf</a> ResultURL: <a href="https://www.telegraph.co.uk/travel/lists/best-spa-holidays-abroad-europe-breaks-spas-2022/">https://www.telegraph.co.uk/travel/lists/best-spa-holidays-abroad-europe-breaks-spas-2022/</a>					
04.03.2022	Yahoo! UK & Ireland	Online	<b>10 best travel destinations in Europe for the Easter holidays (unknown)</b> <i>Oakley Nicola</i>	32'700'000	8'175'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/04Mar22_yahoo.pdf">http://clippings.switzerlandtourism.ch/LON/2022/04Mar22_yahoo.pdf</a> ResultURL:					
05.03.2022	The Scottish Sun (Glasgow Newspaper Office)	Newspaper	<b>Best of the fest on the mountains</b> <i>Minot Lisa</i>	201'259	352'203
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/05Mar22_ScottishSun.pdf">http://clippings.switzerlandtourism.ch/LON/2022/05Mar22_ScottishSun.pdf</a> ResultURL:					
05.03.2022	The Sun	Newspaper	<b>Best of the fest on the mountains</b> <i>Minot Lisa</i>	1'568'850	2'745'488
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/05Mar22_theSun.pdf">http://clippings.switzerlandtourism.ch/LON/2022/05Mar22_theSun.pdf</a> ResultURL:					
09.03.2022	The Irish Post	Newspaper	<b>Return to the slopes in Andermatt - Switzerland's stylish and sustainable hidden gem</b> <i>Boyle Maria</i>	20'393	35'688
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/09Mar22_irishpost.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/09Mar22_irishpost.co.uk.pdf</a> ResultURL:					
12.03.2022	The Irish Post	Newspaper	<b>How to book your stay: Andermatt Apartments (by Maria Boyle)</b> <i>Breatnach Siobhan</i>	20'393	35'688
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/12Mar22_Irishpost.pdf">http://clippings.switzerlandtourism.ch/LON/2022/12Mar22_Irishpost.pdf</a> ResultURL:					
12.03.2022	The Irish Post	Newspaper	<b>Switzerland's hidden gem</b> <i>Boyle Maria</i>	20'393	35'688
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/12March22_Irishpost1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/12March22_Irishpost1.pdf</a> ResultURL:					
17.03.2022	Mail Online	Online	<b>Revealed: \$47'000-a-week clinic 'where Princess Charlene of Monaco was treated for "profound general fatigue" in Switzerland'</b> <i>Lawson Chris</i>	24	5'978'170
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/17Mar22_dailymail.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/17Mar22_dailymail.co.uk.pdf</a> ResultURL: <a href="https://www.dailymail.co.uk/news/article-10623107/43-000-week-clinic-Princess-Charlene-Monaco-treated-Switzerland.html">https://www.dailymail.co.uk/news/article-10623107/43-000-week-clinic-Princess-Charlene-Monaco-treated-Switzerland.html</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
20.03.2022	The Arbuturian	Online	<b>An Adventure in Vaud</b> <i>McLean Sophie</i>	150'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Mar22_TheArbuturian.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Mar22_TheArbuturian.pdf</a> ResultURL: <a href="https://www.arbuturian.com/travel/travelfeatures/an-adventure-in-vaud">https://www.arbuturian.com/travel/travelfeatures/an-adventure-in-vaud</a>					
21.03.2022	Country & Town House (online)	Online	<b>Andermatt: Switzerland's hidden gem ski resort (by Maria Boyle)</b> <i>Breatnach Siobhan</i>	60'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21Mar22_Countryandtownhouse.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21Mar22_Countryandtownhouse.co.uk.pdf</a> ResultURL: <a href="https://www.countryandtownhouse.com/travel/andermatt-switzerlands-hidden-gem-ski-resort/">https://www.countryandtownhouse.com/travel/andermatt-switzerlands-hidden-gem-ski-resort/</a>					
22.03.2022	My weekly	Magazine	<b>The Beauty of Zurich</b> <i>Wilson Hope</i>	145'750	364'375
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/22Mar22_MyWeekly.pdf">http://clippings.switzerlandtourism.ch/LON/2022/22Mar22_MyWeekly.pdf</a> ResultURL:					
22.03.2022	Skier & Snowboarder	Magazine	<b>Ski race champion moves from start gates and race courses to starters and main courses in Gstaad</b> <i>Nicholle Mark</i>	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/22Mar22_skierandsnowboarder.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/22Mar22_skierandsnowboarder.com.pdf</a> ResultURL:					
27.03.2022	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>Top 7: ski hotels with swanky outdoor pools</b> <i>Goulding Rory</i>	810'961	810'961
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/26Mar22_SundayTimesOnline.pdf">http://clippings.switzerlandtourism.ch/LON/2022/26Mar22_SundayTimesOnline.pdf</a> ResultURL:					
29.03.2022	Food & Travel Magazine	Magazine	<b>Beyond skiing: 7 things to do in Gstaad</b> <i>Truman Rachel</i>	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/29Mar22_loveexploring.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/29Mar22_loveexploring.com.pdf</a> ResultURL:					
01.04.2022	Food & Travel Magazine	Magazine	<b>On Track</b> <i>Lambert Anthony</i>	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_FoodandTravel.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_FoodandTravel.pdf</a> ResultURL:					
01.04.2022	National Geographic Traveller (UK)	Magazine	<b>Where to stay Zurich</b> <i>Cavagnaro Stephanie</i>	48'653	121'633
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_NationalGeographicTraveller.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_NationalGeographicTraveller.pdf</a> ResultURL:					
01.04.2022	The Lady	Magazine	<b>Trips for culture vultures</b> <i>Novakovich Mary</i>	26'469	66'173
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_TheLady.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_TheLady.pdf</a> ResultURL:					
01.04.2022	Women's Fitness	Magazine	<b>10 of the best transformational spas</b> <i>Comber Mary</i>	19'214	48'035
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_WomensFitness.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Apr22_WomensFitness.pdf</a> ResultURL:					
02.04.2022	The Luxury Editor	Online	<b>Best luxury hotels in Lausanne</b> <i>Fraser Ross</i>	35'000	8'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/02Apr22_theluxuryeditor.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/02Apr22_theluxuryeditor.com.pdf</a> ResultURL:					
02.04.2022	The Times Weekend	Magazine	<b>Don't take the kids - smart hotels for grown-up holidays</b> <i>Grainger Lisa</i>	446'164	1'115'410
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/02Apr22_TheTimes.pdf">http://clippings.switzerlandtourism.ch/LON/2022/02Apr22_TheTimes.pdf</a> ResultURL:					
02.04.2022	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>20 of the best adults-only hotels in Europe</b> <i>Grainger Lisa</i>	810'961	810'961
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/02Apr22_TheTimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/02Apr22_TheTimes.co.uk.pdf</a> ResultURL: <a href="https://www.thetimes.co.uk/article/20-of-the-best-grown-up-hotels-in-europe-sngbr7tx">https://www.thetimes.co.uk/article/20-of-the-best-grown-up-hotels-in-europe-sngbr7tx</a>					
04.04.2022	Decanter.com	Online	<b>Geneva – A wine lover's guide</b> <i>Trilivas Nicole</i>	295'000	73'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/04Apr22_decanter.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/04Apr22_decanter.com.pdf</a> ResultURL: <a href="https://www.decanter.com/wine-travel/geneva-a-wine-lovers-guide-476745/">https://www.decanter.com/wine-travel/geneva-a-wine-lovers-guide-476745/</a>					
04.04.2022	The Travel Magazine	Online	<b>Ski Safari in Switzerland's 4 Vallées</b> <i>Ibbotson Sophie</i>	150'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/04Apr22_thetravelmagazine.net.pdf">http://clippings.switzerlandtourism.ch/LON/2022/04Apr22_thetravelmagazine.net.pdf</a> ResultURL:					
09.04.2022	The Daily Express	Newspaper	<b>Wunder bars</b> <i>Lissaman Vicky</i>	380'632	666'106
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_DailyExpress.pdf">http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_DailyExpress.pdf</a> ResultURL:					



PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
09.04.2022	Daily Record (Glasgow)	Newspaper	<b>Wunder bars</b> <i>Lissaman Vicky</i>	246'615	431'576
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_DailyRecord.pdf">http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_DailyRecord.pdf</a> ResultURL:					
09.04.2022	Daily Mirror	Newspaper	<b>Wunder bars</b> <i>Lissaman Vicky</i>	733'543	1'283'700
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_DailyMirror.pdf">http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_DailyMirror.pdf</a> ResultURL:					
09.04.2022	The Irish Daily Mirror	Newspaper	<b>Wunder bars</b> <i>Lissaman Vicky</i>	53'364	93'387
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_IrishDailyMirror.pdf">http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_IrishDailyMirror.pdf</a> ResultURL:					
09.04.2022	Luxury Lifestyle Magazine (luxurylifestylemag.co.uk)	Online	<b>A gastronomic guide to Geneva: Chocolate, wine and Michelin stars</b> <i>Ho Baldwin</i>	164'400	41'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_luxurylifestylemag.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/09Apr22_luxurylifestylemag.com.pdf</a> ResultURL: <a href="https://www.luxurylifestylemag.co.uk/travel/a-gastronomic-guide-to-geneva-chocolate-wine-and-michelin-stars/">https://www.luxurylifestylemag.co.uk/travel/a-gastronomic-guide-to-geneva-chocolate-wine-and-michelin-stars/</a>					
10.04.2022	The People	Newspaper	<b>Wunder bars</b> <i>Lissaman Vicky</i>	153'073	267'878
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/10Apr22_thepeople.pdf">http://clippings.switzerlandtourism.ch/LON/2022/10Apr22_thepeople.pdf</a> ResultURL:					
12.04.2022	Group Leisure & Travel Online	Online	<b>List 2022: Our Editors' Picks of the Best New Hotels in the World</b> <i>MacEacheran Mike</i>	5'700	1'425
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/12Apr22_travelandleisure.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/12Apr22_travelandleisure.com.pdf</a> ResultURL:					
13.04.2022	Country & Town House (online)	Online	<b>Destination: Verbier</b> <i>Whitehair Emma</i>	60'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/13Apr22_countryandtownhouse.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/13Apr22_countryandtownhouse.co.uk.pdf</a> ResultURL: <a href="https://www.countryandtownhouse.com/travel/destination-verbier/">https://www.countryandtownhouse.com/travel/destination-verbier/</a>					
20.04.2022	Country Life	Magazine	<b>Hotel of the month (by unknown)</b> <i>Baker Hannah</i>	41'314	103'285
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Apr22_CountryLife.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Apr22_CountryLife.pdf</a> ResultURL:					
24.04.2022	Euronews	Online	<b>What's a ski resort like outside of ski season? Here's our guide to Verbier</b> <i>Brown Hannah</i>	27'000'000	6'750'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/24Apr22_euronews.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/24Apr22_euronews.com.pdf</a> ResultURL:					
24.04.2022	MSN UK (online)	Online	<b>What's a ski resort like outside of ski season? Here's our guide to Verbier</b> <i>Brown Hannah</i>	64	15'877'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/24Apr22_msn.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/24Apr22_msn.com.pdf</a> ResultURL:					
24.04.2022	The Daily Telegraph	Newspaper	<b>Are Swiss rail trips really the best in the world?</b> <i>Bridge Adrian</i>	318	630'604
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/24Apr22_SundayTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/24Apr22_SundayTelegraph.pdf</a> ResultURL:					
24.04.2022	The Telegraph Online	Online	<b>The country with the most spectacular rail journeys in the world</b> <i>Bridge Adrian</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01May22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01May22_telegraph.co.uk.pdf</a> ResultURL: <a href="https://www.telegraph.co.uk/travel/destinations/europe/switzerland/country-spectacular-rail-journeys-world/">https://www.telegraph.co.uk/travel/destinations/europe/switzerland/country-spectacular-rail-journeys-world/</a>					
25.04.2022	SheerLuxe Online	Online	<b>7 food &amp; wine holidays in Europe (unknown)</b> <i>Andrew Sherri</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25Apr22_SheerLuxe.com1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25Apr22_SheerLuxe.com1.pdf</a> ResultURL: <a href="https://sheerluxe.com/culture/travel/europe/7-food-wine-holidays-europe">https://sheerluxe.com/culture/travel/europe/7-food-wine-holidays-europe</a>					
26.04.2022	The Spectator Online	Online	<b>Europe's finest grand hotels</b> <i>Cook William</i>	320'000	80'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/26Apr22_thespectator.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/26Apr22_thespectator.co.uk.pdf</a> ResultURL:					
03.05.2022	Bella	Magazine	<b>Capital gains</b> <i>Chapman Jo</i>	245'286	613'215
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03May22_Bella.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03May22_Bella.pdf</a> ResultURL:					
03.05.2022	Citizen Femme	Online	<b>Eight European hotels that are too luxurious to leave</b> <i>Waldron Laurel</i>	25'000	6'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/03May22_Citizen-femme.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/03May22_Citizen-femme.com.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
06.05.2022	The Telegraph Online	Online	<b>The surprising summer destination that has (almost) everything</b> <i>Sherwood Sara</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/06June22_Telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/06June22_Telegraph.co.uk.pdf</a> ResultURL:					
06.05.2022	The Daily Telegraph	Newspaper	<b>The surprising summer destination that has (almost) everything</b> <i>Sherwood Sara</i>	318	630'604
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/14May22_TheDailyTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/14May22_TheDailyTelegraph.pdf</a> ResultURL:					
10.05.2022	House of Coco	Magazine	<b>The ultimate guide to the 25 very best honeymoon hotels in the world</b> <i>Tan Hannah</i>	60'000	150'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/10May22_glamourmagazine.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/10May22_glamourmagazine.co.uk.pdf</a> ResultURL:					
11.05.2022	Country & Town House (online)	Online	<b>Best hotels in Geneva - The Weekender</b> <i>Cox Rebecca</i>	60'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/11May22_countryandtownhouse.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/11May22_countryandtownhouse.co.uk.pdf</a> ResultURL: <a href="https://www.countryandtownhouse.com/travel/geneva/">https://www.countryandtownhouse.com/travel/geneva/</a>					
11.05.2022	The Daily Mail	Newspaper	<b>The Swiss alps are bliss in summer</b> <i>Johnson Kate</i>	1'186'594	2'076'540
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/11May22_DailyMail.pdf">http://clippings.switzerlandtourism.ch/LON/2022/11May22_DailyMail.pdf</a> ResultURL:					
11.05.2022	Scottish Daily Mail	Newspaper	<b>The Swiss alps are bliss in summer</b> <i>Johnson Kate</i>	90'121	225'303
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/11May22_ScottishDailyMail.pdf">http://clippings.switzerlandtourism.ch/LON/2022/11May22_ScottishDailyMail.pdf</a> ResultURL:					
12.05.2022	Mail Online	Online	<b>The Swiss Alps are bliss in summer: Dodge Verbier's glitzy ski crowds on a reviving off-season hiking trip</b> <i>Johnson Kate</i>	24	5'978'170
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/12May22_dailymail.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/12May22_dailymail.co.uk.pdf</a> ResultURL: <a href="https://www.dailymail.co.uk/travel/escape/article-10804327/Switzerland-holidays-Dodge-Verbiers-glitzy-ski-crowds-season-hiking-trip-summer.html">https://www.dailymail.co.uk/travel/escape/article-10804327/Switzerland-holidays-Dodge-Verbiers-glitzy-ski-crowds-season-hiking-trip-summer.html</a>					
14.05.2022	The Daily Telegraph	Newspaper	<b>Why you're wrong about 'boring' Geneva</b> <i>Lussiana Mary</i>	360'345	630'604
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/14May22_TheDailyTelegraph1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/14May22_TheDailyTelegraph1.pdf</a> ResultURL:					
16.05.2022	Grazia	Magazine	<b>Mind, Body, &amp; Soul Spas (by unknown)</b> <i>Atkinson Laura</i>	155'289	388'223
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/16May22_Grazia.pdf">http://clippings.switzerlandtourism.ch/LON/2022/16May22_Grazia.pdf</a> ResultURL:					
17.05.2022	Trip Reporter	Blog	<b>A blooming lovely train trip from Lucerne to Lugano</b> <i>Watts Beverley</i>	5'000	1'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/17May22_Tripreporter.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/17May22_Tripreporter.co.uk.pdf</a> ResultURL: <a href="https://www.tripreporter.co.uk/a-blooming-lovely-train-trip-from-lucerne-to-lugano/">https://www.tripreporter.co.uk/a-blooming-lovely-train-trip-from-lucerne-to-lugano/</a>					
17.05.2022	Luxuria Lifestyle	Online	<b>Switzerland's Awards-Winning Luxury Boutique Hotel</b> <i>Rose Amber</i>	60'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/17May22_luxurylifestyle.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/17May22_luxurylifestyle.com.pdf</a> ResultURL:					
19.05.2022	The Telegraph Online	Online	<b>Where to find a last-minute bargain on the most expensive bank holiday ever</b> <i>Beaumont Emma</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/19May22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/19May22_telegraph.co.uk.pdf</a> ResultURL: <a href="https://www.telegraph.co.uk/travel/lists/find-last-minute-bargain-jubilee-bank-holiday-weekend-flights/">https://www.telegraph.co.uk/travel/lists/find-last-minute-bargain-jubilee-bank-holiday-weekend-flights/</a>					
20.05.2022	The Sun Online - thesun.co.uk	Online	<b>Lucerne up a bit: The European city break with a magical greeting and Harry Potter-style attraction</b> <i>Chalmers Vanessa</i>	10	2'506'170
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20May22_thesun.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20May22_thesun.co.uk.pdf</a> ResultURL: <a href="https://wwwthesun.co.uk/travel/18628131/european-city-break-harry-potter/">https://wwwthesun.co.uk/travel/18628131/european-city-break-harry-potter/</a>					
21.05.2022	The Sun	Newspaper	<b>It's Switzerland... Lucerne up a bit</b> <i>Chalmers Vanessa</i>	1'568'850	2'745'488
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21May22_TheSun.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21May22_TheSun.pdf</a> ResultURL:					
21.05.2022	The Guardian	Newspaper	<b>20 of Europe's coolest cabins</b> <i>Bowes Gemma</i>	149'420	261'485
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21May22_TheGuardian_.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21May22_TheGuardian_.pdf</a> ResultURL:					
21.05.2022	The Guardian Online	Online	<b>20 of the coolest holiday cabins in Europe</b> <i>Bowes Gemma</i>	125'114'252	31'278'563
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21May22_theguardian.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21May22_theguardian.com.pdf</a> ResultURL: <a href="https://www.theguardian.com/travel/2022/may/21/20-of-the-coolest-holiday-cabins-in-europe">https://www.theguardian.com/travel/2022/may/21/20-of-the-coolest-holiday-cabins-in-europe</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
21.05.2022	MSN UK (online)	Online	<b>20 of Europe's coolest cabins</b> <i>Bowes Gemma</i>	64	15'877'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21May22_msn.com1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21May22_msn.com1.pdf</a> ResultURL:					
21.05.2022	Yahoo! UK & Ireland	Online	<b>20 of Europe's coolest cabins</b> <i>Bowes Gemma</i>	32'700'000	8'175'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21May22_yahoo.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21May22_yahoo.com.pdf</a> ResultURL: <a href="https://uk.style.yahoo.com/20-coolest-holiday-cabins-europe-090015405.html">https://uk.style.yahoo.com/20-coolest-holiday-cabins-europe-090015405.html</a>					
22.05.2022	Condé Nast Traveller (online)	Online	<b>From glass houses to beach huts, these are the coolest Airbnbs in Europe (by Lauren Burvill)</b> <i>Morrell Olivia</i>	270'000	67'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/22May22_cntraveller.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/22May22_cntraveller.com.pdf</a> ResultURL:					
23.05.2022	Luxurious Magazine Online	Online	<b>For the very first time, Grand Hotel Kronenhof will have only one season (by editorial team)</b> <i>Baksa Gina</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/23May22_luxuriousmagazine.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/23May22_luxuriousmagazine.com.pdf</a> ResultURL:					
23.05.2022	The Telegraph Online	Online	<b>Why is British service so awful compared to Europe?</b> <i>O'Flaherty Mark</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/23May22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/23May22_telegraph.co.uk.pdf</a> ResultURL:					
25.05.2022	Silver Travel Advisor	Online	<b>Take the train to Switzerland to see Ticino's secret gardens</b> <i>Watts Beverley</i>	5'000	1'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_silvertraveladvisor.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_silvertraveladvisor.pdf</a> ResultURL: <a href="https://silvertraveladvisor.com/articles/take-the-train-to-switzerland-to-see-ticinos-secret-gardens/">https://silvertraveladvisor.com/articles/take-the-train-to-switzerland-to-see-ticinos-secret-gardens/</a>					
25.05.2022	Brummell	Magazine	<b>Spectacular stays: hotels with architectural appeal</b> <i>Billington Gemma</i>	20'000	50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_brummellmagazine.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_brummellmagazine.co.uk.pdf</a> ResultURL:					
25.05.2022	Lux Magazine online	Online	<b>Switzerland, our top pick for summer (by unknown)</b> <i>Sanai Darius</i>	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_luxmagazine.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_luxmagazine.com.pdf</a> ResultURL:					
25.05.2022	National Geographic Traveller UK Online	Online	<b>How to spend a weekend in the Jungfrau Region, Switzerland's adventure capital</b> <i>Walker Kerry</i>	301	75'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_nationalgeographic.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_nationalgeographic.co.uk.pdf</a> ResultURL: <a href="https://www.nationalgeographic.co.uk/travel/2022/05/how-to-spend-a-weekend-in-the-jungfrau-region-switzerlands-adventure-capital">https://www.nationalgeographic.co.uk/travel/2022/05/how-to-spend-a-weekend-in-the-jungfrau-region-switzerlands-adventure-capital</a>					
28.05.2022	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>Like clockwork - the joy of Switzerland by rail and water</b> <i>Watson Jeremy</i>	3	802'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/28May22_thetimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/28May22_thetimes.co.uk.pdf</a> ResultURL: <a href="https://www.thetimes.co.uk/article/the-joy-of-seeing-switzerland-by-rail-9clbcp6wz">https://www.thetimes.co.uk/article/the-joy-of-seeing-switzerland-by-rail-9clbcp6wz</a>					
28.05.2022	The Times (Scotland)	Newspaper	<b>Like clockwork - the joy of Switzerland by rail and water</b> <i>Watson Jeremy</i>	19'868	34'769
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/28May22_TheTimesScotland1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/28May22_TheTimesScotland1.pdf</a> ResultURL:					
29.05.2022	Sunday World Online	Online	<b>SWITZ' SWOO</b> <i>Meaney Clodagh</i>	1'200'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/29May22_sundayworld.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/29May22_sundayworld.com.pdf</a> ResultURL: <a href="https://www.sundayworld.com/lifestyle/travel/switzerland-is-a-very-special-place-full-of-culinary-delights-and-magnificent-scenery-41680751.html">https://www.sundayworld.com/lifestyle/travel/switzerland-is-a-very-special-place-full-of-culinary-delights-and-magnificent-scenery-41680751.html</a>					
29.05.2022	Sunday World	Newspaper	<b>SWITZ' SWOO</b> <i>Meaney Clodagh</i>	133'946	234'406
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/29May22_SundayWorld.pdf">http://clippings.switzerlandtourism.ch/LON/2022/29May22_SundayWorld.pdf</a> ResultURL:					
01.06.2022	Conde Nast Traveller UK	Magazine	<b>The Hot List 2022</b> <i>Bell Lydia</i>	81'002	202'505
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_CondeNastTraveller.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_CondeNastTraveller.pdf</a> ResultURL:					
01.06.2022	Food & Travel Magazine	Magazine	<b>Saint-Gervais, Geneva</b> <i>Davey Neil</i>	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_FoodTravel.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_FoodTravel.pdf</a> ResultURL:					
06.06.2022	Euronews	Online	<b>Why Switzerland's 'little Italy' is a must-see town for your travel bucket list</b> <i>Walsh Tina</i>	27'000'000	6'750'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/06Jun22_euronews.travel.pdf">http://clippings.switzerlandtourism.ch/LON/2022/06Jun22_euronews.travel.pdf</a> ResultURL: <a href="https://www.euronews.com/travel/2022/06/03/why-switzerland-s-little-italy-is-a-must-see-town-for-your-travel-bucket-list">https://www.euronews.com/travel/2022/06/03/why-switzerland-s-little-italy-is-a-must-see-town-for-your-travel-bucket-list</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
10.06.2022	International Banker	Magazine	<b>Tranquil lakeside retreats that embody the best in luxury (by unknown)</b> <i>Brown Simon</i>	62'000	155'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/10Jun22_internationalbanker.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/10Jun22_internationalbanker.com.pdf</a> ResultURL:					
11.06.2022	Family Traveller (online)	Online	<b>Why Lucerne plus Bern is the perfect Swiss family getaway (by unknown)</b> <i>Johnson-Gilbert Jemina</i>	65'000	16'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/11Jun22_familytraveller.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/11Jun22_familytraveller.com.pdf</a> ResultURL:					
11.06.2022	The Daily Telegraph	Newspaper	<b>Feast your eyes on some spectacular dining destinations</b> <i>Elfer Helen</i>	360'345	630'604
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/11Jun22_TheDailyTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/11Jun22_TheDailyTelegraph.pdf</a> ResultURL:					
12.06.2022	Northern Ireland Travel News	Magazine	<b>More than Clichés: Insider Tip for Sustainable Trips to Switzerland (by unknown)</b> <i>Ogle Brian</i>	23'000	57'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/12Jun22_NiTravelnews.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/12Jun22_NiTravelnews.com.pdf</a> ResultURL:					
20.06.2022	Mail Online	Online	<b>Switzerland on the VERY cheap: Inside the Zurich 'capsule' hotel that has £41-a-night plywood boxes for rooms - so not for the claustrophobic (but they</b>	24	5'978'170
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_dailymail.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_dailymail.co.uk.pdf</a> ResultURL: <a href="http://www.nla-eclipseweb.com/service/redirector/article/83933614.pdf">http://www.nla-eclipseweb.com/service/redirector/article/83933614.pdf</a>					
20.06.2022	Skier & Snowboarder Magazine	Magazine	<b>The best of both worlds: water sport holidays in the Swiss mountains - and there's even a beach! (by unknown)</b> <i>Baldwin Frank</i>	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_skierandsnowboarder.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_skierandsnowboarder.com.pdf</a> ResultURL:					
20.06.2022	Snow Industry News	Online	<b>The best of both worlds: water sport holidays in the Swiss mountains - and there's even a beach! (by unknown)</b> <i>Baldwin Frank</i>	114	114
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_Snowindustrynews.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_Snowindustrynews.com.pdf</a> ResultURL:					
21.06.2022	experience luxury	Online	<b>The Doldergrand - the finest place to stay in Zurich</b> <i>unknown</i>	10'000	2'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21Jun22_experienceluxury.co.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21Jun22_experienceluxury.co.pdf</a> ResultURL:					
23.06.2022	Luxuriate Life Magazine	Online	<b>A summer sojourn in resort Geneva</b> <i>Davies Seff</i>	144'000	144'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/23Jun22_luxuriate.life.pdf">http://clippings.switzerlandtourism.ch/LON/2022/23Jun22_luxuriate.life.pdf</a> ResultURL:					
27.06.2022	High Life British Airways Online (bahighlife.com)	Online	<b>Enjoy a waterside escape with Marriott Bonvoy (by unknown)</b> <i>Cannon Marisa</i>	50'000	12'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/27Jun22_bahighilfe.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/27Jun22_bahighilfe.com.pdf</a> ResultURL:					
01.07.2022	Wallpaper	Magazine	<b>Swiss Bliss</b> <i>Prince Bill</i>	100	250'020
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jul22_Wallpaper.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jul22_Wallpaper.pdf</a> ResultURL:					
01.07.2022	Citizen Femme	Online	<b>Spa Of The Month: The Alpine Spa At Bürgenstock</b> <i>Bennett Olivia</i>	25'000	6'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jul22_citizen-femme.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jul22_citizen-femme.com.pdf</a> ResultURL: <a href="https://citizen-femme.com/2022/07/01/spa-of-the-month-the-alpina-spa-at-burgenstock/">https://citizen-femme.com/2022/07/01/spa-of-the-month-the-alpina-spa-at-burgenstock/</a>					
29.10.2022	The Daily Telegraph	Newspaper	<b>Still waters run deep in Switzerland</b> <i>King Steve</i>	318	630'604
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/29Oct22_TheDailyTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/29Oct22_TheDailyTelegraph.pdf</a> ResultURL:					
30.10.2022	The Telegraph Online	Online	<b>You've been doing Switzerland all wrong - and this city is a case in point</b> <i>King Steve</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/30Oct22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/30Oct22_telegraph.co.uk.pdf</a> ResultURL: <a href="https://www.telegraph.co.uk/travel/destinations/europe/switzerland/switzerland-wrong-city-case-point/">https://www.telegraph.co.uk/travel/destinations/europe/switzerland/switzerland-wrong-city-case-point/</a>					
07.11.2022	The Telegraph Online	Online	<b>The forgotten rival to Switzerland's most famous ski resort</b> <i>Trend Nick</i>	98'588'714	24'647'179
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/07Nov22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/07Nov22_telegraph.co.uk.pdf</a> ResultURL: <a href="https://www.telegraph.co.uk/travel/ski/surprising-history-behind-st-moritzs-forgotten-rival-pontresina/">https://www.telegraph.co.uk/travel/ski/surprising-history-behind-st-moritzs-forgotten-rival-pontresina/</a>					
12.11.2022	The Daily Telegraph	Newspaper	<b>A resort to rival St Moritz as the jewel in the Swiss ski crown</b> <i>Trend Nick</i>	318	630'604
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/12Nov22_DailyTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2022/12Nov22_DailyTelegraph.pdf</a> ResultURL:					

*PublicationDate Media*

*MediaType*

*Headlines Author*

*Circulation*

*Contacts*

**UK/IRELAND: 130 Clippings**

**1'363'540'554**

**453'880'542**

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**Grand Total over ALL**

**2'153'368'017**

**723'257'180**