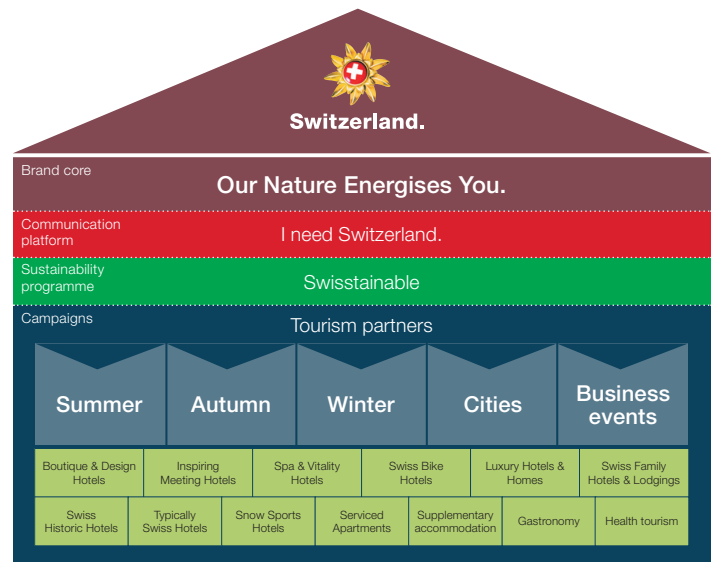




# Annual Reporting 2022. Accommodation & Gastronomy Marketing.

## 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

# Spa & Vitality.

## General information

Partners: **73**

Priority markets:

**Switzerland, Germany, France, USA, Brasil, UK**

Circulation brochures 2022: **40,000**

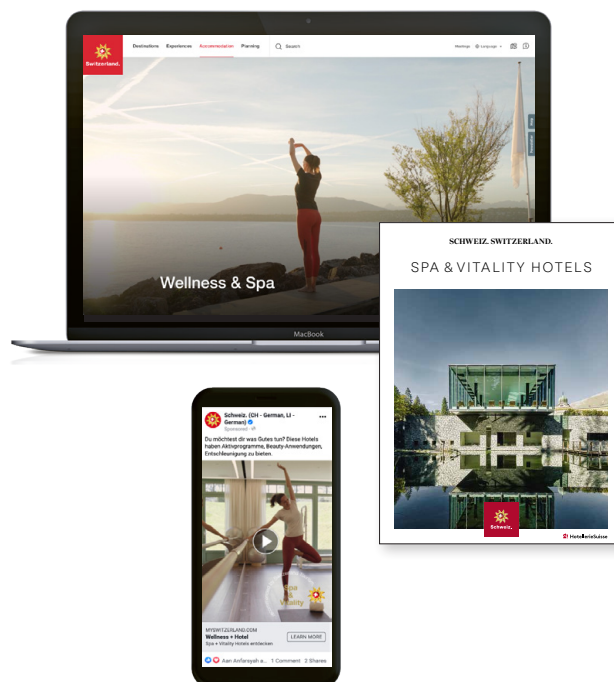
All accommodation partners benefit from positive branding with the usage of our cooperation logos.



## Digital campaign

Impressions: **7.7 million**

Link clicks: **68,000**



## Selection of market activities

Market	Activity	Description	Time frame	Circulation	Contacts
UK	Newsletter	Exclusive newsletter to Serandipians travel agencies	April 2022	36% opening Rate	5,572 recipients
Switzerland	Promotion	Winterspecial with the newspapers "NZZ am Sonntag" and "Le Temps". Advertorial about Spa & Vitality.	November 2022	121,000	471,000
Switzerland	Brochure supplement	Brochure supplement to magazines "Schweizer Illustrierte" & "Illustre magazine".	April 2022	18,000	45,000



Ermitage Wellness- & Spa-Hotel, Gstaad-Schönried, Bern