

International.



Switzerland.





Switzerland.

Swisstainable puts Switzerland on the radar of global tour operators.

- Travel Corporation Management (TTC), Saas-Fee, March 12-16 2023
- 35% of TTC Switzerland product already Swisstainable
- First 100% Swisstainable Tour in April 2023 (already 600 Pax sold)
- Global distribution of ST GTToS campaign 2023
- one of the biggest tour operators worldwide



Swisstainable-Pakete dank Kooperation
global buchbar - htr.ch

www.htr.ch • 2 min read

Sustainable products lead to lower costs according to TTC.

SCIB – European Study Trip, 27-30 March 2023.

- 12 MICE agents from Austria, Germany, Norway, Sweden and UK visited Engadin St. Moritz
- Find out about the various possibilities in the area: Meeting hotels, winter activities for skiers and non-skiers, attractive venues and restaurants
- Hotel hosts: Saratz Pontresina, Nira Alpina Surlej and Waldhaus Sils



Health Travel: Central Asia and The Caucasus.





Switzerland.

Health Travel: B2B event in Almaty, Kazakhstan.

- March 1, Aurora restaurant, Almaty
- Medsputnik KZ business plan
- 25 visitors: doctors having in practice sending patients abroad, medassist and luxury travel agents
- LH representative in Almaty integrated





Switzerland.

Health Travel: sales calls in Armenia, Yerevan.

- 8 – 14.03., Yerevan
- 8 individual sales calls
- 2 top doctors to visit STM Health
- EDA Yerevan courtesy visit
- Tour Delice – luxury tour operator on France expressed a wish to develop medical department and promote Switzerland
- Challenge with CH visas





Switzerland.

Health Travel: Ind. study trips, Azerbaijan.

- 16 – 19 March, Zurich
 - 2 pax, Azeri intermediate agent from München will help us to streamline medical business from DE to CH
- 22 – 26 March, Basel, BadRagaz, Bern, Lucerne, Zurich
 - 2 pax, A Lines Travel luxury agent, Baku. Placement & promo of BadRagaz & Buergenstock medical programs on webpage and SoMe

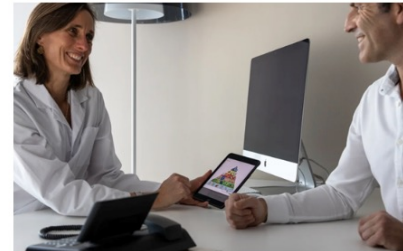




Switzerland.

Health Travel: CIS newsletter with Topmedclinic.

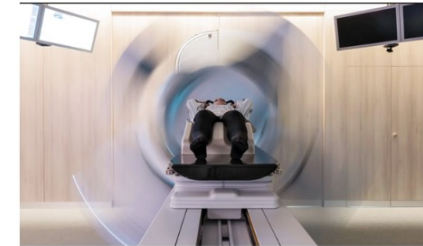
- March 15
- B2B E-Newsletter
- Partners presented: Hirslanden, Clinique Nescens, Hospital De La Tour, Bad Ragaz Resort
- With TO Topmedclinic
- Sent out to 256 addresses (143 KZ, 41 UZ, 62 AZ, 6 GE, 4 KZ)
- Open rate: 22.69 %
- Click rate: 4.62%



Клиника Nescens.

Клиника Nescens предлагает пройти обследования в роскошной обстановке пятизвездочного отеля на фоне великолепной природы. Обследования проводятся под руководством профессора Пруста, всемирно известного специалиста в области антивозрастной медицины. Даже при отсутствии симптомов Центр профилактической и диагностической медицины поможет выявить те или иные заболевания на ранней стадии и начать их лечение с максимальной эффективностью или просто избежать их. Клиника предлагает различные программы для мужчин и женщин с учетом возраста. По результатам даются подробные рекомендации по вопросам теме баланса работы и отдыха, физической активности, питания, лекарств, наследственности и т. д.

[Подробнее](#)



Госпиталь De La Tour.

При многопрофильном госпитале Ла Тур работает Швейцарский центр профилактической медицины Highcare — это узкоспециализированная структура, созданная для того, чтобы помочь пациенту сохранить свое здоровье и оптимизировать физическую форму. Благодаря инновационным медицинским подходам и совместной работе различных специалистов здесь готовы удовлетворить конкретные потребности, исходя из возраста пациента и индивидуальной истории болезни. Расширенная программа обследования "Stay@mybest" выходит за рамки стандартного обследования и в сочетании с элементами спортивной медицины дает не просто полную картину состояния пациента, а также все рекомендации, чтобы оставаться активным на долгие годы.

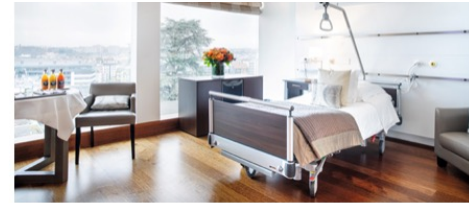
[Другие предложения](#)

Health Travel: ST CIS B2B newsletter.



Switzerland.

- March 30
- B2B Health E-Newsletter
- Partners: Hirslanden Group
- Sent out to 696 addresses in CIS
- Open rate: 23.78%
- Click rate: 1.37%
- <https://newsletter.gadmin.ch/t/r-i-ttnehy-l-y/>



Клиника La Colline.

Клиника группы Хирсланден La Colline расположена в центре Женевы и предлагает многопрофильное медицинское и хирургическое обслуживание как стационарных, так и амбулаторных пациентов. Около 300 сотрудников и 450 врачей заботятся о здоровье и благополучии пациентов, и все это делается для обеспечения их оптимальной безопасности. В клинике La Colline имеется 67 индивидуальных палат, некоторые из которых категории сьют, амбулаторное отделение и отделение долгосрочного ухода, поликлиника, отделение эндоскопии и шесть операционных залов, которые соответствуют самым современным стандартам. Больница специализируется на ортопедической хирургии и травматологии, нейрохирургии и желудочно-кишечной хирургии.



Клиника Cecil.

Бывший отель класса люкс, клиника Cecil сегодня является медицинским учреждением, сочетающим в себе передовые медицинские знания и высококлассные услуги. Клиника Сесиль в центре Лозанны предлагает широкий спектр услуг и процедур, предназначенных для женщин. Эти услуги охватывают все этапы жизни женщины от материнства до менопаузы, включая обследование и хирургическое или онкологическое лечение специфических заболеваний. В настоящее время Cecil является частной клиникой с наибольшим количеством родов в кантоне Во. Успех клиники основан на ее многолетнем опыте, а также на качестве и заботе врачей и персонала. В родильном доме проводится лечение всех медицинских и оперативных гинекологических заболеваний.

Markets East.

Germany.



Switzerland.



Switzerland.

Cooperation with German Ski Association (DSV) and Valais/Wallis Promotion.

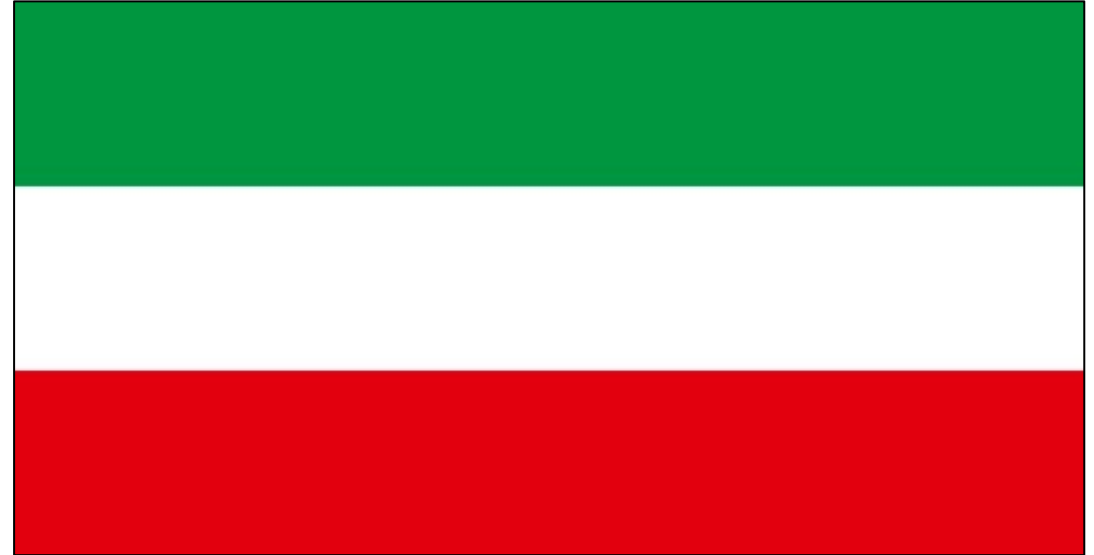
- Winner trip from 12th to 20th March: A group of friends travelled to Switzerland to have several first time winter experiences.
- Distribution: Instagram (including athlete channels as influencers), Youtube, DSV Blog, Ski & Berge (printed DSV magazine), Sport 1 (TV)
- Participating top athletes from Germany: Fritz Dopfer, Viktoria Rebensburg, Maren Hammerschmidt, Laura Dahlmeier
- Activities: Trailrunning, Alpine Canyon, Paragliding, Snowshoeing with raclette at the campfire



Austria/Hungary.



Switzerland.



Austria & Germany: KAM Promotion with Eurofun.

- The brochures from Eurofun have been send out in AT & DE with the cover letter focusing on Swisstainable
- JFI: Eurofun is the major shareholder from Eurotrek
- Date: 15. March 2023
- Contacts: 20'000

Schweiz

NACHHALTIGES REISEN.

Berggipfel besteigen oder eher mit dem Rad durch die Schweiz? Dabei muss man nicht zwingend auf Nachhaltigkeit verzichten. Nachhaltiges Reisen steht für mehr Bewusstsein, Genuss, Tiefe. Das Reiseland Schweiz verfolgt deshalb eine für die Schweiz typische Nachhaltigkeitsstrategie: Swisstainable.






Swisstainable.
Swisstainable steht für den Zeitgeist – und maximale Erholung in der Natur.

1. Die Natur nah und ursprünglich genießen
2. Die lokale Kultur authentisch erleben
3. Regional konsumieren
4. Länger bleiben und tiefer eintauchen

Die einzigartige Schweizer Naturkulisse kann man am besten im Sommer zu Fuß oder mit dem Rad erleben. Dabei besticht die Schweiz mit tiefblauen Bergseen, die zum Baden einladen, raue Berggipfel, die erklimmt werden möchten und lehrreiche Naturpfade für die ganze Familie – der Schweizer Sommer hält jede Menge Aktivitäten bereit, die von Natur aus umwelt-schonend sind.



Kennen Sie den Ort in der Schweiz der nur **mit der Bahn, zu Fuß oder mit dem Mountainbike** erreicht werden kann? Die Alp Grüm.



Entdecken Sie interessante Routen unter [MySwitzerland.com/wandern](https://www.myswitzerland.com/wandern) oder [/fahrradtouren](https://www.myswitzerland.com/fahrradtouren).

Austria: KMM Bern Promotion.



- Double-page Bern promotion on the main topic of e-bike vacations around Bern by means of a 1.5-page advertorial and 1/2-page ad in the Austrian magazine "Gute Reise".
- Online article & feature in the eNewsletter
- Date: 31. March 2023
- Contacts: 125'000



Natürlich denkt man bei Bern sofort an die charmante Altstadt. Allein die sechs Kilometer langen Arkaden sind schon bemerkenswert. Bei einem Spaziergang durch die Gassen reißt sich ein Kulturdenkmal an nächste. So ist das Münster mit dem höchsten Kirchturm der Schweiz eines der Wahrzeichen von Bern. Wer die 312 Stufen erklimmt, wird mit einem wunderbaren Panoramablick bis zu den Berggipfeln des Berner Oberlands belohnt. Nur ein paar Schritte entfernt ist der Zeitlochkernum Zyngloggi mit dem Figurenspiel und dem jahrhundertalten Uhrwerk. Nicht versäumen sollte man den Bundesplatz mit 26 Fontänen (für 26 Kantone) sowie das Bundeshaus, Zentrum der Schweizer Demokratie. Nicht nur, weil heute vor 175 Jahren der Schweizer Bundesrat gegründet und Bern gleichzeitig zur Bundesstadt gekürt wurde. Jährlich, jahres je spielt sich hier das bunte Leben Berns ab, mit Wochenmärkten, Konzerten, Staatsempfängen und Sportevents. Sogar unter der Erde kann man hier auf Entdeckungstour gehen. Charakteristisch für die Altstadt sind nämlich auch die alten Gewölbekeller, in denen sich heute Cafés, Restaurants und Boutiquen befinden.

„Sie ist die Schönste, die wir je gesehen haben!“
Johann Wolfgang von Goethe über Bern

Wer wieder ans Tageslicht kommt und sich nach dem weiten Horizont sehnt, der besucht am besten den Rosengarten. Er gehört zu den schönsten Parks des grünen Bern und verwehnt das Auge mit einem einmaligen Blick auf die Dachlandschaft der historischen Altstadt, das Münster und die Aarechlaufl. Lust auf mehr bekommen?

BERN bietet nicht nur eine Stadt Europas.

Der Chutzenturm ist ein beliebtes Ausflugsziel.

So viel mehr als E-Bike fahren: Natur, Kultur und Geschichten auf einzigartige Entdecken Sie die vier Erlebnisstouren Berns dank des neuen buchs Übernachtungen und Frühstück, täglichem Gepäcktransport sowie der

Jetzt buchen
Bern.com/ebike-ferien

Die beste Kombination für eine Städtereise: Bern bietet nicht nur eine geschichtsrche UNESCO-Stadt, sondern hat auch viel Erholungswert. Bern ist ebenfalls die bestgelegene Hauptstadt Europas.

Natürlich denkt man bei Bern sofort an die charmante Altstadt. Allein die sechs Kilometer langen Arkaden sind schon rekordverdächtig. Bei einem Spaziergang durch die Gassen reißt sich ein Kulturdenkmal an nächste. So ist das Münster mit dem höchsten Kirchturm der Schweiz eines der Wahrzeichen von Bern. Wer die 312 Stufen erklimmt, wird mit einem wunderbaren Panoramablick bis zu den Berggipfeln des Berner Oberlands belohnt. Nur ein paar Schritte entfernt ist der Zeitlochkernum Zyngloggi mit dem Figurenspiel und dem jahrhundertalten Uhrwerk. Nicht versäumen sollte man den Bundesplatz mit 26 Fontänen (für 26 Kantone) sowie das Bundeshaus, Zentrum der Schweizer Demokratie. Nicht nur, weil heute vor 175 Jahren der Schweizer Bundesrat gegründet und Bern gleichzeitig zur Bundesstadt gekürt wurde. Jährlich, jahres je spielt sich hier das bunte Leben Berns ab, mit Wochenmärkten, Konzerten, Staatsempfängen und Sportevents. Sogar unter der Erde kann man hier auf Entdeckungstour gehen. Charakteristisch für die Altstadt sind nämlich auch die alten Gewölbekeller, in denen sich heute Cafés, Restaurants und Boutiquen befinden.

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Besuch abstrahieren. Das rote „Zürcherabob“ ist genauso im „Bern Ticket“ enthalten. Das Obermattgässchen der Stadt gibt's bekommen. Sportive Entdecken kommen hier auch nicht zu kurz. Rund um die Stadt Bern begleiten vier thematische E-Bike-Touren. Wie wäre es zum Beispiel mit der „Route „Grosses Sand“? Über 50 Kilometer geht es unter anderem zum glasklaren Wasser der Balzer Gassen und der Wäldchen. Dabei die „Juchberger Eggen, Mörli und Jungfer“, können vom Seebühl aus angesehen. Eine noch „trumpf“ sind Panoramablicke auf der „Farnschönweide, Friensberg“ und ihrem Hahnen, dem Chutzenturm. Im unweit der Stadt gegen Naturpark Ganterschwil die „Jägerhaus Ganterschwil“ empfehlen, die durch mächtigen Wasser und mystische Schichten verläuft.

Info unter: www.bern.com

BERN

E-Bike Urlaub rund um Bern

So viel mehr als E-Bike fahren: Natur, Kultur und Geschichten auf einzigartige Entdecken Sie die vier Erlebnisstouren Berns dank des neuen buchs Übernachtungen und Frühstück, täglichem Gepäcktransport sowie der

Winter der Rekorde

Hotel Miramar an der Adra

Safari in Uganda

IN 4 TAGEN UM DIE WELT

Twin City Liner

Jetzt buchen
Bern.com/ebike-ferien

Gute REISE

GUTE REISE-Gewinnspiel

Auf zur Ferien-Messe

Städtereise nach Bern

Winter der Rekorde

Hotel Miramar an der Adra

Safari in Uganda

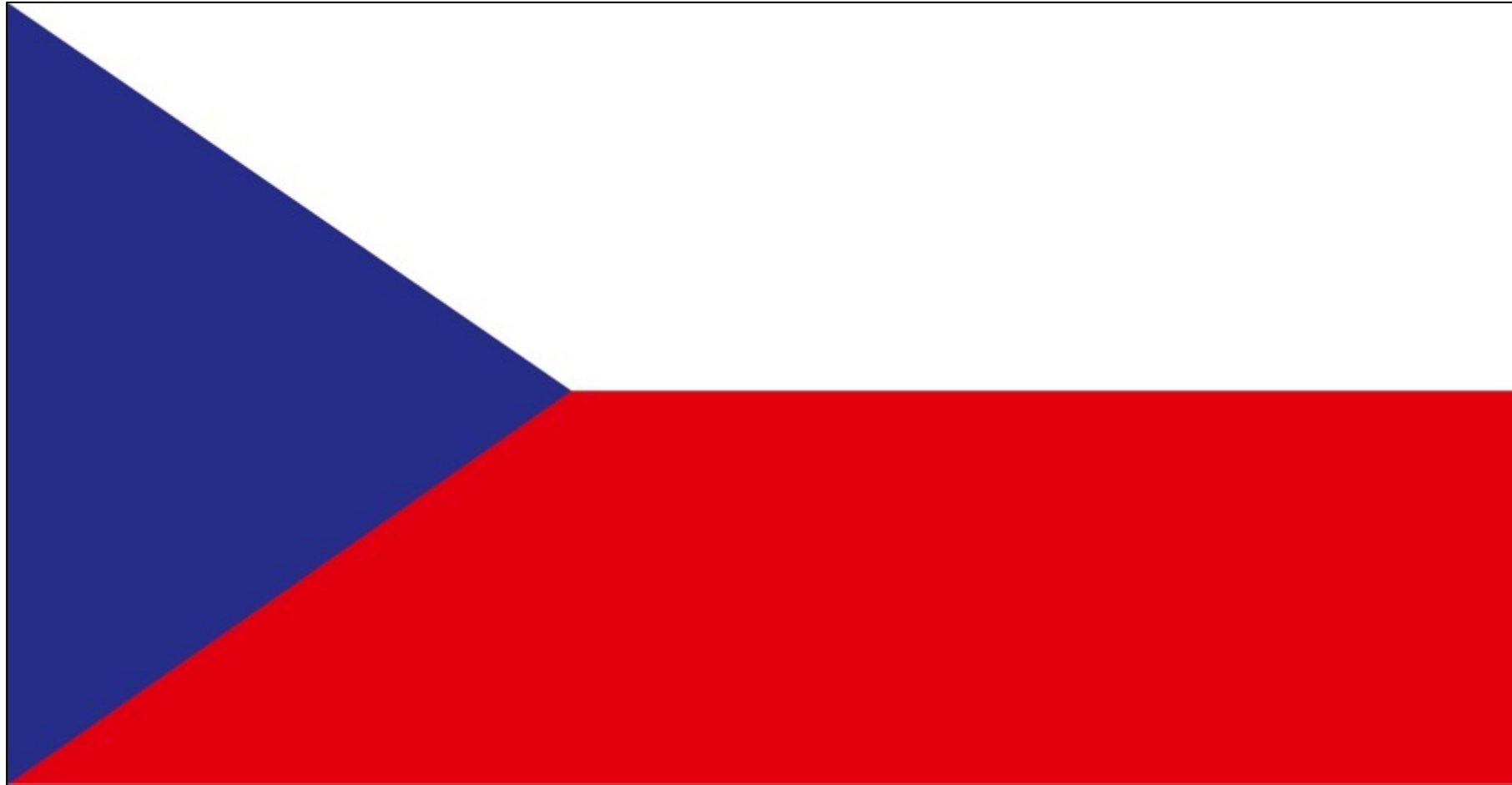
IN 4 TAGEN UM DIE WELT

Twin City Liner

Czech Republic.



Switzerland.



RhB Sales calls.

- 9. – 16. 3. 2023
- Sales calls with 8 TO's in Prague, Brno and Pilsen organize for RhB representative, Camille Härdi, for Czech market.
- RhB representative active participation at ST Workshop and ST Press conference SUMMER 2023.
- 8 TO's



Lake Lucerne region & Mt. Rigi presentation.

- 13. 3. 2023, Prague
- Travel presentation for public and invited TO's and media by ST with focus on Lake Lucerne Region and Mt. Rigi, co-organized event with Club of Switzerland friends (KPCČ) in Czech.
- Active participation of Rigi representative, Roger Joss, with tasting of cheese.
- 45 people





Switzerland.

ST Workshop 2023.

- 14. 3. 2023, Prague
- B2B workshop for Czech tour operators and travel agencies in Municipality house Prague with face-to-face meetings with Swiss partners.
- Biggest number of Swiss partners in our history!
- 19 Swiss partners + 36 participants





Switzerland.

ST Press conference – Summer 2023.

- 16. 3. 2023, Prague
- ST Press conference for Summer 2023 organized at Residency of Swiss Ambassador to the CZ with active participation of EDA, RhB and SWISS representatives.
- Integrated promo of RF, Swisstainable, and 100% Women campaigns.
- ST interview for Czech Radio with focus on 100% Women.
- 38 participants





Switzerland.

ST at trade fair Holiday World 2023.

- 17. – 18. 3. 2023, Prague
- ST table at stand of magazine TTG at travel trade fair Holiday World in Prague on 1st day (B2B) and 2nd day (B2C) of the fair trade with ST brochure distribution and consultation.
- B2B day with TO's meetings.
- 27.537 visitors





Switzerland.

ST at trade fair For Bikes 2023.

- 24. – 26. 3. 2023, Prague
- ST stand at trade fair For Bikes 2023 focused on bikers, bike companies and shops, and travel destination.
- Dedicated table for Davos Klosters, Lower Engadin and table for Aletsch Arena, Zermatt, Lucerne, ST.
- Expectation: 18.000 visitors



Poland.



Switzerland.



Future activities.

- Digital campaign, April & May
- ST map, April
- NGTraveler – special Swiss edition, April
- Supplement in *Gazeta Wyborcza*
- *Onet.pl* – Swisstainable servis
- Online campaign with RF on GTToS
- Travelling supplement in *Newsweek*
- Individual and group trips in May and June





Switzerland.

KMM: media meeting in Warsaw.

- Summer launch in Warsaw
- 15th March
- 34 participants: media and influencers
- 11 Swiss partners and SWISS rep.
- Visit and short speech by the Swiss Ambassador
- Meeting place – modern cinema with great potential for video presentation
- Presentation of main summer topics, videos and slides by our partners





Switzerland.

KMM: get together meeting in Krakow.

- Summer launch in Krakow
- Local KMM and KAM
- 16th March
- 12 participants: media and influencers
- 10 Swiss partners
- Presentation of main summer topics, videos and slides by our partners
- Meeting combined with presence of trade representatives





Switzerland.

Campaigning & Activ.: RF video promotion.

- Promotion of our Switzerland Tourism video with Roger Federer and Trevor Noah on GTToS
- Cooperation with Adrino agency
- Presence on bigger portals: *wp.pl*, *money.pl*, *gazeta.pl*, *radiozet.pl* etc.
- 2 days intensive campaign with 400'089 views and CTR 2,53%

17:11 58%

parenting.pl/po-atak

Dyrektor w rozmowie z dziennikarzami nie odniósł się do tych sprzecznych ze sobą informacji.

- Nie będę zabierał w tej kwestii głosu, ponieważ nie jestem organem, który prowadzi dochodzenie - powiedział.

Zobacz film: "Trzy razy urodziła bliźnięta - to zdarza się raz na 500 tys. przypadków"

On an epic journey

Jesteśmy w drodze do Interlaken. Nawet nie wiem, gdzie to

3. Dyrektor: Dlaczego mamy jeszcze dolewać oliwy do ognia?

Dyrektor Bugaj stwierdził, że szkoła w sprawie zastosowała "działania profilaktyczne".

REKLAMA

EXALLER

ExAller EWO-POL

PRZEJDŹ NA WP

UKRAINA

17:10 58%

money.pl/gospodark

7 dni All Inclusive od 2626 zł za osobę.

Zobacz także: Kryzys zbożowy w Polsce. "Wagony trafiły na bocznicę. Nikt nad tym nie panował"

Nie! To my jesteśmy w złym pociągu.

Chiny importują polskie drewno

Skokowy wzrost eksportu drewna z Polski do Chin potwierdzają analitycy rynkowi.

– Wartość polskiego eksportu drewna i wyrobów z drewna wzrosła w 2022 r. o 65 proc. w stosunku do 2021 r. **Faktycznie ich sortują**

KAM: workshop in Warsaw.

- 15th March
- 12 partners from Switzerland
- 42 representatives of Group and FIT TOs/incentive/MICE
- Cool location – double sits in a modern cinema
- MySwitzerlandPro presented
- SWISS Int. Air Lines rep. present
- Individual meetings and exchange with our partners





Switzerland.

KAM: get together meeting in Krakow.

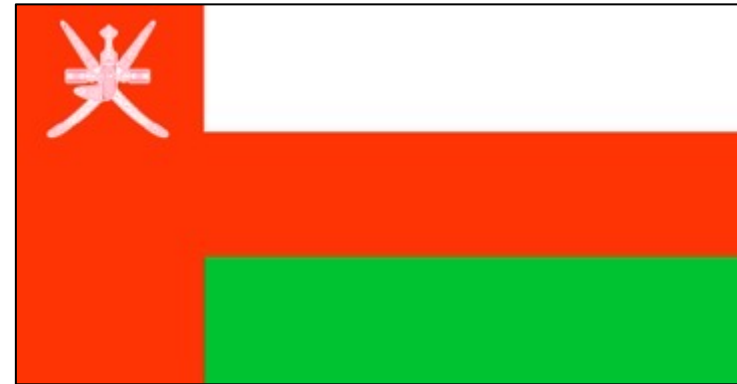
- 16th March
- Local KAM and KMM
- 10 Swiss partners
- 13 KAM participants
- Presentation of offers, videos from regions, main ST topics
- Individual exchange after the official part



GCC.



Switzerland.



Campaigning: 100% Women Cycling.

- 08 March, International Women's Day
- B2C event in collaboration with Wolfis
- 90 participants
- 35 Instagram stories with total 5 mio contacts
- 10 Articles resulting in 550'000 contacts
- 2 requests for training camps in Switzerland by UAE Team ADQ and Al Wathba Cycling Team
- Prizes sponsored by SWISS, Interlaken, Zurich, Geneva





100%
Women.





Switzerland.

Campaigning: Ladies' VIP Events.

- Date: 11 - 16 MAR
- Ladies' VIP Events in Riyadh, Doha, Sharjah, Al Ain and Abu Dhabi
- Local partners: Swiss Embassy Riyadh, Sharjah Ladies Club, First Abu Dhabi Bank, etc.
- Contacts: 220
- Partners: Swiss Deluxe Hotel, Badrutt's Palace Hotel, Beau Rivage Hotel, Eden au Lac, Le Crans Hotel & SPA, Mandarin Oriental





Switzerland.

MICE: Destination Wedding Planner Convention.

- Date: 14-16 March in Doha, together with ST SEA.
- 400 international participants such as destinations, hotels, and wedding planners
- 25 one-to-one meetings with planners
- Partners: All



Campaigning: St. Moritz Polo Event.

- Date: 19 MAR
- Polo Tournament at Desert Palm Polo Club in cooperation with Snow Polo St. Moritz
- Topic: 50years of Diplomatic Relations UAE-Switzerland
- 250 VIP guests
- Brand presence on all players shirts, sponsoring wall, invitation and wrist band.
- Sponsoring of 2 C-class tickets to CH
- Partner: SWISS, St. Moritz





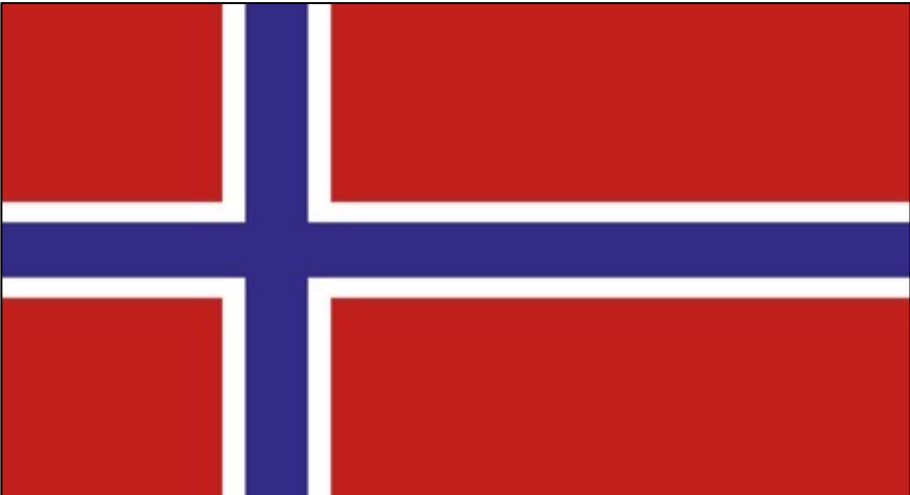
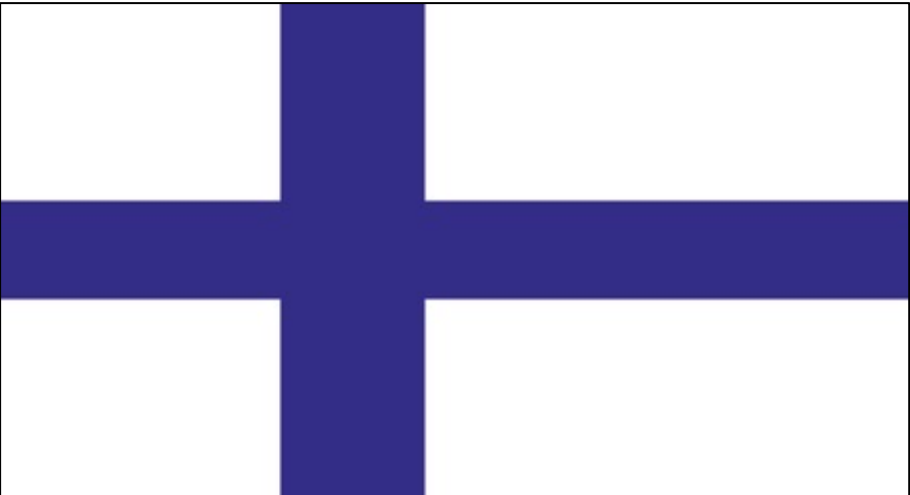
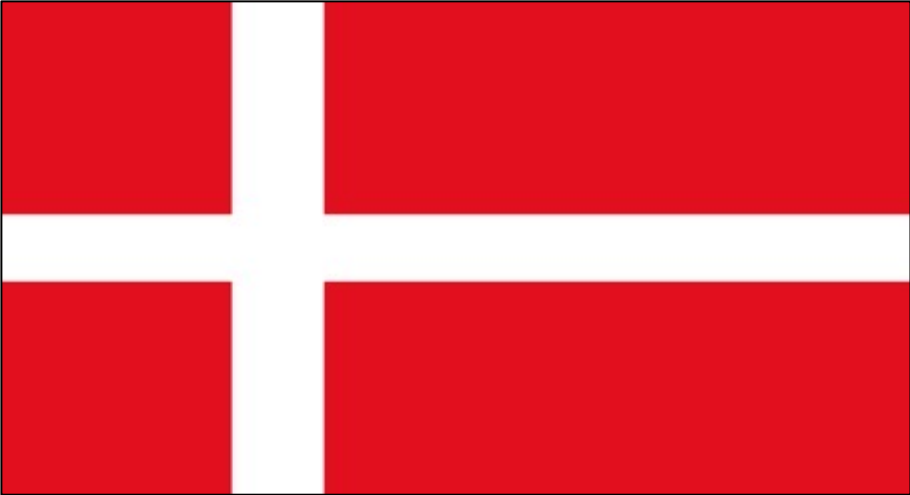
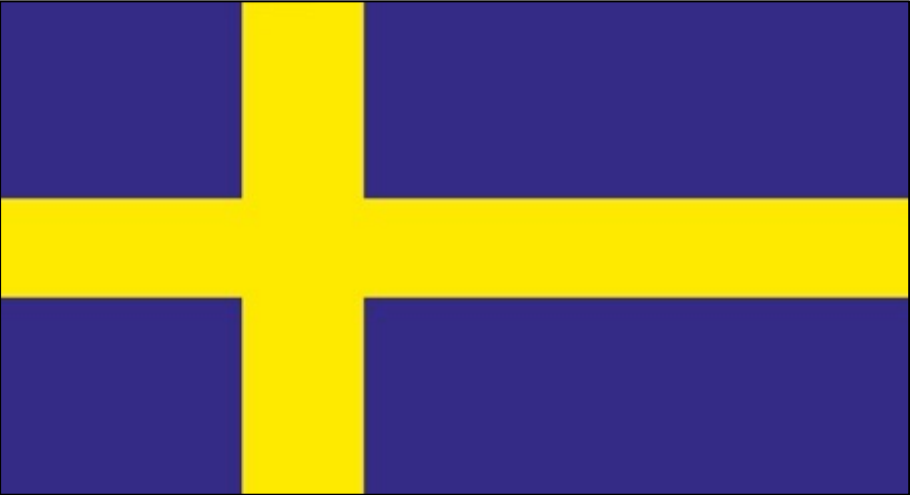
Switzerland.

Campaigning: Swisstainable Youth Hub.

- Date: 21MAR
- Key Note about Swisstainable @Youth Hub. Emirati Centre for Youth.
- Discussion with locals, start ups, CH-Embassy as well as Dubai Tourism about Sustainability in Tourism.
- 30 participants.



Nordics.



KAM - Individual Fam Trips.

March



Switzerland.

Market	Company	Participant/s	Destination
DK	Nyhavn	Kim Carlsson	Verbier Crans-Montana Grindelwald / Jungfrau Zürich
SE	Xtravel	Monika Ramstedt	Grindelwald / Jungfrau
NO	Alpene	Thomas Salvesen	Grindelwald / Jungfrau Andermatt



KAM - RK Travel Event.

Gothenburg, March, 21-22

- The big kick-off for the marketing collaboration with RK Travel Group in cooperation with Ticino and Lucerne region included:
 - Educational lunch for the RK staff
 - Network Event with 120 group tour-operators from Sweden and Norway.
 - Presentation for 75 persons about the new trip to Ticino and Lucerne where Swisstainable was a major topic.



FB - ad campaign.

- Joint campaign between ST, Valais and SWISS airlines
- Core message: Promote and push the direct flight from Arn, Got and Cph to Geneva - Ski in the Valais region.
- Campaign period: Jan 25 – March 15th
- Campaign goal: Reach

Result:

- Reach: 2'837'770
- Impression: 13'091'182
- Link clicks: 6'885
- The geographical audience who clicked the most is the Gothenburg area.
- The CPM is one of the lowest we've seen on brand awareness campaigns. The CPC prices are rather high which is understandable as this campaign was optimized for reach.
- Men were more prone to click than women. In Stockholm and Gothenburg regions it was men over 55 years who clicked the most, while in Copenhagen region it was men 25+.



Valais SWISS

ENGRAVED ON MY HEART.

Switzerland. (SE, DK, NO, ...)  Sponsrad · 

Med SWISS kan du vara i schweiziska Alperna om några timmar! Upptäck populära skidorter i Valais med höga höjder, snögaranti och välpreparerade, kilometerlånga nedfarter. Vart går resan i år?

tal [Learn more](#) Nendaz i 4 Vallées [Learn more](#) Region Dents du Midi [Lea](#)



Switzerland.

Film project, "Super Mom's".

Andermatt 6-19 March

- Super Mom's is a short, offbeat documentary-style film about Elyse Saugstad and Jackie Paaso tackling motherhood as professional athletes.
- ST Nordics helped to source a film location while involving local tourism suppliers. Andermatt is their only stop in Europe.
- ST North America supported with flight tickets.
- The film will be distributed on film festivals around Europe and North America during fall/winter 2023



China.



Livestreaming: 6renyou.



- 2 hours livestreaming
- 8th March 2023
- 6renyou, a tailor made OTA
- Switzerland in all
- 4382 views

6人游定制旅行 Friends & Family

MON 即刻出发 欧洲旅行季

你需要假期
你需要瑞士

贾建强
6人游定制旅行

皇甫一宁
瑞士国家旅游局

Livestreaming: Sohu.

- 1 hour livestreaming
- 9th March 2023
- Sohu.com, one of the most important portals in China
- Recovery topic





Switzerland.

Award: Guojialvye (National Tourism).

- Guojialvye B2B media Awards
- Switzerland as 2023 Top 10 Most Anticipated Travel Destination
- Switzerland Tourism: Top10 Destination Innovation Marketing Case





Switzerland.

Promotion: Faction Ski Festival.

- Faction Ski Festival
- 11th March @ Wanlong ski resort
Chongli
- ST winter magazine + winter map
distributed to 40 skiers



Korea.





Switzerland.

SoMe: ZRH-ICN Direct Flight Event with Korean Air.

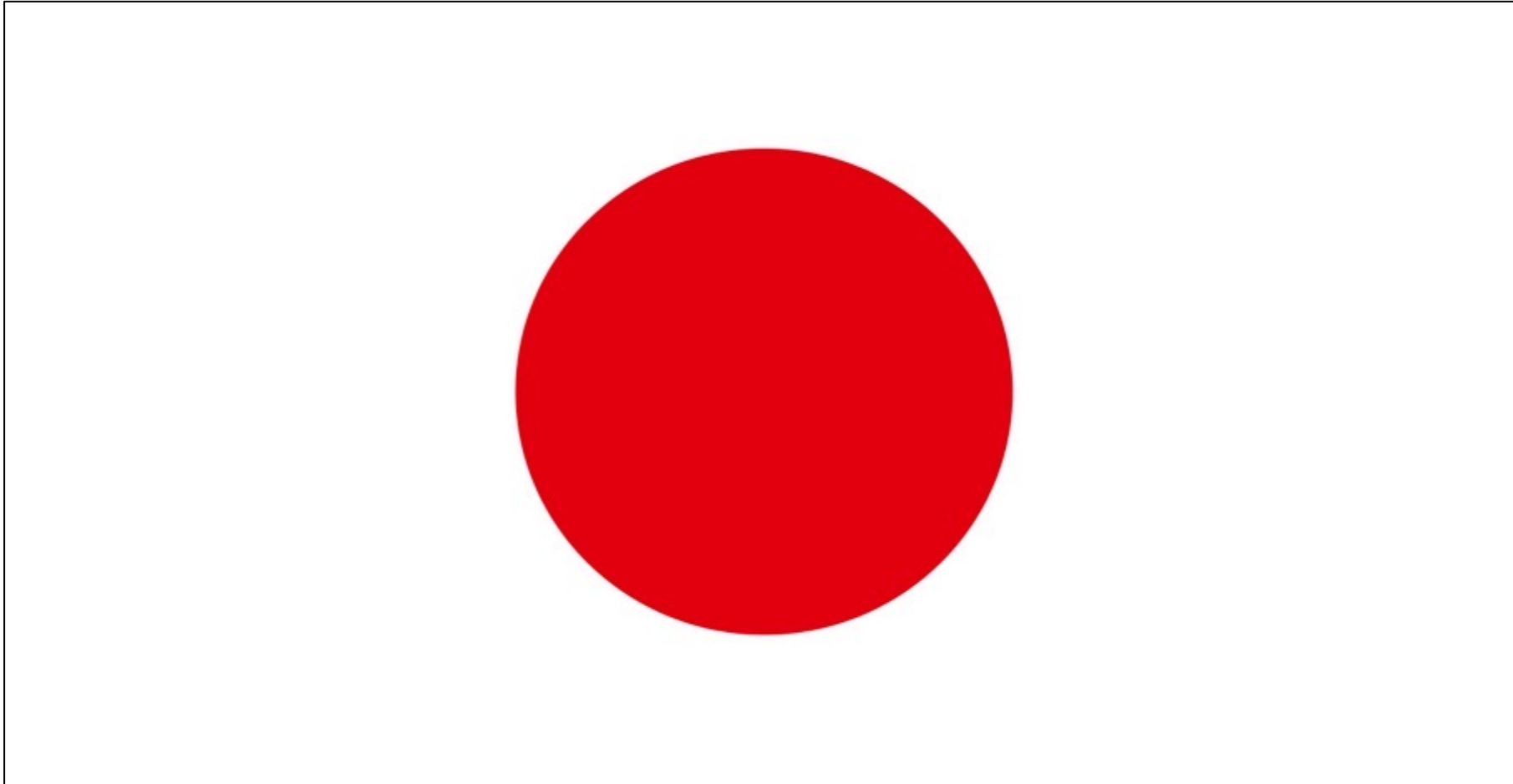
- Title: Win a Direct Flight ticket to Switzerland!
- Background
 - To Increase the visibility of relaunch of direct flights between ZRH-ICN after Covid19
 - To Boost ER by leading audiences to remain reaction to the event post and comments to win the ticket
- SoMe Event overview
 - Period: Mar.13th – Mar 19^h
- Results
 - Follower Increase: +930
 - Engagement: 13,219
 - Reach: 109,074
 - Impression: 169,399
 - ER (Engagement/Followers): 38.99%



Japan.



Switzerland.



KAM – VIP client event with JTB Royal Road.

- VIP clients of JTB's luxury brand Royal Road were invited for an exclusive afternoon at the Embassy.
- Top reasons to travel to Switzerland & newest products of JTB were presented, followed by a wine tasting.
- Within 2 days after the event, products worth CHF 210'000 were sold.
- Date: 15 March 2023
- Participants: 16 VIP clients





Switzerland.

KAM – VIP event with Hankyu Crystal.

- VIP clients of Hankyu's luxury brand Crystal Heart were invited for an exclusive afternoon at the Embassy.
- Top reasons to travel to Switzerland & newest products of Hankyu were presented, followed by a Raclette lunch.
- Date: 28 March 2023
- Participants: 32 VIP clients





Switzerland.

KMM - Media summer launch.

- Media summer launch in Tokyo.
- Date: 17 March 2023
- Participants: 30 journalists.
- Presented partners' news, ST global projects such as Roger Federer GTToS, followed by lunch and fun time networking time with partners' quiz.
- Integration of Swiss wine promotion.





Switzerland.

KMM - Magazine 'San San'.

- 'San San' is the membership magazine Asahi Life Insurance.
- Circulation: 50,000 copies
- Pages: 1 page
- Issued: 1 March 2023
- Article about the Unesco World Heritage 'Swiss Alps Jungfrau-Aletsch'

世界遺産見聞録 

〈スイス〉

スイス・アルプス ユングフラウ-アレッチ

2001年 世界自然遺産に登録 / 2007年 拡張



スイス・アルプスの絶景が印象からも驚かされるユングフラウ鉄道



ユネスコ 世界遺産の定義

世界遺産とは、人類の文化と人類の歴史によって定められ、後世に伝えるべき価値が認められ、かつ自然遺産に比べて自然遺産の保護が容易なものである。自然遺産の保護は、人類の文化と人類の歴史の両方を保護する。自然遺産の保護は、人類の文化と人類の歴史の両方を保護する。

**印象的な大自然の造形
名峰と氷河の雄大な絶景**

2001年、ベルン州とヴァレ州にまたがり、アイガー、メンジ、ユングフラウに代表される名峰群とヨーロッパ最大・最長のアレッチ氷河を総称する面積540平方キロメートルが世界遺産に登録された。その後、2007年に、ヴェッターホルンやアールピスアルプなどの東西に広がるベルナーアルプスの山々も認定され世界遺産の範囲が拡張された。

スイス・アルプス観光のハイライトは、アイガー北壁の真下にあるクライネ・シャイテック駅から、アイガーの山を貫き、ヨーロッパ最高地点の駅となるユングフラウヨッホ駅までを結ぶユングフラウ鉄道です。ユングフラウヨッホにある標高3771mのスインクス展望台からは、目前にユングフラウ、アレッチ氷河、メンジのパノラマが広がります。登山鉄道の沿線では、初夏に咲き誇る高山植物や、真冬ならではの雪景も、かつては登山客しか見ることができなかった名峰や氷河の絶景を、余すところなく楽しむことができます。

SUSTAINABLE DEVELOPMENT GOALS 

協力：スイス国観光局 www.pwts.jp 

San_San 2023.4 | 8



Switzerland.

KMM - Magazine 'AGORA'.

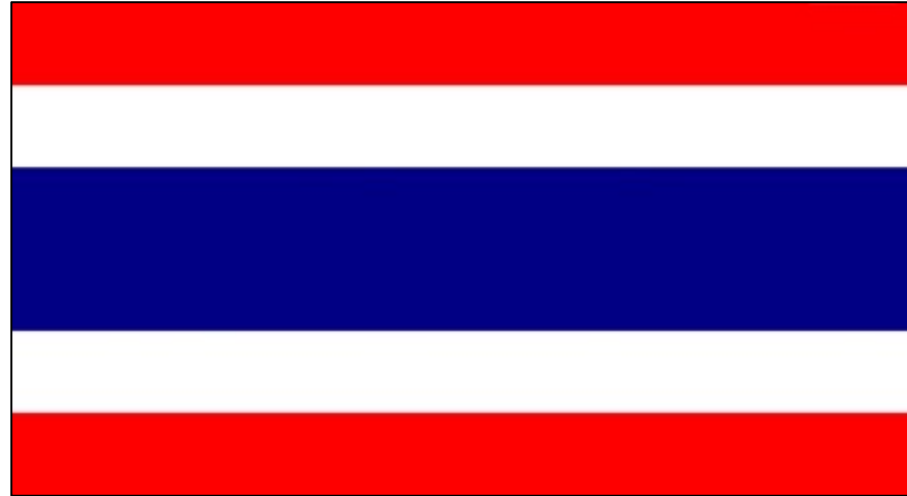
- 'AGORA' is the membership magazine of Japan Air Lines Club members and JAL Diner's and Platinum card members.
- Circulation: 700,000 copies
- Pages: 1 page
- Issued: 1 March 2023
- Article about the Alpine-X 3S gondola in Zermatt



South East Asia.



Switzerland.



SEA KAM – Trade Webinar Family.

- 08 MAR 2023
- Zoom Webinar Topic: "We need to spring into fun, we need Switzerland."
- 2 x Trade newsletters
- Participants: 148
- Partners: STS, Zurich, LLR, GRF



Grüezi! Bonjour! Buongiorno! Allegra!

Thank you very much for joining us on our **"We need to spring into fun, We need Switzerland."** webinar.

We hope the webinar inspired you with some take-away insights to plan your next family trips and activities in Switzerland and make your family fall **#inLOVEwithSWITZERLAND**.

Please contact us if you need further assistance and we are happy to help you with ideas and recommendations.

Switzerland Tourism Southeast Asia

KMM (Thailand) – HELLO! Magazine.

Circulations: 230K+

Copies: 50000,

March 2023 edition

6 pages

- Partners featured: JF Region, JF Railways, Interlaken, Schilthorn, Titlis

SCIB: 8th Asia Trophy.

- 23-28 March 2023
- 30 participants from SEA in total, divided into 3 teams
- Partners: Basel, Lucerne, Engelberg, Zurich



STS: STP FREE travel days Teaser Newsletter.



Switzerland.

- 3 March
- Market: SEA
- Target: Teaser to promote STP and GTToS offerings and prepare agents in advance. Highlight promotion with 2 extra travel days to experience more of Switzerland.
- Goals: Continually refresh and expand existing database. Engagements with agents.



Swiss Travel Pass FREE Travel Days promo Spring 2023

Dear travel trade partners & friends of Switzerland,

Spring is the perfect time to plan your next adventure, and we have the perfect-10 Days unlimited travel offer for you and your guests.

The Swiss Travel Pass (STP) is a **must-have** for international visitors looking to explore Switzerland. With this pass, you can enjoy *unlimited rides on trains, buses, and boats* throughout the country, making it easy and convenient to see all the amazing sights and experiences Switzerland has to offer.

We have even better news for you! The STP is offering **additional FREE travel days** to make your trip even more memorable. That's right. you'll be able to explore more of Switzer-

STS: Excellence Program Contest Newsletter.

- 28 March
- Market: SEA
- Target: Encourage sign-up and completion of eLearning course. Promote STP and GTToS offerings. Highlight 2022 achievements.
- Goals: Continually refresh and expand existing database. Engagements with agents. Conversion of more Excellence Program certified experts. >20 sign-ups.



Get certified as an Expert and win the ultimate Ride!

Dear travel trade partners & friends of Switzerland,

It's official! International visitors from Southeast Asia bounced back steadfastly (96.4% vs 2019), as Switzerland Tourism registers more arrivals and overnight stays in 2022. We congratulate you, our valued partners and friends, who have been resilient and passionate, and have made this achievement possible. We stayed positive. We believe. We achieve.

STS: Sales Calls in Bangkok.

- 6-9 March
- Market: TH
- Target: Bangkok Travel Agents:
 - Pinatlas, TVAir, Swiss Fanclub, Kuoni Thailand, Miki Thailand, G2 Thailand, STC Thailand, Klook Thailand, SwissASAP.com.
 - Rudy separately presented at Kuoni TH Swisstainable event, highlight trains as sustainable travel option for groups.
- Goals: Promote STP and GTToS.





Switzerland.

STS: Support Creators Tour Leaders FAM.

- 7-12 March
- Singapore Tour Leaders FAM:
 - Johnny lead group of 10 Chinese speaking tour leaders to learn about Switzerland, GTToS and STP.
 - STS Zurich met with group and highlight group luggage delivery, locker facilities, GTToS, SBB Mobile App etc.
 - Encourage Excellence Program sign-ups.
- Goals:
 - Promote STP and GTToS, Excellence Program. >10 sign-ups.



STS: B2B Seminar in Bandung, Indonesia.

- 16 March
- Seminar presentation with PanTravel:
 - >30 travel agents attended.
 - Showcase Spring season in Switzerland and benefits for Family travel.
 - Highlight upcoming STP FREE Travel Days Spring promotions (15Apr-14May), encourage Excellence Program sign-ups.
 - Reconnect with PanTravel
- Goals:
 - Promote STP and GTToS, Excellence Program. >10 sign-ups.



Media Gathering in Manila, Philippines.

- 7 March
- Attendees:
 - 23 people from 15 media, including 2 KOLs
- Partners featured:
 - STS
 - RhB
 - Jungfrau Region
 - Lake Lucerne Region
 - Matterhorn Region
 - Zermatt
 - Schilthorn
 - Zurich



Media Gathering in Jakarta, Indonesia.

- 9 March
- Attendees:
 - 16 people from 12 media
- Partners featured:
 - STS
 - RhB
 - Jungfrau Region
 - Lake Lucerne Region
 - Matterhorn Region
 - Zermatt
 - Schilthorn
 - Zurich





Switzerland.

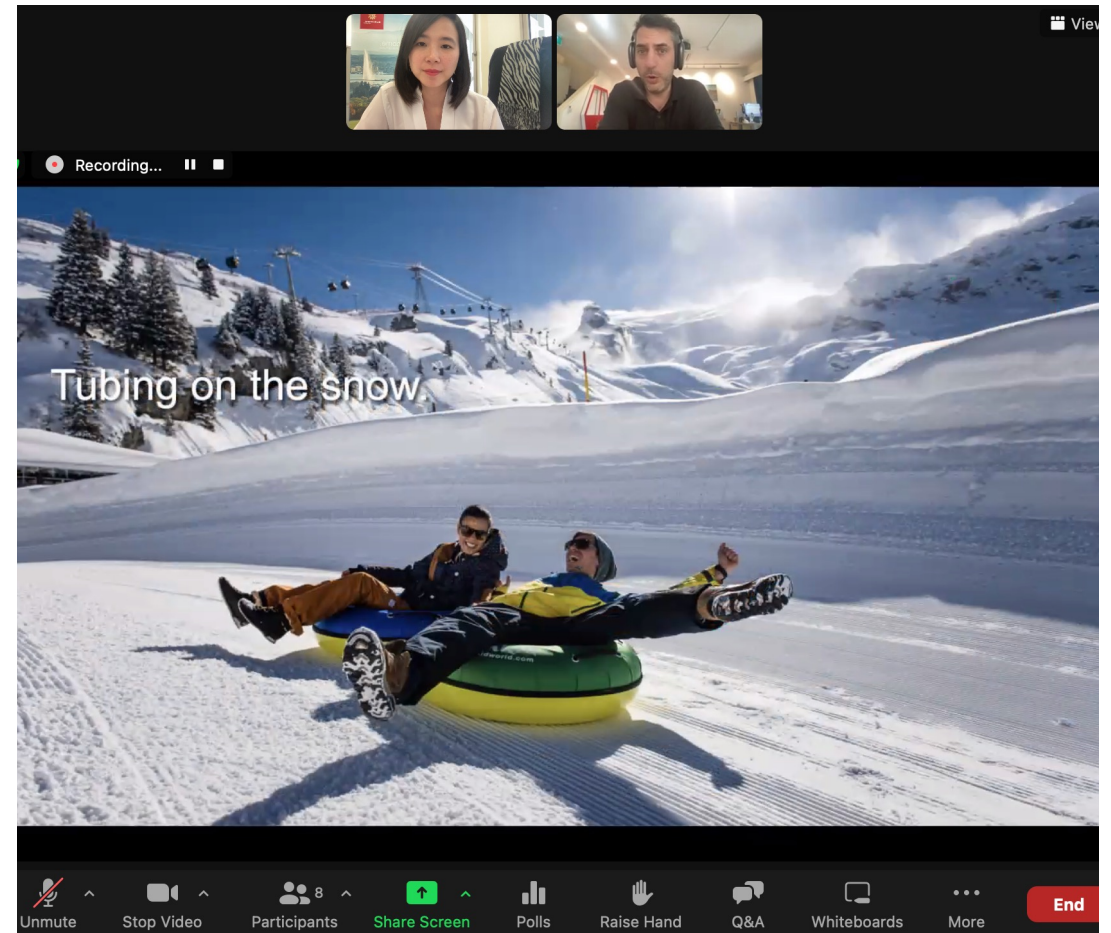
KAM: Muslim-Friendly Family Fam Trip.

- 10 - 19 March 2023
- Participants:
 - 4 Muslim agents
 - MIKI Travel
- Partners featured:
 - Lake Lucerne Region
 - Graubünden
 - Bernina Express
 - Mt. Diavolezza
 - Zurich



Online Media Briefing (SEA).

- 21 March
- Attendees: 7
 - PH (1), SG (2), TH (4)
- Partners featured:
 - STS
 - RhB
 - Jungfrau Region
 - Lake Lucerne Region
 - Matterhorn Region
 - Zermatt
 - Schilthorn
 - Zurich





Switzerland.

Media Trip (Family Activities).

- 24 – 31 March
- Participants
 - Coconuts (Thailand)
 - Preview (Philippines)
- Partners featured
 - STS
 - Matterhorn Region
 - Zermatt
 - RhB
 - Chur
 - Zurich





Switzerland.

KMM (Malaysia) – China Press.

Circulations: 180,000

Copy: 315,000

Total: 1 full page

- Partners: ST, Zurich
- Theme: Swisstainable

■在一个氛围感满满的空间里，满腔热血的薇薇安叙述着这座城、这个国度的过去与未来。

瑞士美丽背后的

与薇薇安格罗贝 (Viviane Grobet) 在瑞士苏黎世会面。她来自瑞士东部，“那是一个很小的乡村，当地约有一千人居住，但有不少的牛只，名字就叫做‘Gachring’（加赫音）。”她的家与大自然的隔离咫尺之远，与农地为邻。周遭围绕田野与森林，“家里有一片大园地，园里栽种好多蔬菜与果树。”她就是在如是自然环境下成长，走出门外就是她的游乐天地。

回到家里，她的窗外则有一幅自然画作，画面会随四季变动，“因为窗可种了一棵苹果树，春天时，花在盛开，慢慢地，结出了小果子；到了秋天，我们就可以采摘下来。”

“我在窗口正中央摆放了一张书桌，平时就在坐在那里完成学校作业，如此一来，我时时刻刻都可以望到窗外那一棵苹果树。”这棵苹果树于她很重要，“我非常享受这样的时光。”

平常日子里，与家人到山里骑行是常有的事，而且不同季节有不同户外活动可以进行，“夏天的时候，乘坐爸爸的船到湖上游玩；冬天到来了，我们会前往雪山滑雪和单板滑雪。”

至于平时需要上学的日子里，她会跟着村里的男女学生，一块骑脚踏车从村里到城内的学校，“那是相当长途的旅程，约莫廿到卅分钟吧！”不过，路上有天地作伴，还有自然为友。

她的童年生涯离不开花果树木湖山河谷，人之初的许多学习都来自大自然，“偶尔会帮忙妈妈打理园地，她种了许多莓果，当中有草莓，另外还有小南瓜、马铃薯等，我因而学会种菜。”

她笑着忆述：“我知道需要撒下种子，也晓得要把野草除去；每当水果成熟时，我又会帮忙采摘各种水果。”对她而言，这片天地是需要人们守护的，“我自动就会照顾它了。”

从小就会教会孩子的事

跟许多瑞士小孩一样，薇薇安在人生最早就意识到，不能随意或随意地将垃圾留在大自然的重要性：“那是不利于自然环境的，即使到了第二天，它依然存在那儿，不会自动消失。”

“学校教导学生需要把垃圾带走，且将它丢进垃圾桶，而不是随手扔在自然环境里。”另外，也在生活中实践循环回收，“只要有垃圾，我们都会把纸张、玻璃或硬纸盒等加以分类。”

她强调，这个做法在瑞士非常重要，这也是该国保持干净的原因，“你有注意到，对吗？”她如是反问，“即使在城里，也有城市专人专职负责清洁工作，以确保街道常保持干净整洁。”

因为懂得，所以懂得；因为懂得，所以理解。这或许是她跟大自然对话时的最好写照，“人类总是忘记大自然有更大力量，但其实，那怕天气时好时坏，我们都得不断适应和照顾它。”

在大自然里自由自在生活数年后，由于父亲得远赴亚洲就业，她在童年期间，曾跟随家人到了香港生活，“那是九十年代初期，对我来说，这是个极大转变，且有文化冲击。”

“空气是那么不同，一切都那么不一样。”在香港她家人获得不赖的体验，使得她拥有很棒的体验，两年后，她与家人再次回到瑞士生活，“我仍然住在从前那个小镇，直至十八岁为止。”

毕业后，她在酒店里上班了一阵子，接着先后到卢塞恩 (Lucerne) 和圣加仑 (St. Gallen) 深造，最后在圣加仑大学取得工商管理及转型硕士学位，“自此都住在城里了。”

▲苏黎世有着新颜与怀旧的城市风情，让人流连忘返。

■无论是一个人在莱茵河的源头托马湖 (Tomasee) 还是推着女儿漫步在绿色山谷格林德瓦 (Grindelwald)，薇薇安从来都不会离开过大自然。

KAM (Malaysia) – Swisstainable event.



Collaboration with Kuoni Tumlare

Date: 9 March

Attendees: 17 Agents



Australia.





Switzerland.

KAM: Virtuoso Owner Manager Forum Fiji.

- Virtuoso Owner Manager Forum, 19-21 March 2023, Sofitel Fiji Resort and Spa
- 110 C-Level Virtuoso members from AU/NZ
- 45 Virtuoso partners
- 4 Virtuoso SVP's, 8 AU/NZ Virtuoso team
- 1on1 appointments with managers
- Professional Development sessions
- ST sponsoring lunch for all members. Push of Myswitzerland Pro.
- Gala Dinner & other Networking events



India.



Switzerland.





Switzerland.

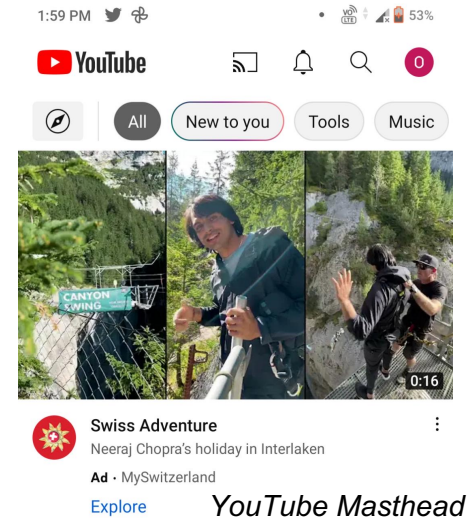
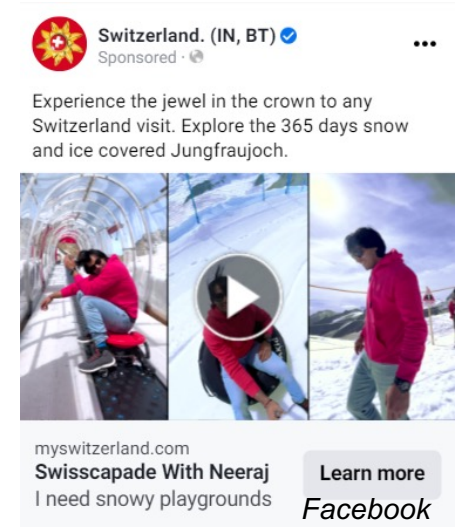
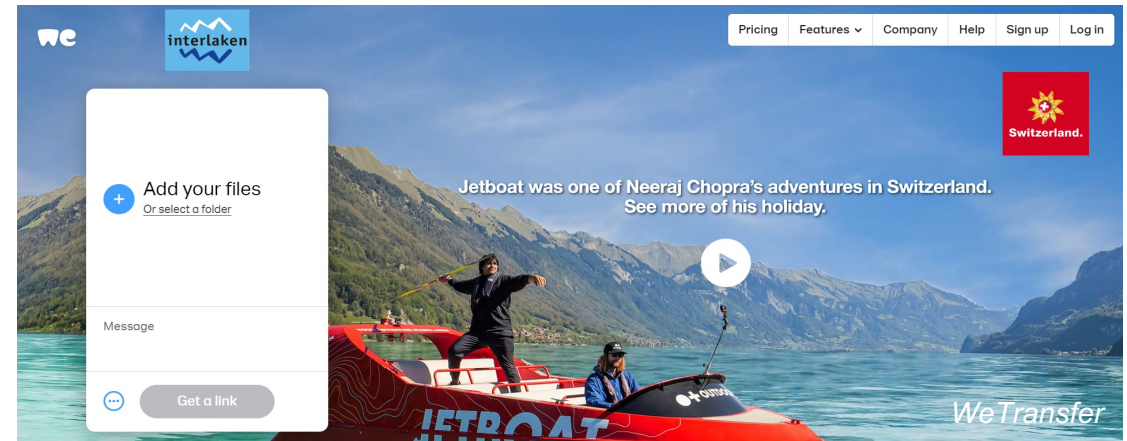
KAM: India Workshop 2023 + Post Tours.

- 20.- 23. March 2023
- First India Workshop after 2019's last edition
- 29 TO from India + 53 Swiss Partners
- **Workshop @ Victoria Jungfrau Hotel Interlaken (1:1 meetings)**
- **Post Tours: 23.- 27. March**
Destinations incl. Ticino, Geneva, Aletsch, Zürich, Lausanne, Schilthorn
- Last post-tour stop in Lucerne with all TOs together for joint activities and closing.



Campaign & Activation: Neeraj Chopra Digital Campaign.

- As part of our summer campaign with 'Friendship Ambassador', Neeraj Chopra, we executed a campaign on Social, Display & Programmatic platforms for over a month.
- The platforms included –WeTransfer, Taboola, YouTube, Inshorts (NewsApp), Hotstar (India's no. 1 OTT) and much more over.
- Total Clicks: **2'184'622**
- Total Impressions: **230'197'477**

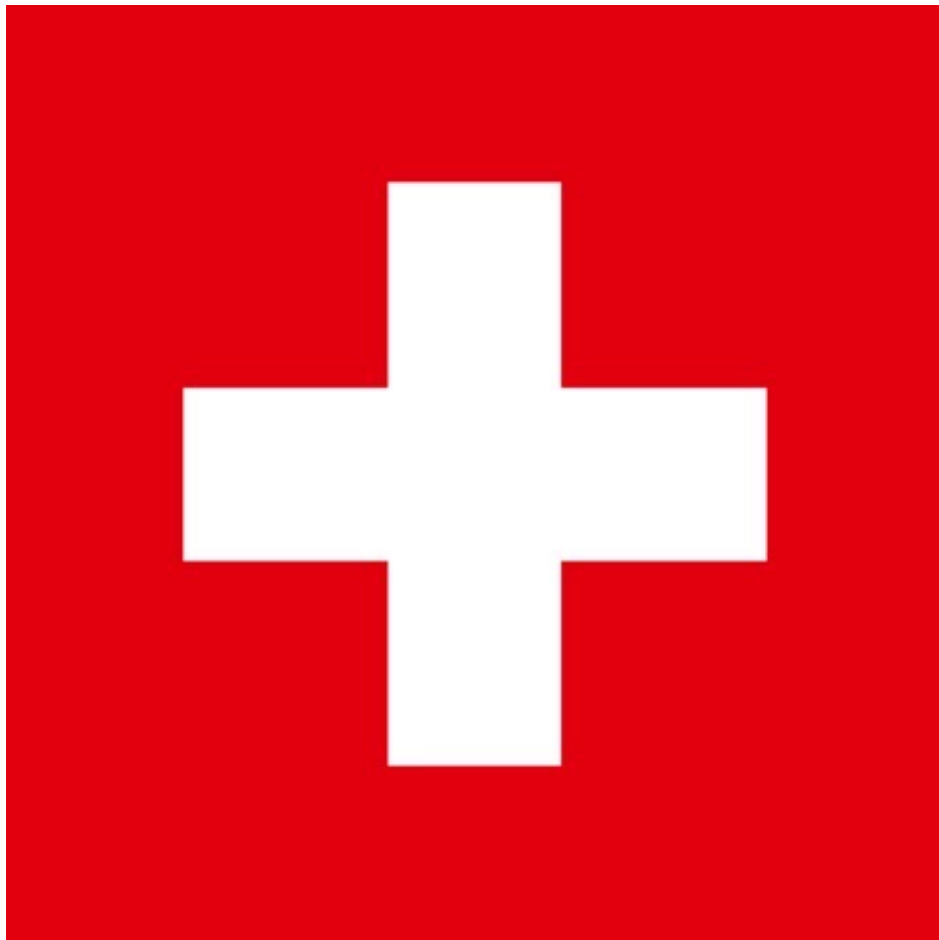


Markets West.

Switzerland.



Switzerland.



Cooperation «Wir Eltern».



Switzerland.

- Largest monthly parent magazin in Switzerland
- Printed copies: 34'400, readers: 147'000
- Language: German
- Details: Over ten editions Wir Eltern is featuring the »Grand Tour for families«: Gstaad, La-Chaux-de-Fons, Morschach, Beinwil / Hallwilersee, St. Ursanne, Losone, Arosa, Zermatt, Montreux & Malbun.
- Each edition contains a hotel prize for a family
- In cooperation with: Accommodation team, Touring & Strapa



Grand Tour Family: Saanen/Gstaad

Von Klangwegen und Geissenhörnern

Saanen/Gstaad im Berner Oberland ist sehr viel familienfreundlicher als gedacht. Die Aktivitäten sind so zahlreich, dass ein Wochenende nicht genügt!

Wer nach Saanen/Gstaad reist, stellt sich auf Begegnungen der mondänen Art ein. Auf Luxus, Limousinen und Lomi Lomi Massagen. Vor Ort aber wird schnell klar: Das lüthliche Berggasthaus, die Blumenwiesen, Fläschen und Auser sind für alle da. Auch der Anblick der übers ganze Tal wie zufällig hingestreuten, hunderte Jahre alten Holz-Chaletts kostet nichts. Ok, der Besitz eines solchen kann sich nicht jeder leisten. Aber den 6-Jährigen interessieren weniger die Standesunterschiede als altersgerechte Action.

Und umgelogen: Die Auswahl an Aktivitäten und Ausflugszielen in Saanen/Gstaad reicht für mindestens einen Monat Familienurlaub! Bei uns müssen zwei Tage mit Intensiv-Programmaussuchen. Am ersten Tag spazieren wir unter anderem dem Klangweg entlang – ein Parcours mit coolen Rätseln bei jedem Posten. Wobei hier kein Kind übers Wandern schneidet. Viel mehr reizt Nikola den lüthlichen Wandweg ab, um zum Schluss ein Geschenk aus der Schatzkiste zu angeln. Selbst wenn die Aufgaben für ein Kindergartenkind teilweise noch etwas schwierig sind – einen Preis fürs Bewältigen des Klangweges erhält jedes Kind.

Am nächsten Tag begleitet uns Mike von Grängen vom Tourismus Büro Gstaad auf den Familienberg Wispile. Für Nikola ist Mike der Grösste. Nicht, weil Mike zweifacher Weltmeister im Riesenslalom wurde, sondern weil er Nikola mit Geduld das Rutschen auf der Tunnel-Rutschbahn beibringt. Der Junge traute zuvor keiner dunklen Röhre. Jetzt mag er mit Hochklettern und Runtersausen nicht mehr aufhören. Sein Übermut wird erst im Streichelzoo ausgebremst. Denn dass selbst süsse Geissen nicht permanent gekraut und gefüttert werden mögen, muss ein Stadtkind erst lernen. Ziegen meckern nämlich nicht als Vorwarnung, sondern setzen mit ihrem Hören gleich Fakten. Natur halt.

Aber bei so viel abenteuerlichem Tapeutenwechsel ist die kurze Schnappatmung schnell vergessen. Auf dem Hämweg im Zug gehen wir die unzähligen Highlights (siehe Tipps) noch einmal durch und finden beide: Wir kommen wieder!

Text: Manuela von Ab

Eine Kooperation mit **Schweiz Tourismus**



Bild: zgg wienlen 4/2023

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Streichelzoo und Erlebnispielplatz Wispile
Schon in der Gondel «Saanen-Express» hinauf auf den Familienberg Wispile gehts los: Mit einem passenden HolzWärl, das die Angst vor der Höhe nehmen soll. Oben beim Bergrestaurant wird im Streichelzoo geübt, wie mit nicht immer gutgelauten Ziegen umzugehen ist. Für Stunden beschäftigt sind die Kids auf dem Erlebnispielplatz mit einem raffiniert gebauten Wasserglaci. Wer mag, kann mütigen Menschen beim Starten mit dem Gletschirm zugucken oder auf einem Panoramaweg zum berühmten Lavensee spazieren. ➔ gstaad.ch



Olgas Kuhstall
Olgas Kuhstall ist ein tierisch spannendes Indoor-Erlebnis auf dem Rindenberg. Über interaktive Spielmöglichkeiten erfahren die Kids viel über das Leben der Kühe und Kinder und lernen im Halbleinwand die Eerkugelbahn, wie das mit dem Ei legen funktioniert. Das Highlight im urigen Stall: Eine rasige Rutschbahn, auf der man quer durch die Räume sausen kann. Bei schönem Wetter mit Familienwanderung Kinderberg-Horneggli kombinieren, ansonsten das perfekte Schlechtwetterprogramm. ➔ gstaad.ch

Fondueoland
Eggl ist im Sommer oder Winter. Vier überdimensionale Caquelons und zwei eigens dafür eingereichte Hüften bieten die perfekte Genusskulisse mit Panoramaaussicht. Möglich macht das Fonduecocktail mit Zutaten aus der lokalen Molke- und Bäckerei.

Bild: zgg wienlen 4/2023



Hotel Tipp HUUS Gstaad, Musse & Action

Im HUUS-eigenen Kid's Club hat Langleweile keine Chance! Unter der professionellen und liebevollen Leitung des Betreuungsteams erleben die kleinen Gäste wunderbare HUUS-Tage. Auf ältere Kinder wartet ein cooles Outdoor-Programm mit Rafting, Klettern oder Seilpark, während die Eltern sich entspannen und verwöhnen lassen dürfen. Inmitten der Berner Alpen genießen sie – zum Beispiel nach einer Familienwanderung – im HUUS Gstaad auf 2000 m² und drei Etagen Pool, Fitness und Spa oder ziehen sich für einen Apéro in eine der Bars zurück. Edele Ferien für alle, halt! ➔ huusgstaad.ch

Wochenende in Gstaad-Saanen gewinnen.
Schweiz Tourismus und wir Eltern schickt Familien im Jubiläumstag auf Entdeckungstour. Entlang der «Grand Tour Switzerland» könnt ihr die schönsten Orte des Landes selbst auf ihre Familienfreundlichkeit testen. Zu gewinnen gibt es diesen Monat zwei Übernachtungen für 2 Erwachsene/2 Kinder im Hotel HUUS in Gstaad-Saanen. Im Wert von 1100 Franken.

Wochenende unter wirEltern.ch/ grandtourfamily
Eintrittsabschluss: 30. April 2023

REISEN

Alpkäseerei Bodmo
Ein Käseli anschauen, beim Chäser zugucken und die warme Berg und Stallluft schnuppern – das ist in der Käseerei von Dominik Matti möglich. Auf Voranmeldung lernen Kinder einen ganzen Vormittag lang, wie sich ein Bergbauernleben anfühlt.

➔ Vorderer Wispile, 079 406 97 39



Erlebniswelt Alpenrohe
In der neu eröffneten Alpenrohe gehen Kinder auf Entdeckungstour. In der 1600 m² grossen Erlebniswelt fahren sie als See-Überläufer im neuen Piratenschiff mit bummeln auf der Kindereisenbahn, springen auf Hüpfbällen oder bauen sich eine Sandburg.

STATION Saanen
In der STATION Saanen geben Bahnen und Seile in allen Facetten den Ton an. Neben Experimenten können Kinder werken, spielen, basteln – animiert von Personal, Holzleuten und Eltern. Highlights sind die Föhnwindbahn und die Chigügelbahn. Prima auch für verregnete Feiertage! ➔ station-saanen.ch



59



Switzerland.

Expats Marketing – Online / Print Advertorial.

- Double page on family friendly activities
- J3L, Lucerne Region, Lake Geneva Region, Easter Switzerland, Toggenburg, Appenzell
- Sustainable travel
- Printed copies: 7'500
- Distribution: various International Schools
- Languages: English
- Online Advertorial on ispm.com
- Reads: 21'327



Family friendly activities to do in Switzerland this Spring

Although considered the perfect winter spot with its world-class ski resorts and mountains blanketed in snow, Switzerland transforms into a Spring wonderland once the winter chill eases. From March, flower meadows bloom, hiking trails reopen, and cities prepare for

Spring visitors, events and festivals. From horse riding to glaciers, we've rounded up some of the best family friendly activities to enjoy this Spring in Switzerland.

Horseback riding in the Jura
For horse riders of any level of experience,

the Jura will feel like paradise. Horseback riding in gentle, hilly landscapes and expansive natural areas is perfect for all riders. On the Jura mountain range, the Franches-Montagnes region is home to the indigenous Swiss breed that lives partly wild. Experience the horses wandering blissfully across the mountainscape as you canter along.



Adventure on the Stoonsbahn
A world record-holding technical innovation awaits at the heart of Switzerland; the steepest funicular railway in the world! Leading from Schwyz up to the car-free mountain village of Stoons, the journey is truly an adventure with passengers heading up to a natural paradise 1,300 metres high. The Stoonsbahn reaches an astonishing gradient of 110% (47 degrees), a technical marvel that will delight even the youngest of guests. However, the most fascinating part has to be the spherical cabins that adapt to the gradient perfectly. This



functionality enables passengers to stay upright at all times. **"Horseback riding in gentle, hilly landscapes and expansive natural areas is perfect for all riders."**

Follow in the footsteps of the Romans in Avenches

The Romans left behind a trail of history in Avenches, Switzerland, and now you can follow in their footsteps. Near Lake Murten, ancient monuments can be found in the idyllic landscape. Around 20,000 people once lived in Aventicum, today known as Avenches, when it was the capital of Roman Helvetia 2,000 years ago.

Discover this time in history by taking the tour beginning at the amphitheatre. From there, guests can access the most exciting sights and excavations, including the remains of Roman theatres and thermal baths. The tour gives a better representation of the former size of the ancient city and helps guests imagine the lively trade that used to take place among the stately villas and temple complexes.

To protect themselves from possible attackers, the Romans also built a wall that was 3 kilometres long and up to seven metres high, with over 73 towers. Remains of this can still be seen today by visitors.

Walk the Tree top trail in Neckertal
In May 2018, the first treetop path in Switzerland opened in Mogsberg in the Toggenburg holiday region near St. Gallen.



The 500-metre path softly winds from the forest floor into the treetops, offering a unique nature experience where visitors are at eye level with flora and fauna. The track is also disabled-accessible.

Discover the trees, listen to the sounds of the forest and observe the woodland

animals at 40 stops along the path. A highlight is the viewing platform extending over 50 metres above the ground. From here, enjoy an extensive view of the entire Neckertal valley as far as Toggenburger, Churfirsten and Appenzellerland.



BeNeLux.



Belgium: Meetings. Study trip Davos.

- Study trip Davos
- 9. - 12.03.2023
- 8 agencies and 1 media
- 1 overnight at Dorint Hotel Zurich airport and 2 overnights Alpengold Hotel Davos
- Ski, snowshoe, fondue in igloo, winter sport museum and diverse hotel site inspections





Switzerland.

Belgium: Meetings. Study trip Davos.





Switzerland.

Netherlands: Meetings. Cooking Workshop.

- Event 30.03.2023 in Amsterdam
- 50 participants
- Partners: Convention Bureau Davos, Engelberg, Lucerne Convention Bureau, SV Group, Swiss, The Dolder Grand Hotel



Netherlands: Promotion. NKBV Wandelevent.

- Hiking Event of the NKBV in the Netherlands
- 02.04.2023
- 1000 hiking and biking enthusiasts
- 3 Swiss Partners: Ticino, Wallis, Jungfrau Region





Switzerland.

Netherlands: Promotion. Ambassador Winter Campaign.

- Evi Hanssen, celebrity in Belgium and the Netherlands
- 26. - 31.03.2023
- Shooting in Jungfrau Region, Nendaz and Thyon Region
- Distribution in September 2023



Italy.



Switzerland.



KAM: eNL II Cioccolatoino.

- Date: 7.3.2023
- What: eNL sent to our DB trade
- Focus: Promo Trenitalia, 100% Women offers, Launch Master Vacanze
- Opening rate: 14,6%
- Clicked: 0,9%
- Link



Primavera al museo con la Promo 2x1 e in sella con 100% Women Cycling.

Per la bella stagione, Svizzera Turismo propone le città d'arte e d'architettura contemporanea promuovendo una in collaborazione con Trenitalia e Ferrovie Federali Sviz. Riparte il 18 marzo l'iniziativa 100% Women per avvicinare quest'anno i riflettori sono puntati sul ciclismo in tutte le ideali dalle donne e per le donne.

Prossimi appuntamenti: dal 16 al 18 Marzo saremo insi Napoli.

Vi aspettiamo!

Laura Zancolò



In treno in città all'insegna di arte e architettura.

Ci sono città, in Svizzera, che paiono studiate apposta per chi ama l'arte e l'architettura contemporanea. Con l'offerta Promo 2x1 di Trenitalia e FFS si possono raggiungere le principali città svizzere in treno spendendo la metà. Un'occasione per visitare i musei d'arte, come il Kunsthaus Zuerich o il MASI di Lugano, o quelli dedicati alla scienza e ad altri campi del sapere.

Maggiori dettagli



Nuova iniziativa per le donne: 100% Women Cycling.

È giunta al terzo anno l'iniziativa 100% Women di Svizzera Turismo che promuove le attività outdoor al femminile invitando le donne di tutto il mondo a intraprendere nuovi sport con spirito di condivisione e di divertimento. Fra le iniziative la 100% Women Gravel Challenge e una nuova piattaforma online dedicata a pacchetti e tour pensati per le donne. Gli itinerari, di uno o più giorni, sono adatti per i neofiti e per i più esperti.

Prenota qui



Switzerland.

KAM: Fair BMT in Napoli.

- Dates: 16-18.3.2023
- What: most important fair in south Italy, 400 sellers, 10'500 visitors (trade)
- Focus: new itineraries of Il Girasole Viaggi, Grand Train Tour, Bernina Express, BLS Trenino Verde delle Alpi
- Interview with locat TV station
- Partners involved: BLS, Il Girasole Viaggi, RhB

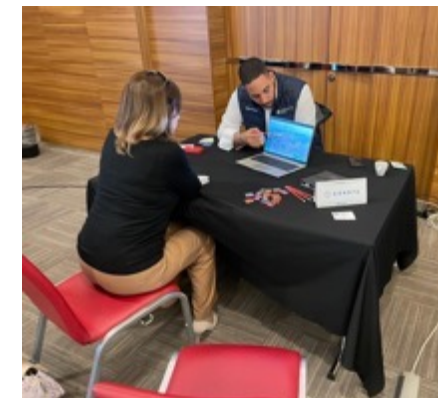




Switzerland.

KAM: Roadshow KAM Torino, Milano, Verona.

- Period: 21-23.3.2023
- What: Roadshow in Torino, Milano and Verona
- Held by Aviareps
- Contacts: 50 each city
- Pre-arranged meetings
- Partners involved: Bern Welcome, BLS, Geneve Tourism, Interlaken Tourismus, Ticino Turismo

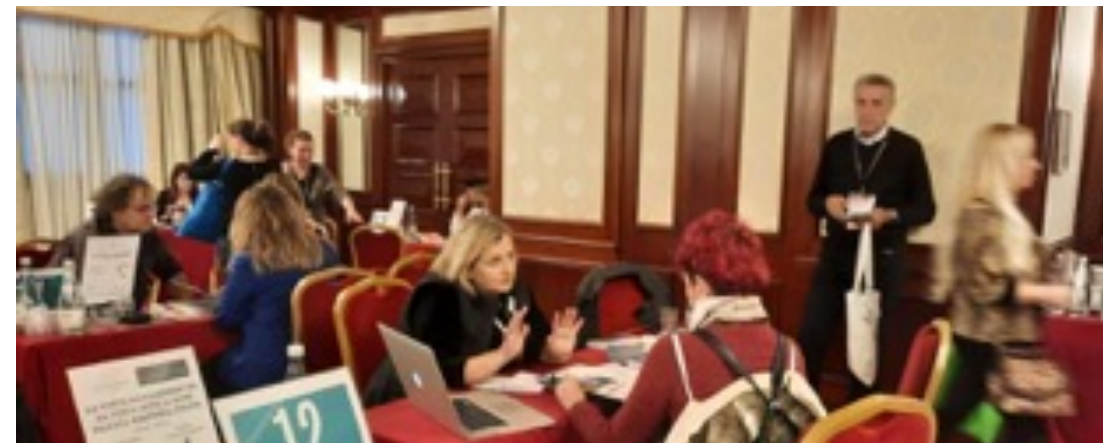




Switzerland.

KAM: workshop Comitel in Milano.

- Date: 23.3.2023
- What: Workshop Organized by Comitel
- In partnership with Adrastea Viaggi
- Partners involved: BLS, Bern Welcome, Geneva Tourism, Interlaken, Ticino Turismo



KAM: Fam Trip MRAG.

- Dates: 24-26.3.2023
- What: Fam trip in MRAG
- Focus: Excursion, thermal baths
- Partners involved: Aletsch Arena, Leukerbad Tourismus



KMM: Individual media trip North.

- Dates: 4-6.3.2023
- Participant: Clara Salzano & Stefano Govi
- Focus: Engadin & Bernina Express for fanpage.it
- Partners involved: RhB and Engadin



Switzerland.

KMM: Media Newsletter Promo 2x1 & 100% Women Cycling.

- Date: 6.3.2023
- What: Media Newsletter
- Topics: Promo 2x1, AMOS and 100% Women Cycling
- Link



Primavera al museo con la Promo 2x1 e in sella con 100% Women Cycling.

Per la bella stagione, Svizzera Turismo propone le città svizzere alla scoperta dei capolavori d'arte e d'architettura contemporanea promuovendo una nuova offerta in treno, la **Promo 2x1**, in collaborazione con Trenitalia e Ferrovie Federali Svizzere.

Riparte l'8 marzo l'iniziativa **100% Women** per avvicinare il pubblico femminile all'outdoor: quest'anno i riflettori sono puntati sul ciclismo in tutte le declinazioni con pacchetti e tour ideati dalle donne e per le donne.

Per **foto** approfondimenti, siamo a disposizione.

Francesca Rovati e Luvi Brogгинi

Tel. 02 7601 3203



In treno in città all'insegna di arte e architettura.

Ci sono città, in Svizzera, che palano studiate apposta per chi ama l'arte e l'architettura contemporanea. Con l'offerta **Promo 2x1** di Trenitalia e FFS si possono raggiungere le principali città svizzere in treno spendendo la metà. Un'occasione per visitare i musei d'arte, come il Kunsthaus Zuerich o il MASi di Lugano, o quelli dedicati alla scienza e ad altri campi del sapere.

Scarica il comunicato



Nuova iniziativa per le donne: 100% Women Cycling.

È giunta al terzo anno l'iniziativa **100% Women** di Svizzera Turismo che promuove le attività outdoor al femminile invitando le donne di tutto il mondo a intraprendere nuovi sport con spirito di condivisione e di divertimento. Dopo l'escursionismo e l'alpinismo in chiave femminile, è la volta del **ciclismo in tutte le sue declinazioni**. Sono in programma varie iniziative, tra cui la **100% Women Gravel Challenge** e una nuova piattaforma online dedicata a pacchetti e tour pensati per le donne.

Scarica il comunicato



Switzerland.

KMM: Individual media trip North.

- Dates: 12-15.3.2023
- Participant: Magda Mutti
- RhB, Hotel Carlton in St. Mortiz and Clinique La Prairie in Monteux



Switzerland.

KMM: Media event Swiss Cities in Milano.

- Date: 14.3.2023
- What: Media event at Spazio Gessi in Milano to present swisstainable in the swiss cities and partners' news
- Participants: 69 journalists
- Partners involved: Basel T., Geneva T., Made in Bern (Bern Welcome + Interlaken), RhB, STS, Ticino T., Zürich T.

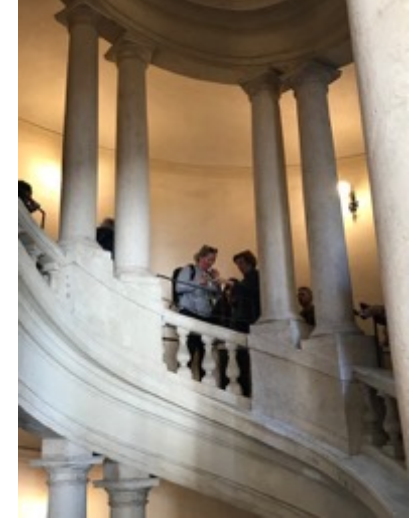




Switzerland.

KMM: Media event Swiss Cities in Roma.

- Date: 15.3.2023
- What: Media conference “on the road” in Roma to present swisstainable in the swiss cities and partners’ news
- Participants: 35 journalists
- Partners involved: Basel T., Geneva T., Made in Bern (Bern Welcome + Interlaken), RhB, STS, Ticino T., Zürich T.





Switzerland.

KMM: AREA Radio interviews with swiss partners.

- Date: 15.3.2023
- What: Radio interviews with Renato Julier and Natascha Martin, in occasion of the media meeting
- Focus: Cities offerts





Switzerland.

KMM: Interviews in Napoli.

- Date: 17.3.2023
- What: Media conference during the BMT fair in Napoli
- Focus: summer and RhB
- Partners involved: BLS, Il Girasole Viaggi, RhB





Switzerland.

KMM: Media newsletter Swiss Cities.

- Date: 20.3.2023
- What: Media newsletter
- Topics: news and event in Geneve, Zürich, Basel and Bern
- Link



Tendenze e novità nelle città svizzere.

Immerse alla natura, sostenibili, innovative ma attente a conservare le proprie tradizioni. Le città svizzere sorprendono per la qualità e la quantità delle proposte in campo culturale nonostante le piccole dimensioni. Ben collegate e a misura d'uomo sono la base ideale per combinare l'esplorazione urbana a escursioni in giornata.

Per foto, approfondimenti, siamo a disposizione.

Francesca Rovati e Luvi Brogginì

Tel. 02 7601 3203

[Scarica la cartella stampa](#)



Tutte le novità di Ginevra.

Riapre il Museo della Riforma dopo una radicale ristrutturazione e si torna in cima al monte di casa, il Saleve, con la nuova funivia per visitare il Giardino Botanico, pranzare al ristorante o praticare diversi sport. E non è finita qui. In autunno viene inaugurato Science Gateway, il portale del CERN dedicato alla divulgazione scientifica, progettato da Renzo Piano.

[Scarica il comunicato](#)



Basilea fa 13.

Con l'assegnazione del premio Pritzker a David Chipperfield, sono ora 13 gli architetti insigniti del prestigioso riconoscimento ad aver lavorato a Basilea. Si possono ammirare i loro edifici al Campus Novartis, ora aperto al pubblico, e passeggiando per tutti i quartieri di Basilea. Fra le novità la Garden House dell'architetto giapponese Tuiyoshi Tane al Vitra Campus dove, in attesa dell'inaugurazione, viene proposta la mostra a tema "Garden Futures: Designing with Nature".

[Scarica il comunicato](#)



Mostre, pop-up bar e festival: la bella stagione di Berna.

Il Centro Paul Klee celebra il legame fra arte e natura con la coltivazione del fieno sulle 3 colline che lo circondano e con la mostra "Tutto cresce". Il 21 marzo prende il via il Festival Internazionale del Jazz con oltre 200 concerti. A luglio si balla sul Gurten mentre nel centro storico ad agosto si esibiscono artisti di strada provenienti da tutto il mondo. Novità anche nel campo della ristorazione e dell'hotellerie dove si punta sulla convivialità.

[Scarica il comunicato](#)



A Zurigo la creatività batte i cliché!

Zurigo, la città più vivace della Svizzera, è pronta a sbarazzarsi dei cliché! Contrariamente a quanto uno possa immaginare, sempre più persone in città lavorano nell'industria "creativa" (architettura, musica, cinema, editoria, arte, radio, pubblicità, design, gaming e molto altro) rispetto a chi lavora nel settore finanziario.



Switzerland.

KMM: Radio Toscana interviews.

- Date: 27.3.2023
- What: interviews with Radio Toscana
- Focus: Geneve CERN, Trains anniversary ans Sechseläuten in Zürich



Switzerland.

KMM: Event in Vatican.

- Date: 28.3.2023
- What: arrival of Mr Rossetti and dog Magnum in Vatican (walking along the Via Francigena from Brig to Rome-Vatican City)
- In coop with Swiss Embassy in Santa Sede





Switzerland.

Promotion: Media Conference “Le donne e l’architettura”.

- Date: 8.3.2023
- What: Conference of 4 women architects (included Inès Lamunière, di- a, designlab-architecture, Geneva)
- Organized in coop with Arianna Callocchia
- Where: Ordine degli architetti Milano
- Contacts: 150 in presence + 500 online
- Partner involved: Geneve Tourism
- Distribution of brochure swiss cities & amos





Switzerland.

Promotion: Parliamo romancio!.

- Date: 10.3.2023
- What: Desk for collect email address and distribution of brochures
- Where: Sapienza Università di Roma, Edificio Marco Polo
- Contacts: 50
- Distribution of ST brochures





Switzerland.

Promotion: Swiss Cup 2023 Golf club Marco Simone.

- Date: 26.3.2023
- What: Golf competition at Golf club Marco Simone
- Distribution of ST brochures
- Contacts: 100
- Partners involved: Appenzeller Bier, Guarda Golf Hotel, RhB, STS, Victorinox



Digital: ST E-Newsletter March.

- Date: 13.3.2023
- What: St E-Newsletter March
- Focus: Promo 2x1 & Camelie, Locarno
- Link

I consigli dei nostri partner.



Lasciati stupire dalle città svizzere!

Con la Promo 2x1, viaggi in trenoEurocity a metà prezzo nei più bei musei della Svizzera spendendo la metà! Approfitta di questa offerta per visitare dal 9 marzo al 16 aprile i musei, le diverse collezioni e le audaci architetture della Svizzera!

[Scopri la promo](#)



Camelie Locarno

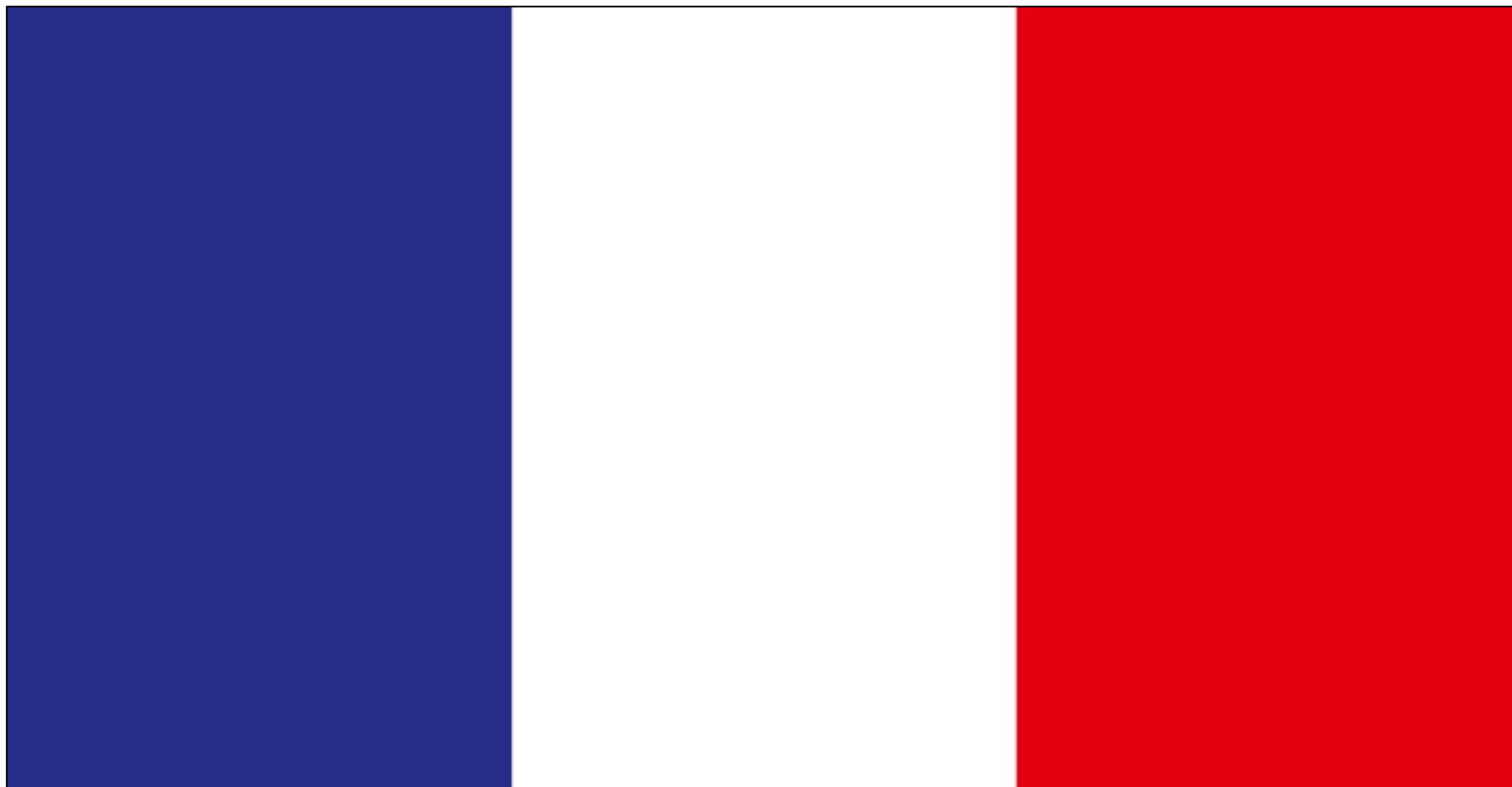
La rassegna si svolgerà quest'anno per la 24esima volta dal 29 marzo al 2 aprile 2023 al Parco delle Camelie di Locarno. 200 sono le varietà che verranno splendidamente esposte, incorniciate da un programma che prevede appuntamenti collaterali e momenti culturali.

[Scopri di più](#)

France.



Switzerland.



Campaign activation – Swiss Cities.



- **Partnership with the media “Détour en France”** (Print and digital)

- Part of the KeyParner campaign
- Print : 1 advertorial double-page
- Digital:
 - 1 native content & display campaign - 125'000 impressions

- **KPI:**

- 109'811 copies - 662'000 readers
- 250'000 impressions - 4'000 visits

DÉTOURS EN FRANCE & SUISSE TOURISME
MAGAZIN DE VOYAGES

BERNE TENDANCE NATURE

Historique, gastronomie, muséale, verte et... facilement accessible en train, tels sont les atouts décisifs de la capitale fédérale suisse, dotée d'un patrimoine immense comparé à sa taille. Parfait pour une escapade.

Au carrefour des cultures latine et germanique, Berne est plus qu'une capitale confédérale. Depuis 1713 ans, sa place institutionnelle lui vaut d'abriter un pan majeur de la culture suisse. La preuve ? Dès 1983, la vieille ville a été inscrite sur la liste du patrimoine mondial par l'UNESCO. De la fibronomie et ses terrasses de cafés jusqu'à la rivière de l'Aar, le centre médiéval et classique déploie ses kilomètres de rues à arcades. **L'une des plus longues promenades commerçantes couvertes d'Europe.** Elle offre des boutiques propres à un shopping intense. De part et d'autre de Marktgasse, la rue principale, les portes Kallguturm et Zyggloge (la tour de l'Horloge et son célèbre carillon) encadrent de superbes demeures des XVII^e et XVIII^e siècles. Au-delà, la rue Rf empasse mène à la collégiale avec le plus haut clocher de Suisse, 100m ! jus à l'hôtel du gouvernement, siège de l'assemblée cantonale.

Les fontaines ouvragées et fleuries du XV^e siècle, nombreuses et alimentées en eau potable, agrémentent la disambulation. Berne, ce sont aussi des édifices monumentaux et des parcs. L'imposant palais fédéral (le Bundeshaus, siège du gouvernement et du parlement suisse), le Kunstmuseum et le Zentrum Paul Klee (lequel abrite **la plus grande collection mondiale d'œuvres de Paul Klee**), ainsi que les musées d'histoire, d'histoire naturelle et alpin suisse, ravivent les fans d'architecture et de culture. Située dans une boucle de l'Aar, Berne est également une ville 100% green, considérée comme la deuxième capitale la plus verte d'Europe. Le jardin botanique et le jardin des roses, qui s'étendent sur la rive droite de l'Aar avec une vue splendide sur la vieille ville, charment les amateurs de chromophilie. **Tout comme le Gurten, superbe sommet-belvédère ouvert sur Berne,** accessible en funiculaire. Si l'on y ajoute un large choix de restaurants typiques dans des caves voûtées et des transports publics gratuits pour les hôtes séjournant au moins une nuit (avec le Bern Ticket), l'escapade à Berne devient un must del

DÉTOURS EN FRANCE & SUISSE TOURISME
MAGAZIN DE VOYAGES

DÉCOUVRIR LA VILLE ET SES ENVIRONS À E-BIKE !

Ville verte, Berne s'ouvre sur un décor de grande nature. Et quoi de mieux que le vélo à assistance électrique pour découvrir ses charmes ? Unique en Suisse, le territoire a conçu **quatre parcours** pour flâner sans effort dans les collines bernoises. Des itinéraires offrant chacun un thème et une liste de magasins de produits locaux, de restaurants et de points d'intérêt, avec des informations en français. Idéal pour des vacances à vélo !

- 1 Le Ruban vert de Berne → Balade nature et agricole**
Tracée dans la campagne autour de la ville, cette boucle de 59 km va à la rencontre des paysages verdoyants et cultivés du territoire. Situé quasi la capitale, la nature reprend ses droits et offre l'image d'un terroir bien ordonné, entre fermes et vergers, épiceries et cafés de village, points de vue et forêts. Au menu : le site naturel de Kintzal, le lac de Nohien et un formidable panorama sur les Alpes bernoises (Elger, Mönch et Jungfrau). bern.com/fr/le-ruban-vert-de-berne
- 2 Parcours panoramique de Fribourg → L'itinéraire à grand spectacle**
43 km scéniques, voilà ce qui attend les cyclistes engagés sur cet itinéraire, au nord-ouest de Berne. Les petites routes belvédères empruntées offrent des vues plongeantes sur Berne et les sommets alpins. Le panorama le plus spectaculaire s'apprécie au sommet de la tour Chutzenurm. Par beau temps, on peut voir le Titlis, le Moléson et le mont Blanc. Autre point d'intérêt : le Busselinos, un marais et une réserve naturelle secrète... bern.com/fr/le-parcours-panoramique-de-fribourg
- 3 Boucle du temps de Laupen → L'éloge de la lenteur**
Prendre le temps, n'est-ce pas ce dont nous rêvons tous ? C'est ce que propose ce parcours facile de 31 km, tracé à l'ouest du canton de Berne, près de la ville de Laupen et de son château (avec sa nouvelle chambre d'hôtel). Un "rétropédalage" à travers champs et villages, en attendant de déjeuner dans une auberge pour goûter à la traditionnelle Berner-Platte (la assiette bernoise) et en laissant filer le temps sans contrainte... bern.com/fr/boucle-du-temps
- 4 Routes des légendes du Ganttrich → Gorges et forêts féériques**
Ce circuit de 64 km met le cap sur le parc naturel du Ganttrich, au sud de Berne. Ce territoire de canyons et de forêts dominé par la chaîne du Ganttrich est un terrain de jeu grandeur nature pour une boucle de deux jours émaillée de points d'intérêt... légendaires : le mythe du moine sans tête près des ruines du monastère de Rüeggisberg ; l'histoire du seigneur de Rabenstein, celle de l'homme de feu d'Hinterfluggen... bern.com/fr/routes-des-legendes-du-ganttrich

INFOS PRATIQUES
Se rendre à Berne : TGV Lyria au départ de Paris gare de Lyon, Dijon, Belfort-Mulhouse et Mulhouse, avec changement à Bâle. Plus train Intercités Bâle-Berne. Compter 4 h 30 de trajet depuis Paris.
www.tgv.com et www.gdn.ch
Pour réserver votre séjour : bern.com/fr et suisse.com/berne

OFFRE DE RÉSERVATION
4 jours et 3 nuits sur les quatre parcours incluant le transport des bagages.
bern.com/vacances-velo

Suisse.

Campaign activation – Swiss Cities.

- **Stand at the contemporary ArtFair/Art Paris together with Basel Tourism.**
 - Date: 29th of March – 2nd of April
 - Location : Grand Palais Éphémère
- **Goal:** Promote the cultural offer and museums of Switzerland with a focus on Basel
 - Distribution of AMOS and Hotel Cooperation brochures (Spa, historic, and Design) as well as many brochures from Basel and its museums
 - Presence of the hotel "Les Trois Rois" to promote a specific offer to the visitors of the Fair
- **KPIs:**
 - 67'00 visitors expected
 - 130 galleries from 23 countries





Switzerland.

KMM – TV report.

- **Echappées Belles, *La Suisse de village en village*.** Leading TV program about travel, culture, people, traditions.
 - **Date:** 4th of March,
 - **Content:** one episode (**90 minutes**) about Swiss mountain villages
 - Traditions (Silvesterkläuse, cheese, dances and music), craftsmanship, festivals (Belle Epoque Kandersteg, Ballons Festival Château-d'Oex).
- **KPI:**
 - About 1'000'000 viewers (+ replays)
 - Watch the episode (available in France) or on Youtube.



KMM – Media event.

- **ST Swiss cities media event, in collaboration with Basel, Geneva and Zurich.**
 - **Date:** 8th of March
 - **Location:** Hotel Lutetia, Paris.
 - **Objective:** Presentation on the three cities, with a special focus on the proximity of nature and water, followed by a lunch.
 - **KPI:** 17 key medias participated.



KMM – Media event.

- «**Les rencontres de la presse ADONET**» - presence of the media team
 - **Date:** 29th of March.
 - **Goal:** once a year, The Association of National Foreign Tourist Offices in France (ADONET), organizes a day during which TO tourism media and influencers can meet and exchange
 - **KPI:** « Speed meetings » with 25 contacts.



KMM – Top Coverage.

- **Art de vie – Escapades, L'autre Suisse**
2 pages article in Elle Magazine and elle.fr.
 - **Date:** 4th of March 2023.
 - **Content:** Festivals, bars, design hotels, boutiques, etc. Everything that can be done « beyond the clichés » in the Swiss cities.
 - **KPI:** About 4'000'000 contacts.
 - [Link to the article.](#)



KAM – Travel fair Fitour – Aurillac.

- Travel fair organized by **Fitour**, a travel agency network in Central and Southwestern France.
- **Date /location:** After Brive-la-Gaillarde in Nouvelle-Aquitaine in January, **March 25th in Aurillac** (Airport) in Auvergne
- **Objective:**
 - Promoting the Fitour trip package in Switzerland (focus on panoramic trains - dates in June and October. New tour on the Riviera Vaudoise for the occasion).
 - Promoting Switzerland and STS through 3 conferences
- **KPI and results:** about 1000 visitors / June trip fully booked / October soon full and opening of a new tour.





Switzerland.

SCIB - Pure Meetings & Events.

- **“Pure Meetings & Events»** - presence of the SCIB team.
 - B2B platform with and without pre-scheduled appointments.
 - **Target:** agencies, corporates, assoc.
 - **Date:** 16th of March 2023
 - **KPI:** 25 contacts with clients (6 new ones)
 - **Registered partners:**
 - Geneve with hotel partner
 - Lausanne with hotel partner
 - Davos
 - Montreux
 - Olympic Museum & Sandoz Hotel F.



SCIB - Study Trip to Davos & Basel.

- **Study trip to Davos and Basel**
- **Program of the trip:**
 - Davos: Site visits and its MICE assets, various activities in the snow
 - Basel: discovery Basel in a day: stroll in the old town, site visits, Lächerly tasting
- **Participants:** “Team Amex” – winners of a past event that included a competition
 - 5 account directors of American Express Meeting & Events
- **Date:** 24 -27 March 2023

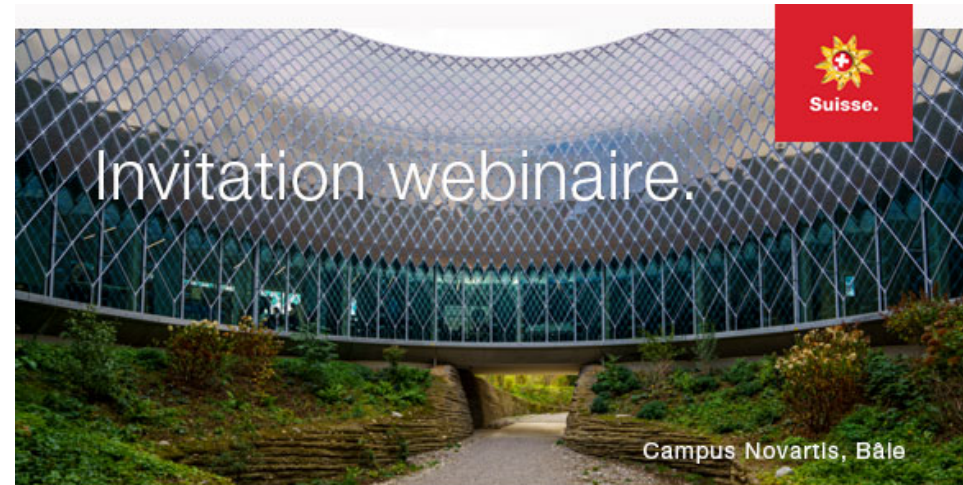


SCIB – Webinar : New hotel & event venues.



Switzerland.

- **Webinar: New hotel & event venues**
- **Content and objectives:**
 - A 20 minutes presentation on recent hotel openings and reopenings
 - Customers can register for live participation or replay.
- **Participants:** agencies & corporates
- **Date:** 30th of March 2023
- **KPI:** 29 live participants & 73 clients who wished to receive the replay & presentation



Participez à notre webinar du jeudi 30 mars à 09h30

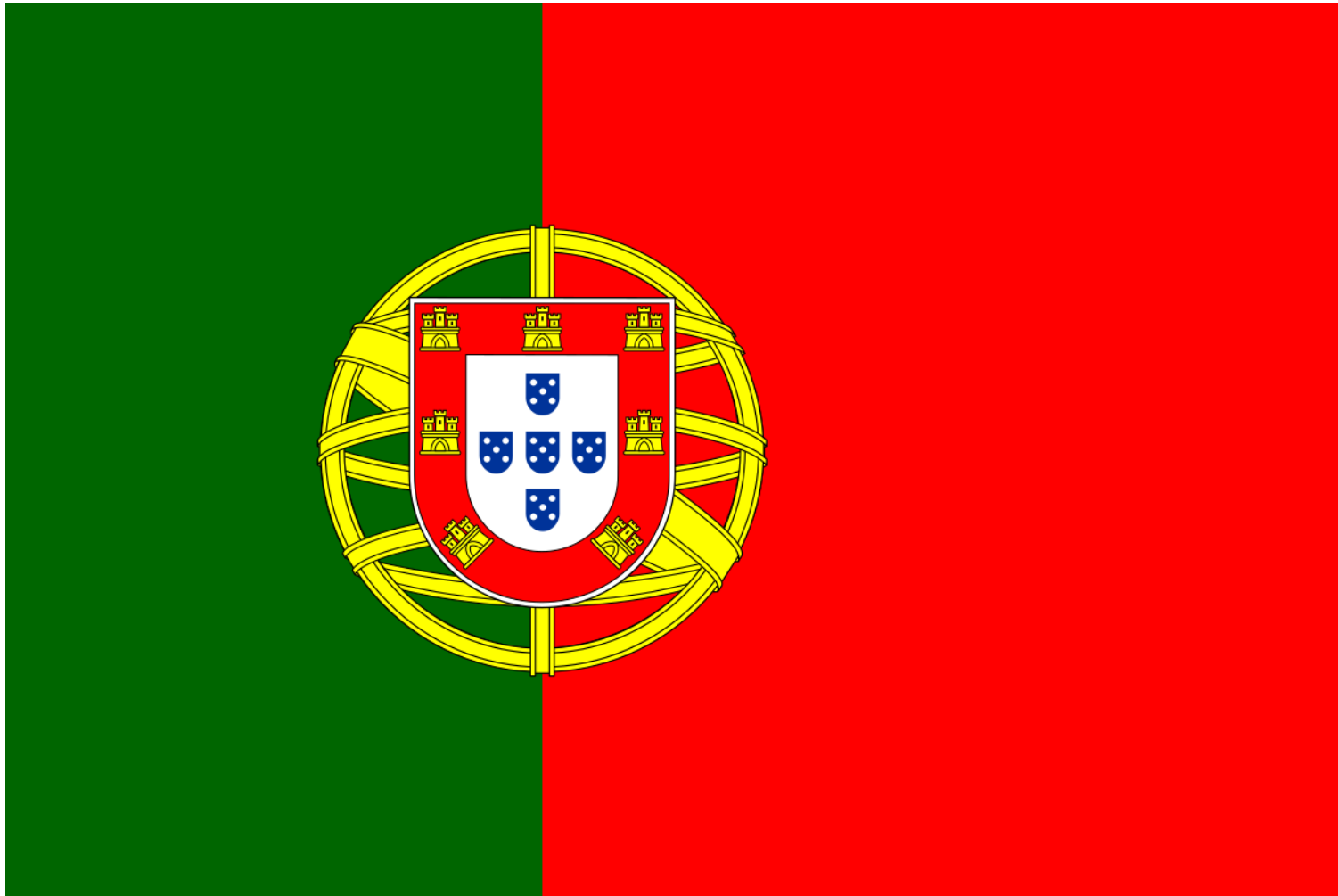
Nouveautés événementielles en Suisse : on fait le point.

Le Suisse Convention Bureau vous présentera dans ce 1er webinar de l'année les **dernières nouveautés** dans plusieurs grandes villes de Suisse, des **ouvertures** d'hôtels pour vos séminaires ou incentives à la montagne et quelques **hôtels atypiques** dans des destinations plus petites.

Portugal.



Switzerland.



KMM/Digital: Aletsch Arena @Volta Ao Mundo.



Switzerland.

- In January, a journalist and photographer from "Volta Ao Mundo," a **leading travel magazine**, participated in a **media trip** to explore winter snow activities in Aletsch Arena.
- The trip resulted in a stunning **18-page feature** on Aletsch Arena in the magazine's March edition, including the **cover story**.
- "Volta Ao Mundo" is renowned for its **high-quality publication** standards, providing readers with engaging travel stories and captivating visuals.



apenas perturbada pelos chocalhos do gado que, diz-se, o indispuseram ao ponto de se pegar com os pastores. A glória da vila extinguiu-se com a Primeira Guerra Mundial e a morte de sir Cassel, que a colocou nas mãos da neta, que haveria de ser uma lady Moubatten, fami-

A Villa Cassel foi acolhida por um rico banqueiro inglês e a hoje a sede de uma associação ambientalista

cizado, emigrou para os Estados Unidos em 1959 e continuou a instruir os outros sobre a arte de deslizar sobre um manto alvo, no esquí acrobático que cria no Valais. Chamaram-lhe o "suíço louco" e catapultaram-no para as capas das revistas. Até ao fim da Guerra do Vietname



Timing: March 2023

Media contacts: 36'305

Marketing contacts: 450'000



Switzerland.

BTL in Lisbon: biggest tourism fair in Portugal.

- Opportunity to **network with fellow professionals** in the tourism industry at the **largest tourism fair in Portugal**, the "Bolsa de Turismo de Lisboa".
- More than **1'400 exhibitors**, **75 international destinations** and a total number of **63'000 visitors**.
- "Volta Ao Mundo" magazine's exclusive Switzerland edition was distributed and prominently displayed at the fair on the magazine's booth, attracting the attention of attendees and offering a glimpse of Switzerland's stunning beauty and attractions.



Timing: March 2023

Spain.



Switzerland.



Switzerland.

Fribourg Region video advertorial.

- A famous Spanish travel journalist produced a 4' video with the highlights of the region and distributed it on top newspaper:
 - Home of elperiodico
 - BC at viajar.elperiodico.com
 - Reels on FB, IG and Twitter
- Second life for the guide *Friburgo, una region que sabe a queso*

Destinos

VÍDEO | ¿Estás preparando tus próximas vacaciones? Este destino de Suiza te va a enamorar

Es noticia

VÍDEO | ¿Estás preparando tus próximas vacaciones? Este destino de Suiza te va a enamorar

Recorremos en coche eléctrico diferentes rincones de esta región del país alpino

Switzerland: la guía definitiva para descubrir el Cantón de Friburgo e...

Ver más ta... Compartir

MÁS VÍDEOS

0:01 / 5:43

YouTube

Qué visitar en la ciudad de Friburgo



Timing: March 2023
Marketing contacts: 442'000



Switzerland.

KAM: Webinar with Travel Expert Academy.

- After the participation of more than 450 travel agents in the eLearning program last month of February, the 10 highest scoring participants attended a webinar about the GToS, the GTToS, the STA and MySPro
- A Kahoot with fun questions was held, raffling a flight for 2 people



Timing: March 2023

Marketing contacts: 10 travel agents

Top Coverage Viajes National Geographic.



Switzerland.

- **18-pages article** about the regions of Bern and Lucerne, including Schilthorn, Jungfrauregion, cities of Bern and Lucerne & Pilatus
- We did not get the award for best destination but a Special Mention in the category of Best European Destination



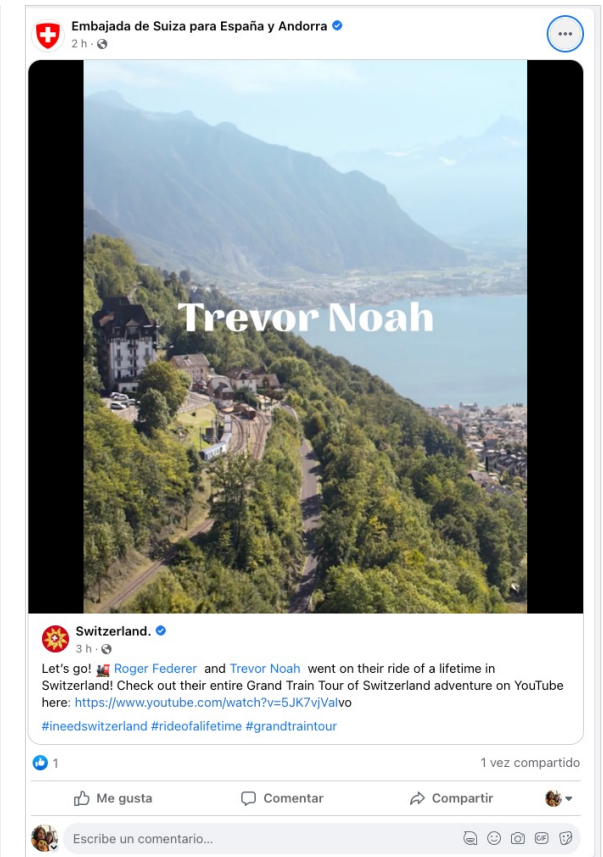
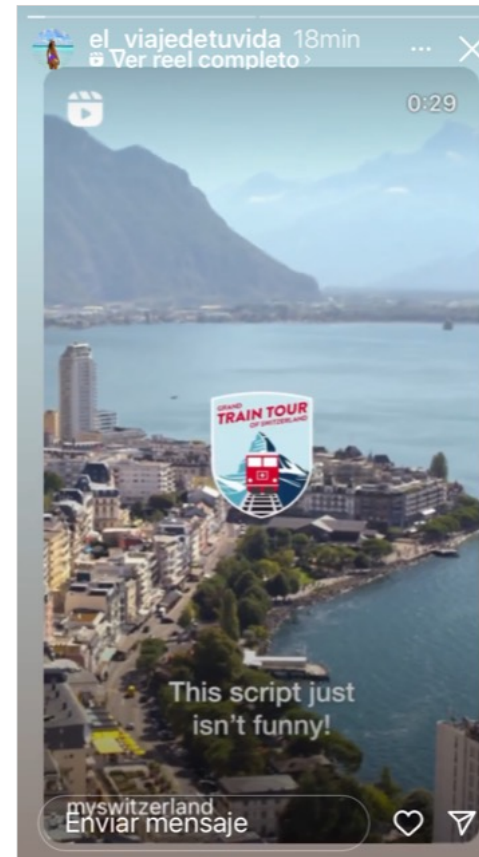
Media contacts: 526'994



Switzerland.

Roger Federer's spot in Spain.

- Our Heidis Modernos shared RF video reaching 348'399 followers
- The Swiss Embassy, Consulates and the Swiss School in Barcelona shared it to nearly 20'000 contacts
- A NL was sent to our media and trade contacts with 3'372 subscribers
- Touroperators Atrápalo and Catai also published the video reaching 46'000 followers



Media contacts: 417'771



Switzerland.

Roger Federer's spot in the Spanish media.

- Marca.com, online sports newspaper, 850'000 contacts
- Revistavanityfair.es, online lifestyle magazine, 759'186 contacts
- Viajes.nationalgeographic.com, online travel magazine, 417'601 contacts
- Mundodeportivo.es, online sports newspaper, 350'000 contacts
- Oxigeno.es, online outdoor magazine, 137'500 contacts
- Puntodebreak.com, online tennis magazine, 133'000 contacts

The collage consists of four overlapping screenshots of Spanish media articles:

- VIAJES NATIONAL GEOGRAPHIC:** Article titled "ROGER FEDERER EMPRENDE EL VIAJE DE SU VIDA EN LOS TRENES DE SUIZA". Sub-headline: "Tres ferrocarriles que subliman la idea del viaje en tren y que han impresionado hasta a Roger Federer al adentrarse por los parajes más espectaculares de los Alpes." Date: 30 de marzo de 2023.
- VIAJES:** Article titled "El viaje de una vida con Roger Federer". Sub-headline: "La leyenda del tenis y el comediante Trevor Noah comparten trenes y aventuras en un desternillante corto". Date: 30 de marzo de 2023 (12:42 CET).
- VANITY FAIR:** Article titled "Los zapatos minimalistas en los que el color importa". Sub-headline: "MIM es una marca de zapatos que surge con la intención de exaltar la figura femenina como una mujer segura y empoderada." Date: 30/03/2023 - 16:16 CET.
- PUNTODEBREAK.COM:** Article titled "Roger Federer y el viaje". Sub-headline: "El ex número uno del mundo protagoniza un sport que suple el país." Date: 30/03/2023 - 16:16 CET.

Media contacts: 1'569'000

UK/Ireland.



VIP Fam trip Inghams/Hotelplan, Travel Weekly.



Switzerland.

- ST and STS were key partner of Inghams/Hotelplan and Travel Weekly for annual winter fam trip for high-level representatives of main distribution partners and other leaders in travel trade
- 23 CEO and business owners participated from 19-23rd March 2023 in Grindelwald
- Supported by Jungfrau Railways and Jungfrau Region
- Presentations by ST (Corinne) and STS
- Roundtable discussion on sustainability topics, successes and challenges





Switzerland.

TTG Activities x STS.

- TTG Digital Activities
- Solus Email TTG February / March / April
- TTG Feature February “A golden opportunity”
- Midday Bulletin Takeover March
- Competition Package 6 weeks - Roadshow STxSTS April
- Webinar Package to follow

ttg **TTG DAILY**

I need the train ride of a lifetime. I need Switzerland.
Hi Chloé, here's your daily TTG news round-up 08 March 2023

Bristol airport resumes flights after earlier snowfall delays
Border Force officials set for fresh walkout next week
Changing path of peaks: which trends are here to stay?
TTG's Fairer Travel Week to return — 3-7 July
IWD: 'It's a pleasure to see travel moving with the times'
Rzymowska: 'Women at the top have needed to be brave'
Trailblazing tour leader inspiring others to follow her path
The Tui pilot on a mission to get more women into aviation

A golden opportunity
The new GoldenPass Express has redefined the travel experience between Interlaken and Montreux

SWISS ROADSHOW TO OFFER ATTRACTIVE PRIZES
Switzerland Tourism and Swiss Travel System have teamed up to host roadshows and give away top prizes

ttg MEDIA **TTG PARTNER CAMPAIGN**
You want the ultimate Switzerland experience - panorama, convenience, accessibility, diversity and Swissness? Then come and discover with Swiss Travel System some 29,000 kilometres of the Swiss public transport network.

Watch TALK now.

Page 1 of 6



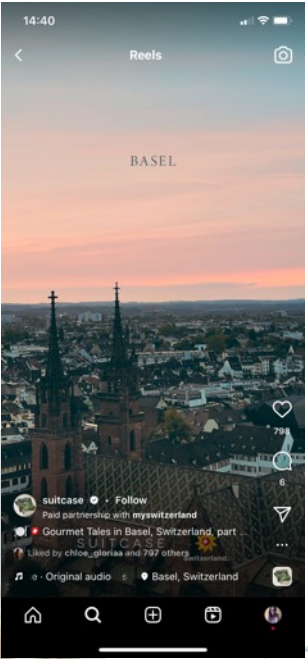
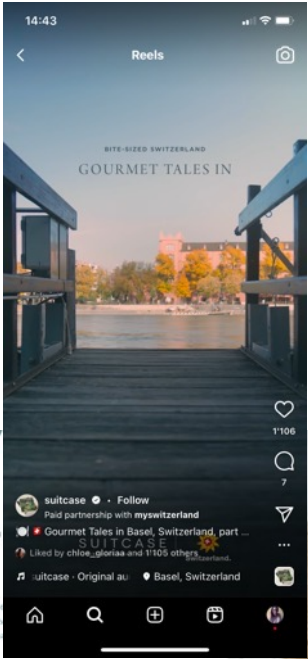
Switzerland.

Cities Promotion x Suitcase.

- A Swiss melting pot 'The Best Swiss Destinations for Food' – all year long promotion for cities with Suitcase
- KP: Geneva, Basel, Lugano & Locarno, Montreux & Lausanne, Zurich, Lucerne, Victorinox, BMC, Swiss Wine
- First 8-page print publication (+ 2 DPS) about Geneva, Basel & Ticino has been published in mid-March inc. Swisstainable message
- March, April & May, distribution of online & social content (2x reels per region) so that every partner gets their amount of visibility
- Stand alone e-Newsletter to 275k

A S W
MELTING POT

For an introduction to the Swiss landscape, the most worthy pit stops across the French, German and Italian regions of this colorfully creative...



WORDS ANNA HART
PHOTOGRAPHY CHASLEY BERGOUT

IN CLOSD PARTNERSHIP WITH SWITZERLAND TOURISM

Foodie might be the classic Swiss dish, but there's nothing normal about our first fondue in Switzerland. We're sitting alongside damp-haired swimmers at Cooevens Bains des Pâques, where students, international guest workers and lifelong residents flock throughout the year to linger in the sun, hop into the lake, top away on their laptops and eat the best fondue in town from a café run as a social cooperative. We aren't just inhaling grovins, we're absorbing the slightly making jus de vives that drives Swiss urbanites to eat melted cheese in their sodden swimtrunks. In December or July, surrounded by happy, half-soaked diners, we realize we're in for a true treat, embarking upon a gastronomic adventure around Switzerland. Because the Swiss appetite is for decadence wrapped with diligence, modern models with meticulousness and creativity underpinned by confidence, and it's this delicate balance that has given rise to one of Europe's most exciting culinary scenes.

34 SUITCASE MAGAZINE

SWITZERLAND TRAVEL CENTRE

- Book your tailored Swiss city package and get unlimited travel on public transport with a Swiss Travel Pass at switzerlandtravelers.com

ACCOMMODATION

- Discover Switzerland's boutique and design hotels, ranging from historic located city stays to alpine chalets at myswitzerland.com/accommodations

CURRENCY

- Payments are made in Swiss franc (CHF), although many businesses and tourist destinations accept euros.

80% of Switzerland is forested.

- 99 Swiss parks make up more than one eighth of the land area.
- 96% of glass is recycled.
- 91% of tin cans are recycled.
- 0% of communal waste is sent to landfill (half is recycled and the other half converted to energy in incinerators).

SWISS SEASONS

- Spring: A lovely time for a city break, when the flowers are in bloom and the birds sing.
- Summer: Enjoy urban culture and outdoor festivals, then cool off in one of the country's many lakes and mountainous regions.
- Autumn: Take a brisk walk among the trees, draped in copper and gold, or along a stunning city lakeside, then dig into the glut of summer produce in a cozy café.
- Winter: Slip a melted wine amid the twinkling lights of a festive city Christmas market, then go by direct train to one of the many ski resorts.

VISIONARY 37

North America.





Switzerland.

Mountain Travel Symposium – Banff, Canada.

- March 25 – 31, 2023
- Largest winter conference in the industry
- Part of our Winter campaign (3 partners, Zermatt, Interlaken, and VALAIS Matterhorn Region)
- Sponsorship with branding towers, branded door clings, social media posts & exclusive Raclette reception
- 10-minute Swisstainable presentation by Oliver Weibel at the general session
- 1:1 meetings (15)
- Overall participants: 1000
- Raclette reception: 51 selected buyers



Stovell House Event - Tampa.

- March 8, Tampa, FL
- B2C event at Stovell House-Members only club
- Very high-end crowd (Entry fee 20k, 3k yearly)
- Access thanks to great rel. with TO Exeter Int.
- 57 registered, 54 attended
- Promotion on house's channels (web, SoMe & emails)
- Swiss cheese & wine tasting, followed by 45 mins Switzerland presentation
- **Result:** Stovell House '23 group trip destination will be CH (Sept.)!




Edelweiss Event Tampa.

- March 14, 2023
- Tampa, FL
- Agents event together with LH Group promoting Edelweiss' TPA-ZRH flight
- “Vino & Paint” evening, presentation followed by painting (guests had to draw an edelweiss)
- 31 agents attended



Media Top Result: Elle Québec.

- Elle Québec, www.ellequebec.com
- Date: March 8, 2023
- Journalist: Carolyne Parent
- Title: 6 bonnes raisons d'aimer la Suisse
- Contacts: 169 k uvpm
- Featured: Zermatt, Aletsch Arena, Fondue finder, Lausanne, Vevey, Hôtel des Horlogers, Hotel Grace La Margna, Mandarin Oriental Palace



The screenshot shows the top portion of a web article on the Elle Québec website. At the top, there is a navigation bar with a menu icon, the word 'ELLE', and a search icon. Below this is a grey box containing the text 'Annonce fermée par Google'. The main headline reads '6 bonnes raisons d'aimer la Suisse' in a large, serif font. Underneath the headline is a sub-headline: 'Ski, gastronomie, féerie... Le pays des Helvètes nous fait du bien tout l'hiver!'. Below the sub-headline, it says 'PAR : CAROLYNE PARENT - 08 MARS 2023'. The main image is a photograph of a wooden chalet with a snow-covered roof, surrounded by snow-laden evergreen trees in a mountainous landscape. Below the image are social media sharing icons for Facebook, Twitter, and Pinterest. At the bottom of the page, there are two banners: 'GLISSE ALPINE' on the left and 'YOUR TRIP' on the right, which features a small image of a mountain range.



Switzerland.

Media Top Result: Elle Québec.

- Elle Québec, www.ellequebec.com
- Date: March 29, 2023
- Journalist: Isabel Slone
- Title: How Heading to the Swiss Alps Helped to Mend My Broken Heart
- Contacts: 169 k uvpm
- Featured: Zurich, Davos, Bad Ragaz

How Heading to the Swiss Alps Helped to Mend My Broken Heart

In the early 1900s, thousands of tuberculosis patients were sent to the Swiss Alps on the premise that crisp, clean mountain air would help them heal. A century later, one writer headed to the magic mountains.

BY [ISABEL SLONE](#) — MAR 29TH, 2023



DAMIAN MARCUTTI / UNFLASH

Media Top Result: Who What Wear.

- Who What Wear,
www.whowhatwear.com
- Date: March 8, 2023
- Journalist: Erin Fitzpatrick
- Title: 6 Ski Brands Everyone's Wearing on the World's Chicest Slopes in Switzerland
- Contacts: 1.5 m uvpm
- Featured: St. Moritz (Kulm Hotel)

WINTER OUTFITS — MAR 8, 2023

6 Ski Brands Everyone's Wearing on the World's Chicest Slopes in Switzerland

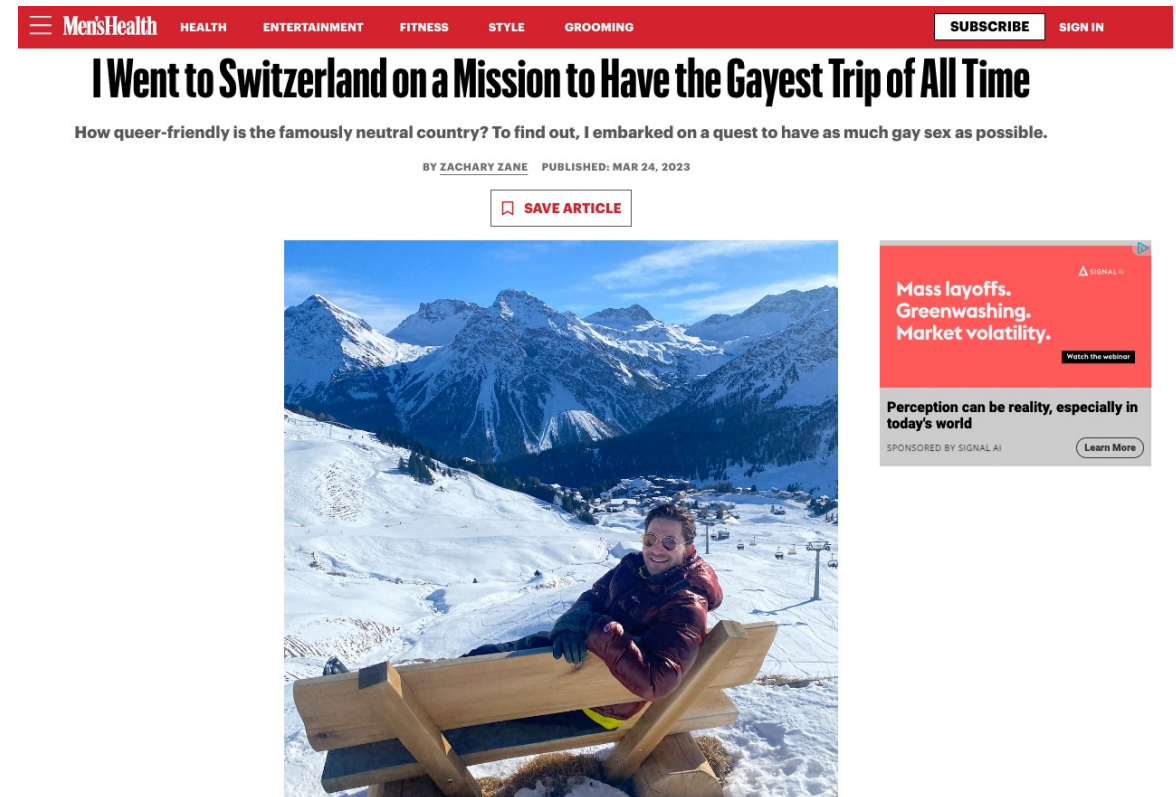
by ERIN FITZPATRICK



PHOTO: @FANNYEKSTRAND

Media Top Result: Men's Health.

- Men's Health, www.menshealth.com
- Date: March 24, 2023
- Journalist: Zachary Zane
- Title: I went to Switzerland on a Mission to Have the Gayest Trip of All Time
- Contacts: 26.5 millions uvpm
- Featured: Lausanne (Lausanne Palace), Bern, Zurich, Arosa & Bad Ragaz (Grand Resort Bad Ragaz)





Switzerland.

Media Top Result: Elle Québec.

- Elle Québec: printed edition
- Date: March 27, 2023
- Journalist: Carolyne Parent
- Title: Ces musées qui nous font saliver.
- Circulation: 685,000
- Featured: Alimentarium Vevey.

CES MUSÉES *qui nous font* SALIVER

Réflexions autour de la boustifaille et tour d'horizon
des musées consacrés à la gastronomie du monde, à commencer
par Garum, qui célèbre l'art de bien manger à l'italienne.

Texte CAROLYNE PARENT



AU CŒUR DE L'IDENTITÉ D'UN PEUPLE, il y a une langue, un territoire, une histoire, des traditions, une pratique artistique en partage. Il y a aussi une cuisine et une gastronomie. «Dis-moi ce que tu manges et je te dirai qui tu es» Après tout, c'est certainement à table qu'on se dévoile le mieux, et les plats qu'on y dépose ne nous révèlent pas moins.

Dans son *Histoire de la cuisine familiale de Québec*, un ouvrage d'anthologie en cinq tomes, assurément le fruit d'une grande passion, l'ex-chef aubergiste Michel Lambert raconte combien nos spécialités culinaires résultent du métissage avec celles des Premières Nations (*kiss*, gibier, sauce aux petits fruits, mats et sirop d'érable!), des colons français et britanniques, sans oublier les loyalistes, qui nous ont légué leur *sauc pie*. Ce plat de Nouvelle-Angleterre, qui pouvait également être composé de viande en dépit de son nom («pâté de la mer»), est devenu notre cipaïlle, puis notre sise-pâtes. Tiens donc!

Au 21^e siècle, notre table se nourrit plus que jamais des cuisines du monde, délicate contribution au vivre-ensemble des communautés issues de l'immigration. Parlez-en à Adelle Tarzibachi, immigrante syrienne et cofondatrice de l'entreprise les Filles Fattoush, qui réveille nos papilles (et notre conscience sociale) au moyen de ses recettes et de ses produits. Bref, cuisine et gastronomie évoluent, s'enrichissent, se télescopent, mais traduisent toujours nos racines, notre appartenance... Et quelle belle matière à musée!

UN APPÉTIT CROISSANT POUR LE TERROIR

De par le monde, il semble d'ailleurs qu'une volonté de mieux faire connaître la cuisine du terroir s'éveille. Aux côtés de musées et d'écomusées qui font leur beurre d'un aliment en particulier — c'est le cas du Fumoir d'Antan pour le hareng (Îles-de-la-Madeleine), du musée CupNoodles pour les ramens, à Yokohama (Japon), ou encore le Musée de la Frite, à Bruges (Belgique) — apparaissent des temples culinaires qui ratissent large. Ainsi, en 2019, neuf ans après l'inscription du repas gastronomique des Français au patrimoine immatériel de l'UNESCO, Lyon se dotait d'un vaste ensemble récréogourmand, la Cité internationale de la gastronomie, sur un site qu'a fréquenté jadis François Rabelais, le père de *Gargantua*. Cela augurait bien! Au printemps dernier, Dijon inaugurerait sa propre Cité, celle-là valorisant, de plus, le vignoble de la Bourgogne. (Voir l'encadré «Soif d'apprendre»)

PHOTO: BRUNO LESTERRE / ALIMENTARIUM À VEVEY, EN SUISSE. ILLUSTRATION: CÉCILE BÉGIN / CÉCILE BÉGIN

KMM: Influencer family: @rowley.adventures.



- Date: March 3 – 21, 2023
- Unpaid collaboration with GoPro
- Influencer @rowley.adventures
The now 6-year-old girl "Cash" started snowboarding when she could barely walk and became a social media sensation
- Followers: 199K
- Impressions: waiting for reporting
- Partners: Televerbier, Gstaad, Laax

rowley.adventures Following Message +R ...

1,766 posts 199K followers 986 following

Rowley Adventures
Digital creator
We are a travel adventure family full of stoke, living out of a dream 🙌
IF YOU'RE SCARED, DO IT SCARED #TutuShredder
📧 Nick@RowleyAdventures.com
www.rowleyadventures.com/shop

Followed by iamnicojev, jackmitrani, susividal + 8 more

X Games As... FUCK ALS Canada 🇨🇦 Chile 🇨🇱 Sayulita 🇲🇽 Kazakhstan ...

POSTS

Cashy Hits Her First Jump Line In Switzerland 🇨🇦

This rolli

rowley.adventures and whitneydelstrowley Original audio

rowley.adventures Watching her finger shred, visualizing what she wants to do is in my opinion a whole different level of her shredding. It's a visual expression of her mind thinking before she drops. Proving that she is fully engaged to what she wants to do and shows she's far more into this sport than we thought.

I (Nick) say all of the above coming from a career of working with pro action sport athletes. I'd stand on the pipe, at the skatepark, etc watching these men and women literally talk to their friends, filers or coaches, say what they want to do, and many times use finger shreds to explain. Now being able to spend time shredding with my daughter, this is a moment, that for me gives me the biggest smile. It's not the riding although that definitely makes me stoked too!

So here's to you little Cashy. To visualizing, to seeing your lines, to dreaming big and accomplishing anything you set your mind to! #RowleyAdventures #TutuShredder #InLoveWithSwitzerland #GoProFamily

#laax #halfpipe #iveyoudreams #doltscared #raiseawildchild #adgirlslife #wildandbravettles #100hoursoutside #adventurewithkids #adventurefamily #letthemexplore #childhoodunplugged #girlsridtheworld #kidswhotravel #parentingdoneight #snowboarding #snowboardingisfun #girlshwoshred #sheshreds #dadlife #gopro #goprohero11 #rusetohis #weridetogether

6d

magnoliawinz 🙌🙌🙌 Truly the most amazing part about seeing my little in her chosen sport is the creativity she puts into creating and planning her runs; she is nothing short of a composer. As an early childhood professional, I would never have thought a three year old was capable of that, but she proved to me it's possible. How lucky are we to watch this magic unfold?!

6d 17 likes Reply

View replies (1)

katbanson It's amazing to see someone so young in age be able to visualize what they want to do and then go about doing it pretty much as they expected.

Liked by bongva_divine and 7,981 others

6 DAYS AGO

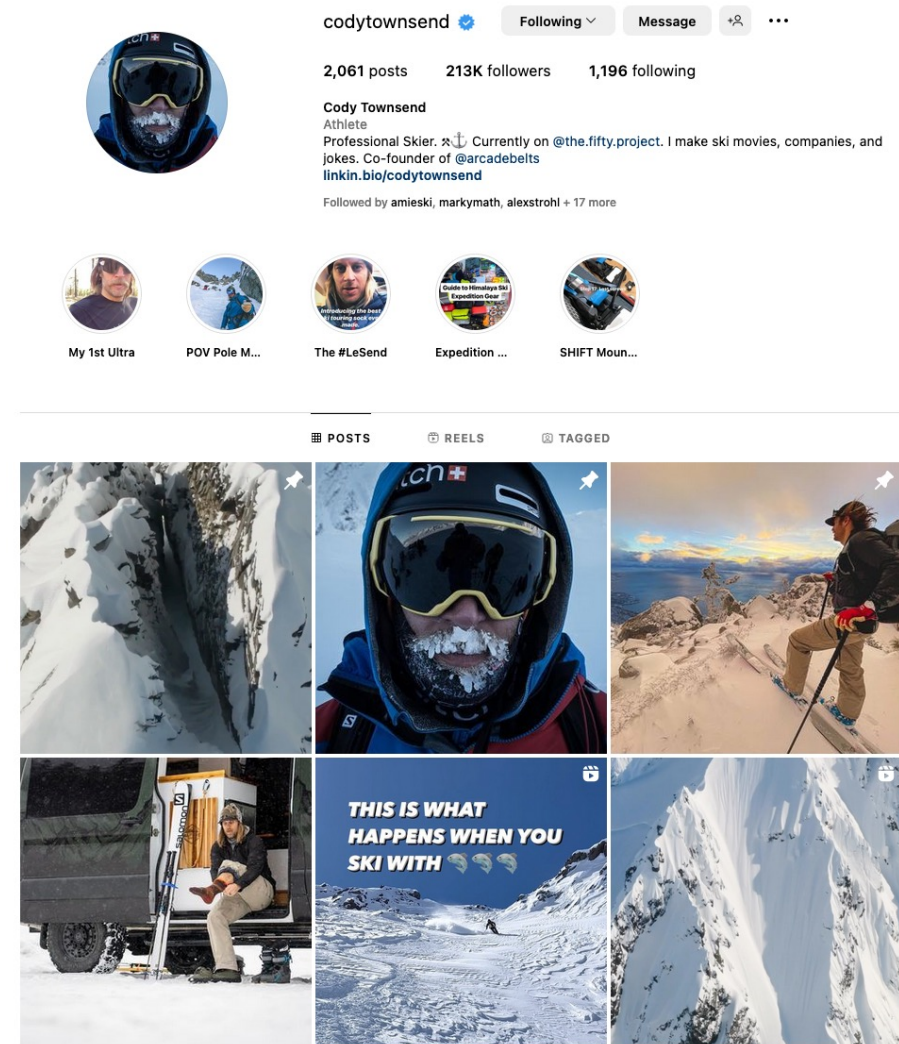
Add a comment... Post

KMM: Influencer super moms.

- Date: March 3 – 20, 2023
- Unpaid collaboration with:
 - [@elysesaugstad](#) US
 - [@codytownsend](#) US
 - [@jackiepaaso](#) SWE
 - [@reinebarkered](#) SWE

They are all professional skiers and shot a movie called "Super Moms". The film as well as their social media is about Elyse and Jackie being mothers and pro skiers at the same time. We hope that the film will be accepted by the Banff Mountain Film festival and shown next summer.

- Total followers US: 280.7K
- Partners: Lucerne, Andermatt





Switzerland.

Successful Meetings University (SMU)

International, NYC. March 13 – 15, 2023

- Marriott Marquis NYC
- Opening networking reception followed by 1.5 days of one-on-one meetings
- Total of **7 partners** attended:
- Zurich CVB & The Dolder Grand, Lucerne CVB & Radisson Blu Andermatt, Kuoni Tumlare & 25hours Hotel, Geneva CVB
- SCIB & GVA had a total of 24 meetings
- 126 planners & 203 suppliers (130 exhibiting companies)
- 8 new contacts / 35 new companies





Switzerland.

An evening with Prestige, NYC.

March 21, 2023

- The Langham Hotel, NYC
- Prestige Global Meeting Source invited their local clients
- Mingling & networking
- Part of SCIB's partnership
- 14 exhibitors / 41 registrants



Brazil.



Switzerland.





Switzerland.

KAM / KMM / Promotional.

Wee Travel Event in Fortaleza

March, 6th.

- Wee Travel is the best travel agency in Fortaleza-CE on luxury segment.
- Switzerland Tourism in partnership with Wee Travel promoted a dinner on March, 6th at the house of Wee Travel's owner.
- 35 guests: media and potential customers.
- ST offered as experience with swiss wine and a local sommelier.
- ST Presence: Fabien Clerc and Natália Leal.

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Turismo da Suíça, em parceria com a Wee Travel, apresenta novidades do destino em Fortaleza

7 de março de 2023

O Turismo da Suíça no Brasil, sob direção de Fabien Clerc, promoveu, nesta segunda-feira, 6, um jantar exclusivo para apresentar tendências em viagens para o destino neste ano de 2023. Com apoio da agência Wee Travel, os convidados foram recepcionados na residência de Natália Abreu. A ocasião foi regada de vinhos suíços, com harmonização realizada pelo sommelier Karime Loureiro. Confira como foi o encontro!

Fotos: Natanael Feltosa

Adriano Nogueira E Fabien Clerc
Carmen Rangel E Adriano Nogueira
Hebert E Gisela Vieira
Ana Carla Colares E Monika da Silva
Arley Abreu, Cândido Albuquerque E Regis Abreu
Arley E Natalia Abreu, Fabien Clerc, Talizie Mihaiuc E Marcelo Sombra
Arley E Natalia Abreu
Carmen Rangel, Natalia Abreu, Fabien Clerc
Carol E Ricardo Abreu

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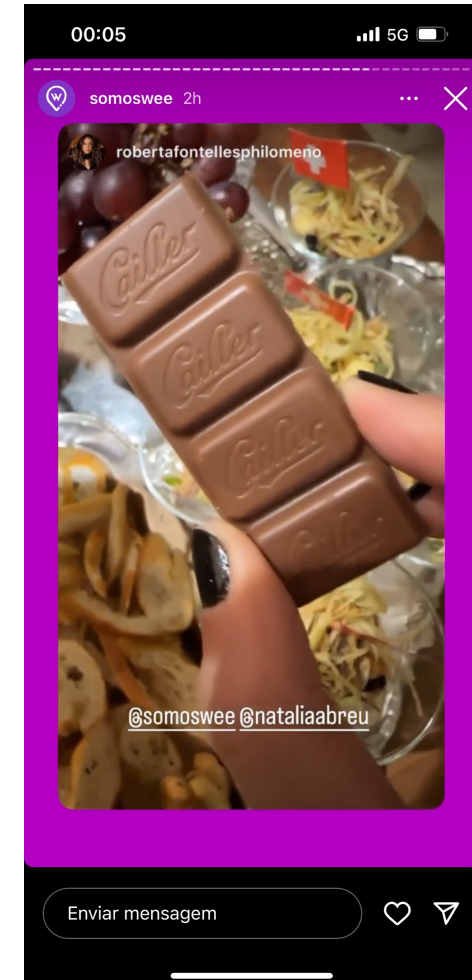
Ver mais Seguir



Switzerland.

KAM / KMM / Promotional.

Wee Travel Event in Fortaleza





Switzerland.

KAM / KMM / Promotional.

Wee Travel Event in Fortaleza

Between March, 7th and 9th.

- Wee Travel promoted an event between March 7th and 9th to introduce the destinations and hotels to the final customer.
- The event took place at Gran Marquise Hotel
- 100 customers during the 3 days of event
- Switzerland Tourism offered an experience including swiss wine and chocolate.
- Geneva Tourism supported the activity offering 2 ON for a raffle.
- ST Presence: Natália Leal





Switzerland.

KAM / KMM / Promotional.

Wee Travel Event in Fortaleza





Switzerland.

KAM/KMM: Switzerland Travel Experience Brazil 2023.

March 13-17, 2023

- Road show format with 4 days agenda, hosting 6 events in 3 cities São Paulo, Brasília, Curitiba.
- First time b2b & b2c events in the agenda.
- Instagramable backdrop with theme around cities, summer bike & hidden gems
- Post cards with QR Code leading to Trade Corner and/or Media Corner
- Launch of Sales Manual 2023 – Digital version
- Team Building activity with giveaways for group winner.





Switzerland.

KAM/KMM: Switzerland Travel Experience Brazil 2023.

March 13-17, 2023

▪ 16 Swiss Partners:

- Crans Montana Tourism
- Guarda Golf Hotel & Residences
- Interlaken Tourism
- Jungfrau Railways
- Jungfrau Region
- Lake Lucern Navigation Company
- Lindt Home of Chocolate
- Lucerne Tourism and Titlis
- Luxury Hotels & Homes
- Pilatus
- Romantik Schweizerhof Hotel
- Schilthorn
- Swiss International Airlines
- Swiss Travel System
- Swissminiatur
- Zurich Tourism





Switzerland.

KAM/KMM: Switzerland Travel Experience Brazil 2023 – B2B Stats.



171

travel
agents



21h

13 Different markets
reached

23 Min each session

3 Days b2b
events

36 round of
meetings



Winner prizes:

- Victorinox
- Lindt
- Partners' small giveaway



Switzerland.

KAM/KMM: Switzerland Travel Experience Brazil 2023 – B2B Photos.





Switzerland.

KAM/KMM: Switzerland Travel Experience Brazil 2023 – B2C Stats.



95

Journalists,
influencers and
opinion makers.

Guests from **São Paulo, Rio de Janeiro,
Brasília, Curitiba, Londrina and Florianópolis.**

10.178 MIO Media contacts





Switzerland.

KAM/KMM: Switzerland Travel Experience Brazil 2023 – B2C Photos.



KAM: Sales Manual 2023.



Switzerland.

March 14, 2023

- Launch of the ST Sales Manual 2023.
- Theme: Hidden gems.
- Key Partners:
 - Crans Montana Tourism
 - Geneva Tourism
 - Jungfrau Railways
 - Lucerne Tourism
 - Schilthorn
 - Verbier Tourism
 - Zurich Tourism
- Accommodation & Gastronomy Marketing: 22 hotel partners.
- StraPa: Europcar & Chauffeur Drive, Eurotrek, GTOS & GTTOS, Out and Abou, SCM Kambly, Swiss International Airlines, Swiss Travel System, Swiss Wine Promotion, Zurich Airport.





Switzerland.

KAM: Blue Papaya Famtrip.

Crans-Montana, Zermatt, St. Moritz

March 08-17, 2023.

- Famtrip as result of winter sales incentive campaign in partnership with Blue Papaya Travel.
- 6 participants: 2 Blue Papaya + 4 travel agentes.
- Travel agencies: Trip Experiences; Isabella Lucas Viagens; Flytour Uberaba; Skyler.
- Partners involved/promoted:
 - Crans Montana Tourism; Guarda Golf Hotel & Residences;
 - St Moritz Tourism; Kulm Hotel St Moritz; Grand Hotel Kronenhof Pontresina; Badrutt's Palace;
 - Zermatt Tourism; Grand Hotel Zermatterhof; Mont Cervin Palace, Monte Rosa & Schweizerhof ;
 - Swiss Internation Air, Swiss Travel System;





Switzerland.

KAM: Experanto Latin America Famtrip.

St. Moritz, Interlaken, Bern, Zurich

March 19-26, 2023.

- ST Brazil supported the famtrip to St Moritz and Interlaken organized by Experanto Latin America with STP and barter rates for agentes to fly Swiss.
- 7 participants: 1 Experanto + 6 travel agents.
- Travel agencies: AG1 Travel, Chez 21, Ellystur, Infitine Turismo, Inper Agência de Viagens, Zume Travel.
- Partners involved/promoted:
 - St Moritz Tourism (and local hotel partners) and Victoria-Jungfrau Grand Hotel & Spa in Interlaken, both represented by Experanto Latin America in Brazil); Hotel Bellevue Palace Bern; Widder Hotel Zurich;
 - Swiss Internation Air, Swiss Travel System;





Switzerland.

KAM: Individual Famtrips support.

March, 2023.

- During the month of March, ST Team supported 3 travel agentes with visits to Switzerland:
- **Ellystur (virtuoso)**
 - Goiânia, Goiás
 - Cristina Arataque, co-owner/ travel designer
 - Swiss partners support: Baur Au Lac, Swiss Travel System.
- **Infinite Turismo (virtuoso)**
 - Ribeirão Preto, São Paulo
 - Alexandre Clemente Neto, owner/ travel designer
 - Swiss partners support: Baur Au Lac, Swiss Travel System.
- **Linus Travel**
 - Brasília, Distrito Federal
 - Renato Dantas, co-owner/ travel designer
 - Swiss partners support: Jungfrau Region, Jungfrau Railway, Romantik Hotel Schweizerhof, Swiss Travel System.



KAM: ST, STS & TT Operadora travel agent events.

March 28, 2023

- Training event in Porto Alegre, RS
- Dedicated training presentation to around 60 travel agentes from Porto Alegre and surrounding cities;
- Topics: Summer & Swiss Travel System;
- Dedicated Q&A session;
- Speakers/presenters:
 - ST Brazil: Mara Pessoa, Trade Manager Brazil.
 - STS team: Jennyfer Cirignotta, Market Manager Itália, Espanha, BeNeLux e Brasil.
 - TT Operadora team: Pablo Bernhard, CEO.



KAM: ST & STS Training Rio de Janeiro.

March 29, 2023

- Dedicated training presentation to around 20 travel professionals from Kangaroo Tours team and invited agents (online) in Rio de Janeiro, RJ.
- Topics: Summer & Swiss Travel System;
- Dedicated Q&A session;
- Speakers/presenters:
 - ST Brazil: Mara Pessoa, Trade Manager Brazil.
 - STS team: Jennyfer Cirignotta, Market Manager Italy, Spain, BeNeLux and Brazil.



KAM: ST, STS & TT Operadora travel agent events.

March 30, 2023

- Training event in Rio de Janeiro, RJ
- Dedicated training presentation to around 100 travel agentes from Rio de Janeiro;
- Topics: Summer & Swiss Travel System;
- Dedicated Q&A session;
- Speakers/presenters:
 - ST Brazil: Mara Pessoa, Trade Manager Brazil.
 - STS team: Jennyfer Cirignotta, Market Manager Itália, Espanha, BeNeLux e Brasil.





Switzerland.

KAM: Online Training Flot Viagens.

March 31, 2023

- Dedicated online training presentation to Flot Viagens team;
- Topics: Summer & Swiss Travel System;
- Dedicated Q&A session;
- ST Brazil team: Mara Pessoa.



Switzerland.

KMM: Media Trip @seliganorroteiro.

Between, March 4th to March, 10th.

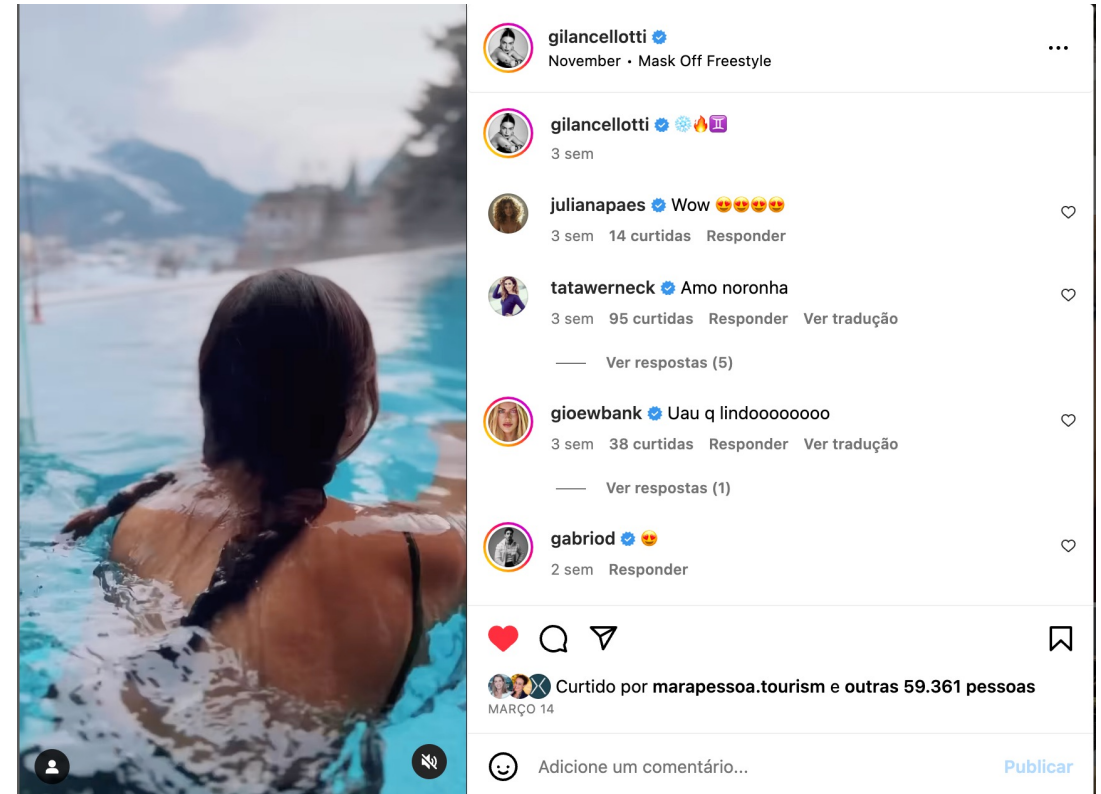
- André Phillipe and Illan Neustadt – 691K followers
- Trip to promote winter season
- City Breaker.
- ST Support: STP, 06 overnights, program and meals in Zurique, Lucerne and Grindelwald.
- Content to be deliveried in the next days.



KMM: Media Trip @gilancellotti & @gabriod.

Between, March 5th to March, 11th.

- Giovanna Lancellotti @gilancellotti 11.1MIO followers.
- Gabriel David @gabriod 165k followers.
- Trip to promote winter season – Luxury Hotels.
- Segment: Snow Lover and City Breaker.
- ST Support: STP, 03 overnights at KULM Hotel (2 ON paid by the influencers), 01 overnight at The Dolder Grand, ski tickets.



KMM: Media Trip @gilancellotti & @gabriod.



gilancellotti Saint Moritz, Switzerland

gilancellotti Quem são esses ursinhos dançantes ?
🐻❤️🐻
Quem vê assim, nem parece que tão congelando né mores kkk

@myswitzerlandbr
@stmoritz

Ps : casacos sintéticos 🙏
Editado · 4 sem Ver tradução

gabriod hehehe ❤️
4 sem 12 curtidas Responder
— Ver respostas (3)

sabrinasato 🍷❤️❤️❤️❤️❤️
4 sem 11 curtidas Responder

huoaloss Ursinhos carinhosos

👍🗨️📌

👤 Curtido por juliealvessilva e outras 23.984 pessoas
MARÇO 6

😊 Adicione um comentário... Publicar



gabriod St. Moritz

gabriod @stmoritz 🍷🍷🍷
3 sem

marcusmajella ⚡⚡⚡
3 sem 2 curtidas Responder
— Ver respostas (3)

gilancellotti Colecionando momentos especiais ❤️
3 sem 8 curtidas Responder Ver tradução
— Ver respostas (4)

mulleranderson 🍷❤️🍷
3 sem 2 curtidas Responder
— Ver respostas (3)

enzocelulari shoe game

👍🗨️📌

👤 Curtido por myswitzerlandbr e outras 2.495 pessoas
MARÇO 10

😊 Adicione um comentário... Publicar