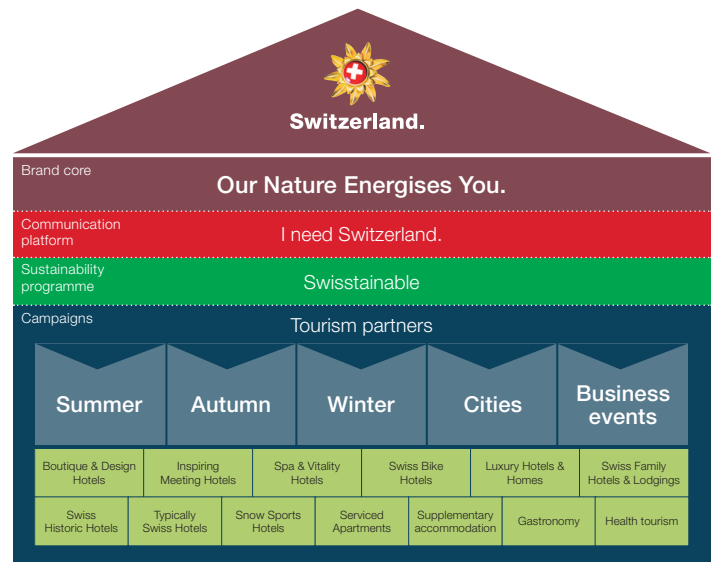




# Annual Reporting 2022. Accommodation & Gastronomy Marketing.

## Benefit from access to 23 markets worldwide

Switzerland Tourism operates in 23 different markets with the aim to inspire new guests for holidays in Switzerland. As an accommodation partner, you are integrated into our campaigns wherever appropriate and benefit from a positive association with the Switzerland brand within your chosen cooperation.



### Digital campaign



#### Newsletter

Subscribers: **899,000**  
 Newsletter editions: **24**  
 Click rate: **3.30%**  
 Opening rate: **26.6%**  
 Total send outs: **14.5 million**

#### Social media

Impressions all Accommodation Campaigns **290 million**  
 Link Clicks all Accommodation Campaigns **3.5 million**

### Events & conferences



#### Participation physical

Swisstainable Festival Amsterdam, STM Luxury, GCC Workshop, SEA Workshop, Trade Workshop Italy, ILTM Cannes

#### Participation online

ITB online

### Special projects



#### Offer campaign winter 2021/22

Impressions: **53.2 million**  
 Link clicks: **126,000**

#### Swisstainable Veggie Day

Impressions: **14.2 million**  
 Link clicks: **101,000**

#### Nature Spa

Impressions: **26 million**  
 Link clicks: **235,000**

#### Fondue Experience

Impressions: **11.8 million**  
 Link clicks: **202,000**

#### Hotel Quiz

Impressions: **20 million**  
 Link clicks: **120,000**

### Additional promotion



- Offer campaign "Grand Tour of Switzerland"
- Hotel supplement for Magazine "Sélection"
- USA/Canada Sales Manual "Switzerland Yodel"
- UK/Ireland Sales Manual "Alphorn"
- Brazil Sales Manual "Experiência: Suíça"
- GCC Promotion "Family"
- GCC Promotion "Luxury"
- GCC Promotion "Winter"
- Hotel section magazine "Health Tourism"

### Partner support



**Roadshows** in collaboration with HotellerieSuisse in 17 different locations

**Webinar** "Social Media for Beginners" with available recording

# Snow Sports Hotels.

## General information

Partners: **88**

Priority markets:

**Switzerland, France, Italy, United Kingdom, Germany, BeNeLux**

Circulation brochures 2022: **35,000**

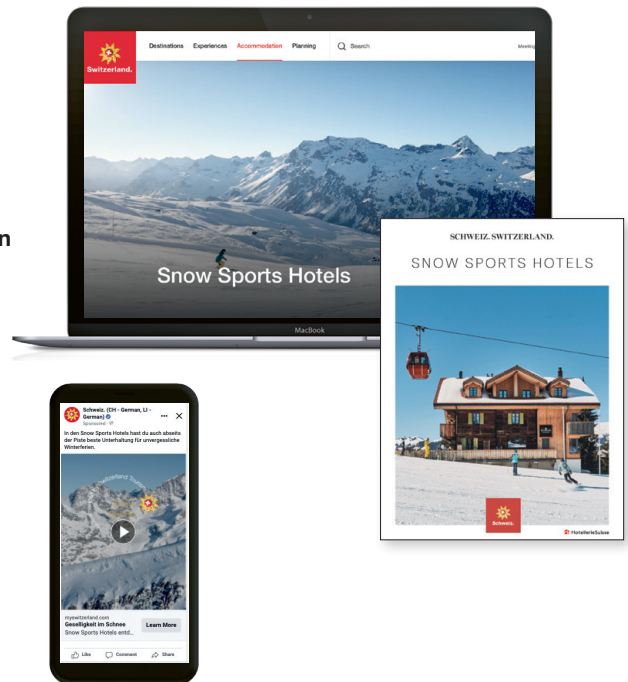
All accommodation partners benefit from positive branding with the usage of our cooperation logos.



## Digital campaign

Impressions: **18.1 million**

Link clicks: **205,000**



## Selection of market activities

Market	Activity	Description	Time frame	Circulation	Contacts
Italy	Swiss Winter Village	Distribution of Snow Sports Hotels Brochure and integration of Hotelquiz	November 2022	5,000	15,000
UK	Online Article in The Times Travel	Online Article: Peak performers: Snow Sports Hotels to put on your Swiss list	October – November 2022	26,000 Sessions, with dwell time over 4min	3.2 million



Hotel Chetzeron, Grans-Montana, Valais