

# MarketingActivitiesCentral



## Swiss Historic Hotels

### AUSTRALIA

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| <i>Title</i>  | <i>Instrument</i>   | <i>Circulation</i>               |
|---|---|----------------------------------|
| <b>Recovery Swisstainable: Intl. Traveller - Print &amp; Digital Campaign SEP</b>   | <b>Campaigning &amp; Activation</b>                       |                                  |
| <i>Date from - to</i><br><b>09/01/2022 – 11/30/2022</b>   | <i>Marketing Tool</i><br><b>Native Advertisement Paid</b> | <i>Contacts</i><br><b>677526</b> |
| <i>Activity</i><br>Part of SWISSTAINABLE Recovery 2022.   |   |                                  |
| Print and digital campaign with International Traveller Magazine. 4-page spread “A guide to conscious and regenerative Swiss Restaurants and Hotels. ‘Leave no Trace”. Guide to Switzerland with Top 5 Swisstainable destinations, Hotel Guide, Green Scene (innovations, restaurants, transport, water fountains). Plus Content hub and promotion on International Traveller’s owned channels. |   |                                  |
| <a href="http://clippings.switzerlandtourism.ch/SYD/2022/20221129102239_010922_InternationalTraveller_Hiltl_TheWorldsFirstVegetarianRestaurantItsInSwitzerlandOfCourse.pdf">http://clippings.switzerlandtourism.ch/SYD/2022/20221129102239_010922_InternationalTraveller_Hiltl_TheWorldsFirstVegetarianRestaurantItsInSwitzerlandOfCourse.pdf</a>   |   |                                  |
| <a href="http://clippings.switzerlandtourism.ch/SYD/2022/20221129111824_010922_InternationalTraveller_SustainableSwitzerlandAGuideToConsciousAndRegenerativeSwissRestaurantsAndHotels.pdf">http://clippings.switzerlandtourism.ch/SYD/2022/20221129111824_010922_InternationalTraveller_SustainableSwitzerlandAGuideToConsciousAndRegenerativeSwissRestaurantsAndHotels.pdf</a>                 |   |                                  |
| <a href="http://clippings.switzerlandtourism.ch/SYD/2022/20221129113250_231122_InternationalTraveller_Swisstainable_BannerCampaign.pdf">http://clippings.switzerlandtourism.ch/SYD/2022/20221129113250_231122_InternationalTraveller_Swisstainable_BannerCampaign.pdf</a>   |   |                                  |

| <i>Title</i>  | <i>Instrument</i>                                 | <i>Circulation</i>          |
|---|---|-----------------------------|
| <b>KMM: Media Trip ‘Brandman PR’</b>  | <b>KMM</b>  |                             |
| <i>Date from - to</i><br><b>07/13/2022 – 07/21/2022</b>   | <i>Marketing Tool</i><br><b>Trip - Individual</b> | <i>Contacts</i><br><b>4</b> |
| <i>Activity</i><br>Individual Media Trip organised by Brandman PR   |   |                             |
| - St. Moritz  |   |                             |
| Individual ad on Program  |   |                             |
| - Lucerne   |   |                             |
| - Fribourg  |   |                             |
| <a href="http://clippings.switzerlandtourism.ch/SYD/2022/20221125115459_Lucerne_itinerary_Susan_Joan_Skelly.pdf">http://clippings.switzerlandtourism.ch/SYD/2022/20221125115459_Lucerne_itinerary_Susan_Joan_Skelly.pdf</a>       |   |                             |
| <a href="http://clippings.switzerlandtourism.ch/SYD/2022/20221125115703_Fribourg-Program_Media_Trip_Mrs_Skelly.pdf">http://clippings.switzerlandtourism.ch/SYD/2022/20221125115703_Fribourg-Program_Media_Trip_Mrs_Skelly.pdf</a> |   |                             |

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

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

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

**AUSTRALIA**

**3**  
MarketingActivities

**184'956**  
Circulation

**862'486**  
Contacts

## BENELUX

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

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

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

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

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| <p><i>Title</i><br/><b>Summer/Autumn. InS Swisstainable. 1.2. Branded Content DPG. OnlineArticles.</b></p> <p><i>Date from - to</i><br/><b>03/01/2022 – 06/30/2022</b></p> <p><i>Activity</i><br/>In addition to the digital Ads campaign, a content cooperation with the publisher house DPG in the Benelux is part of the campaign. Branded content about the regions is being created in the tiels “Het laatste nieuws (HLN)” in Belgium and “de Volkskrant” in the Netherlands</p> <p>1 Landingpage and 4 articles about Swisstainable Autumn are published</p> <p><a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_PublicTransport.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_PublicTransport.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Experiences.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Experiences.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_AutumnLandingpage.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_AutumnLandingpage.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Culinary.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Culinary.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Accommodation.png">http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Accommodation.png</a></p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Content</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>19403545</b></p> |
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|--|--|---|
| <p><i>Title</i><br/><b>Summer. Swisstainable Interactive. Online Articles.</b></p> <p><i>Date from - to</i><br/><b>03/01/2022 – 10/31/2022</b></p> <p><i>Activity</i><br/>Branded content distributed through the channels of Columbus. Quiz, Survey and Webinar integration.</p> <p><a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194405_Landingpage-Columbus.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194405_Landingpage-Columbus.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194552_Ticino_Online-Artikel-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194552_Ticino_Online-Artikel-1.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194714_Bern_Online-Artikel-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194714_Bern_Online-Artikel-1.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815194957_Valais_Online-Artikel-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815194957_Valais_Online-Artikel-1.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815195238_Quiz-Pagina.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815195238_Quiz-Pagina.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20220815195358_Survey-1.png">http://clippings.switzerlandtourism.ch/AMS/2022/20220815195358_Survey-1.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2022/20221114091019_Survey1_Resultaten.pdf">http://clippings.switzerlandtourism.ch/AMS/2022/20221114091019_Survey1_Resultaten.pdf</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_landingpage_webinar_tijd_voor_zwitserland_2.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_landingpage_webinar_tijd_voor_zwitserland_2.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Ticino.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Ticino.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Ticino.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Ticino.pdf</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Bern.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Bern.pdf</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Online_Columbus_Best_of_Switzerland.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Online_Columbus_Best_of_Switzerland.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Wallis.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Wallis.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Wallis.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Wallis.pdf</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Bern-Best_of_Bern.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Bern-Best_of_Bern.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_Survey-2.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_Survey-2.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Simone.png">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Simone.png</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Bern_x_Ngoc.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Bern_x_Ngoc.pdf</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Anna.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Anna.pdf</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Niel.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Niel.pdf</a><br/> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Eliane.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Eliane.pdf</a></p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Content Collaboration Digital</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>17237</b></p> |
|--|--|---|

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|--|--|------------------------------------|
| <i>Title</i><br><b>Summer. Fifty &amp; Me. Sustainable Special. Advertorial</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>47963</b> |
| <i>Date from - to</i><br><b>03/01/2022 – 03/31/2022</b>  | <i>Marketing Tool</i><br><b>Placement Paid</b>           | <i>Contacts</i><br><b>115463</b>   |
| <i>Activity</i><br>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.<br>We have created a 2/1 pages advertorial in the sustainability special incl. Online articles, both in Dutch and French |  |                                    |

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

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

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

|   |   |                                 |
|---|---|---------------------------------|
| <i>Title</i><br><b>Summer. KMM. Media Release. Conscious Travel Festival.</b>   | <i>Instrument</i><br><b>KMM</b>               | <i>Circulation</i><br><b>50</b> |
| <i>Date from - to</i><br><b>05/04/2022 – 05/04/2022</b>   | <i>Marketing Tool</i><br><b>Media Release</b> | <i>Contacts</i><br><b>50</b>    |
| <i>Activity</i><br>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><br><b>Summer/Autumn. New Skool Media Vakantieplanner. Print.</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>132878</b> |
| <i>Date from - to</i><br><b>09/23/2022 – 10/28/2022</b>   | <i>Marketing Tool</i><br><b>Placement Paid</b>           | <i>Contacts</i><br><b>332194</b>    |
| <i>Activity</i><br>New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel. |  |                                     |
| We have a 6-page-Switzerland Advertorial over traintravel and sustainability, incl. accommodations.   |  |                                     |

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

|   |   |                                   |
|---|---|-----------------------------------|
| <i>Title</i><br><b>Summer/Autumn. New Skool Media Vakantieplanner. Online Articles.</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>      | <i>Circulation</i><br><b>2677</b> |
| <i>Date from - to</i><br><b>09/23/2022 – 10/28/2022</b>   | <i>Marketing Tool</i><br><b>Content Collaboration Digital</b> | <i>Contacts</i><br><b>2677</b>    |
| <i>Activity</i><br>New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel. |   |                                   |
| We have a 6-page-Switzerland Advertorial over traintravel and sustainability, incl. accommodations. The print advertorial will also be placed as online articles on Zin, Roots, Seasons en Columbus Travel  |   |                                   |

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

|   |  |                                   |
|---|--|-----------------------------------|
| <i>Title</i><br><b>Summer/Autumn. New Skool Media Vakantieplanner. Social Media.</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>6262</b> |
| <i>Date from - to</i><br><b>09/23/2022 – 10/30/2022</b>   | <i>Marketing Tool</i><br><b>Social Media Organic</b>     | <i>Contacts</i><br><b>6262</b>    |
| <i>Activity</i><br>New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel. |  |                                   |
| The online articles written based on the print advertorials are pushed with social media activations on ZIN, Roots, Seasons and Columbus Travel   |  |                                   |

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

*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/2022/20221019192804_2022_Newsletter_ZIN.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019194303\\_2022\\_Newsletter\\_Roots.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019194303_2022_Newsletter_Roots.png)  
[http://clippings.switzerlandtourism.ch/AMS/2022/20221019194431\\_2022\\_Newsletter\\_Seasons.png](http://clippings.switzerlandtourism.ch/AMS/2022/20221019194431_2022_Newsletter_Seasons.png)

**BENELUX**

**11**  
*MarketingActivities*

**383'841**  
*Circulation*

**21'173'613**  
*Contacts*

**BRAZIL**

*Title*  
**KMM: Media Trip and Influencer Summit  
 @prefiroviajar**

*Instrument*  
**Campaigning & Activation**

*Circulation*

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

*Marketing Tool*  
**Ambassador/Influencer**

*Contacts*  
**254193**

*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**  
*MarketingActivities*

*Circulation*

**254'193**  
*Contacts*

## CZECH REPUBLIC

|   |  |                                   |
|---|--|-----------------------------------|
| <i>Title</i><br><b>Switzerland Nr. 5 in magazine Lui</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>3000</b> |
| <i>Date from - to</i><br><b>06/30/2022 – 06/30/2022</b>   | <i>Marketing Tool</i><br><b>Supplement Print</b>         | <i>Contacts</i><br><b>7500</b>    |
| <i>Activity</i><br>Summer magazine SWITZERLAND No. 5 as a supplement of luxury lifestyle magazine Lui focused on LGBT+ in the market.<br>ST supplement distributed to magazine subscribers. |  |                                   |
| <a href="http://clippings.switzerlandtourism.ch/PRG/2022/20220627112026_IMG_1080.jpeg">http://clippings.switzerlandtourism.ch/PRG/2022/20220627112026_IMG_1080.jpeg</a>                     |  |                                   |

## CZECH REPUBLIC

|                            |                    |                 |
|----------------------------|--------------------|-----------------|
| <b>1</b>                   | <b>3'000</b>       | <b>7'500</b>    |
| <i>MarketingActivities</i> | <i>Circulation</i> | <i>Contacts</i> |

## FRANCE

|  |  |                                |
|--|--|--------------------------------|
| <i>Title</i><br><b>France - Key Partner Package groupé - Eté</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>0</b> |
| <i>Date from - to</i><br><b>04/01/2022 – 06/30/2022</b>  | <i>Marketing Tool</i><br><b>Advertisement</b>            | <i>Contacts</i><br><b>0</b>    |
| <i>Activity</i><br>E-MARKETING - TRIPADVISOR<br>Content Hub sur Tripadvisor mettant en avant les 5 régions sous un angle voyage responsable. Ciblage (1st party data) outdoor et éco-tourisme. Médiatisation display et réseaux sociaux. 9.5 mio d'impressions, 60 000 visites sur 4 mois de médiatisation.  |  |                                |
| <i>Activity</i><br>E-MARKETING ET PRINT - LE FIGARO<br>Encart de 16 pages dans Le Figaro Magazine (1 double page par région), 142 544 exemplaires, 356 360 lecteurs. Dossier dédié regroupant les articles print, intégré à la verticale Voyage, 38 500 visites. Médiatisation éditoriale, display, native, réseaux sociaux, 10.2 mio d'impressions sur 1 mois de médiatisation. |  |                                |

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



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

|   |  |                                    |
|---|--|------------------------------------|
| <i>Title</i><br><b>Campaign activation : MyS White n°06</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>44500</b> |
| <i>Date from - to</i><br><b>11/01/2022 – 12/31/2022</b>   | <i>Marketing Tool</i><br><b>ST Magazine</b>              | <i>Contacts</i><br><b>133500</b>   |
| <i>Activity</i><br>Diffusion du magazine White avec les abonnés Paris de Milk Deco, au Perchoir Porte de Versailles (Rooftop hiver) + desk ST |  |                                    |

**FRANCE**

|                            |                    |                  |
|----------------------------|--------------------|------------------|
| <b>4</b>                   | <b>484'954</b>     | <b>1'716'279</b> |
| <i>MarketingActivities</i> | <i>Circulation</i> | <i>Contacts</i>  |

**GCC**

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

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

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

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

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

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

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

## GERMANY

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

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

|   |   |   |
|---|---|---|
| <p><i>Title</i><br/><b>Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“</b></p> <p><i>Date from - to</i><br/><b>03/08/2022 – 03/30/2022</b></p> <p><i>Activity</i><br/>Begeistern für die unverwechselbaren Sommererlebnisse in der Schweiz mit emotionaler User Ansprache anhand von typisch Schweizer Tönen &amp; Geräuschen.<br/>Digitale Audiocontent Kampagne, die anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, den User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.<br/>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.<br/>Audioaffine Distribution: Audiokanäle, Podcasts Werbung, Spotify Ads sowie ST und Paid Media Kanäle (Display Native, Social und Video Ads).</p> | <p><i>Instrument</i><br/><b>Basis</b></p> <p><i>Marketing Tool</i><br/><b>Package</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>0</b></p> |
|---|---|---|

|   |  |   |
|---|--|---|
| <p><i>Title</i><br/><b>Digital: Digitale Sommerkampagne „So klingt der Schweizer Sommer“ Radio</b></p> <p><i>Date from - to</i><br/><b>05/16/2022 – 05/25/2022</b></p> <p><i>Activity</i><br/>Digitale Key Partner Sommerkampagne als Audiocontent Kampagne. Anhand von unterschiedlichen typischen Schweizer Tönen und Geräuschen aus den Partnerregionen, wird der User emotional &amp; sinnlich auf das Sommererlebnis in der Schweiz aufmerksam macht.<br/><br/>Radiokampagne mit Big FM inkludiert:<br/>31x Radiotrailer<br/>8x Live teaser<br/>Microsite auf Big FM<br/>Social Media Anzeigen</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Audio incl. Digital</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>3708458</b></p> |
|---|--|---|

[http://clippings.switzerlandtourism.ch/FRA/2022/20220624143527\\_Radiokooperation\\_BigFM\\_So\\_klingt.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220624143527_Radiokooperation_BigFM_So_klingt.pdf)

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

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

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

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

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

*Title*  
**KMM: Medienmitteilung April: Mit gutem Gewissen zum sanften Ruhekissen – Nachhaltig übernachten in der Schweiz**

*Instrument*  
**KMM**

*Circulation*  
**2800**

*Marketing Tool*  
**Media Release**

*Contacts*  
**2800**

*Date from - to*  
**04/05/2022 – 04/05/2022**

*Activity*  
Versand an rund 2800 Journalisten in Deutschland

[http://clippings.switzerlandtourism.ch/FRA/2022/20220726140911\\_Mit\\_gutem\\_Gewissen\\_zum\\_sanften\\_Ruhekissen\\_\\_Nachhaltig\\_ubernachten\\_in\\_der\\_Schweiz.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220726140911_Mit_gutem_Gewissen_zum_sanften_Ruhekissen__Nachhaltig_ubernachten_in_der_Schweiz.pdf)

*Title*  
**KMM: Grüner speisen: Naturnahe Gastronomie made in Switzerland**

*Instrument*  
**KMM**

*Circulation*  
**2800**

*Marketing Tool*  
**Media Release**

*Contacts*  
**2800**

*Date from - to*  
**08/02/2022 – 08/02/2022**

*Activity*  
Versendet an 2800 Journalisten

[http://clippings.switzerlandtourism.ch/FRA/2022/20220816113838\\_Gruener\\_speisen\\_\\_Naturnahe\\_Gastronomie\\_made\\_in\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/FRA/2022/20220816113838_Gruener_speisen__Naturnahe_Gastronomie_made_in_Switzerland.pdf)

*Title*  
**Promotion: Distribution Wintermagazin**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**50000**

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**150000**

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

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

*Title*  
**Digital: Newsletter Dezember 2022**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**147496**

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**147496**

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

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

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

**GERMANY**

**11**  
*MarketingActivities*

**203'096**  
*Circulation*

**29'926'286**  
*Contacts*

## ITALY

|  |  |                                |
|--|--|--------------------------------|
| <i>Title</i><br><b>KAM eLearning</b>   | <i>Instrument</i><br><b>KAM</b>                  | <i>Circulation</i><br><b>0</b> |
| <i>Date from - to</i><br><b>01/01/2022 – 12/31/2022</b>  | <i>Marketing Tool</i><br><b>Inhouse Training</b> | <i>Contacts</i><br><b>0</b>    |
| <i>Activity</i><br>-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.<br>-Realization of up to 10 single-topic quizzes (incl. 1 video or text with 10 multiple choice questions)<br>-Dedicated mini-site containing all the activities related to the program<br>-Incl. promotion on the website and via newsletter |  |                                |

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| <i>Title</i><br><b>Campaigning &amp; Activation: HoS - Exhibition I need Swisstainable @House of Switzerland/</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>6000</b> |
| <i>Date from - to</i><br><b>04/26/2022 – 05/29/2022</b>  | <i>Marketing Tool</i><br><b>Event/Fair/Workshop</b>      |                                   |
| <i>Activity</i><br>When: 26.04. - 29.05.<br>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.<br>Hostess/Stewards guided tours / Distribution brochures and shoppers<br>Partners: STS / Ticino / Made in Bern / Geneve<br>Subpartners: RhB/GE/BE, Monte Generoso/Centovalli/Swiss Miniature, Interlaken/BLS |  |                                   |

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

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| <i>Title</i><br><b>KMM: Media event “I need Swisstainable” in Milano</b>  | <i>Instrument</i><br><b>KMM</b>                  | <i>Circulation</i><br><b>42</b> |
| <i>Date from - to</i><br><b>05/03/2022 – 05/03/2022</b>   | <i>Marketing Tool</i><br><b>Media Conference</b> |                                 |
| <i>Activity</i><br>Date: 03.05.2022<br>Media event at House of Switzerland of Milano<br>Set up with exhibition “I need Swisstainable”<br>Participants: 42 journalists<br>Partner involved: Ticino, Made in Bern, STS, Geneve, RHB |  |                                 |

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| <i>Title</i><br><b>KMM: individual media trip North</b>   | <i>Instrument</i><br><b>KMM</b>                           | <i>Circulation</i><br><b>1</b>       |
| <i>Date from - to</i><br><b>04/05/2022 – 04/10/2022</b>   | <i>Marketing Tool</i><br><b>Trip - Individual</b>         | <i>Contacts</i><br><b>1</b>          |
| <i>Activity</i><br>Date: 05-10.04.2022<br>Stefano Torrione for Monograph Meridiani Montagne “Jungfrau”<br>Interlaken and Jungfrau Region including historic hotels and panoramic trains and cable cars  |   |                                      |
| <i>Title</i><br><b>Campaigning &amp; Activation: SUMMER - Monographic dossier Bell’Europa</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>  | <i>Circulation</i><br><b>337000</b>  |
| <i>Date from - to</i><br><b>04/26/2022 – 04/26/2022</b>   | <i>Marketing Tool</i><br><b>Placement Paid</b>            | <i>Contacts</i><br><b>337000</b>     |
| <i>Activity</i><br>Date: 26.04<br>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<br>Distribution with the May edition of Bell’Europa.<br>Contacts: 337’000 copies<br>Partners: STS, Ticino, Made in Bern (Interlaken, BLS, Jungfrauregion), Valais (Aletsch, Martigny, Leukerbad), Hotel Cooperation |   |                                      |
| <i>Title</i><br><b>Digital: Summer/Made in Bern - Smart Article Plus Corriere.it</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>  | <i>Circulation</i><br><b>9000000</b> |
| <i>Date from - to</i><br><b>06/27/2022 – 07/10/2022</b>   | <i>Marketing Tool</i><br><b>Native Advertisement Paid</b> | <i>Contacts</i><br><b>9000000</b>    |
| <i>Activity</i><br>Date: 27.06-10.07.2022<br>Sponsored article about Interlaken, Trenino Verde delle Alpi and Jungfrauregion on Corriere.it (native adv in homepage during 1 week)<br>Impressions: 9 millions<br>Visits: 13 k<br>Time spent: 02:03<br>Partner: Made in Bern<br>Link: <a href="https://studio.corriere.it/svizzera_turismo-sa3-lago-montagna-berna/">https://studio.corriere.it/svizzera_turismo-sa3-lago-montagna-berna/</a>                      |   |                                      |
| <i>Title</i><br><b>Campaigning &amp; Activation: SUMMER - distribution “Bell’Europa dossier” with F</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>  | <i>Circulation</i><br><b>108000</b>  |
| <i>Date from - to</i><br><b>05/04/2022 – 05/04/2022</b>   | <i>Marketing Tool</i><br><b>Supplement Print</b>          | <i>Contacts</i><br><b>216000</b>     |
| <i>Activity</i><br>Date: 04.05.2022<br>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<br>Distribution with weekly women magazine F.<br>Circulation: 108’000<br>Partners: STS, Ticino, Made in Bern (Interlaken, BLS, Jungfrauregion), Valais (Aletsch, Martigny, Leukerbad), Hotel Cooperation                   |   |                                      |

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| <p><i>Title</i><br/><b>Campaigning &amp; Activation: distribution Hotel brochures with ELLE</b></p> <p><i>Date from - to</i><br/><b>06/16/2022 – 06/16/2022</b></p> <p><i>Activity</i><br/>Date: 16.06.2022<br/>Distribution of Hotel brochures with magazine ELLE<br/>Circulation: 20'400 copies<br/>- Typical: 4000<br/>- Family: 4400<br/>- Spa: 4100<br/>- Historic: 3700<br/>- Design: 4200<br/>Area: Lombardia</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>ST Magazine</b></p> | <p><i>Circulation</i><br/><b>20400</b></p> <p><i>Contacts</i><br/><b>61200</b></p> |
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| <p><i>Title</i><br/><b>KAM: Workshop Summer in Milano</b></p> <p><i>Date from - to</i><br/><b>05/05/2022 – 05/05/2022</b></p> <p><i>Activity</i><br/>Date: 05.05.2022<br/>Workshop Summer at House of Switzerland in Milano<br/>Partners involved:Adrastea Viaggi, Bern Welcome, BLS, Geneve T., Hotel Koop., Il Girasole Viaggi, Interlaken T., Jungfraubahnen, RhB, STS, Ticino T., Wallis - Mattherson Region, Zermatt Bergbahnen<br/>Focus: offers for summer. Swisstainable. News from the partners.<br/>Participants: 42 travel agents<br/>Training with Roxana Ilie on how to sell Switzerland online<br/>Game with prize draw</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Event/Fair/Workshop</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>42</b></p> |
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[http://clippings.switzerlandtourism.ch/MIL/2022/20220530145055\\_20220505\\_182624.jpg](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/2022/20220530145230_20220505_185928.jpg)  
[http://clippings.switzerlandtourism.ch/MIL/2022/20220530145502\\_20220505\\_210742.jpg](http://clippings.switzerlandtourism.ch/MIL/2022/20220530145502_20220505_210742.jpg)  
[http://clippings.switzerlandtourism.ch/MIL/2022/20220530145835\\_20220505\\_171154.jpg](http://clippings.switzerlandtourism.ch/MIL/2022/20220530145835_20220505_171154.jpg)

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| <p><i>Title</i><br/><b>KMM: individual media North</b></p> <p><i>Date from - to</i><br/><b>06/21/2022 – 06/24/2022</b></p> <p><i>Activity</i><br/>Date: 21-24.06.2022<br/>Maria Tatsos for Monograph Meridiani Montagne “Jungfrau”<br/>Bell’Epoque Hotels, Jungfraujoeh, Interlaken</p> | <p><i>Instrument</i><br/><b>KMM</b></p> <p><i>Marketing Tool</i><br/><b>Trip - Individual</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>1</b></p> |
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| <p><i>Title</i><br/><b>KAM: SWV - Workshop Winter at Swiss Winter Village</b></p> <p><i>Date from - to</i><br/><b>11/09/2022 – 11/09/2022</b></p> <p><i>Activity</i><br/>Date: 09.11.2022<br/>What: Workshop for travel agents, t.o.'s, ski clubs, association and CRAL in Swiss Winter Village in Piazza Gae Aulenti in Milano<br/>Organized in collaboration with Travel Quotidiano<br/>Contacts: 70<br/>Partners involved: Interlaken, Jungfrau, Crans Montana, Corvatsch Diavolezza Lagalb, STS, RhB, Adrastea Viaggi, HoKo, Andermatt, The Chedi, Radisson Blu</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Event/Fair/Workshop</b></p> | <p><i>Circulation</i><br/><b>70</b></p> <p><i>Contacts</i><br/><b>70</b></p> |
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[http://clippings.switzerlandtourism.ch/MIL/2022/20221110101042\\_Premiazione\\_RhB\\_Adrastea.png](http://clippings.switzerlandtourism.ch/MIL/2022/20221110101042_Premiazione_RhB_Adrastea.png)  
[http://clippings.switzerlandtourism.ch/MIL/2022/20221110101116\\_Gruppo.png](http://clippings.switzerlandtourism.ch/MIL/2022/20221110101116_Gruppo.png)  
[http://clippings.switzerlandtourism.ch/MIL/2022/20221110101139\\_Crans\\_Montana.jpeg](http://clippings.switzerlandtourism.ch/MIL/2022/20221110101139_Crans_Montana.jpeg)

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|--------------|---|--------------------------------------|-------------------------------------|
| <b>ITALY</b> | <b>11</b><br><i>MarketingActivities</i> | <b>465'400</b><br><i>Circulation</i> | <b>9'620'356</b><br><i>Contacts</i> |
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## JAPAN

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| <p><i>Title</i><br/><b>Campaigning: HTML e-newsletter AD Travelko</b></p> <p><i>Date from - to</i><br/><b>11/29/2022 – 11/29/2022</b></p> <p><i>Activity</i><br/>Japanese top travel curation/comparison site with products from 1500 travel related companies. Ranked in Top1 for hotel search and air ticket search, monthly UU ( unique users) is 3,730,000. Temporary closed in 2020, 2021 due to covid. Relaunched Ad for oversea travel from 2022.</p> <p>HTML e-newsletter AD featuring Swisstainable, produced and released to their approved their subscribers.</p> <p>Link with Swisstainable pages in MyS, Partners pages ( Aletsch, RhB, Schilthorn,Vaud, Zermatt ) , Sustainable online competition</p> <p>Released 29 November 2022</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>eNewsletter</b></p> | <p><i>Circulation</i><br/><b>361857</b></p> <p><i>Contacts</i><br/><b>361857</b></p> |
|---|--|--|

[http://clippings.switzerlandtourism.ch/TYO/2023/20230118014027\\_mailAD\\_all.jpg](http://clippings.switzerlandtourism.ch/TYO/2023/20230118014027_mailAD_all.jpg)

|              |  |                                      |                                   |
|--------------|--|--------------------------------------|-----------------------------------|
| <b>JAPAN</b> | <b>1</b><br><i>MarketingActivities</i> | <b>361'857</b><br><i>Circulation</i> | <b>361'857</b><br><i>Contacts</i> |
|--------------|--|--------------------------------------|-----------------------------------|

## MULTIPLE MARKETS

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

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

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| <i>Title</i><br><b>City Campaign 2022: Run the Swiss Cities (Recovery Budget)</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>        | <i>Circulation</i><br><b>82873142</b> |
| <i>Date from - to</i><br><b>05/02/2022 – 09/30/2022</b>  | <i>Marketing Tool</i><br><b>Display &amp; Programmatic Paid</b> | <i>Contacts</i><br><b>82873142</b>    |
| <i>Activity</i><br>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.<br>..our highlight: RF appears in the Basel Clip. |   |                                       |

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| <i>Title</i><br><b>Accommodation_Performance_Push_Winter_2022</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>        | <i>Circulation</i><br><b>53223226</b> |
| <i>Date from - to</i><br><b>01/17/2022 – 03/30/2022</b>  | <i>Marketing Tool</i><br><b>Display &amp; Programmatic Paid</b> | <i>Contacts</i><br><b>53223226</b>    |
| <i>Activity</i><br>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. |   |                                       |

*Title*  
**Valentine's Day Pinterest Push**

*Instrument*  
**Campaigning & Activation**

*Circulation*

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

*Marketing Tool*  
**Social Media Paid**

*Contacts*  
**2324165**

*Activity*  
Valentine's Day Promotion in Hotels.

Link Clicks: 1'486  
Markets: UK, US

*Title*  
**Recovery: Swisstainable Push 2022 – MSJ**

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Date from - to*  
**04/12/2022 – 06/30/2022**

*Marketing Tool*  
**Video Digital Paid**

*Contacts*  
**14336661**

*Activity*  
Based on our long-term #Swisstainable strategy, we want to inspire guests nationally and internationally to travel sustainably. After the first #Swisstainable push in 2021 where the Manifesto was distributed in Switzerland (summer and winter) and in the markets (winter), and where first learnings around the Experience Shop (summer and winter) have been gathered in Switzerland, we want to take a next step.

With a content marketing approach, we aim to tell real and diverse perspectives for a high-quality and deep engagement with the topic of #Swisstainable. More specifically, six videos (MSJs), one cut-together and one content hub build the core of the 2022 campaign.

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

*Title*  
**MSJ Winter 2022**

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Date from - to*  
**10/24/2022 – 11/06/2022**

*Marketing Tool*  
**Video Digital Paid**

*Contacts*  
**29434370**

*Activity*  
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><br><b>Recovery Hotel Abverkauf 21/22</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>        | <i>Circulation</i><br><b>53223226</b> |
| <i>Date from - to</i><br><b>01/01/2022 – 03/31/2022</b>  | <i>Marketing Tool</i><br><b>Display &amp; Programmatic Paid</b> | <i>Contacts</i><br><b>53223226</b>    |
| <i>Activity</i><br>Overall, we see a great performance in terms of traffic generation with an average CpS of CHF 0.81 (in CH: CHF 0.73).<br>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).<br>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><br><b>Always on Campaign January-March 2022</b>                          | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>8268608</b> |
| <i>Date from - to</i><br><b>01/01/2022 – 03/31/2022</b>                               | <i>Marketing Tool</i><br><b>Social Media Paid</b>        | <i>Contacts</i><br><b>8268608</b>    |
| <i>Activity</i><br>Always on Campaign for all Hotel Cooperations January - March 2022 |  |                                      |

|   |  |                                       |
|---|--|---------------------------------------|
| <i>Title</i><br><b>Always on Campaign April-December 2022</b>                       | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>47680000</b> |
| <i>Date from - to</i><br><b>04/01/2022 – 12/31/2022</b>                             | <i>Marketing Tool</i><br><b>Social Media Paid</b>        | <i>Contacts</i><br><b>47680000</b>    |
| <i>Activity</i><br>Always-on Campaign for all Hotelcooperations April-December 2022 |  |                                       |

|  |  |                                       |
|--|--|---------------------------------------|
| <i>Title</i><br><b>Winter Accommodation Campaign</b>                               | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>20585391</b> |
| <i>Date from - to</i><br><b>11/01/2022 – 12/31/2022</b>                            | <i>Marketing Tool</i><br><b>Social Media Paid</b>        | <i>Contacts</i><br><b>20585391</b>    |
| <i>Activity</i><br>Video Snippet Campaign with 4 different Videos on Social Media. |  |                                       |

|   |  |                                       |
|---|--|---------------------------------------|
| <i>Title</i><br><b>Hotel Quiz</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>19947429</b> |
| <i>Date from - to</i><br><b>11/04/2022 – 12/03/2022</b>   | <i>Marketing Tool</i><br><b>Social Media Paid</b>        | <i>Contacts</i><br><b>19947429</b>    |
| <i>Activity</i><br>Hotel Quiz for all Hotelcooperations: "What type of Hotel suits you best?" with a playful Quiz and Landingpages on mySwitzerland.com |  |                                       |

|   |  |                                     |
|---|--|-------------------------------------|
| <i>Title</i><br><b>Swiss Historic Hotels YT Campaign</b>      | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>608500</b> |
| <i>Date from - to</i><br><b>04/01/2022 – 05/31/2022</b>       | <i>Marketing Tool</i><br><b>Video Digital Paid</b>       | <i>Contacts</i><br><b>608500</b>    |
| <i>Activity</i><br>Youtube Campaign for Swiss Historic Hotels |  |                                     |

|  |  |                                      |
|--|--|--------------------------------------|
| <i>Title</i><br><b>Swiss Historic Hotels Campaign</b>      | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>3206062</b> |
| <i>Date from - to</i><br><b>10/13/2022 – 10/31/2022</b>    | <i>Marketing Tool</i><br><b>Social Media Paid</b>        | <i>Contacts</i><br><b>3206062</b>    |
| <i>Activity</i><br>Meta Campaign for Swiss Historic Hotels |  |                                      |

|   |  |                                       |
|---|--|---------------------------------------|
| <i>Title</i><br><b>Grand Tour of Switzerland Offer Campaign</b>       | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>21386286</b> |
| <i>Date from - to</i><br><b>05/16/2022 – 10/23/2022</b>               | <i>Marketing Tool</i><br><b>Social Media Paid</b>        | <i>Contacts</i><br><b>21386286</b>    |
| <i>Activity</i><br>Offer Campaign along the Grand Tour of Switzerland |  |                                       |

|   |   |                                      |
|---|---|--------------------------------------|
| <i>Title</i><br><b>Sojern Campaign</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>        | <i>Circulation</i><br><b>3373600</b> |
| <i>Date from - to</i><br><b>05/12/2022 – 06/30/2022</b>                       | <i>Marketing Tool</i><br><b>Display &amp; Programmatic Paid</b> | <i>Contacts</i><br><b>3373600</b>    |
| <i>Activity</i><br>Video Campaign with Sojern for all Accommodation Partners. |   |                                      |

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

**MULTIPLE MARKETS**

**17**  
*MarketingActivities*

*Circulation*

**366'781'360**  
*Contacts*

## NORTH AMERICA

|   |                                 |                                 |
|---|---------------------------------|---------------------------------|
| <i>Title</i><br><b>KAM: NA Workshop in Switzerland - Valais Matterhorn Region</b> | <i>Instrument</i><br><b>KAM</b> | <i>Circulation</i><br><b>30</b> |
|---|---------------------------------|---------------------------------|

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

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

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

**Why invest?**

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

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

|   |  |                                    |
|---|--|------------------------------------|
| <i>Title</i><br><b>KAM: Sales Manual Switzerland Yodel 2022</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>66000</b> |
|---|--|------------------------------------|

*Date from - to*  
**03/01/2022 – 12/31/2022**

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**198000**

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

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

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

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

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

|   |  |                                    |
|---|--|------------------------------------|
| <i>Title</i><br><b>KAM: Trade Newsletter May 2022</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>12208</b> |
|---|--|------------------------------------|

*Date from - to*  
**05/02/2022 – 05/02/2022**

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**12208**

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

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

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

|  |  |                                    |
|--|--|------------------------------------|
| <i>Title</i><br><b>KAM: Trade Newsletter July 2022</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>12364</b> |
|--|--|------------------------------------|

|   |   |                                 |
|---|---|---------------------------------|
| <i>Date from - to</i><br><b>07/06/2022 – 07/06/2022</b> | <i>Marketing Tool</i><br><b>eNewsletter</b> | <i>Contacts</i><br><b>12364</b> |
|---|---|---------------------------------|

*Activity*  
Sent to 12,364 subscribers, 3,752 Unique opens, 31.22% of all recipients opened and 17.14% clicked a link

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

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

|  |                                 |                                 |
|--|---------------------------------|---------------------------------|
| <i>Title</i><br><b>KAM: Webinar with Audley Travel</b> | <i>Instrument</i><br><b>KAM</b> | <i>Circulation</i><br><b>50</b> |
|--|---------------------------------|---------------------------------|

|   |   |                              |
|---|---|------------------------------|
| <i>Date from - to</i><br><b>07/28/2022 – 07/28/2022</b> | <i>Marketing Tool</i><br><b>Webinar</b> | <i>Contacts</i><br><b>50</b> |
|---|---|------------------------------|

*Activity*  
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](http://clippings.switzerlandtourism.ch/NYC/2022/20220728163157_20220728_Audley_Travel_.pdf)

|  |                                 |                                 |
|--|---------------------------------|---------------------------------|
| <i>Title</i><br><b>KAM: AAA reward trip to Switzerland</b> | <i>Instrument</i><br><b>KAM</b> | <i>Circulation</i><br><b>14</b> |
|--|---------------------------------|---------------------------------|

|   |  |                              |
|---|--|------------------------------|
| <i>Date from - to</i><br><b>08/28/2022 – 09/04/2022</b> | <i>Marketing Tool</i><br><b>Trip - Group</b> | <i>Contacts</i><br><b>14</b> |
|---|--|------------------------------|

- Activity*
- 14 best-selling AAA agents from 3-4 different AAA chapters/regions invited for a reward trip to Switzerland
  - Group A: traveling to Graubünde Region and Lake Lucerne Region
  - Group B: traveling to Valais Region and Bern Region

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

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

|  |  |                                    |
|--|--|------------------------------------|
| <i>Title</i><br><b>KAM: Trade Newsletter August 2022</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>12340</b> |
|--|--|------------------------------------|

|   |   |                                 |
|---|---|---------------------------------|
| <i>Date from - to</i><br><b>08/26/2022 – 08/26/2022</b> | <i>Marketing Tool</i><br><b>eNewsletter</b> | <i>Contacts</i><br><b>12340</b> |
|---|---|---------------------------------|

*Activity*  
Sent to 12,340 subscribers, 3,856 Unique opens, 32.04% of all recipients opened and 16.03% clicked a link

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

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

|   |  |                                    |
|---|--|------------------------------------|
| <i>Title</i><br><b>KAM: Trade Newsletter October 2022</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>12256</b> |
|---|--|------------------------------------|

|   |   |                                 |
|---|---|---------------------------------|
| <i>Date from - to</i><br><b>10/25/2022 – 10/25/2022</b> | <i>Marketing Tool</i><br><b>eNewsletter</b> | <i>Contacts</i><br><b>12256</b> |
|---|---|---------------------------------|

*Activity*  
Sent to 12,256 subscribers, 3,364 Unique opens, 28.32% of all recipients opened and 17.87% clicked a link

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

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

|   |                                 |                                    |
|---|---------------------------------|------------------------------------|
| <i>Title</i><br><b>KAM: Travel Market Report Yodel Campaign</b> | <i>Instrument</i><br><b>KAM</b> | <i>Circulation</i><br><b>52943</b> |
|---|---------------------------------|------------------------------------|

|   |   |                                  |
|---|---|----------------------------------|
| <i>Date from - to</i><br><b>10/01/2022 – 10/20/2022</b> | <i>Marketing Tool</i><br><b>Business Plan</b> | <i>Contacts</i><br><b>299233</b> |
|---|---|----------------------------------|

- 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](http://clippings.switzerlandtourism.ch/NYC/2023/20230109104510_2022_TravelMarketReportCampaign_Reporting.pdf)



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

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

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

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

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

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

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

|  |   |  |
|--|---|--|
| <p><i>Title</i><br/><b>KAM: Webinar with Mürren &amp; Schilthorn</b></p> <p><i>Date from - to</i><br/><b>12/15/2022 – 12/15/2022</b></p> | <p><i>Instrument</i><br/><b>KAM</b></p> <p><i>Marketing Tool</i><br/><b>Webinar</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>44</b></p> |
|--|---|--|

*Activity*  
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Schilthorn Cableway and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).  
Attendees: 44

[http://clippings.switzerlandtourism.ch/NYC/2022/20221215144242\\_20221215\\_Schilthorn.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20221215144242_20221215_Schilthorn.pdf)

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

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

Switzerland news.

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

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

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

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

Swiss Fall Update.

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

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

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

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

Switzerland news.

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

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

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| <i>Title</i><br><b>KAM: Trade Newsletter December 2022</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>12431</b> |
|--|--|------------------------------------|

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|---|---|---------------------------------|
| <i>Date from - to</i><br><b>12/15/2022 – 12/15/2022</b> | <i>Marketing Tool</i><br><b>eNewsletter</b> | <i>Contacts</i><br><b>12431</b> |
|---|---|---------------------------------|

*Activity*  
Sent to 12,431 subscribers, 4,039 Unique opens, 33.73% of all recipients opened and 15.67% clicked a link

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

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

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| <i>Title</i><br><b>KAM: TravelAge WEST email blast No. 2</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>21496</b> |
|--|--|------------------------------------|

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|---|---|---------------------------------|
| <i>Date from - to</i><br><b>10/05/2022 – 10/05/2022</b> | <i>Marketing Tool</i><br><b>eNewsletter</b> | <i>Contacts</i><br><b>21496</b> |
|---|---|---------------------------------|

*Activity*  
Sent to 21,496 subscribers, 10,146 Unique opens, 47.20% of all recipients opened, CTR 0.21%

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

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

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| <i>Title</i><br><b>KAM: Switzerland Yodel digital distribution - TravelAge West banners</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>103782</b> |
|---|--|-------------------------------------|

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|---|---|----------------------------------|
| <i>Date from - to</i><br><b>04/25/2022 – 06/12/2022</b> | <i>Marketing Tool</i><br><b>Display &amp; Programmatic Paid</b> | <i>Contacts</i><br><b>103782</b> |
|---|---|----------------------------------|

*Activity*  
Digital banner campaign on TravelAge West promoting our Switzerland Sales Guide - Yodel.

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

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

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

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

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

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

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

|                      |                            |                    |                   |
|----------------------|----------------------------|--------------------|-------------------|
| <b>NORTH AMERICA</b> | <b>19</b>                  | <b>371'738</b>     | <b>87'660'027</b> |
|                      | <i>MarketingActivities</i> | <i>Circulation</i> | <i>Contacts</i>   |

## SPAIN

| <i>Title</i>                       | <i>Instrument</i>                   | <i>Circulation</i> |
|------------------------------------|-------------------------------------|--------------------|
| <b>Sales Manual distribution I</b> | <b>Campaigning &amp; Activation</b> | <b>5000</b>        |
| <i>Date from - to</i>              | <i>Marketing Tool</i>               | <i>Contacts</i>    |
| <b>03/03/2022 – 04/03/2022</b>     | <b>ST Magazine</b>                  | <b>15000</b>       |

*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](http://clippings.switzerlandtourism.ch/BCN/2022/20220727100957_Suizasindudas2022.pdf)

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|---|---|--------------------------------------|
| <i>Title</i><br><b>Sales campaign OTA Nautalia</b>  | <i>Instrument</i><br><b>KAM</b>               | <i>Circulation</i><br><b>4255150</b> |
| <i>Date from - to</i><br><b>07/04/2022 – 07/31/2022</b>   | <i>Marketing Tool</i><br><b>Business Plan</b> | <i>Contacts</i><br><b>4255150</b>    |
| <i>Activity</i><br>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:<br>- Creation of long citybreak product<br>- Display campaign on their website 200.000 impressions<br>- Creation of a product manual 20.000 visits  |   |                                      |
| <a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729153707_RRSS_CONCURSO_SUIZA.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220729153707_RRSS_CONCURSO_SUIZA.pdf</a><br><a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729153735_SMS_Suiza.png">http://clippings.switzerlandtourism.ch/BCN/2022/20220729153735_SMS_Suiza.png</a><br><a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729153901_view_wamos_info_qs_bb430c341c949259c96f13b333d2da30f9fda2f718dcaa75f7b28ac19c31402f73060143b860b9811.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220729153901_view_wamos_info_qs_bb430c341c949259c96f13b333d2da30f9fda2f718dcaa75f7b28ac19c31402f73060143b860b9811.pdf</a><br><a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729154314_Screenshot_at_Jul_29_15-40-58.png">http://clippings.switzerlandtourism.ch/BCN/2022/20220729154314_Screenshot_at_Jul_29_15-40-58.png</a><br><a href="http://clippings.switzerlandtourism.ch/BCN/2022/20220729154447_Folieto_Suiza_PDF.pdf">http://clippings.switzerlandtourism.ch/BCN/2022/20220729154447_Folieto_Suiza_PDF.pdf</a> |   |                                      |

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

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

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

## SWITZERLAND

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| <p><i>Title</i><br/><b>Campaigning: Bergwelten.</b></p> <p><i>Date from - to</i><br/><b>01/01/2022 – 12/31/2022</b></p> <p><i>Activity</i><br/>Bergwelten</p> <p>Kontakte: 246'488</p> <p>Erscheinung: 8x pro Jahr</p> <p>Sprache: Deutsch</p> <p>Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Placement</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>0</b></p> |
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| <p><i>Title</i><br/><b>Swisstainable: MySwisstainableJourneys (Native)</b></p> <p><i>Date from - to</i><br/><b>02/25/2022 – 05/28/2022</b></p> <p><i>Activity</i><br/>Distribution of 7 longformat videos on Watson</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Native Advertisement Paid</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>2500000</b></p> |
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| <p><i>Title</i><br/><b>Campaigning: Blick Winter Awards.</b></p> <p><i>Date from - to</i><br/><b>01/01/2022 – 01/10/2022</b></p> <p><i>Activity</i><br/>Blick sucht die attraktivsten Schweizer Winter-Destinationen.<br/>6 Kategorien zur Auswahl:<br/>1. «Das beste Ski- und Snowboardgebiet» (Arosa Lenzerheide)<br/>2. «Familienfreundlichkeit» (Arosa-Lenzerheide)<br/>3. «Klein und fein» (Melchsee-Frutt)<br/>4. «Langlauf» (Goms)<br/>5. «Sport und Spass» (Zermatt)<br/>6. «Umweltfreundlichkeit»<br/>In den Kategorien 1-5 findet das Voting durch die Blick-Community statt. In der Kategorie 6 wird der Sieger von einer Jury von</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Content Collaboration Digital</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>789624</b></p> |
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| <p><i>Title</i><br/><b>Print: Beilage im Selection Magazin 2022, Hotel Selection Booklet 2022</b></p> <p><i>Date from - to</i><br/><b>01/01/2022 – 12/31/2022</b></p> <p><i>Activity</i><br/>Hotel Selection Booklet 2022 mit 59 Hotels als Beilage im Selection Magazin 2022. Distribution im Februar 2022 Sunday Times im Markt UK.</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>ST Magazine</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>0</b></p> |
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| <p><i>Title</i><br/><b>Accommodation_Grand Tour of Switzerland:<br/>Online Promotion</b></p> <p><i>Date from - to</i><br/><b>05/01/2022 – 10/31/2022</b></p> <p><i>Activity</i><br/>Direktbuchungskampagne in Zusammenhang mit der Grand Tour of Switzerland. Online-Performance Kampagne mit Direktverlinkung zur Booking-Engine. Laufzeit von 01.05.2022 bis 31.10.2022.</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Other...</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>0</b></p> |
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| <p><i>Title</i><br/><b>Campaigning: Blick Winter Awards.</b></p> <p><i>Date from - to</i><br/><b>01/03/2022 – 02/03/2022</b></p> <p><i>Activity</i><br/>Blick sucht die attraktivsten Schweizer Winter-Destinationen.<br/>6 Kategorien zur Auswahl:<br/>1. «Das beste Ski- und Snowboardgebiet»<br/>2. «Familienfreundlichkeit»<br/>3. «Klein und fein»<br/>4. «Langlauf»<br/>5. «Sport und Spass»<br/>6. «Umweltfreundlichkeit»<br/>In den Kategorien 1-5 findet das Voting durch die Blick-Community statt. In der Kategorie 6 wird der Sieger von einer Jury von</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Social Media Organic</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>156028</b></p> |
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| <p><i>Title</i><br/><b>Coop - Schneewochen</b></p> <p><i>Date from - to</i><br/><b>01/10/2022 – 01/10/2022</b></p> <p><i>Activity</i><br/>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).</p> <p><i>Outcome:</i><br/>- Buchungen: 3'974<br/>- Logiernächte: 8'339</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Supplement Print</b></p> | <p><i>Circulation</i><br/><b>2600000</b></p> <p><i>Contacts</i><br/><b>5200000</b></p> |
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| <i>Title</i><br><b>Coop - Sommerangebote</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>2600000</b> |
|--|--|--------------------------------------|

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| <i>Date from - to</i><br><b>05/31/2022 – 05/31/2022</b> | <i>Marketing Tool</i><br><b>Supplement Print</b> | <i>Contacts</i><br><b>5200000</b> |
|---|--|-----------------------------------|

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

Die Beilage besteht aus  
- 61 Ausflugs Tipps (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 Ausflugs Tipps)

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| <i>Title</i><br><b>Coop - Herbstbeilage</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>2500000</b> |
|---|--|--------------------------------------|

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|---|--|-----------------------------------|
| <i>Date from - to</i><br><b>08/29/2022 – 08/29/2022</b> | <i>Marketing Tool</i><br><b>Supplement Print</b> | <i>Contacts</i><br><b>5000000</b> |
|---|--|-----------------------------------|

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

Die Beilage besteht aus  
- Ausflugs Tipps 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)

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| <i>Title</i><br><b>Coop Schwerpunktausgabe - Outdoor</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>2600000</b> |
|--|--|--------------------------------------|

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| <i>Date from - to</i><br><b>04/26/2022 – 04/26/2022</b> | <i>Marketing Tool</i><br><b>Advertisement Print</b> | <i>Contacts</i><br><b>3536000</b> |
|---|---|-----------------------------------|

*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><br><b>Transhelvetica</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>18000</b> |
|---------------------------------------|--|------------------------------------|

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|---|---|---------------------------------|
| <i>Date from - to</i><br><b>01/01/2022 – 01/31/2022</b> | <i>Marketing Tool</i><br><b>Advertisement Print</b> | <i>Contacts</i><br><b>72000</b> |
|---|---|---------------------------------|

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

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

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

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|---|--|-------------------------------------|
| <i>Title</i><br><b>Promotion: SBB VIA Top Ten<br/>März 2022</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>150000</b> |
|---|--|-------------------------------------|

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|---|--|----------------------------------|
| <i>Date from - to</i><br><b>03/15/2022 – 03/15/2022</b> | <i>Marketing Tool</i><br><b>Placement Paid</b> | <i>Contacts</i><br><b>450000</b> |
|---|--|----------------------------------|

*Activity*  
Top Ten Tipps Thema: Top Städte

Sprachen deutsch und französisch

Auflage: 150'000  
Kontakte: 450'000

Freespace Inserat - Zug City

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|--|--|-------------------------------------|
| <i>Title</i><br><b>Distribution ST "Grün" Broschüre an SBB<br/>Bahnhöfen</b> | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>347000</b> |
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| <i>Date from - to</i><br><b>05/13/2022 – 06/13/2022</b> | <i>Marketing Tool</i><br><b>ST Magazine</b> | <i>Contacts</i><br><b>520500</b> |
|---|---|----------------------------------|

*Activity*  
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

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| <p><i>Title</i><br/><b>Ausspielung Videos MySwissJourney in Arthouse Kinos</b></p> <p><i>Date from - to</i><br/><b>05/11/2022 – 06/20/2022</b></p> <p><i>Activity</i><br/>4 MySwissJourney Videos (Ivano, Gaby, Oliver &amp; Cut Down) werden für einen Kampagnenzeitraum von 4 Wochen schweizweit in allen Arthouse Kinos, während jeder Vorstellung, auf sämtlichen Kino-Leinwänden ausgestrahlt.<br/>15 Locations / 27 cinemas / 59 screens</p> <p>46'906 Gesamtkontakte gebucht / 49'188 Kontakte erreicht<br/>Jeder Spot wird eine Woche lang ausgestrahlt - mit einem Split von je 25%.</p> <p>Total-Kosten belaufen sich auf rund CHF 57'240 (zzgl. MwSt.) / ST profitiert von 50% Rabatt.</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>TV/Cinema Spot incl. Digital</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>49188</b></p> |
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| <p><i>Title</i><br/><b>Travelnews - Newsletter Integration</b></p> <p><i>Date from - to</i><br/><b>01/06/2022 – 12/15/2022</b></p> <p><i>Activity</i><br/>Integration in wöchentlichen Travelnews Newsletter mit jeweils 3 ST Tipps<br/>Newsletter: 4'200 Abonnenten / Durchschnitts-Seitenaufrufe pro NL: 578<br/>Total Seitenaufrufe Jan-Dez 2022: 27'181<br/>Durchschnittliche Öffnungsrate: 13.76%</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Content Collaboration Digital</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>140000</b></p> |
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| <p><i>Title</i><br/><b>RonOrp - Winter Kampagne</b></p> <p><i>Date from - to</i><br/><b>12/01/2022 – 12/16/2022</b></p> <p><i>Activity</i><br/>Digitale "Winter Kampagne" auf RonOrp mit Fokus auf folgende Themen:<br/>- ST Adventskalender<br/>- Städte: Weihnachtsmärkte<br/>- Fondue Experience</p> <p>Die Kampagne wird auf D &amp; F ausgespielt und beinhaltet folgend Formate:<br/><br/>Exklusiver ST Newsletter, national<br/>- Versand Newsletter: 231'000</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Native Advertisement Paid</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>320000</b></p> |
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| <p><i>Title</i><br/><b>Campaigning: Bergwelten. Beitrag ST.</b></p> <p><i>Date from - to</i><br/><b>01/20/2022 – 01/20/2022</b></p> <p><i>Activity</i><br/>Beitrag "Schnee aus dem See", 2/1.</p> <p>Print: 40.000 Ex. Auflage / 120.000 Leser<br/>Online Advertorial, 20.01.-20.02.22: 70.000 Impressions<br/>SOM Post, 21.01.22: 62.488 Reach, 56 interactions</p> | <p><i>Instrument</i><br/><b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i><br/><b>Placement Paid</b></p> | <p><i>Circulation</i></p> <p><i>Contacts</i><br/><b>252488</b></p> |
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| <i>Title</i><br><b>Campaigning: Bergwelten. Beitrag ST.</b>  | <i>Instrument</i><br><b>Campaigning &amp; Activation</b> | <i>Circulation</i><br><b>195610</b> |
| <i>Date from - to</i><br><b>03/25/2022 – 03/25/2022</b>  | <i>Marketing Tool</i><br><b>Placement Paid</b>           | <i>Contacts</i><br><b>195610</b>    |
| <i>Activity</i><br>"Mit Frauenpower durch die Schweiz" (100% Women), 2/1.  |  |                                     |
| Print: 40.000 Ex. Auflage / 120.000 Leser<br>Online Advertorial, 25.03.-25.04.22: 70.000 Impressions<br>SOM Post, 30.03.2022: 5.610 Reach, 12 interactions |  |                                     |

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

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

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

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| <i>Title</i><br><b>Campaigning: Blick Winter Awards.</b>   | <i>Instrument</i><br><b>Campaigning &amp; Activation</b>  | <i>Circulation</i><br><b>7769503</b> |
| <i>Date from - to</i><br><b>12/01/2022 – 12/31/2022</b>  | <i>Marketing Tool</i><br><b>Native Advertisement Paid</b> | <i>Contacts</i><br><b>7769503</b>    |
| <i>Activity</i><br>2. Ausgabe der Blick Winter Awards. Zwischenreporting.  |   |                                      |
| Artikel auf blick.ch.<br>- 34 Artikel<br>- 691.607 Seitenaufrufe<br>- 20.341 durchschnittliche Seitenaufrufe pro Artikel |   |                                      |
| winterawards.ch Performance<br>- 317.591 Seitenaufrufe   |   |                                      |

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

## SWITZERLAND

|                            |                    |                   |
|----------------------------|--------------------|-------------------|
| <b>23</b>                  | <b>11'955'987</b>  | <b>32'876'096</b> |
| <i>MarketingActivities</i> | <i>Circulation</i> | <i>Contacts</i>   |

## UK/IRELAND

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

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

*Activity*

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/2022/20220210174512_NL_02_2022_Preview.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20220210174614\\_NL\\_02\\_2022\\_Reporting.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20220210174614_NL_02_2022_Reporting.pdf)

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

*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/2022/20220926155108_NL_072022_UK-email.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20220926155119\\_NL\\_07\\_2022\\_Preview.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20220926155119_NL_07_2022_Preview.pdf)

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

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

**Key details:**

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

[http://clippings.switzerlandtourism.ch/LON/2023/20230119121744\\_Concept\\_Brief\\_RHS\\_Chelsea\\_Flower\\_Show\\_2022.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230119121744_Concept_Brief_RHS_Chelsea_Flower_Show_2022.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120114353\\_Invitation\\_Aperitif\\_without\\_RSVP.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120114353_Invitation_Aperitif_without_RSVP.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120114507\\_ECT\\_Logo\\_Aperitif\\_with\\_RSVP.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120114507_ECT_Logo_Aperitif_with_RSVP.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120114555\\_BBC\\_Episode12\\_low\\_res.mov](http://clippings.switzerlandtourism.ch/LON/2023/20230120114555_BBC_Episode12_low_res.mov)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120122944\\_Invitation\\_Dinner\\_without\\_RSVP.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230120122944_Invitation_Dinner_without_RSVP.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108240.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108240.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108254.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108254.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108255.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108255.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108241.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108241.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108257.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108257.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108243.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108243.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108135.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108135.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108134.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108134.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108242.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108242.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108256.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108256.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108252.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108252.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108246.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108246.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108130.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108130.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108131.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108131.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108247.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108247.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108253.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108253.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108245.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108245.jpg)  
[http://clippings.switzerlandtourism.ch/LON/2023/20230120124022\\_108251.jpg](http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108251.jpg)

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

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

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

**PRINT ELEMENT:**

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

| <i>Title</i>  | <i>Instrument</i>                              | <i>Circulation</i>               |
|---|--|----------------------------------|
| <b>Wanderlust Content Collaboration - Print (BE &amp; VS)</b> | <b>Campaigning &amp; Activation</b>            | <b>180000</b>                    |
| <i>Date from - to</i><br><b>04/01/2022 – 05/31/2022</b>       | <i>Marketing Tool</i><br><b>Placement Paid</b> | <i>Contacts</i><br><b>180000</b> |

*Activity*  
Wanderlust magazine is one of the UK's leading travel titles and focuses on independent travellers. Wanderlust's 180,000 readers are active travellers interested in nature, the outdoors amongst other cultural interests. For this content collaboration with BE and VS, in the Apr/ May edition of the print magazine, Wanderlust produced:

- BE: 10 page\* print advertorial + DPS
- VS: 6 page\* print advertorial + DPS

\*N.B. - #pages per partner reflects their respective overall investment into this campaign

[http://clippings.switzerlandtourism.ch/LON/2022/20221227122256\\_FINAL\\_Bern-Advertorial.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221227122256_FINAL_Bern-Advertorial.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20221227130732\\_Switzerland-Valais-Advertorial\\_V6.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221227130732_Switzerland-Valais-Advertorial_V6.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20221228115226\\_FINAL\\_VWP\\_Wanderlust\\_440x285\\_CMYK\\_EN\\_2022032222.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221228115226_FINAL_VWP_Wanderlust_440x285_CMYK_EN_2022032222.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2022/20221228120319\\_I-S\\_22\\_0002\\_Inserat\\_Wanderlust1.pdf](http://clippings.switzerlandtourism.ch/LON/2022/20221228120319_I-S_22_0002_Inserat_Wanderlust1.pdf)

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

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

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

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

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

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

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

**Key details:**

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

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

**UK/IRELAND**

|                            |                    |                  |
|----------------------------|--------------------|------------------|
| <b>8</b>                   | <b>404'137</b>     | <b>2'221'611</b> |
| <i>MarketingActivities</i> | <i>Circulation</i> | <i>Contacts</i>  |

**Grand Total over ALL**

|                            |                    |                    |
|----------------------------|--------------------|--------------------|
| <b>118</b>                 | <b>14'976'966</b>  | <b>557'969'882</b> |
| <i>MarketingActivities</i> | <i>Circulation</i> | <i>Contacts</i>    |



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                |
|--|-------|-----------|------------------|-----------------------|-------------------------|
| <b>BELGIUM/LUXEMBOURG: 7 Clippings</b> |       |           |                  | <b><u>570'180</u></b> | <b><u>1'290'794</u></b> |

## CHINA

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

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

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

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

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

PublicationDate Media MediaType Headlines Author Circulation Contacts

## CZECH REPUBLIC

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

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

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

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

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

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

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

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

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

## FRANCE

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

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

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

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

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

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

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

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

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

## GERMANY

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

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

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

## ITALY

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



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

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

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

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

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

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

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

## KOREA

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

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

## NETHERLANDS

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

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

## NORTH AMERICA

|                   |                  |          |   |         |           |
|-------------------|------------------|----------|---|---------|-----------|
| <b>01.01.2022</b> | Travel + Leisure | Magazine | <b>up up &amp; Andermatt</b> <i>Robbins Tom</i> | 941'721 | 2'825'163 |
|-------------------|------------------|----------|---|---------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220101\\_TravelLeisureMag\\_Robbins.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220101_TravelLeisureMag_Robbins.pdf)  
ResultURL:

|                   |                     |        |   |           |         |
|-------------------|---------------------|--------|---|-----------|---------|
| <b>19.01.2022</b> | Condé Nast Traveler | Online | <b>How to Navigate European Ski Season This Year</b><br><i>Tchea Michelle</i> | 2'869'342 | 717'336 |
|-------------------|---------------------|--------|---|-----------|---------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220119\\_CondeNastTraveler\\_MichelleTchea.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220119_CondeNastTraveler_MichelleTchea.pdf)  
ResultURL: <https://www.cntraveler.com/story/how-to-navigate-european-ski-season-this-year>

|                   |                         |        |  |           |           |
|-------------------|-------------------------|--------|--|-----------|-----------|
| <b>19.01.2022</b> | The News & Observer.com | Online | <b>'Amazing Race' Week 3: Holdernesses resume race after pandemic pause. How'd they do?</b><br><i>Dean Korie</i> | 4'500'000 | 1'125'000 |
|-------------------|-------------------------|--------|--|-----------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220119\\_TheNewsAndObserver.com\\_Dean.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220119_TheNewsAndObserver.com_Dean.pdf)  
ResultURL: <https://www.newsobserver.com/entertainment/tv/warm-tv-blog/article257486744.html>

|                   |                                   |  |   |       |        |
|-------------------|-----------------------------------|--|---|-------|--------|
| <b>27.01.2022</b> | Aspen Times Weekly - ATWNewspaper |  | <b>Off to the land of Toblerone</b> <i>Redstone Susan</i> | 7'500 | 13'125 |
|-------------------|-----------------------------------|--|---|-------|--------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220127\\_ATW\\_SusanRedstone.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220127_ATW_SusanRedstone.pdf)  
ResultURL:

|                   |                 |        |   |           |           |
|-------------------|-----------------|--------|---|-----------|-----------|
| <b>31.01.2022</b> | TripAdvisor.com | Online | <b>Secret Switzerland - A starter guide to the Switzerland you may not know</b><br><i>Greenwood Davis</i> | 4'900'000 | 1'225'000 |
|-------------------|-----------------|--------|---|-----------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220131\\_TripAdvisor.com\\_GreenwoodDavis.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220131_TripAdvisor.com_GreenwoodDavis.pdf)  
ResultURL: [https://www.tripadvisor.com/Articles-lkZwg9AFysKA-Black\\_switzerland.html](https://www.tripadvisor.com/Articles-lkZwg9AFysKA-Black_switzerland.html)

|                   |               |        |   |        |        |
|-------------------|---------------|--------|---|--------|--------|
| <b>02.02.2022</b> | Nuvo Magazine | Online | <b>Unmissable New Ski Hotels to Discover This Season</b><br><i>Tchea Michelle</i> | 67'335 | 16'834 |
|-------------------|---------------|--------|---|--------|--------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220202\\_NuvoMagazine\\_MichelleTchea.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220202_NuvoMagazine_MichelleTchea.pdf)  
ResultURL: <https://nuvomagazine.com/daily-edit/new-ski-hotels-to-discover>

|                   |            |        |   |            |           |
|-------------------|------------|--------|---|------------|-----------|
| <b>06.02.2022</b> | forbes.com | Online | <b>Top 7 Things To Do In Zermatt, Switzerland When You're Not Skiing</b><br><i>MacGregor Sandra</i> | 29'788'885 | 7'447'221 |
|-------------------|------------|--------|---|------------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220206\\_forbes.com\\_SandraMacGregor.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220206_forbes.com_SandraMacGregor.pdf)  
ResultURL: <https://www.forbes.com/sites/sandramacgregor/2022/02/06/top-7-things-to-do-in-zermatt-switzerland-when-youre-not-skiing/?sh=2448e23e3861>

|                   |                         |        |   |       |     |
|-------------------|-------------------------|--------|---|-------|-----|
| <b>07.02.2022</b> | Architects and Artisans | Online | <b>Paul Clemence Photographs The Circle by Riken Yamamoto</b><br><i>Welton Mike</i> | 1'790 | 448 |
|-------------------|-------------------------|--------|---|-------|-----|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220207\\_ArchitectsAndArtisans\\_Welton.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220207_ArchitectsAndArtisans_Welton.pdf)  
ResultURL: <https://architectsandartisans.com/paul-clemence-photographs-the-circle-by-riken-yamamoto/>

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

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220209\\_ArchitecturalDigest.com\\_Romeyn.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220209_ArchitecturalDigest.com_Romeyn.pdf)  
ResultURL: <https://www.architecturaldigest.com/cdn.ampproject.org/c/s/www.architecturaldigest.com/gallery/overwater-villas/amp>

|                   |                     |        |   |           |           |
|-------------------|---------------------|--------|---|-----------|-----------|
| <b>19.02.2022</b> | The Points Guy .com | Online | <b>What it's like traveling in Switzerland now</b><br><i>Ward Terry</i> | 5'440'904 | 5'440'904 |
|-------------------|---------------------|--------|---|-----------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220219\\_ThePointsGuy.com\\_Ward.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220219_ThePointsGuy.com_Ward.pdf)  
ResultURL: <https://thepointsguy.com/news/traveling-to-switzerland/>

|                   |               |          |  |         |           |
|-------------------|---------------|----------|--|---------|-----------|
| <b>22.02.2022</b> | Nuvo Magazine | Magazine | <b>An Aesthete's Guide to Zurich</b><br><i>Berge Chloe</i> | 345'000 | 1'035'000 |
|-------------------|---------------|----------|--|---------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220222\\_NuvoMagazine\\_Berge.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220222_NuvoMagazine_Berge.pdf)  
ResultURL:

|                   |                      |        |  |           |           |
|-------------------|----------------------|--------|--|-----------|-----------|
| <b>27.02.2022</b> | travel + leisure.com | Online | <b>What to Do, Where to Stay, and What to Eat in Basel, Switzerland</b><br><i>Graham Adam H.</i> | 5'562'500 | 1'390'625 |
|-------------------|----------------------|--------|--|-----------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/NYC/2022/20220227\\_TravelandLeisure\\_AdamGraham.pdf](http://clippings.switzerlandtourism.ch/NYC/2022/20220227_TravelandLeisure_AdamGraham.pdf)  
ResultURL: <https://www.travelandleisure.com/culture-design/visual-arts/basel-switzerland-what-to-do-where-to-stay>



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

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

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

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

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

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

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

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



| PublicationDate | Media | MediaType | Headlines Author | Circulation | Contacts |
|-----------------|-------|-----------|------------------|-------------|----------|
|-----------------|-------|-----------|------------------|-------------|----------|

## SPAIN

|            |      |          |   |        |         |
|------------|------|----------|---|--------|---------|
| 01.06.2022 | Hola | Magazine | La ciudad de la buena vida <i>Lahoz Use</i> | 92'700 | 244'415 |
|------------|------|----------|---|--------|---------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/hola\\_laciudadde labuenavida.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/hola_laciudadde labuenavida.pdf)  
ResultURL:

|            |            |        |   |           |           |
|------------|------------|--------|---|-----------|-----------|
| 18.06.2022 | elmundo.es | Online | <b>80 mujeres a la conquista de un cuatromil suizo: así fue el ascenso de la cordada femenina más larga de la historia</b> <i>Gonzalez Hontoria Marta</i> | 1'750'000 | 1'750'000 |
|------------|------------|--------|---|-----------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elmundo.es\\_80\\_mujeres\\_a\\_la\\_conquista\\_de\\_un\\_cuatromil\\_suizo\\_asi\\_fue\\_el\\_ascenso\\_de\\_la\\_cordada\\_femenina\\_mas\\_larga\\_de\\_la\\_historia.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elmundo.es_80_mujeres_a_la_conquista_de_un_cuatromil_suizo_asi_fue_el_ascenso_de_la_cordada_femenina_mas_larga_de_la_historia.pdf)  
ResultURL:

|            |          |           |  |         |         |
|------------|----------|-----------|--|---------|---------|
| 24.06.2022 | El Mundo | Newspaper | <b>Un ascenso de récord</b> <i>Gonzalez Hontoria Marta</i> | 119'662 | 299'698 |
|------------|----------|-----------|--|---------|---------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elmundo\\_unascensoderecord.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elmundo_unascensoderecord.pdf)  
ResultURL:

|            |                   |          |  |        |        |
|------------|-------------------|----------|--|--------|--------|
| 02.07.2022 | Diario Cinco Dias | Magazine | <b>Piscinas infinity que bien valen una escapada a stos hoteles</b> <i>Moscardo Inma</i> | 27'909 | 69'275 |
|------------|-------------------|----------|--|--------|--------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/cincodias\\_villahonegg.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/cincodias_villahonegg.pdf)  
ResultURL:

|            |              |          |   |         |         |
|------------|--------------|----------|---|---------|---------|
| 01.10.2022 | ICON El Pais | Magazine | <b>Nietzsche estuvo aquí</b> <i>Lahoz Use</i> | 148'890 | 364'777 |
|------------|--------------|----------|---|---------|---------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/icon\\_nietzscheestuvoaqui2-email.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/icon_nietzscheestuvoaqui2-email.pdf)  
ResultURL:

|            |                       |        |   |           |           |
|------------|-----------------------|--------|---|-----------|-----------|
| 12.10.2022 | Diario El Pais Online | Online | <b>El hotel en el que solo se puede hablar por el móvil desde unas cabinas</b> <i>Lahoz Use</i> | 1'919'250 | 1'919'250 |
|------------|-----------------------|--------|---|-----------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elpais.com\\_El\\_hotel\\_en\\_el\\_que\\_solo\\_se\\_puede\\_hablar\\_por\\_el\\_movil\\_desde\\_unas\\_cabinas.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elpais.com_El_hotel_en_el_que_solo_se_puede_hablar_por_el_movil_desde_unas_cabinas.pdf)  
ResultURL:

|            |                 |          |  |         |         |
|------------|-----------------|----------|--|---------|---------|
| 16.10.2022 | El Pais Semanal | Magazine | <b>En este hotel, cuidado con el teléfono</b> <i>Lahoz Use</i> | 221'041 | 579'232 |
|------------|-----------------|----------|--|---------|---------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/elpaissemanal\\_waldhaus.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/elpaissemanal_waldhaus.pdf)  
ResultURL:

|            |                      |        |  |           |           |
|------------|----------------------|--------|--|-----------|-----------|
| 03.11.2022 | La Vanguardia online | Online | <b>Saunas flotantes, el último capricho para disfrutar el otoño en el lago Zurich</b> <i>Tomas Moreno Anna</i> | 1'594'000 | 1'594'000 |
|------------|----------------------|--------|--|-----------|-----------|

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2022/Lavanguardia\\_Saunas\\_flotantes\\_el\\_ultimo\\_capricho\\_para\\_disfrutar\\_el\\_otono\\_en\\_el\\_lago\\_Zurich.pdf](http://clippings.switzerlandtourism.ch/BCN/2022/Lavanguardia_Saunas_flotantes_el_ultimo_capricho_para_disfrutar_el_otono_en_el_lago_Zurich.pdf)  
ResultURL:

**SPAIN: 8 Clippings**

5'873'452

6'820'647

## SWITZERLAND

|            |                 |        |   |           |         |
|------------|-----------------|--------|---|-----------|---------|
| 04.01.2022 | Le Temps Online | Online | <b>Les hôtels de montagne ont bien profité des Fêtes</b> <i>Rédaction</i> | 1'064'000 | 266'000 |
|------------|-----------------|--------|---|-----------|---------|

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/268649036.pdf>  
ResultURL: <https://www.letemps.ch/economie/hotels-montagne-ont-bien-profite-fetes>

|            |                             |           |  |         |         |
|------------|-----------------------------|-----------|--|---------|---------|
| 18.01.2022 | 20 minutes édition complète | Newspaper | <b>7 Piscines extérieures de rêve dans des hôtels en Suisse</b> <i>Seddik Nina</i> | 131'249 | 405'000 |
|------------|-----------------------------|-----------|--|---------|---------|

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/270970019.pdf>  
ResultURL:

|            |                 |        |  |         |        |
|------------|-----------------|--------|--|---------|--------|
| 26.01.2022 | htr hotel revue | Online | <b>Die Nachhaltigkeitsleader der Schweizer Hotellerie kooperieren</b> <i>Redaktion</i> | 100'000 | 25'000 |
|------------|-----------------|--------|--|---------|--------|

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/272407168.pdf>  
ResultURL:

|            |            |        |   |         |        |
|------------|------------|--------|---|---------|--------|
| 26.01.2022 | Werbewoche | Online | <b>26 Betriebe kooperieren als "Responsible Hotels of Switzerland"</b> <i>Redaktion</i> | 100'000 | 25'000 |
|------------|------------|--------|---|---------|--------|

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2022/272407169.pdf>  
ResultURL:

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

## UK/IRELAND

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

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

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

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

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

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

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



| PublicationDate   | Media  | MediaType | Headlines Author  | Circulation | Contacts   |
|---|--|-----------|---|-------------|------------|
| 21.05.2022  | MSN UK (online)  | Online    | <b>20 of Europe's coolest cabins</b> <i>Bowes Gemma</i>   | 64          | 15'877'500 |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21May22_msn.com1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21May22_msn.com1.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 21.05.2022  | Yahoo! UK & Ireland                                    | Online    | <b>20 of Europe's coolest cabins</b> <i>Bowes Gemma</i>   | 32'700'000  | 8'175'000  |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/21May22_yahoo.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/21May22_yahoo.com.pdf</a><br>ResultURL: <a href="https://uk.style.yahoo.com/20-coolest-holiday-cabins-europe-090015405.html">https://uk.style.yahoo.com/20-coolest-holiday-cabins-europe-090015405.html</a>   |  |           |   |             |            |
| 22.05.2022  | Condé Nast Traveller (online)                          | Online    | <b>From glass houses to beach huts, these are the coolest Airbnbs in Europe (by Lauren Burvill)</b> <i>Maralli Olivia</i> | 270'000     | 67'500     |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/22May22_cntraveller.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/22May22_cntraveller.com.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 23.05.2022  | Luxurious Magazine Online                              | Online    | <b>For the very first time, Grand Hotel Kronenhof will have only one season (by editorial team)</b> <i>Baksa Gina</i>     | 250'000     | 62'500     |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/23May22_luxuriousmagazine.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/23May22_luxuriousmagazine.com.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 23.05.2022  | The Telegraph Online                                   | Online    | <b>Why is British service so awful compared to Europe?</b> <i>O'Flaherty Mark</i>   | 98'588'714  | 24'647'179 |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/23May22_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/23May22_telegraph.co.uk.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 25.05.2022  | Silver Travel Advisor                                  | Online    | <b>Take the train to Switzerland to see Ticino's secret gardens</b> <i>Watts Beverley</i>                                 | 5'000       | 1'250      |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_silvertraveladvisor.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_silvertraveladvisor.pdf</a><br>ResultURL: <a href="https://silvertraveladvisor.com/articles/take-the-train-to-switzerland-to-see-ticinos-secret-gardens/">https://silvertraveladvisor.com/articles/take-the-train-to-switzerland-to-see-ticinos-secret-gardens/</a>   |  |           |   |             |            |
| 25.05.2022  | Brummell   | Magazine  | <b>Spectacular stays: hotels with architectural appeal</b> <i>Billington Gemma</i>  | 20'000      | 50'000     |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_brummellmagazine.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_brummellmagazine.co.uk.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 25.05.2022  | Lux Magazine online                                    | Online    | <b>Switzerland, our top pick for summer (by unknown)</b> <i>Sanai Darius</i>  | 20'000      | 5'000      |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_luxmagazine.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_luxmagazine.com.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 25.05.2022  | National Geographic Traveller UK Online                | Online    | <b>How to spend a weekend in the Jungfrau Region, Switzerland's adventure capital</b> <i>Walker Kerry</i>                 | 301         | 75'250     |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/25May22_nationalgeographic.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/25May22_nationalgeographic.co.uk.pdf</a><br>ResultURL: <a href="https://www.nationalgeographic.co.uk/travel/2022/05/how-to-spend-a-weekend-in-the-jungfrau-region-switzerlands-adventure-capital">https://www.nationalgeographic.co.uk/travel/2022/05/how-to-spend-a-weekend-in-the-jungfrau-region-switzerlands-adventure-capital</a>               |  |           |   |             |            |
| 28.05.2022  | The Times and the Sunday Times online (thetimes.co.uk) | Online    | <b>Like clockwork - the joy of Switzerland by rail and water</b> <i>Watson Jeremy</i>                                     | 3           | 802'500    |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/28May22_thetimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2022/28May22_thetimes.co.uk.pdf</a><br>ResultURL: <a href="https://www.thetimes.co.uk/article/the-joy-of-seeing-switzerland-by-rail-9clbc6wz">https://www.thetimes.co.uk/article/the-joy-of-seeing-switzerland-by-rail-9clbc6wz</a>   |  |           |   |             |            |
| 28.05.2022  | The Times (Scotland)                                   | Newspaper | <b>Like clockwork - the joy of Switzerland by rail and water</b> <i>Watson Jeremy</i>                                     | 19'868      | 34'769     |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/28May22_TheTimesScotland1.pdf">http://clippings.switzerlandtourism.ch/LON/2022/28May22_TheTimesScotland1.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 29.05.2022  | Sunday World Online                                    | Online    | <b>SWITZ' SWOO</b> <i>Meaney Clodagh</i>  | 1'200'000   | 300'000    |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/29May22_sundayworld.com.pdf">http://clippings.switzerlandtourism.ch/LON/2022/29May22_sundayworld.com.pdf</a><br>ResultURL: <a href="https://www.sundayworld.com/lifestyle/travel/switzerland-is-a-very-special-place-full-of-culinary-delights-and-magnificent-scenery-41680751.html">https://www.sundayworld.com/lifestyle/travel/switzerland-is-a-very-special-place-full-of-culinary-delights-and-magnificent-scenery-41680751.html</a> |  |           |   |             |            |
| 29.05.2022  | Sunday World   | Newspaper | <b>SWITZ' SWOO</b> <i>Meaney Clodagh</i>  | 133'946     | 234'406    |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/29May22_SundayWorld.pdf">http://clippings.switzerlandtourism.ch/LON/2022/29May22_SundayWorld.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 01.06.2022  | Conde Nast Traveller UK                                | Magazine  | <b>The Hot List 2022</b> <i>Bell Lydia</i>  | 81'002      | 202'505    |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_CondeNastTraveller.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_CondeNastTraveller.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 01.06.2022  | Food & Travel Magazine                                 | Magazine  | <b>Saint-Gervais, Geneva</b> <i>Davey Neil</i>  | 30'000      | 75'000     |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_FoodTravel.pdf">http://clippings.switzerlandtourism.ch/LON/2022/01Jun22_FoodTravel.pdf</a><br>ResultURL:   |  |           |   |             |            |
| 06.06.2022  | Euronews   | Online    | <b>Why Switzerland's 'little Italy' is a must-see town for your travel bucket list</b> <i>Walsh Tina</i>                  | 27'000'000  | 6'750'000  |
| ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2022/06Jun22_euronews.travel.pdf">http://clippings.switzerlandtourism.ch/LON/2022/06Jun22_euronews.travel.pdf</a><br>ResultURL: <a href="https://www.euronews.com/travel/2022/06/03/why-switzerland-s-little-italy-is-a-must-see-town-for-your-travel-bucket-list">https://www.euronews.com/travel/2022/06/03/why-switzerland-s-little-italy-is-a-must-see-town-for-your-travel-bucket-list</a>   |  |           |   |             |            |

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

*PublicationDate Media*

*MediaType*

*Headlines Author*

*Circulation*

*Contacts*

**UK/IRELAND: 130 Clippings**

**1'363'540'554**

**453'880'542**

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**Grand Total over ALL**

**2'153'368'017**

**723'257'180**