

MarketingActivitiesCentral



Swiss Bike Hotels

AUSTRALIA

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

Activity
Destination of the Month - October
4 Featured article (Cities, Swisstainable, Hiking/Cycling, Winter)
2 headline article (Swisstainable travel, Touring)
2 Sportlight 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_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_Web_DestinationOfTheMonthSwitzerland.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_eNews_OriginalWinter_HotelsInSwitzerland.pdf
http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_141022_LATTE_Destination_GettingToKnow_SwitzerlandJungfrauRegion.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_Headline_STS_TouringInSwitzerland.pdf
http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_141022_LATTE_Destination_ResponsibleAndMindfulTravellnSwitzerland.pdf
http://clippings.switzerlandtourism.ch/SYD/2022/20221129170801_071022_LATTE_Guy_Online_Destination1_UrbanRunning.pdf

AUSTRALIA

1
MarketingActivities

184'956
Circulation

184'956
Contacts

BENELUX

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Summer. InS Swisstainable. 2.2. B2B Workshops.	KAM	
<i>Date from - to</i> 04/22/2022 – 04/22/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 35
<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: https://www.flickr.com/photos/switzerland_tourism/albums/72177720298776316/with/52075327918/		

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_13Swisstainable-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_12Swisstainable-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_11Swisstainable-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_4Swisstainable-B2B-Events.jpg
http://clippings.switzerlandtourism.ch/AMS/2022/20220815185902_2Festival-Impressions.jpg

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Summer. InS Swisstainable. 2.1. Festival. Event.	Campaigning & Activation	
<i>Date from - to</i> 04/23/2022 – 04/23/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 200
<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: https://www.flickr.com/photos/switzerland_tourism/albums/72177720298100775		

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_5Festival-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_3Festival-Impressions.jpg
http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_4Festival-Impressions.jpg

Title Summer/Autumn. InS Swisstainable. 1.2. Branded Content DPG. OnlineArticles.	Instrument Campaigning & Activation	Circulation Contacts 19403545
Date from - to 03/01/2022 – 06/30/2022	Marketing Tool Content	
Activity 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		
1 Landingpage and 4 articles about Swisstainable Autumn are published		
http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_PublicTransport.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Experiences.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_AutumnLandingpage.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Culinary.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Accommodation.png		

Title Summer. Swisstainable Interactive. Online Articles.	Instrument Campaigning & Activation	Circulation Contacts 17237
Date from - to 03/01/2022 – 10/31/2022	Marketing Tool Content Collaboration Digital	
Activity Branded content distributed through the channels of Columbus. Quiz, Survey and Webinar integration.		
http://clippings.switzerlandtourism.ch/AMS/2022/20220815194405_Landingpage-Columbus.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815194552_Ticino_Online-Artikel-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815194714_Bern_Online-Artikel-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815194957_Valais_Online-Artikel-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815195238_Quiz-Pagina.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815195358_Survey-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20221114091019_Survey1_Resultaten.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_landingpage_webinar_tijd_voor_zwitserland_2.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Ticino.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Ticino.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Bern.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Online_Columbus_Best_of_Switzerland.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Wallis.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Wallis.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Bern-Best_of_Bern.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_Survey-2.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Simone.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Bern_x_Ngoc.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Anna.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Niel.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Eliane.pdf		

<i>Title</i> Summer. Cycling Campaign. Andermatt. Print.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 30500
<i>Date from - to</i> 05/01/2022 – 07/31/2022	<i>Marketing Tool</i> Placement	<i>Contacts</i> 71370

Activity
Collaboration with Media Grinta. They have one of the biggest cycling communities in Belgium. Cycling Special Andermatt sealed with Grinta #92 - June/July 2022.

The package includes a 40-pages Print Special about Andermatt (separate magazine A5).

- 38 Pages about Andermatt
- 1 page Hotel Cooperation Cycling Hotels

Distribution:

http://clippings.switzerlandtourism.ch/AMS/2022/20221114165835_ANDERMATT-MAGAZINE_DEFFINAL.pdf

<i>Title</i> Summer. Chasing Cancellara Brochures.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 700
<i>Date from - to</i> 03/20/2022 – 03/20/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 2100

Activity
Distribution Bike Hotel guides on Chasing Cancellara events in the goodie bag: Flanders, 20 March (expected participants: 700)

<i>Title</i> Summer. Fifty & Me. Sustainable Special. Advertorial	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 47963
<i>Date from - to</i> 03/01/2022 – 03/31/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 115463

Activity
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/2022/20220822141323_ONLINE_Article-fr.png

http://clippings.switzerlandtourism.ch/AMS/2022/20220822142400_ONLINE_Article-nl.png

Title
Summer. InS Swisstainable. 2.1. Festival. Event Promotion.

Instrument
Campaigning & Activation

Circulation
1093000

Contacts
1093000

Date from - to
03/14/2022 – 06/30/2022

Marketing Tool
Content Collaboration Digital

Activity
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/2022/20220318161650_Columbus_-_Landingpage_Conscious_Travel_Festival.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20220318162305_NKBV_-_Landingpage_Conscious_Travel_Festival.png
http://clippings.switzerlandtourism.ch/AMS/2022/20220318162602_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/2022/20220318163103_Tristan_Bogaard_-_Landingpage_Conscious_Travel_Festival.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20220318163243_220315_Insta_Story_Columbus.PNG
http://clippings.switzerlandtourism.ch/AMS/2022/20220318163508_Landingpage_Conscious_Travel_Festival.png
http://clippings.switzerlandtourism.ch/AMS/2022/20220815183937_Landingpage_Conscious_Travel_Festival_Bever.png

Title
Summer. Bahamontes & Grinta. Advertisement Swiss Bike Hotels.

Instrument
Campaigning & Activation

Circulation
56000

Contacts
140000

Date from - to
08/01/2022 – 10/31/2022

Marketing Tool
Advertisement Print

Activity
1/1 Advertisement Swiss Bike Hotels in Bahamontes#39 - 15.000 copies
1/1 Advertisement Swiss Bike Hotels in Grinta#94 November 22 - 20.500 copies

http://clippings.switzerlandtourism.ch/AMS/2022/20220930011601_AdvertisementSwissBikeHotelsBaha39.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20221116225126_Adv_Grinta94_NOVDEZ.png

Title
Summer. 100% Trails. Swiss Bike. Advertisement.

Instrument
Campaigning & Activation

Circulation
1

Contacts
1

Date from - to
06/01/2022 – 09/30/2022

Marketing Tool
Advertisement Print

Activity
100% Trails is a luxurious 160-page Bookazine with storytelling, exclusive reports, brand stories, portraits... And exceptional photos. First two issues paid, free since 2020, distribution via an exclusive network of 150 addresses in Belgium. The new Bookazine will focus on hiking, trail running, mountain biking, gravelling, mountaineering... All disciplines and action sports that are practiced on land, in the water or in the air!

1/1 Advertisement ST InS
1/1 Advertisement Swiss Bike Hotels

http://clippings.switzerlandtourism.ch/AMS/2022/20220626110143_300_22d_04_ins_bike_hotels_mag_Baha39.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20220626110451_TRAIL_220530_ST_Summer_Matterhorn_210x280_DEF.pdf

<i>Title</i> Summer. Vojomag. Swiss Bike Hotels. Banners.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 454669
<i>Date from - to</i> 09/01/2022 – 11/30/2022	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 454669
<i>Activity</i> Banners Swiss Bike hotels on vojomag.com and vojomag.nl. Vojo is an online mountainbike magazine in the Benelux and France.		
Banners Swiss Bike Hotels.		
http://clippings.switzerlandtourism.ch/AMS/2022/20220929235125_2022-09-26_09_08_18-Window.png		
http://clippings.switzerlandtourism.ch/AMS/2022/20220929235336_2022-09-26_10_08_49-Window.png		
http://clippings.switzerlandtourism.ch/AMS/2023/20230112193316_Vojo_FR_-_clicks_Swiss_Tourism_2022.pdf		
http://clippings.switzerlandtourism.ch/AMS/2023/20230112193423_Vojo_FR_-_impressies_Swiss_Tourism_2022.pdf		
http://clippings.switzerlandtourism.ch/AMS/2023/20230112193509_Vojo_NL_-_clicks_Swiss_Tourism_2022.pdf		
http://clippings.switzerlandtourism.ch/AMS/2023/20230112193557_Vojo_NL_-_impressies_Swiss_Tourism_2022.pdf		

<i>Title</i> Summer. KMM. Media Release. Conscious Travel Festival.	<i>Instrument</i> KMM	<i>Circulation</i> 50
<i>Date from - to</i> 05/04/2022 – 05/04/2022	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 50
<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>

<i>Title</i> Summer/Autumn. New Skool Media Vakantieplanner. Print.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 132878
<i>Date from - to</i> 09/23/2022 – 10/28/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 332194
<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.		
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/2022/20221019190516_2022_Print_TravelGuide.jpeg

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

Instrument
Campaigning & Activation

Circulation

Contacts
2677

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

Marketing Tool
Content Collaboration Digital

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/2022/202210191727_2022_Blog_Roots_vakantieplanner.png
http://clippings.switzerlandtourism.ch/AMS/2022/202210191906_2022_Blog_Seasons_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

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

Instrument
Campaigning & Activation

Circulation

Contacts
6262

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

Marketing Tool
Social Media Organic

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/2022/20221019192230_2022_Soc_Seasons-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/2022/20221019192634_2022_Soc_ZIN_Vakantieplanner2.png

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

Instrument
Campaigning & Activation

Circulation
202950

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

Marketing Tool
eNewsletter

Contacts
202950

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 newsletter items in ZIN, Roots, Seasons and Columbus Travel

http://clippings.switzerlandtourism.ch/AMS/2022/20221019192804_2022_Newsletter_ZIN.png
http://clippings.switzerlandtourism.ch/AMS/2022/20221019194303_2022_Newsletter_Roots.png
http://clippings.switzerlandtourism.ch/AMS/2022/20221019194431_2022_Newsletter_Seasons.png

Title
Summer. FietsActief. Cycling Graubünden. Advertorial.

Instrument
Campaigning & Activation

Circulation
14000

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

Marketing Tool
Placement Paid

Contacts
124600

Activity
In cooperation with the Magazine FietsActief, the Alpine Circle of Graubünden is promoted. Fiets Actief is one of the major cycling magazines in the Netherlands. Additionally,
- 8-10 pages Advertorial about Alpine Circle
- 2 pages puzzle sweepstake Hotel Chesa Rosatch (Bike Hotel)

http://clippings.switzerlandtourism.ch/AMS/2022/20221130171659_FIA_2022-8-9_Puzzel-3.pdf

Title
Summer. FietsActief. Cycling Graubünden. Newsletter.

Instrument
Campaigning & Activation

Circulation
28626

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

Marketing Tool
eNewsletter

Contacts
28626

Activity
In cooperation with the Magazine FietsActief, the Alpine Circle of Graubünden is promoted. Fiets Actief is one of the major cycling magazines in the Netherlands. Additionally, the topic Swiss Bike Hotels (linked to MyS/swissbike) is also featured in a newsletter advertorial.
Newsletter sent 02.12.2022.

http://clippings.switzerlandtourism.ch/AMS/2022/20221219185552_20221202_NewsletterFietsActief.pdf

BENELUX

18 **513'668** **21'994'979**
MarketingActivities *Circulation* *Contacts*

BRAZIL

Title
KMM: Media Trip and Influencer Summit @prefiroviajar

Instrument
Campaigning & Activation

Circulation
254193

Date from - to
06/25/2022 – 07/02/2022

Marketing Tool
Ambassador/Influencer

Activity
@prefiroviajar 586K followers

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.

Segmentation: Nature lover.

BRAZIL

1

254'193

MarketingActivities

Circulation

Contacts

CZECH REPUBLIC

Title
ST Workshop 2022 in Prague

Instrument
Campaigning & Activation

Circulation

Date from - to
03/24/2022 – 03/24/2022

Marketing Tool
Event/Fair/Workshop

Contacts
44

Activity
ST B2B Workshop in Prague for CZ and SK tour operators and travel agencies with participation of 15 Swiss partners (Schilthorn Cableway, ESSVM, Pilatus-Bahnen, Aletsch Arena, DDK, Davos Klosters Bergbahnen, RhB, SGV, Highlights Lake Geneva Region, JFB, Rigi Bahnen, Zermatt Bergbahnen, STC, Interhome, SWISS) and 45 active participants + 13 excused participants.

- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7877.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7882.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7883.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7860.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7884.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7871.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7867.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7866.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7870.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7869.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7865.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7873.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7872.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7868.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7863.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7875.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7880.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7879.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7878.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7881.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7874.jpeg
- http://clippings.switzerlandtourism.ch/PRG/2022/20220328161727_IMG_7862.jpeg

<i>Title</i> For Bikes 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 15780
<i>Date from - to</i> 03/25/2022 – 03/27/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 15780

Activity
ST stand at B2C bike fair For Bikes 2022 in Prague with active participation of Davos Klosters and Engadin Samnaun Val Muestair representatives at our stand. Czech Enduro Champion Andrea Drengubakova represented Davos Klosters as well at our stand during whole fair. At our stand visitors had possibility to consult their plans for bike vacation in Switzerland (incl. brochure distribution of our market partners with focus on its bike offers - Chur, Engadin, Zermatt, Aletasch Arena) and participate in our contest (winners got travel guides and year subscription of magazine SWISSmag).

Video promotion on TV screen was organized for Davos Klosters, RhB, Scuol, Aletsch Arena, Klewenalp, Schilthorn, Pilatus, Niesen, SGV, JFB and Zermatt Bergbahnen.

http://clippings.switzerlandtourism.ch/PRG/2022/20220328163107_IMG_7904.jpeg
http://clippings.switzerlandtourism.ch/PRG/2022/20220328163107_IMG_7905.jpeg
http://clippings.switzerlandtourism.ch/PRG/2022/20220328163107_IMG_7899.jpeg
http://clippings.switzerlandtourism.ch/PRG/2022/20220328163107_IMG_7902.jpeg
http://clippings.switzerlandtourism.ch/PRG/2022/20220328163107_IMG_7901.jpeg
http://clippings.switzerlandtourism.ch/PRG/2022/20220328163107_IMG_7917.jpeg
http://clippings.switzerlandtourism.ch/PRG/2022/20220328163107_IMG_7906.jpeg

<i>Title</i> Switzerland Nr. 5 in magazine Lui	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 3000
<i>Date from - to</i> 06/30/2022 – 06/30/2022	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 7500

Activity
Summer magazine SWITZERLAND No. 5 as a supplement of luxury lifestyle magazine Lui focused on LGBT+ in the market.

ST supplement distributed to magazine subscribers.

http://clippings.switzerlandtourism.ch/PRG/2022/20220627112026_IMG_1080.jpeg

CZECH REPUBLIC	3	3'000	23'324
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

FRANCE

<i>Title</i> KP Ete - Groupé Le Figaro - Print	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 373454
<i>Date from - to</i> 04/22/2022 – 04/22/2022	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 1381779

Activity
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

http://clippings.switzerlandtourism.ch/PAR/2023/20230102145901_16PAGES_figmag_SUISSE_V6.pdf

<i>Title</i> Campaign activation : MyS Green n°05	<i>Instrument</i> Campainging & Activation	<i>Circulation</i> 67000
<i>Date from - to</i> 05/01/2022 – 12/31/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 201000
<i>Activity</i> Diffusion du magazine Green avec Télérama (Ile de France) et Milk Deco (Ile de France) + desk ST + divers		

FRANCE

2	440'454	1'582'779
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

GCC

<i>Title</i> KAM: GCC Workshop	<i>Instrument</i> Campainging & Activation	<i>Circulation</i> 68
<i>Date from - to</i> 09/18/2022 – 09/20/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 68
<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.		

GCC

1	68
<i>MarketingActivities</i>	<i>Contacts</i>

GERMANY

<i>Title</i> Messen: ITB Berlin	<i>Instrument</i> KAM	<i>Circulation</i> 0
<i>Date from - to</i> 03/09/2022 – 03/13/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 0
<i>Activity</i> 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> Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“</p> <p><i>Date from - to</i> 03/08/2022 – 03/30/2022</p> <p><i>Activity</i> Begeistern für die unverwechselbaren Sommererlebnisse in der Schweiz mit emotionaler User Ansprache anhand von typisch Schweizer Tönen & Geräuschen. Digitale Audiocontent Kampagne, die anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, den User emotional & 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> Basis</p> <p><i>Marketing Tool</i> Package</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 0</p>
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<p><i>Title</i> Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Radio</p> <p><i>Date from - to</i> 05/16/2022 – 05/25/2022</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 & 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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Audio incl. Digital</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 3708458</p>
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http://clippings.switzerlandtourism.ch/FRA/2022/20220624143527_Radiokooperation_BigFM_So_klingt.pdf

<p><i>Title</i> Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Meta</p> <p><i>Date from - to</i> 05/22/2022 – 05/22/2022</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 & sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 3813238</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

<p><i>Title</i> Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Display Native</p> <p><i>Date from - to</i> 05/09/2022 – 06/05/2022</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 & 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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> Contacts 18230000</p>
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http://clippings.switzerlandtourism.ch/FRA/2022/20220623114246_Display_Native_kampagne_So_klingt.pdf

<p><i>Title</i> Digital: „So klingt der Schweizer Sommer“ Pinterest</p> <p><i>Date from - to</i> 05/12/2022 – 06/05/2022</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 & 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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Video Digital Paid</p>	<p><i>Circulation</i> Contacts 1762829</p>
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http://clippings.switzerlandtourism.ch/FRA/2022/20220607105427_220607_Pinterest_Ads_So_klingt.pdf

<p><i>Title</i> Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Meta Video</p> <p><i>Date from - to</i> 05/09/2022 – 06/06/2022</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 & 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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Video Digital Paid</p>	<p><i>Circulation</i> Contacts 2108665</p>
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http://clippings.switzerlandtourism.ch/FRA/2022/20220607105734_Video_Views_Ads_so_klingt.pdf

<p><i>Title</i> Pormotion: SportScheck Sommerkampagne 2022 - Landingpage</p> <p><i>Date from - to</i> 05/09/2022 – 06/12/2022</p> <p><i>Activity</i> Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Davos Klosters und dem Engadin. Integration der Regionen in eine Landingpage sowie ausspelung eines Gewinnspiels mit Resiepreis in die Regionen.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> Contacts 21174</p>
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<i>Title</i> Promotion: SportScheck Sommerkampagne 2022 - Teaser Shopseiten	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 718982
<i>Date from - to</i> 06/09/2022 – 07/12/2022	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 718982
<i>Activity</i> Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Arosa Lenzerheide, Davos Klosters und dem Engadin. Ausspielung von Display Ads auf der Home und Bestellbestätigung, generisches Motiv und zwei Regionen Motive		
<i>Title</i> Promotion: SportScheck Sommerkampagne 2022 - Standalone Newsletter	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 199002
<i>Date from - to</i> 05/11/2022 – 05/25/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 199002
<i>Activity</i> Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Davos Klosters und dem Engadin. Aussand von zwei Standalone Newsletter		
<i>Title</i> Promotion: SportScheck Sommerkampagne 2022 - Paketbeileger	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 60000
<i>Date from - to</i> 05/10/2022 – 05/31/2022	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 120000
<i>Activity</i> Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Davos Klosters und dem Engadin. 6seitiger Paketbeileger (A5 Flyer) bei allen SportScheck-Bestellungen		
<i>Title</i> Promotion: SportScheck Sommerkampagne 2022 - Facebookposts	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 614648
<i>Date from - to</i> 05/10/2022 – 06/01/2022	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 614648
<i>Activity</i> Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Davos Klosters und dem Engadin. Zwei Facebookposts (je Region 1 Post)		

<p><i>Title</i> Promotion: SportScheck Sommerkampagne 2022 - Instore-Dekoration</p> <p><i>Date from - to</i> 05/09/2022 – 06/05/2022</p> <p><i>Activity</i> Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Davos Klosters und dem Engadin. Aushang eines generischen DIN A1 Poster in 23 Filialen</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> OOH incl. Digital OOH</p>	<p><i>Circulation</i> <i>Contacts</i> 853759</p>
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<p><i>Title</i> Promotion: SportScheck Sommerkampagne 2022 - Kassen-TV</p> <p><i>Date from - to</i> 05/09/2022 – 06/05/2022</p> <p><i>Activity</i> Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Davos Klosters und dem Engadin. Kassen TV-Spot in 17 Filialen</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> TV/Cinema Spot incl. Digital</p>	<p><i>Circulation</i> <i>Contacts</i> 2338560</p>
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<p><i>Title</i> KMM: Medienmitteilung April: Tessiner Mountainbike-Touren mit Hüttenstopp</p> <p><i>Date from - to</i> 04/05/2022 – 04/05/2022</p> <p><i>Activity</i> Versand an rund 2800 Journalisten in Deutschland.</p>	<p><i>Instrument</i> KMM</p> <p><i>Marketing Tool</i> Media Release</p>	<p><i>Circulation</i> 2800</p> <p><i>Contacts</i> 2800</p>
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http://clippings.switzerlandtourism.ch/FRA/2022/20220726144222_Tessiner_Mountainbike-Touren_mit_Huttenstopp.pdf

<p><i>Title</i> KMM: Medienmitteilungen Mai: Übernachten mit gutem Gewissen. Nachhaltige Hotels in Graubünden</p> <p><i>Date from - to</i> 05/03/2022 – 05/03/2022</p> <p><i>Activity</i> Versand an rund 2800 Journalisten in Deutschland.</p>	<p><i>Instrument</i> KMM</p> <p><i>Marketing Tool</i> Media Release</p>	<p><i>Circulation</i> 2800</p> <p><i>Contacts</i> 2800</p>
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http://clippings.switzerlandtourism.ch/FRA/2022/20220726151156_bernachten_mit_gutem_Gewissen_Nachhaltige_Hotels_in_Graubunden.pdf

Title
Digital: Newsletter Dezember 2022

Instrument
Campaigning & Activation

Circulation
147496

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

Marketing Tool
eNewsletter

Contacts
147496

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

http://clippings.switzerlandtourism.ch/FRA/2022/20221220135546_2212_Newsletter.pdf

GERMANY

17

MarketingActivities

412'098

Circulation

34'642'411

Contacts

ITALY

Title
KAM eLearning

Instrument
KAM

Circulation

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

Marketing Tool
Inhouse Training

Contacts
0

Activity
-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

Title
Campaigning & Activation: HoS - Exhibition I need Swisstainable @House of Switzerland/

Instrument
Campaigning & Activation

Circulation

Date from - to
04/26/2022 – 05/29/2022

Marketing Tool
Event/Fair/Workshop

Contacts
6000

Activity
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/2022/20220610093500_DSC02018.jpg

<p><i>Title</i> KMM: Media event “I need Swisstainable” in Milano</p> <p><i>Date from - to</i> 05/03/2022 – 05/03/2022</p> <p><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</p>	<p><i>Instrument</i> KMM</p> <p><i>Marketing Tool</i> Media Conference</p>	<p><i>Circulation</i> 42</p> <p><i>Contacts</i> 42</p>
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<p><i>Title</i> Campaigning & Activation: SUMMER - Monographic dossier Bell'Europa</p> <p><i>Date from - to</i> 04/26/2022 – 04/26/2022</p> <p><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</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Placement Paid</p>	<p><i>Circulation</i> 337000</p> <p><i>Contacts</i> 337000</p>
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<p><i>Title</i> Campaigning & Activation: SUMMER - distribution “Bell'Europa dossier” with F</p> <p><i>Date from - to</i> 05/04/2022 – 05/04/2022</p> <p><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>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Supplement Print</p>	<p><i>Circulation</i> 108000</p> <p><i>Contacts</i> 216000</p>
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Title
KAM: Workshop Summer in Milano

Instrument
Campaigning & Activation

Circulation
Contacts
42

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

Marketing Tool
Event/Fair/Workshop

Activity
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 - Matthernon 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

http://clippings.switzerlandtourism.ch/MIL/2022/20220530145055_20220505_182624.jpg
http://clippings.switzerlandtourism.ch/MIL/2022/20220530145230_20220505_185928.jpg
http://clippings.switzerlandtourism.ch/MIL/2022/20220530145502_20220505_210742.jpg
http://clippings.switzerlandtourism.ch/MIL/2022/20220530145835_20220505_171154.jpg

Title
Campaigning & Activation: distribution Swiss Bike Hotels with 4bicycle

Instrument
Campaigning & Activation

Circulation
4300

Marketing Tool
ST Magazine

Contacts
12900

Date from - to
09/15/2022 – 09/15/2022

Activity
Date: 15.09.2022
Distribution of Swiss Bike Hotels with magazine 4bicycle and advertorial about biking in Switzerland
Circulation: 4'300 copies
Area: Lombardia

http://clippings.switzerlandtourism.ch/MIL/2022/20220927162515_Advertorial_4BikeMag.jpg

Title
KAM: SWV - Workshop Winter at Swiss Winter Village

Instrument
Campaigning & Activation

Circulation
Contacts
70

Marketing Tool
Event/Fair/Workshop

Date from - to
11/09/2022 – 11/09/2022

Activity
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

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/2022/20221110101139_Crans_Montana.jpeg

JAPAN

<i>Title</i> KAM: Cycling prodcut development trip.	<i>Instrument</i> KAM	<i>Circulation</i> 2
<i>Date from - to</i> 09/12/2022 – 09/16/2022	<i>Marketing Tool</i> Trip - Individual	<i>Contacts</i> 2
<i>Activity</i> Fam Trip with Fellow Travel and Cyclo wired (Japanese cycling website) to develop the first cycling tour to Switzerland. Focus on VAUD with a post trip to Zermatt and Basel - resulting in four bookable offers for summer 2023.		
<i>http://clippings.switzerlandtourism.ch/TYO/2023/20230109105214_EE07FCCB-2256-498A-ABF6-2F0F22AA37E5.jpeg</i>		
<i>http://clippings.switzerlandtourism.ch/TYO/2023/20230109105646_5BCFB3AA-49FC-4428-A5D5-9BD6B34BC917.heic</i>		

JAPAN

1	2
<i>MarketingActivities</i>	<i>Circulation</i>
	<i>Contacts</i>

MULTIPLE MARKETS

<i>Title</i> International Luxury Travel Mart ILTM Cannes	<i>Instrument</i> Basis	<i>Circulation</i> 0
<i>Date from - to</i> 12/05/2022 – 12/08/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 0
<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.		

<i>Title</i> Switzerland Travel Mart – Luxury Edition 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 09/04/2022 – 09/06/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 0
<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!		

Title
**City Campaign 2022: Run the Swiss Cities
(Recovery Budget)**

Instrument
Campaigning & Activation

Circulation

Contacts
82873142

Date from - to
05/02/2022 – 09/30/2022

Marketing Tool
Display & Programmatic Paid

Activity
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.

Title
Accommodation_Performance_Push_Winter_2022

Instrument
Campaigning & Activation

Circulation

Contacts
53223226

Date from - to
01/17/2022 – 03/30/2022

Marketing Tool
Display & Programmatic Paid

Activity
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

Title
Valentine's Day Pinterest Push

Instrument
Campaigning & Activation

Circulation

Contacts
2324165

Date from - to
02/01/2022 – 02/14/2022

Marketing Tool
Social Media Paid

Activity
Valentine's Day Promotion in Hotels.

Link Clicks: 1'486
Markets: UK, US

<i>Title</i> Recovery: Swisstainable Push 2022 – MSJ	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 14336661
<i>Date from - to</i> 04/12/2022 – 06/30/2022	<i>Marketing Tool</i> Video Digital Paid	<i>Contacts</i> 14336661
<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

<i>Title</i> MSJ Winter 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 29434370
<i>Date from - to</i> 10/24/2022 – 11/06/2022	<i>Marketing Tool</i> Video Digital Paid	<i>Contacts</i> 29434370
<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> Recovery Hotel Abverkauf 21/22	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 53223226
<i>Date from - to</i> 01/01/2022 – 03/31/2022	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 53223226
<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.		

<i>Title</i> Always on Campaign January-March 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 8268608
<i>Date from - to</i> 01/01/2022 – 03/31/2022	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 8268608
<i>Activity</i> Always on Campaign for all Hotel Cooperations January - March 2022		

<p><i>Title</i> Always on Campaign April-December 2022</p> <p><i>Date from - to</i> 04/01/2022 – 12/31/2022</p> <p><i>Activity</i> Always-on Campaign for all Hotelcooperations April-December 2022</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 47680000</p> <p><i>Contacts</i> 47680000</p>
<p><i>Title</i> Winter Accommodation Campaign</p> <p><i>Date from - to</i> 11/01/2022 – 12/31/2022</p> <p><i>Activity</i> Video Snippet Campaign with 4 different Videos on Social Media.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 20585391</p> <p><i>Contacts</i> 20585391</p>
<p><i>Title</i> Hotel Quiz</p> <p><i>Date from - to</i> 11/04/2022 – 12/03/2022</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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 19947429</p> <p><i>Contacts</i> 19947429</p>
<p><i>Title</i> Grand Tour of Switzerland Offer Campaign</p> <p><i>Date from - to</i> 05/16/2022 – 10/23/2022</p> <p><i>Activity</i> Offer Campaign along the Grand Tour of Switzerland</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 21386286</p> <p><i>Contacts</i> 21386286</p>
<p><i>Title</i> Sojern Campaign</p> <p><i>Date from - to</i> 05/12/2022 – 06/30/2022</p> <p><i>Activity</i> Video Campaign with Sojern for all Accommodation Partners.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> 3373600</p> <p><i>Contacts</i> 3373600</p>

<i>Title</i> Kayak Campaign for Hotels	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 6310694
<i>Date from - to</i> 09/01/2022 – 10/31/2022	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 6310694
<i>Activity</i> Campaign with Kayak Social / Native / Mailing for Hotelcooperations		

MULTIPLE MARKETS

15 <i>MarketingActivities</i>	362'966'798 <i>Circulation</i>	362'966'798 <i>Contacts</i>
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NORTH AMERICA

<i>Title</i> KAM: NA Workshop in Switzerland - Valais Matterhorn Region	<i>Instrument</i> KAM	<i>Circulation</i> 30
<i>Date from - to</i> 09/01/2022 – 09/30/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 30

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

<i>Title</i> KAM: Trade Newsletter February 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12295
<i>Date from - to</i> 02/24/2022 – 02/24/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12295

Activity
Sent to 12,295 subscribers, 3,900 Unique opens, 32.5% of all recipients opened and 15% clicked a link

Switzerland news.

- Stand #TogetherForGlaciers.
- Glacier views from a comfy train seat.
- Discover all year-round snow.
- Natural Olympia bobsleigh track in St. Moritz.
- Mediterranean winter in Ticino.
- SWISS International Air Lines Update.

http://clippings.switzerlandtourism.ch/NYC/2022/20220228104753_TradeNewsletter_FEB_22.pdf

<i>Title</i> KAM: Sales Manual Switzerland Yodel 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 66000
<i>Date from - to</i> 03/01/2022 – 12/31/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 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/2023/20230110101523_Yodel_Print_2022.pdf

<i>Title</i> KAM: Trade Newsletter May 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12208
<i>Date from - to</i> 05/02/2022 – 05/02/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 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

<i>Title</i> KAM: Trade Newsletter July 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12364
<i>Date from - to</i> 07/06/2022 – 07/06/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12364

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

<i>Title</i> KAM: Webinar with Audley Travel	<i>Instrument</i> KAM	<i>Circulation</i> 50
<i>Date from - to</i> 07/28/2022 – 07/28/2022	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 50
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Audley Travel and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 50		
http://clippings.switzerlandtourism.ch/NYC/2022/20220728163157_20220728_Audley_Travel_.pdf		

<i>Title</i> KAM: AAA reward trip to Switzerland	<i>Instrument</i> KAM	<i>Circulation</i> 14
<i>Date from - to</i> 08/28/2022 – 09/04/2022	<i>Marketing Tool</i> Trip - Group	<i>Contacts</i> 14
<i>Activity</i> - 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/2022/20220916144904_Reporting_RewardTrip.pdf		

<i>Title</i> KAM: Trade Newsletter August 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12340
<i>Date from - to</i> 08/26/2022 – 08/26/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12340
<i>Activity</i> 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		

<i>Title</i> KAM: Trade Newsletter October 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12256
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<i>Date from - to</i> 10/25/2022 – 10/25/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12256
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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

<i>Title</i> KAM: Travel Market Report Yodel Campaign	<i>Instrument</i> KAM	<i>Circulation</i> 52943
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<i>Date from - to</i> 10/01/2022 – 10/20/2022	<i>Marketing Tool</i> Business Plan	<i>Contacts</i> 299233
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Activity
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

<i>Title</i> 2022 STNA Campaigning — AAA Campaign (B2C Part)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 85808830
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<i>Date from - to</i> 01/01/2022 – 09/04/2022	<i>Marketing Tool</i> Display & Programmatic Paid
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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/2023/20230104105248_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/2023/20230104105618_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/2023/20230104105906_SWISS.png

http://clippings.switzerlandtourism.ch/NYC/2023/20230104110126_2022_STNA_AAACampaign_Report_GTOS-email.pdf

<p><i>Title</i> 2022 STNA Campaigning — End of Year Sweepstake on Social</p> <p><i>Date from - to</i> 01/01/2022 – 12/31/2022</p> <p><i>Activity</i> 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.</p> <p>Campaign duration: 09 - 30 December 2022 New newsletter subscribers: 2034 Invested budget: 7'900 CHF Link clicks: 19'263</p> <p>http://clippings.switzerlandtourism.ch/NYC/2023/20230119144654_STNA_Sweepstake_Facebook.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 997249</p> <p><i>Contacts</i> 997249</p>
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<p><i>Title</i> KAM: Switzerland Yodel distribution campaign - Northstar email blast No. 5</p> <p><i>Date from - to</i> 09/07/2022 – 09/07/2022</p> <p><i>Activity</i> 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</p> <p>Switzerland news.</p> <ul style="list-style-type: none"> - 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. <p>http://clippings.switzerlandtourism.ch/NYC/2022/20221216093501_NorthstarEmail_September.html</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 80088</p> <p><i>Contacts</i> 80088</p>
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<p><i>Title</i> KAM: Switzerland Yodel distribution campaign - Northstar email blast No. 6</p> <p><i>Date from - to</i> 10/05/2022 – 10/05/2022</p> <p><i>Activity</i> 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</p> <p>Swiss Fall Update.</p> <ul style="list-style-type: none"> - Fall Promotion: Swiss Travel Pass. - Discover the oldest city of Switzerland. - BLS Interlaken Lake Cruise. - Taste the Mürren Region. <p>http://clippings.switzerlandtourism.ch/NYC/2022/20221216094410_Northstar_Email_10.05.html</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 78533</p> <p><i>Contacts</i> 78533</p>
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<i>Title</i> KAM: Switzerland Yodel distribution campaign - Northstar Canada email blast No. 3	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 11079
<i>Date from - to</i> 09/15/2022 – 09/15/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 11079

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

<i>Title</i> KAM: Trade Newsletter December 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12431
<i>Date from - to</i> 12/15/2022 – 12/15/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12431

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

<i>Title</i> KAM: TravelAge WEST email blast No. 2	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 21496
<i>Date from - to</i> 10/05/2022 – 10/05/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 21496

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

<p><i>Title</i> KAM: Switzerland Yodel digital distribution - TravelAge West banners</p> <p><i>Date from - to</i> 04/25/2022 – 06/12/2022</p>	<p><i>Instrument</i> Campainging & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 103782</p>
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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

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

NORTH AMERICA

19	384'033	87'672'278
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

POLAND

<p><i>Title</i> Campainging&Activation: ST NL April</p> <p><i>Date from - to</i> 04/01/2022 – 04/01/2022</p>	<p><i>Instrument</i> Campainging & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 11500</p> <p><i>Contacts</i> 11500</p>
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Activity
Monthly b2c NL.
Easter, entry rules, Swiss Parks, SPA spots, Swisustainable, Swiss Bike Hotels, Grindelwald - winter spot, Cross Country skiing, Rheinfeld

http://clippings.switzerlandtourism.ch/WAW/2022/20220810151250_newsletter-gadmin-kwiecien2022.pdf

POLAND

1
MarketingActivities

11'500
Circulation

11'500
Contacts

SPAIN

Title
Sales Manual distribution I

Instrument
Campaigning & Activation

Circulation
5000

Date from - to
03/03/2022 – 04/03/2022

Marketing Tool
ST Magazine

Contacts
15000

Activity
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.

http://clippings.switzerlandtourism.ch/BCN/2022/20220727100957_Suizasindudas2022.pdf

Title
Sales campaign OTA Nautalia

Instrument
KAM

Circulation

Date from - to
07/04/2022 – 07/31/2022

Marketing Tool
Business Plan

Contacts
4255150

Activity
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

http://clippings.switzerlandtourism.ch/BCN/2022/20220729153707_RRSS_CONCURSO_SUIZA.pdf

http://clippings.switzerlandtourism.ch/BCN/2022/20220729153735_SMS_Suiza.png

http://clippings.switzerlandtourism.ch/BCN/2022/20220729153901_view_wamos_info_qs_bb430c341c949259c96f13b333d2da30f9fda2f718dcaa75j7b28ac19c31402f73060143b860b9811.pdf

http://clippings.switzerlandtourism.ch/BCN/2022/20220729154314_Screenshot_at_Jul_29_15-40-58.png

http://clippings.switzerlandtourism.ch/BCN/2022/20220729154447_Folieto_Suiza_PDF.pdf

Title
DEM Sales Manual & STA II

Instrument
Campaigning & Activation

Circulation
103000

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

Marketing Tool
eNewsletter

Contacts
103000

Activity
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

http://clippings.switzerlandtourism.ch/BCN/2022/20220707140003_Agenttravel_SuizaTurismo.pdf

http://clippings.switzerlandtourism.ch/BCN/2022/20220707140156_mailinghosteltur.pdf

<i>Title</i> Distribution ST GREEN magazine	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 30000
<i>Date from - to</i> 05/07/2022 – 05/07/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 75000
<i>Activity</i> Distribution 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.		

SPAIN

4	138'000	4'448'150
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SWITZERLAND

<i>Title</i> Campaigning: Bergwelten.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 01/01/2022 – 12/31/2022	<i>Marketing Tool</i> Placement	<i>Contacts</i> 0
<i>Activity</i> Bergwelten		
Kontakte: 246'488		
Erscheinung: 8x pro Jahr		
Sprache: Deutsch		
Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.		

<i>Title</i> Campaigning: Ride. Beilage Swiss Bike Hotel Broschüre.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12000
<i>Date from - to</i> 04/28/2022 – 04/28/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 30000
<i>Activity</i> Beilage der Swiss Bike Hotelbroschüre im Mountainbike-Magazin Ride.		
Auflage: 12'000 Ex.		
Distribution: nur CH		
Sprache: Deutsch		

Title
Campaigning: Ride. Online Advertorial.

Instrument
Campaigning & Activation

Circulation
Contacts
468

Date from - to
04/18/2022 – 08/28/2022

Marketing Tool
Content Collaboration Digital

Activity
Online Advertorial Short zu den Swiss Bike Hotels auf der Frontpage von www.ride.ch.

450.700 Page Views/Monat
- 209.200 Site Visits/Monat
- 123.700 Unique Visitors/Monat

Reporting:
- 468 Page Views, 18.-24.4.2022

Title
Campaigning: Ride. Leaderboard.

Instrument
Campaigning & Activation

Circulation
Contacts
99369

Date from - to
05/01/2022 – 05/31/2022

Marketing Tool
Display

Activity
Leaderboard-Banner zu den Swiss Bike Hotels auf www.ride.ch.

450.700 Page Views/Monat
- 209.200 Site Visits/Monat
- 123.700 Unique Visitors/Monat

Reporting:
- 99.369 Impressions
- 1.173 Klicks

Title
Campaigning: Ride. Online Advertorial.

Instrument
Campaigning & Activation

Circulation
Contacts
387

Date from - to
05/23/2022 – 05/29/2022

Marketing Tool
Content

Activity
Online Advertorial Short zu den Swiss Bike Hotels auf der Frontpage von www.ride.ch.

450.700 Page Views/Monat
- 209.200 Site Visits/Monat
- 123.700 Unique Visitors/Monat

Reporting:
- 387 Page Views, 23.-29.05.2022

<i>Title</i> Campaigning: Ride. Rectangle.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> Contacts 25580
<i>Date from - to</i> 05/25/2022 – 06/01/2022	<i>Marketing Tool</i> Display	
<i>Activity</i> Rectangle-Banner zu den Swiss Bike Hotels auf www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
Reporting: - 25.580 Impressions - 88 Klicks		

<i>Title</i> Campaigning: Ride. Leaderboard.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> Contacts 78469
<i>Date from - to</i> 06/13/2022 – 06/19/2022	<i>Marketing Tool</i> Display & Programmatic Paid	
<i>Activity</i> Leaderboard-Banner zu den Swiss Bike Hotels auf www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
Reporting: - 78.469 Impressions - 641 clicks		

<i>Title</i> Campaigning: Ride. Online Advertorial.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> Contacts 535
<i>Date from - to</i> 06/13/2022 – 06/19/2022	<i>Marketing Tool</i> Content	
<i>Activity</i> Online Advertorial Short zu den Swiss Bike Hotels auf der Frontpage von www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
Reporting: - 535 Page Views, 13.-19.06.2022		

<i>Title</i> Campaigning: Ride. Leaderboard.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 152697
<i>Date from - to</i> 07/01/2022 – 07/31/2022	<i>Marketing Tool</i> Display	<i>Contacts</i> 152697
<i>Activity</i> Leaderboard-Banner zu den Swiss Bike Hotels auf www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
<i>Reporting:</i> - 152.697 Impressions - 845 Klicks (% CTR)		

<i>Title</i> Campaigning: Ride. Magazin.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12000
<i>Date from - to</i> 07/07/2022 – 07/07/2022	<i>Marketing Tool</i> Placement	<i>Contacts</i> 30000
<i>Activity</i> 2/1 Seiten Publireportage zu den Swiss Bike Hotels im Mountainbike-Magazin.		
Auflage: 12'000 Ex. Leser: 30'000		

<i>Title</i> Campaigning: Ride. Leaderboard.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 229193
<i>Date from - to</i> 08/01/2022 – 08/31/2022	<i>Marketing Tool</i> Display	<i>Contacts</i> 229193
<i>Activity</i> Leaderboard-Banner zu den Swiss Bike Hotels auf www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
<i>Reporting:</i> - 229.193 Impressions - 831 Klicks (% CTR)		

<i>Title</i> Campaigning: Ride. Online Advertorial.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 384
<i>Date from - to</i> 08/22/2022 – 08/28/2022	<i>Marketing Tool</i> Content	<i>Contacts</i> 384
<i>Activity</i> Online Advertorial Short zu den Swiss Bike Hotels auf der Frontpage von www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
Reporting: - 384 Page Views, 22.-28.08.2022		

<i>Title</i> Campaigning: Ride. Rectangle.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 37982
<i>Date from - to</i> 09/05/2022 – 09/11/2022	<i>Marketing Tool</i> Display	<i>Contacts</i> 37982
<i>Activity</i> Rectangle-Banner zu den Swiss Bike Hotels auf www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
Reporting: - 37.982 Impressions - 19 Klicks		

<i>Title</i> Swisustainable: MySwisustainableJourneys (Native)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2500000
<i>Date from - to</i> 02/25/2022 – 05/28/2022	<i>Marketing Tool</i> Native Advertisement Paid	<i>Contacts</i> 2500000
<i>Activity</i> Distribution of 7 longformat videos on Watson		

<i>Title</i> Campaigning: Blick Winter Awards.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 789624
<i>Date from - to</i> 01/01/2022 – 01/10/2022	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 789624
<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		

<i>Title</i> Print: Beilage im Selection Magazin 2022, Hotel Selection Booklet 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 01/01/2022 – 12/31/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 0
<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.		

<i>Title</i> Accommodation_Grand Tour of Switzerland: Online Promotion	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 05/01/2022 – 10/31/2022	<i>Marketing Tool</i> Other...	<i>Contacts</i> 0
<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.		

<i>Title</i> Campaigning: Blick Winter Awards.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 156028
<i>Date from - to</i> 01/03/2022 – 02/03/2022	<i>Marketing Tool</i> Social Media Organic	<i>Contacts</i> 156028
<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		

Title
**Campaigning: Capture Media Programmatic.
 Hotel Radisson Blu Andermatt.**

Instrument
Campaigning & Activation

Circulation

Contacts
2500000

Date from - to
10/03/2022 – 10/16/2022

Marketing Tool
Content Collaboration Digital

Activity
 Programmatische Werbung mit Capture Media.
 Hotel Radisson Blu Andermatt.

Reporting:
 - Impressions
 - Klicks (0,26% Klickrate)
 - Sessions
 - Page Views
 - Engagements (85,24% Engagement Rate)

Title
Coop - Schneewochen

Instrument
Campaigning & Activation

Circulation
2600000

Date from - to
01/10/2022 – 01/10/2022

Marketing Tool
Supplement Print

Contacts
5200000

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

Title
Coop - Sommerangebote

Instrument
Campaigning & Activation

Circulation
2600000

Date from - to
05/31/2022 – 05/31/2022

Marketing Tool
Supplement Print

Contacts
5200000

Activity
 Sommerbeilage in der Coop Zeitung, erscheint in 3 Sprachen (DE, FR, IT):

Die Beilage besteht aus
 - 61 Ausflutipps (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 Ausflutipps)

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Coop - Herbstbeilage	Campaigning & Activation	2500000
<i>Date from - to</i> 08/29/2022 – 08/29/2022	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 5000000

Activity
Herbstbeilage in der Coop Zeitung, erscheint in 3 Sprachen (DE, FR, IT):

Die Beilage besteht aus
 -Ausflugtipps 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>	<i>Instrument</i>	<i>Circulation</i>
Coop Schwerpunktausgabe - Outdoor	Campaigning & Activation	2600000
<i>Date from - to</i> 04/26/2022 – 04/26/2022	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 3536000

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

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/2022/20221004144450_136_21d_08_ins_snowsporthotels_transhelvetica_RZ01_he1.pdf

<i>Title</i> Promotion: SBB VIA Top Ten März 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 150000
<i>Date from - to</i> 03/15/2022 – 03/15/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 450000
<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> Distribution ST "Grün" Broschüre an SBB Bahnhöfen	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 347000
<i>Date from - to</i> 05/13/2022 – 06/13/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 520500
<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> Ausspielung Videos MySwissJourney in Arthouse Kinos	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 49188
<i>Date from - to</i> 05/11/2022 – 06/20/2022	<i>Marketing Tool</i> TV/Cinema Spot incl. Digital	
<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> Travelnews - Newsletter Integration	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 140000
<i>Date from - to</i> 01/06/2022 – 12/15/2022	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 140000

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

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

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

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 195610
<i>Date from - to</i> 03/25/2022 – 03/25/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 195610

Activity
"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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 214835
<i>Date from - to</i> 07/14/2022 – 07/14/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 214835
<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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 254765
<i>Date from - to</i> 09/09/2022 – 09/09/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 254765
<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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 223289
<i>Date from - to</i> 11/16/2022 – 11/16/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 223289
<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		

<i>Title</i> Campaigning: Blick Winter Awards.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 7769503
<i>Date from - to</i> 12/01/2022 – 12/31/2022	<i>Marketing Tool</i> Native Advertisement Paid	<i>Contacts</i> 7769503
<i>Activity</i> 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		

<i>Title</i> Qualified Reaction: Bookings STC	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 32266
<i>Date from - to</i> 01/01/2022 – 12/31/2022	<i>Marketing Tool</i> Other...	<i>Contacts</i> 32266
<i>Activity</i>		

<i>Title</i> Swiss Bike Hotels YT Campaign	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2076407
<i>Date from - to</i> 05/23/2022 – 07/04/2022	<i>Marketing Tool</i> Video Digital Paid	<i>Contacts</i> 2076407
<i>Activity</i> Campaign for Swiss Bike Hotels on Youtube		

SWITZERLAND

37	11'979'987	38'137'567
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

UK/IRELAND

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

<i>Title</i> e-Marketing: B2C Newsletter February 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 78402
<i>Date from - to</i> 02/03/2022 – 02/03/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 78402
<i>Activity</i>		

General Topic:

Market Specific Content: Travel Update UK, Finest Snow Sports Hotels article Suitcase, TO Input: OTP for Nendaz, Inspiring story The scent of winter freedom

Results: Opening Rate: 37.90%, Openings: 29'713, Clicks: 1'928 / 2.46%, CTR: 1.70%, CTOR: 6.56%

http://clippings.switzerlandtourism.ch/LON/2022/20220210174512_NL_02_2022_Preview.pdf

http://clippings.switzerlandtourism.ch/LON/2022/20220210174614_NL_02_2022_Reporting.pdf

<i>Title</i> e-Marketing: B2C Newsletter June 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 82312
<i>Date from - to</i> 06/01/2022 – 06/01/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 82312

Activity

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%.

http://clippings.switzerlandtourism.ch/LON/2022/20220926153731_NL_06_2022_Preview.pdf
http://clippings.switzerlandtourism.ch/LON/2022/20220926153749_NL_02_2022_Reporting.pdf

<i>Title</i> e-Marketing: B2C Newsletter July 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 61735
<i>Date from - to</i> 07/01/2022 – 07/01/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 61735

Activity

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%.

http://clippings.switzerlandtourism.ch/LON/2022/20220926155108_NL_072022_UK-email.pdf
http://clippings.switzerlandtourism.ch/LON/2022/20220926155119_NL_07_2022_Preview.pdf

<i>Title</i> Flagship Summer Promotion - Chelsea Flower Show 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 250000
<i>Date from - to</i> 05/23/2022 – 05/28/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 250000

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/2023/20230119121744_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/2023/20230120114507_ECT_Logo_Aperitif_with_RSVP.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120114555_BBC_Episode12_low_res.mov
http://clippings.switzerlandtourism.ch/LON/2023/20230120122944_Invitation_Dinner_without_RSVP.pdf
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_108255.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_108243.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_108242.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_108246.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_108247.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_108251.jpg

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

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/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/2023/20230120122742_ST_Swiss_Sanctuary_RealThing_A5_PRINT_NoCrop.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120131712_GIM_312_p901-936_SWISSbookletF3.pdf

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

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_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_RG_Switzerland_6ed_FINAL-919-589-7.pdf

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

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/2023/20230120100602_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_Story19.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_Story18.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_Story23.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_Post.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_Story7.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_Story10.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_Story8.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story9.png

UK/IRELAND

8
MarketingActivities

306'449
Circulation

2'123'923
Contacts

Grand Total over ALL

136
MarketingActivities

14'823'445
Circulation

554'614'982
Contacts

PublicationDate Media MediaType Headlines Author Circulation Contacts

AUSTRIA/HUNGARY

21.12.2022 Eco.nova Magazine Käsefondue in Skigondeln *Redaktion Team* 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

27.08.2022 Tasted4You.be Online Mandarin Oriental Palace Luzern *van Hoof Rene* 20'000 5'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08528-2.pdf>
ResultURL:

01.09.2022 VAB magazine Magazine Horizons proches et lointains *Taucher Inge* 330'000 598'950

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08524.pdf>
ResultURL:

22.10.2022 DM Magazine Magazine 3x logeren *Zwaenepoel Tine* 86'000 238'220

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08513.pdf>
ResultURL:

25.10.2022 Pasar Magazine Zwitsers mooi met Italiaanse flair: Da's Ticino! *Driessens Koen* 51'156 119'449

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08496.pdf>
ResultURL:

29.10.2022 So Soir Magazine Merveilleuse montage *Algemeen* 55'564 316'715

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08510.pdf>
ResultURL:

12.11.2022 Tasted4You.be Online Mandarin Oriental Palace Luzern opent de deuren *van Hoof Rene* 20'000 5'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08505.pdf>
ResultURL:

21.12.2022 pagtour.net Online En Suisse, savourez une fondue autrement... *Rédaction* 7'460 7'460

ClippingsURL:
ResultURL: <https://www.pagtour.info/en-suisse-savourer-une-fondue-autrement>

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

CHINA

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

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

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

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

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

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

ITALY

19.01.2022	Viaggi24	Online	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) Invernati Lucilla	5'064	35'448
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/19012022_VerbierLaaxKitzbuehl_viaggi24.pdf ResultURL: https://www.ilsole24ore.com/art/verbier-laax-e-kitzbuehl-vetta-preferenze-chi-scia-alpi-AEgV08					
23.01.2022	Il Giornale	Newspaper	Lusso nelle terme 7132 di Vals (paragrafo) Pizzetti Elena	303'000	303'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/230122_IlGiornale_Vals.pdf ResultURL:					

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

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

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

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

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

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

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

KOREA

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

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

NETHERLANDS

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

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

NORTH AMERICA

01.01.2022	Travel + Leisure	Magazine	up up & Andermatt <i>Robbins Tom</i>	941'721	2'825'163
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ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220101_TravelLeisureMag_Robbins.pdf
ResultURL:

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

19.01.2022	The News & Observer.com	Online	'Amazing Race' Week 3: Holdernesses resume race after pandemic pause. How'd they do? <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
ResultURL: <https://www.newsobserver.com/entertainment/tv/warm-tv-blog/article257486744.html>

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

31.01.2022	TripAdvisor.com	Online	Secret Switzerland - A starter guide to the Switzerland you may not know <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
ResultURL: https://www.tripadvisor.com/Articles-lkZwg9AFysKA-Black_switzerland.html

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

06.02.2022	forbes.com	Online	Top 7 Things To Do In Zermatt, Switzerland When You're Not Skiing <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
ResultURL: <https://www.forbes.com/sites/sandramacgregor/2022/02/06/top-7-things-to-do-in-zermatt-switzerland-when-youre-not-skiing/?sh=2448e23e3861>

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

09.02.2022	Architectural Digest.com	Online	The 21 Most Incredible Overwater Bungalows in the World <i>Romeyn Kathryn</i>	819'286	204'822
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ClippingsURL: 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>

19.02.2022	The Points Guy .com	Online	What it's like traveling in Switzerland now <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
ResultURL: <https://thepointsguy.com/news/traveling-to-switzerland/>

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

27.02.2022	travel + leisure.com	Online	What to Do, Where to Stay, and What to Eat in Basel, Switzerland <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
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	Basel for the future <i>Graham Adam H.</i>	941'721	2'825'163
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TravelLeisure_AdamGraham.pdf ResultURL:					
01.03.2022	Today's Bride	Magazine	Mountain HIGH - Thinking about Switzerland for your honeymoon? <i>Harris Waheeda</i>	1'733	5'199
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TodaysBride.ca_Harris.pdf ResultURL: https://issuu.com/todaysbridemag/docs/todays_bride_ss22/104					
01.03.2022	Today's Bride	Magazine	Switzerland - Five memorable places to tie the knot <i>Kinasz Devin</i>	1'733	5'199
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220301_TodaysBrideDestinationWeddingMagazine_Harris.pdf ResultURL: https://issuu.com/todaysbridemag/docs/destination_wedding_ss22/28					
03.03.2022	The Boston Globe.com	Online	Switzerland and Denmark offer glimpses into future possibilities <i>Haas Scott</i>	4'439'123	1'109'781
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220303_BostonGlobe.com_ScottHaas.pdf ResultURL: https://www.bostonglobe.com/2022/03/03/lifestyle/switzerland-denmark-offer-glimpses-into-future-possibilities/?p1=BGSearch_Overlay_Results					
06.03.2022	The Boston Globe	Newspaper	Switzerland, Denmark offer glimpses into future possibilities <i>Haas Scott</i>	199'839	399'678
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220306_TheBostonGlobe_ScottHaas.pdf ResultURL:					
14.03.2022	Nuvo Magazine .com	Online	Switzerland's Largest City: An Aesthete's Guide to Zurich <i>Berge Chloe</i>	67'335	16'834
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220314_NuvoMagazine.com_Berge.pdf ResultURL: https://nuvomagazine.com/magazine/spring-2022/switzerlands-largest-city-an-aesthetes-guide-to-zurich					
16.03.2022	AFAR.com	Online	How to Enjoy Switzerland's Beauty—and Help Keep It That Way <i>Bierman Jonny</i>	1'216'534	304'134
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220316_AFAR.com_Bierman.pdf ResultURL: https://www.afar.com/magazine/how-to-have-a-low-impact-trip-in-switzerland					
17.03.2022	CTV News Toronto	TV/Cable/Video	Summer travel to Switzerland <i>Greenwood Davis Heather</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220317_CTVNewsToronto_GreenwoodDavis.mov ResultURL: https://toronto.ctvnews.ca/things-to-know-t-o/summer-travel-to-switzerland-1.5823656					
28.03.2022	forbes.com	Online	A Wonderful Winter Experience In St Moritz <i>Pelloux Cécilia</i>	29'788'885	7'447'221
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220328_forbes.com_Pelloux.pdf ResultURL: https://www.forbes.com/sites/ceciliapelloux/2022/03/28/a-wonderful-winter-experience-in-st-moritz/?sh=4caefa57c2d					
01.04.2022	TravelLife Magazine	Magazine	Take me to the Swiss Alps <i>Heath Elizabeth</i>	55'000	165'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220401_TravelLifeMagazine_Heath.pdf ResultURL: https://travellife.ca/travel-life-magazine/					
05.04.2022	Instagram	Social Media/Influencer	From Geneva to Lucerne and we were greeted by snow! <i>Wurtzbach Pia</i>	13'800'000	479'430
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220405_Instagram_Wurtzbach.pdf ResultURL: https://www.instagram.com/p/Cb9nmzKPG1e/?hl=en					
05.04.2022	Instagram	Social Media/Influencer	@Buergenstockresort us one of the most beautiful hotels I've ever been to <i>Jauncey Jeremy</i>	1'300'000	167'764
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220405_Instagram_Jauncey.png ResultURL: https://www.instagram.com/p/Cb90JF2L_BX/?hl=en					
06.04.2022	Instagram	Social Media/Influencer	Waiting for 6pm be like... <i>Wurtzbach Pia</i>	13'800'000	71'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220406_Instagram_Wurtzbach.png ResultURL: https://www.instagram.com/p/CcAE5--PdB2/?hl=en					
06.04.2022	Condé Nast Traveler .com	Online	On My First Ski Trip, Learning to Trust My Instincts –And Let Go <i>Blumenthal Betsy</i>	3'360'000	840'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220406_CondeNastTraveler.com_Blumenthal.pdf ResultURL: https://www.cntraveler.com/story/on-my-first-ski-trip-learning-to-trust-my-instincts-and-let-go					
07.04.2022	Fodor's Travel .com	Online	This European Country Has a Town for Every Type of Traveler <i>Becker Kayla</i>	2'337'772	584'443
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220407_Fodors.com_Becker.pdf ResultURL: https://www.fodors.com/world/europe/switzerland/experiences/news/this-european-country-has-a-town-for-every-type-of-traveler					
08.04.2022	Instagram	Social Media/Influencer	Honestly, it's been surreal! It's not everyday you get to have a spa day with this view <i>Wurtzbach Pia</i>	13'800'000	571'905
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220408_Instagram_Wurtzbach.png ResultURL: https://www.instagram.com/p/CcFNPcGv-v/?hl=en					

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
09.08.2022	Global Traveler USA .com	Online	Creativity, Culture and Glorious Nature Abound in Zürich <i>Hensley Becca</i>	19'100	4'775
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220809_globaltravelerusa.com_Hensley.pdf ResultURL: https://www.globaltravelerusa.com/creativity-culture-and-glorious-nature-abound-in-zurich/					
13.08.2022	the zoe report .com	Online	Make A Splash In One Of These 20 Jaw-Dropping Hotel Pools <i>Principe Merissa</i>	2'610'000	652'500
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220813_thezoereport.com_principe.pdf ResultURL: https://www.thezoereport.com/living/best-hotel-resort-pools-in-the-world					
17.08.2022	Travel Weekly .com	Online	Liking what Liechtenstein has to offer <i>Long Felicity</i>	495'000	123'750
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220817_TravelWeekly.com_Long.pdf ResultURL: https://www.travelweekly.com/Europe-Travel/Insights/Liechtenstein-is-looking-for-tourists					
17.08.2022	TripAdvisor.com	Online	Three under-the-radar Swiss towns worth a detour <i>Greenwood Davis Heather</i>	4'900'000	1'225'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220817_Tripadvisor.com_Greenwooddavis.pdf ResultURL: https://www.tripadvisor.com/Articles-1PfHQgDsop1U-Hidden_gem_swiss_towns.html					
17.08.2022	The Maritime Explorer .ca	Online	Old Town Geneva – A Walk Through History <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220817_TheMaritimeExplorer.ca_Dunlop.pdf ResultURL: https://themaritimeexplorer.ca/2022/08/17/old-town-geneva/					
28.08.2022	Travel + Leisure.com	Online	This Charming Lakeside Town Is Switzerland's Unexpected Mediterranean-like Escape <i>Breedlove</i>	5'562'500	1'390'625
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220828_TravelLeisure.com_Breedlove.pdf ResultURL: https://www.travelandleisure.com/ascona-switzerland-town-mediterranean-luxury-hotels-6503726#:~:text=Ascona%20offers%20the%20best%20of,permanent%20place%20in%20my%20daydreams					
30.08.2022	The Maritime Explorer .ca	Online	Geneva - World's Most International City? <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220830_TheMaritimeExplorer.ca_Dunlop.pdf ResultURL: https://themaritimeexplorer.ca/2022/08/30/geneva/					
01.09.2022	Ski Canada Magazine	Magazine	A Swiss Sojourn <i>MacMillan Iain</i>	30'000	90'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220901_SkiCanada_MacMillan.pdf ResultURL:					
09.09.2022	The Washington Post .com	Online	Near the Swiss border with Italy, vestiges of the past are set in stone <i>Bigar Sylvie</i>	69'600'000	17'400'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220909_Washingtonpost.com_Bigar.pdf ResultURL: https://www.washingtonpost.com/travel/2022/09/09/ticino-switzerland-travel-vacation/					
09.09.2022	The Maritime Explorer .ca	Online	Basel – Amazing City on the Rhine <i>Dunlop Dale</i>	20'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220909_TheMaritimeExplorer.ca_Dunlop.pdf ResultURL: https://themaritimeexplorer.ca/2022/09/09/basel/					
11.09.2022	The Washington Post	Newspaper	Exploring Peaks and Valleys of Swiss Life <i>Bigar Sylvie</i>	293'000	586'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220911_WashingtonPost_Bigar.pdf ResultURL:					
12.09.2022	ArchDaily .com	Online	Paul Clemence Captures BIG's Hôtel des Horlogers in Le Brassus, Switzerland <i>Clemence Paul</i>	3'050'871	762'718
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220912_ArchDaily.com_Clemence.pdf ResultURL: https://www.archdaily.com/988791/paul-clemence-captures-bigs-hotel-des-horlogers-in-le-brassus-switzerland					
15.09.2022	AFAR .com	Online	A Winter's Night Atop Mount Pilatus <i>Nangle Hilary</i>	1'216'534	304'134
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220915_Afar.com_Nangle.pdf ResultURL: https://www.afar.com/magazine/hiking-switzerlands-mount-pilatus-in-the-winter					
15.09.2022	AFAR .com	Online	4 Charming Small Towns in Switzerland Every Traveler Should Visit <i>Haiken Melanie</i>	1'216'534	304'134
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220915_Afar.com_Haiken.pdf ResultURL: https://www.afar.com/magazine/best-towns-to-visit-in-switzerland					
19.09.2022	forbes .com	Online	It's Time To Start Planning Your Swiss Ski Vacation <i>Sands Roger</i>	29'788'885	7'447'221
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220919_Forbes.com_Sands.pdf ResultURL: https://www.forbes.com/sites/rogersands/2022/09/19/its-time-to-start-planning-your-swiss-ski-vacation/?sh=6c95a45a6b29					
23.09.2022	Money inc .com	Online	Forty-Eight Hours at 25Hours Hotel Zurich <i>Kessler Julie</i>	1'370'000	342'500
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2022/20220923_MoneyInc.com_Kessler.pdf ResultURL: https://moneyinc.com/forty-eight-hours-at-25hours-hotel-zurich/					

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

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

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

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

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
ResultURL:

18.06.2022	elmundo.es	Online	80 mujeres a la conquista de un cuatromil suizo: así fue el ascenso de la cordada femenina más larga de la historia <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
ResultURL:

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

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

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

12.10.2022	Diario El Pais Online	Online	El hotel en el que solo se puede hablar por el móvil desde unas cabinas <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
ResultURL:

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

03.11.2022	La Vanguardia online	Online	Saunas flotantes, el último capricho para disfrutar el otoño en el lago Zurich <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
ResultURL:

SPAIN: 8 Clippings

5'873'452

6'820'647

SWITZERLAND

04.01.2022	Le Temps Online	Online	Les hôtels de montagne ont bien profité des Fêtes <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		7 Piscines extérieures de rêve dans des hôtels en Suisse <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	Die Nachhaltigkeitsleader der Schweizer Hotellerie kooperieren <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	26 Betriebe kooperieren als "Responsible Hotels of Switzerland" <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	Ins romantische Hotel und auf die Funslope	184'061	46'015
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/273597906.pdf ResultURL:					
03.02.2022	Transhelvetica Magazin	Magazine	Brauchen Sie Ferien?	17'000	42'500
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/273624459.pdf ResultURL:					
06.02.2022	20 Minuten Online	Online	Die spektakulärsten Aussenpools von Schweizer Hotels <i>Seddik Nina</i>	3'313'000	828'250
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/274156491.pdf ResultURL:					
12.02.2022	Tribune de Genève Online	Online	Hôtels de montagne: des étoiles plein les Alpes <i>Cordonier Gérald</i>	954'000	238'500
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/275587100.pdf ResultURL:					
01.06.2022	Ask the Monsters	Blog	Bristol Geneva - Oasis in the City <i>Lessi Beatrice</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/299360611.pdf ResultURL:					
05.07.2022	htr hotel revue	Newspaper	Der Swiss Innovation Day bringt Fachleute zusammen	10'673	69'375
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/306818617.pdf ResultURL:					
19.10.2022	RTS La Première	Radio	Tourisme durable: voyager tout en préservant l'environnement <i>Choffat Dominique</i>	479'000	479'000
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/327118938.pdf ResultURL:					
19.10.2022	Radio Télévision Suisse RTS Online	Online	Comment voyager tout en préservant l'environnement? <i>Choffat Dominique</i>	19'572'000	4'893'000
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/327084177.pdf ResultURL:					
13.12.2022	encore!	Magazine	10 nids chics en altitude <i>Libal Renata</i>	207'080	778'000
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/Pages_32_33_SUPPLEMENT_ENC_2022-12-11.pdf ResultURL:					
13.12.2022	encore!	Magazine	10 hotels in den Bergen <i>Libal Renata</i>	201'738	631'000
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/10_Hotels_in_den_Bergen_-_Encore_-_encore-mag.ch.pdf ResultURL:					
SWITZERLAND: 14 Clippings				<u>26'333'801</u>	<u>8'726'640</u>

UK/IRELAND

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

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

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

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

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

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

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
10.06.2022	International Banker	Magazine	Tranquil lakeside retreats that embody the best in luxury (by unknown) <i>Brown Simon</i>	62'000	155'000
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/10Jun22_internationalbanker.com.pdf ResultURL:					
11.06.2022	Family Traveller (online)	Online	Why Lucerne plus Bern is the perfect Swiss family getaway (by unknown) <i>Johnson-Gilbert Jemina</i>	65'000	16'250
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/11Jun22_familytraveller.com.pdf ResultURL:					
11.06.2022	The Daily Telegraph	Newspaper	Feast your eyes on some spectacular dining destinations <i>Elfer Helen</i>	360'345	630'604
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/11Jun22_TheDailyTelegraph.pdf ResultURL:					
12.06.2022	Northern Ireland Travel News	Magazine	More than Clichés: Insider Tip for Sustainable Trips to Switzerland (by unknown) <i>Ogle Brian</i>	23'000	57'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/12Jun22_NiTravelnews.com.pdf ResultURL:					
20.06.2022	Mail Online	Online	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	24	5'978'170
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_dailymail.co.uk.pdf ResultURL: http://www.nla-eclipseweb.com/service/redirector/article/83933614.pdf					
20.06.2022	Skier & Snowboarder Magazine	Magazine	The best of both worlds: water sport holidays in the Swiss mountains - and there's even a beach! (by unknown) <i>Baldwin Frank</i>	30'000	75'000
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_skierandsnowboarder.com.pdf ResultURL:					
20.06.2022	Snow Industry News	Online	The best of both worlds: water sport holidays in the Swiss mountains - and there's even a beach! (by unknown) <i>Baldwin Frank</i>	114	114
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/20Jun22_Snowindustrynews.com.pdf ResultURL:					
21.06.2022	experience luxury	Online	The Doldergrand - the finest place to stay in Zurich <i>unknown</i>	10'000	2'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/21Jun22_experienceluxury.co.pdf ResultURL:					
23.06.2022	Luxuriate Life Magazine	Online	A summer sojourn in resort Geneva <i>Davies Seff</i>	144'000	144'000
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/23Jun22_luxuriate.life.pdf ResultURL:					
27.06.2022	High Life British Airways Online (bahighlife.com)	Online	Enjoy a waterside escape with Marriott Bonvoy (by unknown) <i>Cannon Marisa</i>	50'000	12'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/27Jun22_bahighilfe.com.pdf ResultURL:					
01.07.2022	Wallpaper	Magazine	Swiss Bliss <i>Prince Bill</i>	100	250'020
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/01Jul22_Wallpaper.pdf ResultURL:					
01.07.2022	Citizen Femme	Online	Spa Of The Month: The Alpine Spa At Bürgenstock <i>Bennett Olivia</i>	25'000	6'250
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/01Jul22_citizen-femme.com.pdf ResultURL: https://citizen-femme.com/2022/07/01/spa-of-the-month-the-alpina-spa-at-burgenstock/					
29.10.2022	The Daily Telegraph	Newspaper	Still waters run deep in Switzerland <i>King Steve</i>	318	630'604
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/29Oct22_TheDailyTelegraph.pdf ResultURL:					
30.10.2022	The Telegraph Online	Online	You've been doing Switzerland all wrong - and this city is a case in point <i>King Steve</i>	98'588'714	24'647'179
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/30Oct22_telegraph.co.uk.pdf ResultURL: https://www.telegraph.co.uk/travel/destinations/europe/switzerland/switzerland-wrong-city-case-point/					
07.11.2022	The Telegraph Online	Online	The forgotten rival to Switzerland's most famous ski resort <i>Trend Nick</i>	98'588'714	24'647'179
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/07Nov22_telegraph.co.uk.pdf ResultURL: https://www.telegraph.co.uk/travel/ski/surprising-history-behind-st-moritzs-forgotten-rival-pontresina/					
12.11.2022	The Daily Telegraph	Newspaper	A resort to rival St Moritz as the jewel in the Swiss ski crown <i>Trend Nick</i>	318	630'604
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/12Nov22_DailyTelegraph.pdf ResultURL:					

PublicationDate Media

MediaType

Headlines Author

Circulation

Contacts

UK/IRELAND: 130 Clippings

1'363'540'554

453'880'542

Grand Total over ALL

2'153'368'017

723'257'180