

International.



Switzerland.





Switzerland.

Market development visit South Africa.

- Digital campaign GTToS: Trevor Noah & Roger Federer, affluent areas of Johannesburg & Cape Town
- SWISS: daily flights Jo'burg-Zurich, Cape Town-Zurich (up to 4 times weekly)
- Train key accounts: TTC global study trip in Switzerland (July 22-28)
- Visa support: Meeting Swiss Embassy
- Personas: Jo & Max most potential



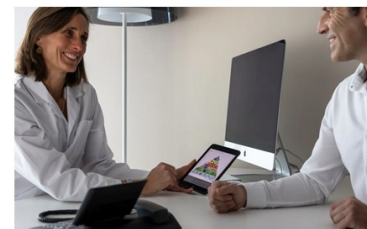


Switzerland.

Health Travel: ST CIS B2B newsletter.

- April 28
- B2B Health E-Newsletter
- Partners: Hirslanden, Nescens, Hospital De La Tour, Bad Ragaz
- Sent out to 691 addresses in CIS
- Open rate: 13.1%
- Click rate: 1.2%

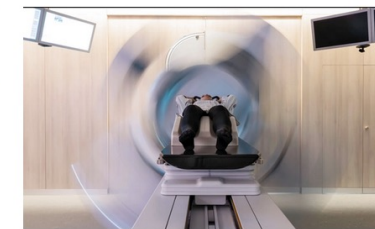
<https://newsletter.gadmin.ch/campaigns/reports/viewCampaign.aspx?d=r&c=FECB9346F9EB9C1F&ID=007210894AA3C1922540EF23F30FEDED&temp=False&tx=0&source=Report>



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](#)



Switzerland.

Health Travel: Smissmedexpert.kz promo with Recomed agency.

- 15 Jan – 15 April
- Big cities of Kazakhstan
- Google/Yandex search
 - Total impressions 33'945
 - Unique Visitors 3'894
 - Page Sessions 5'950
 - Leads 79
 - Qualified leads 19
 - Patients 5
- Learnings: +60% visitors increase if we launch it in Kazakh language

КЛИНИКИ ШВЕЙЦАРИИ

В многопрофильных клиниках Швейцарии, предоставляющих услуги иностранным пациентам, большое внимание уделяют качеству оказываемых услуг. Помимо качественного лечения, соответствующего лучшим мировым стандартам, здесь отличный сервис. Для удобства пациентов их размещают в комфортабельных одноместных палатах, за ними ведется круглосуточное медицинское наблюдение.



Цюрих, Швейцария

UNIVERSITY HOSPITAL ZURICH

Университетский госпиталь Цюриха – одна из крупнейших больниц Швейцарии, объединяющая 43 отделения. Клиника начинает свою историю с 1204 года, с момента основания первого госпиталя в Цюрихе. Качество и безопасность подтверждены аккредитациями ISO и ADT.

Прием врача от 700 CHF

[ПОДРОБНЕЕ О КЛИНИКЕ](#)



Цюрих, Швейцария

BETHANIEN CLINIC

Клиника Бетаниен (Bethanien) располагается в тихом районе Цюриха и предлагает своим пациентам высококлассное медицинское обслуживание, новейшие технологии, отличные условия размещения и полную конфиденциальность. Входит в ассоциацию Swiss Leading Hospitals.

Прием врача от 750 CHF

[ПОДРОБНЕЕ О КЛИНИКЕ](#)



Женолье, Швейцария

GENOLIER CLINIC

Клиника Женолье (Genolier) входит сеть частных клиник в Швейцарии, заработавшая признание благодаря высокому уровню услуг основанных на индивидуальном подходе к каждому пациенту, использовании современных технологий, а также благоприятной обстановке в каждой из 17 клиник сети.

Прием врача от 700 CHF

[ПОДРОБНЕЕ О КЛИНИКЕ](#)



Цюрих, Швейцария

HIRSLANDEN CLINIC

Клиника Хирсланден (Hirslanden) – одна из крупнейших частных сетей учреждений по всей Швейцарии. Клиники сети Hirslanden предоставляют широкий спектр медицинских услуг, обеспечиваемых силами штатных и внештатных врачей и передовых медицинских центров.

Прием врача от 550 CHF

[ПОДРОБНЕЕ О КЛИНИКЕ](#)

[СМОТРЕТЬ ВСЕ КЛИНИКИ](#)



Switzerland.

Health Travel: Sales calls within Joint Marketing Agreements with local medagents.

- Tashkent, Uzbekistan
 - AVRUD Travel (luxury TO) has established the medassist department
 - 27 doctors in 6 hospitals visited by the newly hired doctor in AVRUD's team
- Almaty, Kazakhstan
 - Medsputnik has visited 9 top doctors in Almaty
- Baku, Azerbaijan
 - ST agreed with the 3 local companies to introduce and push CH Health Travel



Markets East.

Germany.



Switzerland.



Switzerland.

Horizont Snowmasters Grindelwald.

„B2People“

- Networking platform for marketing, agencies, media and the digital community.
- Duration: 4 days
- Program: outdoor (skiing) and various keynote presentations from brands
- Guests: 120
- Main partner CH: Jungfrau-Bahnen, Grindelwald, ST DE
- Main partners D: WallDecaux, media impact, DiMExCo, Range Rover
- Highlight: 1st place in snowboarding: Ms. Vivienne Hosennen





Switzerland.

Germany: „Weltkunst“ Special issue Basel.

- Special issue from the renowned house of the weekly newspaper Die Zeit
- 100 pages Basel - Art in abundance
- Circulation: 25'000
- Distribution via high-quality magazine dealers and to subscribers
- Publication: 28 March 2023
- Accompanied by digital and social media measures on weltkunst channels





Switzerland.

KMM: Media Events Germany.

- 24th April until 3rd of May
- Several media events in 5 cities: Hamburg, Baden-Baden, Munich, Cologne and Stuttgart
- Partners: GR, Vaud, Valais, LuV, TI
- Guests in total: 79 journalists and media contacts
- Topic: swisstainable food event where journalists could enjoy typical swiss food and specialities or prepare it by themselves.





Switzerland.

Press event hosted by Basel Tourism and Switzerland Tourism at Swiss Embassy Berlin.

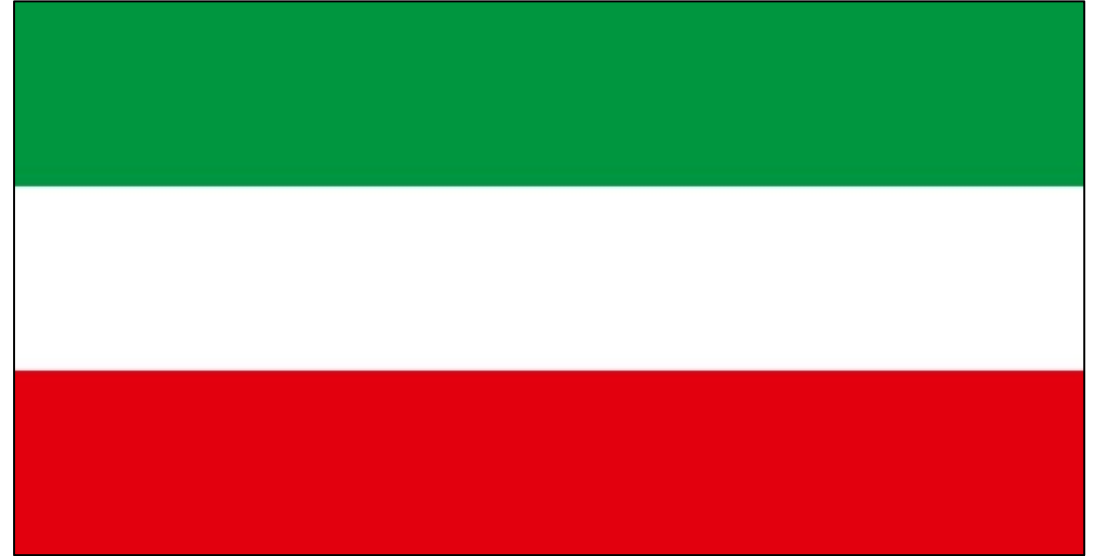
- Basel Tourism, ST and the Swiss Embassy in Berlin hosted a press event on May 3rd featuring representatives from Basel's top class art and cultural institutions e.g. Kunstmuseum Basel, Vitra Design Museum, Museum Tinguely or the Basel symphony orchestra.
- 29 art editors and freelance journalists from renowned publications such as FAZ, Zeit, Die Welt, Monopol, arte Journal or Weltkunst were introduced to the latest exhibitions and highlights of each institution and enjoyed the hospitality of ambassador Dr. Paul Seger and his team.



Austria/Hungary.



Switzerland.





Switzerland.

Austria: KMM summer press conference.

- Date: 13. April 2023
- Summer press conference at Hotel Rosewood Vienna with personal presentation of STS, RhB and Zürich Tourism for a total of 27 participating media representatives from Austria.





Switzerland.

Austria: KAM Excellence Fam Trip STS.

- 5 Highscore candidates from the Excellence Program from STS have been invited to this Fam Trip. One night spend at Rigi Kaltbad and the second one in St.Gallen.
- Date: 17.-19. April 2023





Switzerland.

Austria: ÖBB Schweiz Folder.

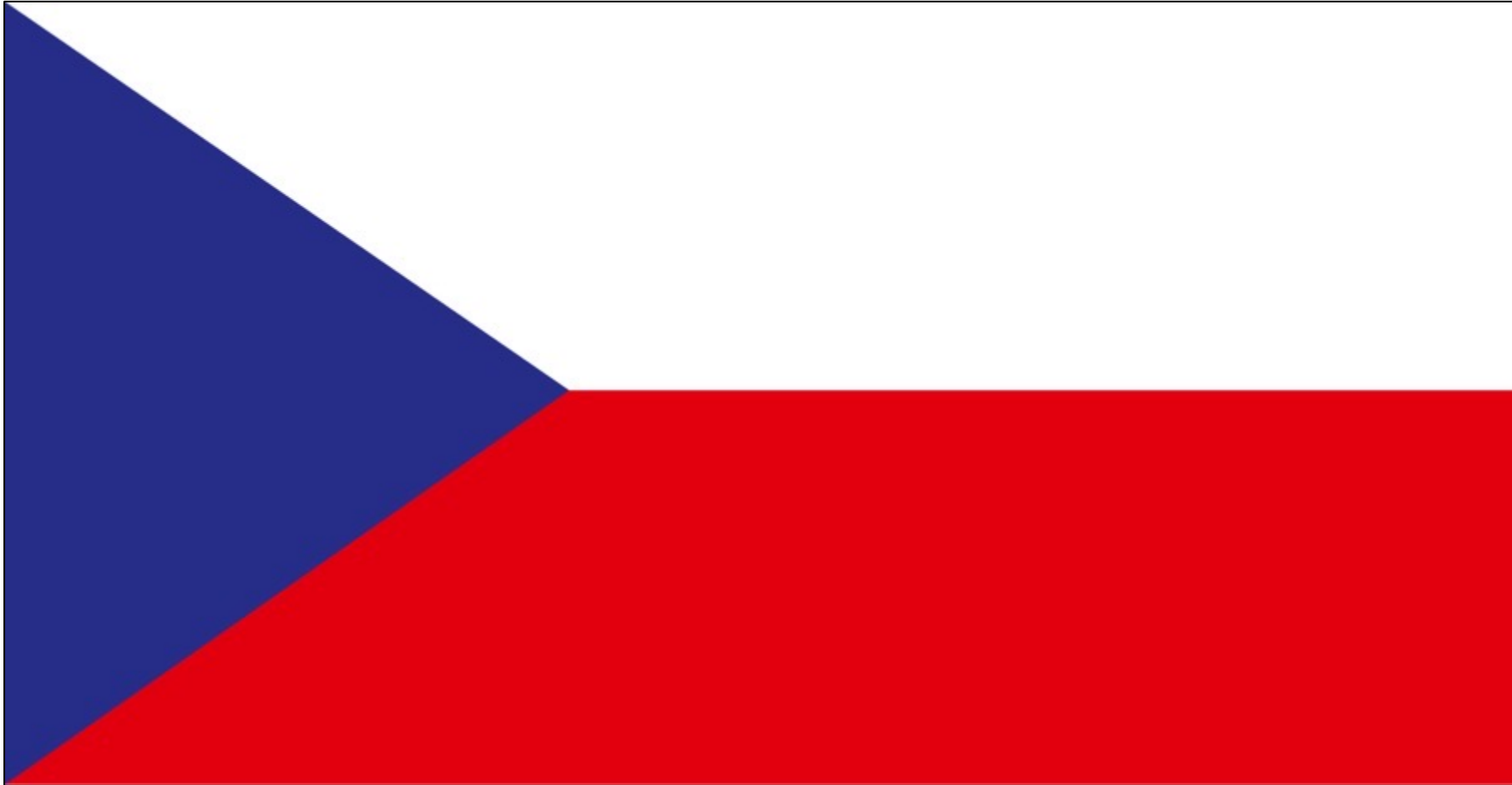
- ÖBB produced 2023 a new edition of the Swiss folder. With articles about: Zürich, Basel, St.Gallen, Tessin, Genfersee, Gotthard Panorama Express, Glacier Express, STS, Jungfrauoch, GTToS;
- 500 examples distributed via our ST Mailinghouse with all orders from AT.
- 50'000 print run



Czech Republic.



Switzerland.





Switzerland.

RhB advertorial in onboard magazine of airline Smart Wings.

- 5. 4. 2023
- 1/1 RhB advertorial in onboard magazine MyWings of airline Smart Wings (biggest charter in the market) in CZ and ENG RhB panoramic trains BEX and GEX.
- STS Spring 4+1 and 8+2 promo integrated with QR code.
- 778.050 Marketing Contacts

ADVERTORIAL

POZNEJTE ALPY Z PALUBY VLAKŮ DISCOVER ALPS BY TRAINS



Jan Ursiny | © Rätische Bahn AG

Vyděte se toto léto do Alp a puznejte švýcarské vrcholy a alpskou přírodu v pohodlí švýcarských panoramatických vlaků. V kantonu Graubünden vás čekají světoznámé červené vlaky Rhtëtské dráhy: Ledovcový expres přezdívaný nejpamátlejší rychlík světa a Bernina Express se sloganem „Od ledovců k palmám“.

Bernina Express vás seznámí s tratěmi Albul a Bernina zapsanými na seznamu UNESCO. Vjímečnost spočívá především v tom, že vlaky na této trase zvládají stoupání až 70% bez ozubnice. S překonáváním výškových rozdílů si tady poradili vybudováním spirálových tunelů ve skále nebo kruhovým viaduktem. Trasa se pyšní celkem 196 mosty, z nichž nejobdivovanější je Landwasserviadukt. Celou trasu z Churu do Tirana stihnete tam i zpět během jediného dne.

Glacier Express spojuje dvě proslulá střediska Sv. Mořic v Graubündenu a Zermatt ve Wallisu. Celou trať projedete za necelých osm hodin, a ani na chvíli se nebudete nudit. Čeká vás 291 mostů, 91 tunelů na trase dlouhé 291 km. Nejvyšší bod trati je Oberalppass (2033 m n. m.) a nejnižší v Churu (585 m n. m.). A to celé si vychutnáte ve speciálních panoramatických vozech s okny až ke stropu vagonu.

Neomezené cestování až na 2 dny
Poznejte Švýcarsko z paluby panoramatických vlaků ještě výhodněji s jízdenkou Swiss Travel Pass díky jarní nabídce Swiss Travel System, kdy získáte navíc jeden nebo dva dny neomezeného cestování po Švýcarsku zdarma. Tyto zvláštní jízdenky je možné zakoupit od 15. 4. do 14. 5. 2023 a využít je nejpozději 13. 11. 2023. [Moješvýcarsko.com/stp2023](https://moješvýcarsko.com/stp2023)

Two Days of Unlimited Travel
See Switzerland from aboard panoramic trains for less with a Swiss Travel System spring discount on the Swiss Travel Pass. A bonus is one or two days of unlimited travel around Switzerland for free. These special tickets can be purchased between 15.4. and 14.5.2023 and can be used until 13.11.2023.



Rhätian Railway
[WWW.MOJESVYCARKO.COM/RHB](https://www.mojesvycarsko.com/rhb)

Head to the Alps this summer to experience the Swiss peaks and Alpine mountainscapes from the comfort of a panoramic train. The canton of Graubünden is the terminus for the world-famous red trains of the Rhetian Railway. The Glacier Express has been nicknamed the slowest express train in the world, and the Bernina Express uses the slogan "From the glaciers to the palm trees".

Bernina Express runs along the Albul and Bernina lines which are listed by UNESCO. An exceptional feature is that trains on this route manage 70% of the climbs without a rack-and-pinion system. The ascents are tackled using spiral tunnels through the rock and a circular viaduct. The line boasts 196 bridges, the most remarkable of which is the Landwasserviadukt. The entire route from Chur to Tirano and back can be managed in a single day.

Glacier Express links two famous mountain resorts - St. Moritz in Graubünden and Zermatt in Wallis. Trains cover the distance in eight hours and there's never a dull moment. Some 291 bridges, 91 tunnels await you over the 291km-long line. The highest point is the Oberalppass (2033m), the lowest Chur (585m). Special panoramic carriages with windows that go all the way up to the roof allow you to enjoy the ride to the full.

FAM Trip Rigi Bahnen AG.



Switzerland.

- 18. – 21. 4. 2023
- ST support in form of Swiss Travel Passes to group of 5 tour operators focused on Mt. Rigi and Lake Lucerne Region.
- Focus on Swisustainable travel possibilities to Switzerland by NightJet by ČD.
- 5 TO's



Poland.



Switzerland.



Switzerland.

Future activities.

- Group trip with Agora, GTToS
- Summer online promotion (mailing, MMs, display, native ads)
- Photo project in Swiss Alps
- Mini Int. Media Trips
- 100% women
- Fam trip with RhB
- KAM trip – Swiss peaks

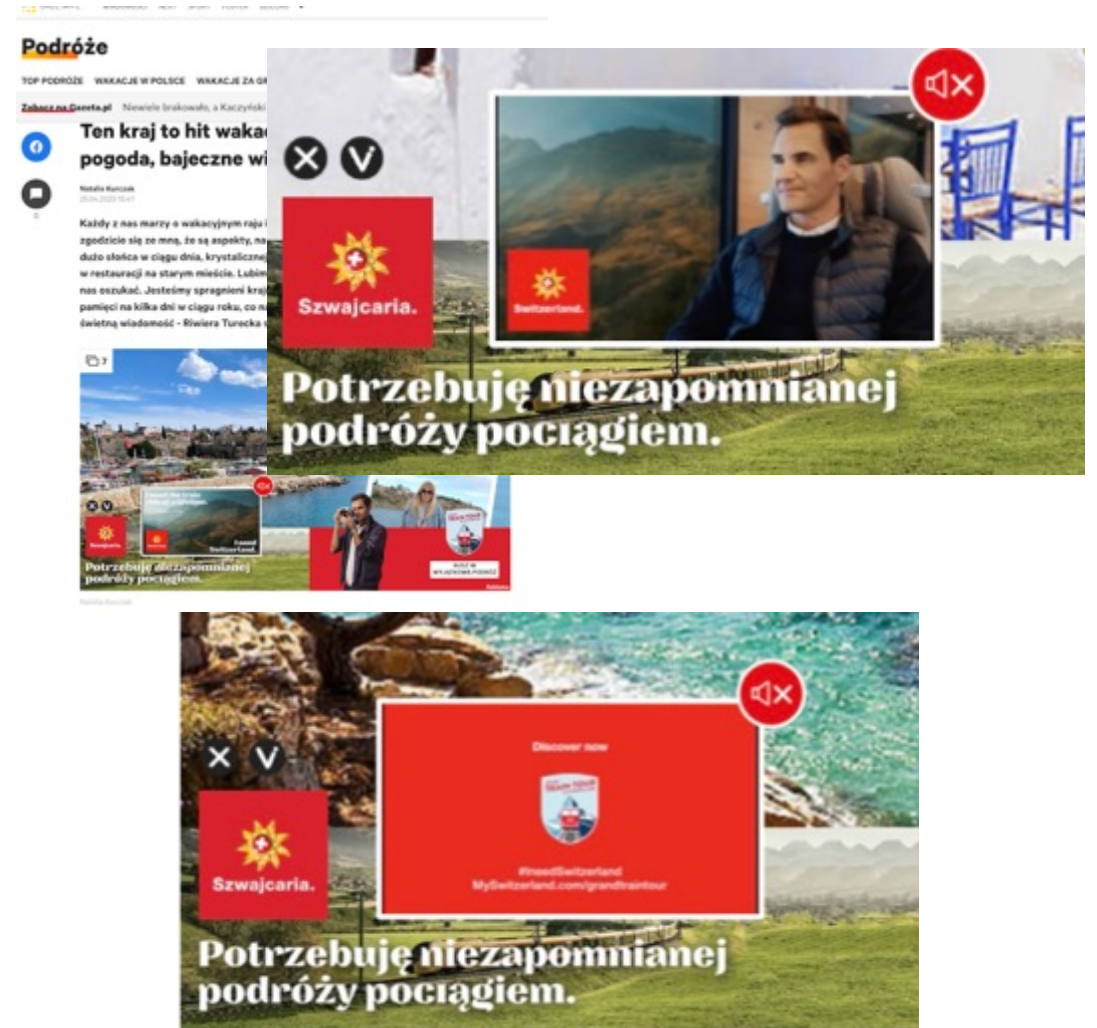


Campaigning & Activ.: GTToS with Roger Federer.



Switzerland.

- Special promotion of our video with Roger Federer and Trevor Noah on GTToS
- Presence on biggest news portals: *wp.pl*, *money.pl*, *gazeta.pl*, *radiozet.pl* etc.
- CPM 124'000 views
- CTR 0.54%



Campaigning & Activ.: Special service by *onet.pl*.



Switzerland.

- Special service online with one of the biggest sites *onet.pl*
- Swisstainable as main topic
- Branding, display, SoMe
- Native inputs, articles
- Market partners integrated in the quiz
- 8 week promotion starting middle of April
- Estimated reach 600'000



Campaigning & Activ.: Special Swiss edition of *NG Traveler*.

- 3 months on sale
- Focus on summer and autumn
- Published on April 20th
- Grand (Train) Tour of Switzerland, hiking and biking, cities
- 32'000 copies
- Promotion online
- RF ad





Switzerland.

Campaigning & Activ.: Branding on *wyborcza.pl*.

- Swiss branding weekend on *wyborcza.pl*, online service of daily newspaper *Gazeta Wyborcza*, one of the most popular in Poland
- Topic: summer, views
- Impressions 1'568'000



Potrzebuję wolności.

Potrzebuję Szwajcarii.

ALE TO SIĘ CZYTA

Nowy nasz dialog tylko w "Wyborczej"

Piotr Aucaszyski - były samorządowiec

DZIŚ 2296 NOWYCH ZAKAŻEŃ KORONAWIRUSEM I 28 ZGONÓW

Z systemu znikają terminy szczepień Johnson & Johnson

Ilekolwiek jednym z ognisk indyjskiej mutacji koronawirusa w Polsce

Tabletka albo spray do nosa - takie będą nowe szczepionki na COVID-19?

Szczepionki są. Chętnych mało. Powiat o najmniejszej liczbie szczepień

Jak uzyskać kod QR, gdy nie mamy Internetowego Konta Pacjenta



Switzerland.

Campaigning & Activ.: ST summer map.

- Grand Train Tour of Switzerland
- ST layout map
- Partners content, Swisstainable, Grand Tour and Grand Train Tour, Swiss Cities
- 50'000 copies
- Insert in magazines – lifestyle focus
- Distribution at events and fairs





Switzerland.

Campaigning & Activ.: *Newsweek Travelling*.

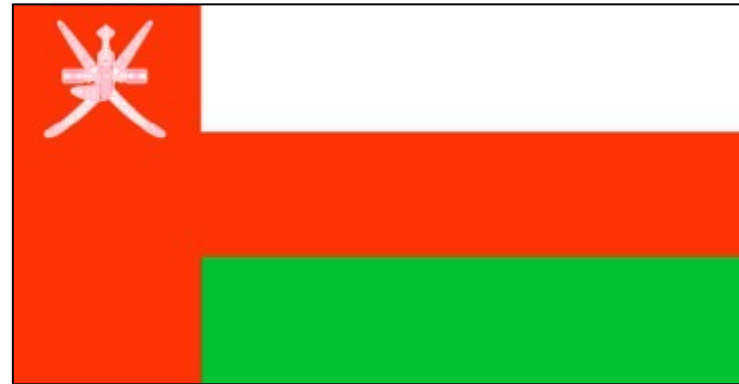
- Special in *Newsweek*
- 16 pages with focus on Switzerland
- 100'000 copies
- Published on April 25th
- On sale for 2 weeks
- Content present also online on *newsweek.pl*



GCC.



Switzerland.





Switzerland.

KAM: Discover Europe Travel Summit.

- 28-01 May at 25hours Hotel-Dubai.
- 2 days hosted buyer workshop
- Gala night under stars. NTOS of CH, DE, AT & IE, support of ETC.
- 105 key accounts from all GCC.
- More than 4000 meetings in total.
- 103 partners total, 45 Swiss
Partners from: Ticino, ZRH, Vaud, GVA, Interlaken, Jungfrau, Luzern, Graubunden, CM, Zermatt, DVS







Switzerland.

Campaigning: Flower Power Challenge. 1st round.

- Date: 25 MAR – 10 APR (Second round is coming, campaign goes on until Mid May)
- Investment of 1000 CHF on Facebook and Instagram per partner, highlighting different flowers from different regions across Switzerland through quizzes and questions. E.g. the end consumer had to guess which Swiss flower suits their personality best.
- Results: Facebook/Instagram (post):
 - Impressions: 7,198,299
 - Likes and comments: 72,438 Poll responses: 26,797



Campaigning: Medical Newsletter 1.

- Date: 10 APR
- Medical newsletter sent out to more than 13,136 GCC Doctors and some medical dealers
- Contacts: 13,136
- Opening rate: 18.3%, Click rate: 9.1%, Click-to-open rate: 49.6%
- Topics: Mental Health, Best hospitals and clinics, New Health magazine
- Partner: University Hospital Zurich, Hirslanden



Switzerland can make you feel better

During stressful times, all of us look for small time-outs to escape. However, sometimes a weekend trip does not do the job. A person with burn-out, anxiety or depression needs a change in scenery and competent medical care. Switzerland can be the right place to recover.



Mental health

Today's life is stressful. Meetings and phone calls all day, in between a quick working lunch, mails from early in the morning to late at night, and in addition social obligations with family and friends that want to be fulfilled. No wonder that more and more people feel exhausted and tired, sometimes even burned-out.

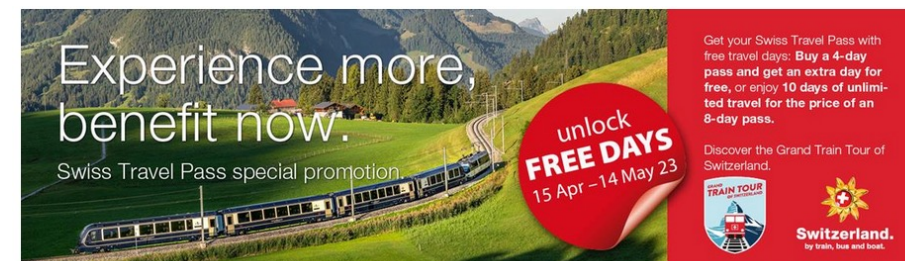
[Learn more ↗](#)



Switzerland.

Campaigning: Swiss Travel Pass Promotion Newsletter.

- Date: 13 APR
- Newsletter sent out to more than 2,781 trade/travel agents promoting the sale for the Swiss Travel Pass
- Contacts: 2,781
- Opening rate: 29.5%, Click rate: 1.02%
- Click-to-open rate: 3.5%
- Swiss Travel System



Swiss Travel Pass "Free Travel Days" promotion.

Don't miss out on this incredible offer! Benefit from our promotion and get your Swiss Travel Pass with free travel days between 15 April and 14 May 2023. During the promotion period, you'll get up to two travel days on top. Free of charge! That's more time to see Switzerland's most picturesque places along the Grand Train Tour of Switzerland.

[Learn more ↗](#)



Great value for money.

Choose from two options and experience more with free travel days. Get a Swiss Travel Pass (4) days and get an extra day for free. Do you want to stay longer? Spend a full ten days along the Grand Train Tour of Switzerland for the price of a Swiss Travel Pass (8 days).



Switzerland.

Campaigning: Winter Hotel digital push.

- Date: 1 – 8 APR
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 387,271
- Clicks: 6,240
- Reach: 246,847
- Park Hyatt



أثناء إقامتك في فندق **Park Hyatt Zürich**، ستجرب كل ما تقدمه مدينة زيوريخ الفريدة من نوعها، مباشرة قرب المدخل: بإمكانك التسوق في متاجر بانهوف شتراسه أو التنزه على طول شواطئ بحيرة زيوريخ. وبعد ذلك، يبدأ الاسترخاء في الفندق الفاخر ذو الخمس نجوم.

<https://bit.ly/3TTDcT9>



سويسرا.
Local & travel website

LEARN MORE



Switzerland.

Campaigning: Family Hotel digital push.

- Date: 24 – 30 APR
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 658,919
- Clicks: 6,748
- Reach: 451,969
- Beau-Rivage

 سويسرا (SA, AE, TN - Arabic) ✓ Sponsored · 

لطالما سعى Beau-Rivage Geneva لجذب أولئك الذين يبحثون عن الفخامة الكلاسيكية والسحر والخصوصية، ويفضل خدمته المتقنة ووسائل الراحة الحديثة، أصبح واحداً من أكثر العناوين تميزاً في سويسرا.

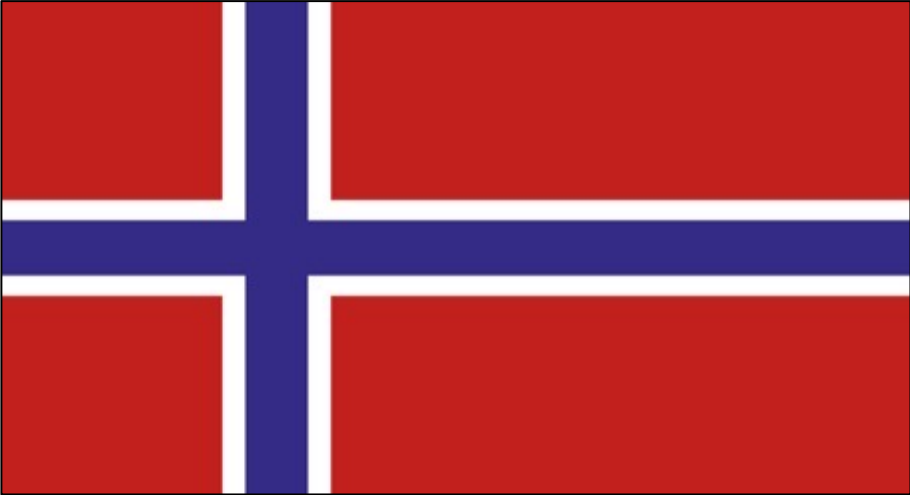
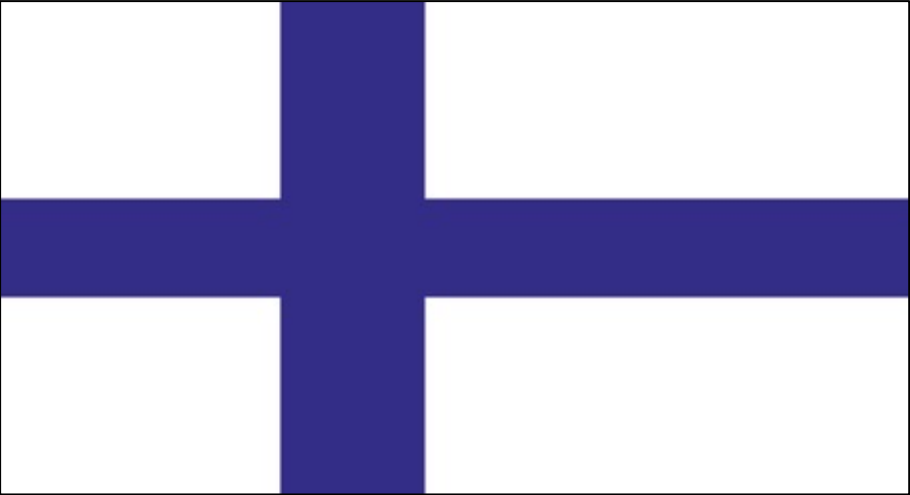
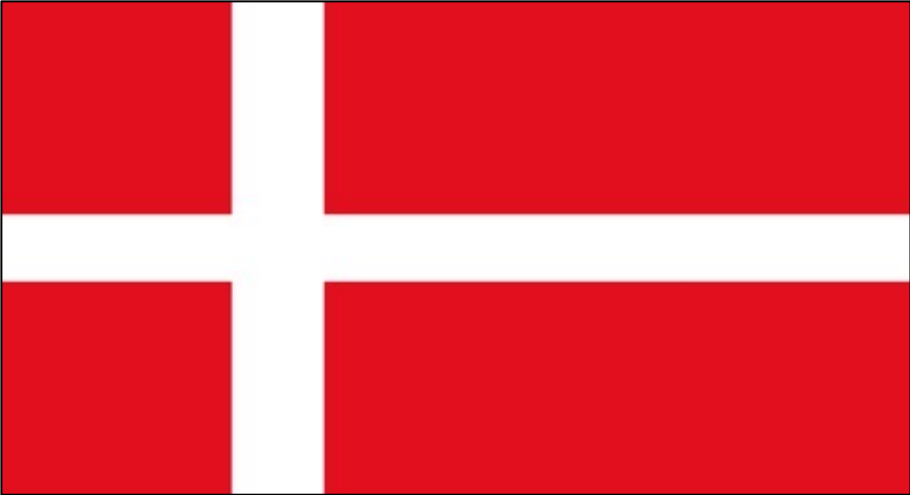
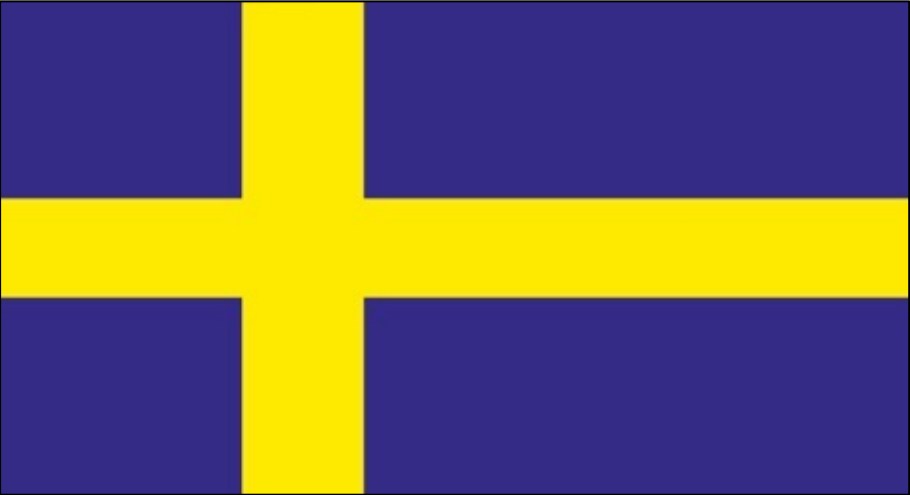
<https://bit.ly/3AAD5m0>



سويسرا
Local & travel website

LEARN MORE

Nordics.



Campaigning: Ticino Event.

- Date: 20th April 2023
- Media & Trade: An event was held in Copenhagen in cooperation with Ticino à la Grotto style, simple and tasty, for media and trade.
- The destination was presented as genuine, exotic and reliable, but the guests also gained knowledge about Swisstainable.
- 14 well selected key accounts attended the event.
- Partner Ticion





Switzerland.

Media: SE - Media Partnership Runner's World.

- Runner's World Sweden is the largest running and trail running media platform in the Nordic Countries. Part of the international RW brand family.
- 2 pages spread Ticino in April edition of magazine, focus on trail running – 78'000 readers.
- 1 Digital long read article pushed out on Runner's World SoMe channels and newsletters.
- <https://runnersworld.se/testa-trailloping-i-fortrollande-ticino/>
Newsletter 70K, SoMe Channels 79K, UVPM 100K
- Partner: Ticino



Ticino är landets enda kanton söder om Alpena. Här talar italienska och du bjuds på en fantastisk mix av schweizisk och italiensk kultur, mat och miljöer. För traillöparen är särskilt Ascona-Locarno väl värt ett besök.

På gränsen till Italien, i den allra sydligaste delen av Schweiz, ligger kantonen Ticino. I mötet mellan de båda länderna samlas medelhavsklimat med alper, utsliriga kyrkor och byar med modern arkitektur – och la dolce vita med trailloping.

Här kan du springa över en glaciär på förmiddagen och ta en tupplur under en palm på eftermiddagen, testa de utmärkt lederna i Ticinos alpina regioner, springa genom lugna dalar och upptäcka avlägsna byar, uppleva folklivet på Piazza



Alex Borsuk och Matt Hasenohr springer trail på Monte Gambarogno ovanför Maggiorejön i Ticino, Schweiz.

TRAIL SPONSRAT INLÄGG

Testa trailloping i förtrollande Ticino

China.



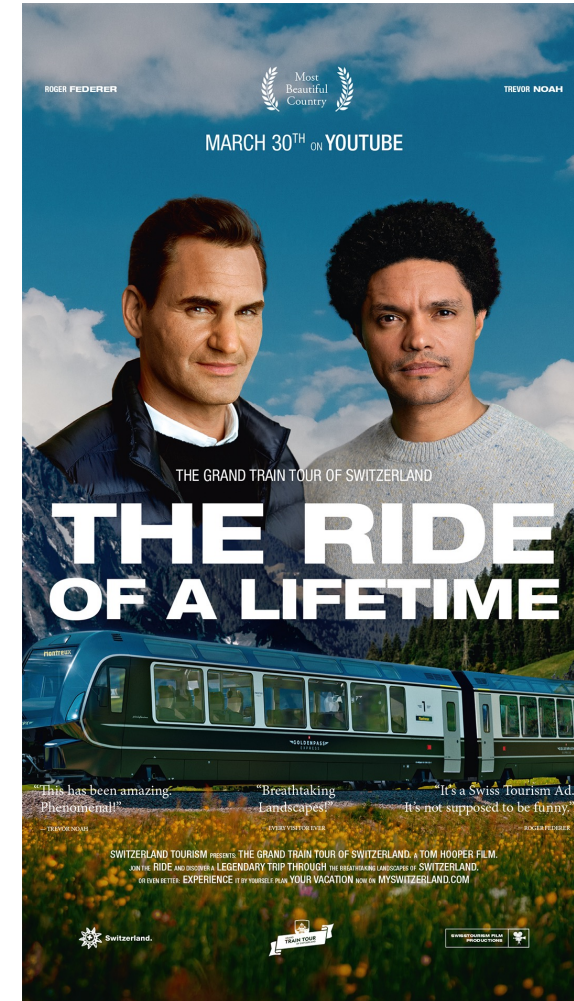
Switzerland.



RF x TN video in China.



- 30th March – 9th April 2023
- Wechat video channel
- Douyin
- Weibo
- Xiaohongshu
- Video (Bilibili, youku, iqiyi, tencent)
- 3.1 million views
- finish rate(Wechat, Red, Douyin)
18.9%



ST Travel TV 2023 – 1.



- April 07th 2023
- STS + SWISS
- Audiences: 4171
- STC shop visitors imported from live streaming: 9303
- Page visited imported from live streaming: 25881

瑞士国家旅游局 | 瑞士 | 瑞士国际航空公司 | stc

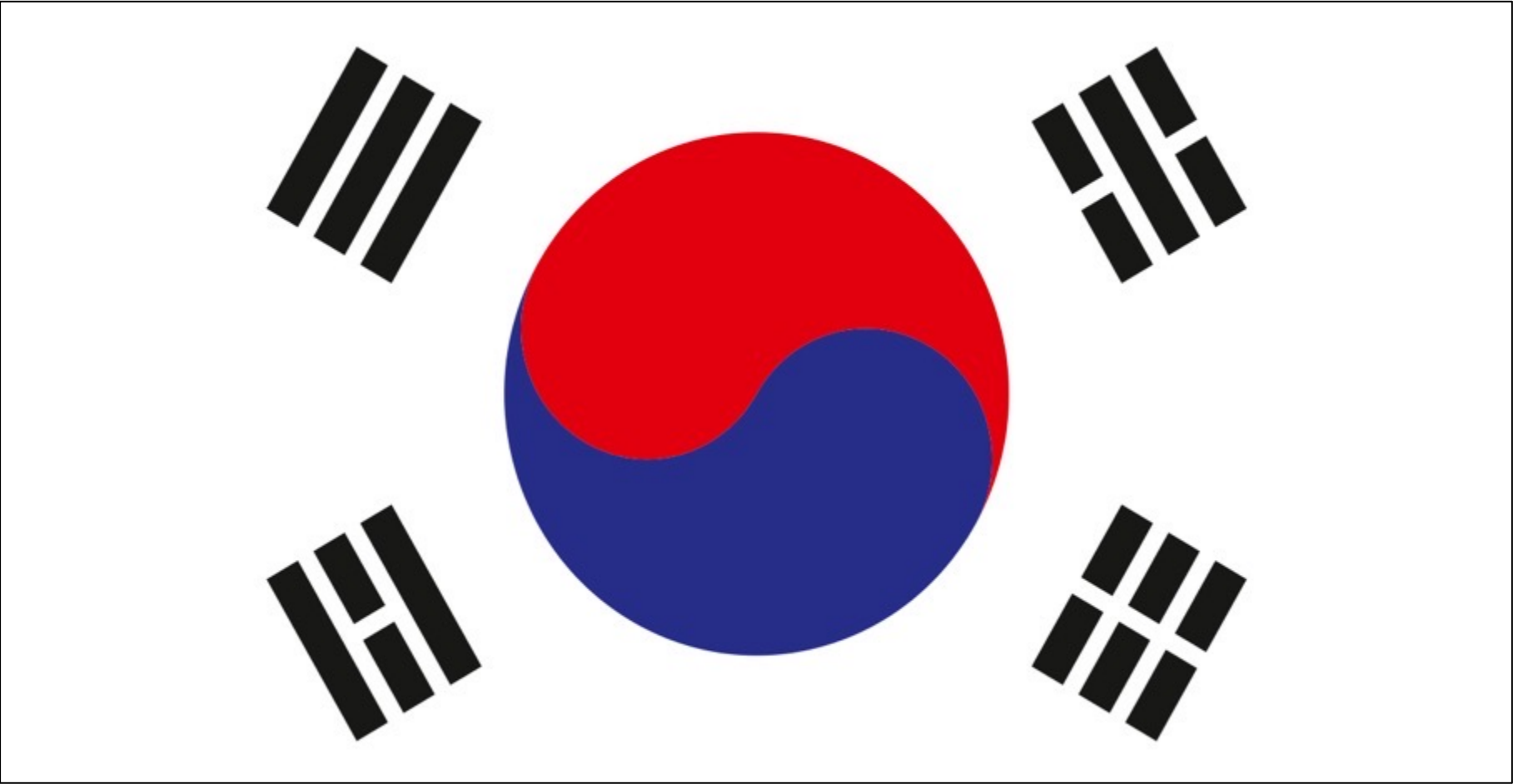
瑞士交通系统 STS

王天舒 瑞士国家旅游中心 中国区商务拓展经理 | 张利 瑞士国际航空公司 高级客户经理 | 史博 瑞士交通系统 大中华区市场销售经理

瑞士国际航空公司 SWISS

4月7日 (周五) 20:00
你需要一生难忘的旅行
你需要瑞士
瑞士交通系统-最新全球大促销
瑞士国际航空-在云端之上体验瑞士品质

Korea.





Switzerland.

C&A: The Opening Ceremony of Swiss Spring Street Festival.

- Date: April 8th, 2023
- Participants: 150 pax including 86 travel agents, 14 media, 50 Swiss communities and partners
- Background
 - To celebrate 60th anniversary of Swiss-Korea diplomatic relationship, ST held a festival at Gyeongui Line book street to exhibit representative tourist destinations which are popular among Koreans
- Event Overview
 - Opening speech by Swiss Ambassador & new GTToS campaign launching by ST CEO
 - Media Coverages on 39 media + 2 broadcasting stations
 - CEO Interviews with two major newspapers (Maekyung Business – Daily Newspaper & TravelTimes – Specialised Weekly Travel Newspaper)



SWISS

Spring Street

FESTIVAL

스 위 스 봄 거 리 축 제



스위스.



Switzerland.

C&A_SoMe: Swiss Spring Street Festival Photo & Hashtag Event.

▪ Background

- To create attention and WOM to the Swiss Spring Street Festival celebrating 60th Anniversary of Swiss-Korean diplomatic relationship online
- To increase ER by leading audiences to remain reactions and comments on the posts to win the prize: flight tickets & Swiss Travel Pass

▪ SoMe Event Overview

- Period: April 8th – May 8th 2023
- Visitors to the event site take photos with destination set ups and post the photos with 2 mandatory hashtags: #inLOVEwithSWITZERLAND & #SwissFestivalSeoul

▪ Result

784 photo postings are generated on Instagram (as of May 2nd)



KAM: STE Korea 2023.



Switzerland.

- Period: 18-20 April 2023
- Venue: Hotel Shilla Seoul
- Participants: 216 pax for three days
 - 182 travel agents, 18 media and 16 Swiss partners
- Program
 - 18 Apr. / Gyeongui Line Book Street (Swiss Spring Street)
 - Casual dinner with 17th STA members at Swiss Spring Street Festival
 - 19 Apr. / Hotel Shilla
 - Open workshop with travel agents
 - One-to-one meetings with key accounts
 - Dinner reception with media & key accounts
 - 20 Apr. / boat in the Han river
 - Small group discussion to compete for the best mono-Swiss product
 - Study trip to the winners

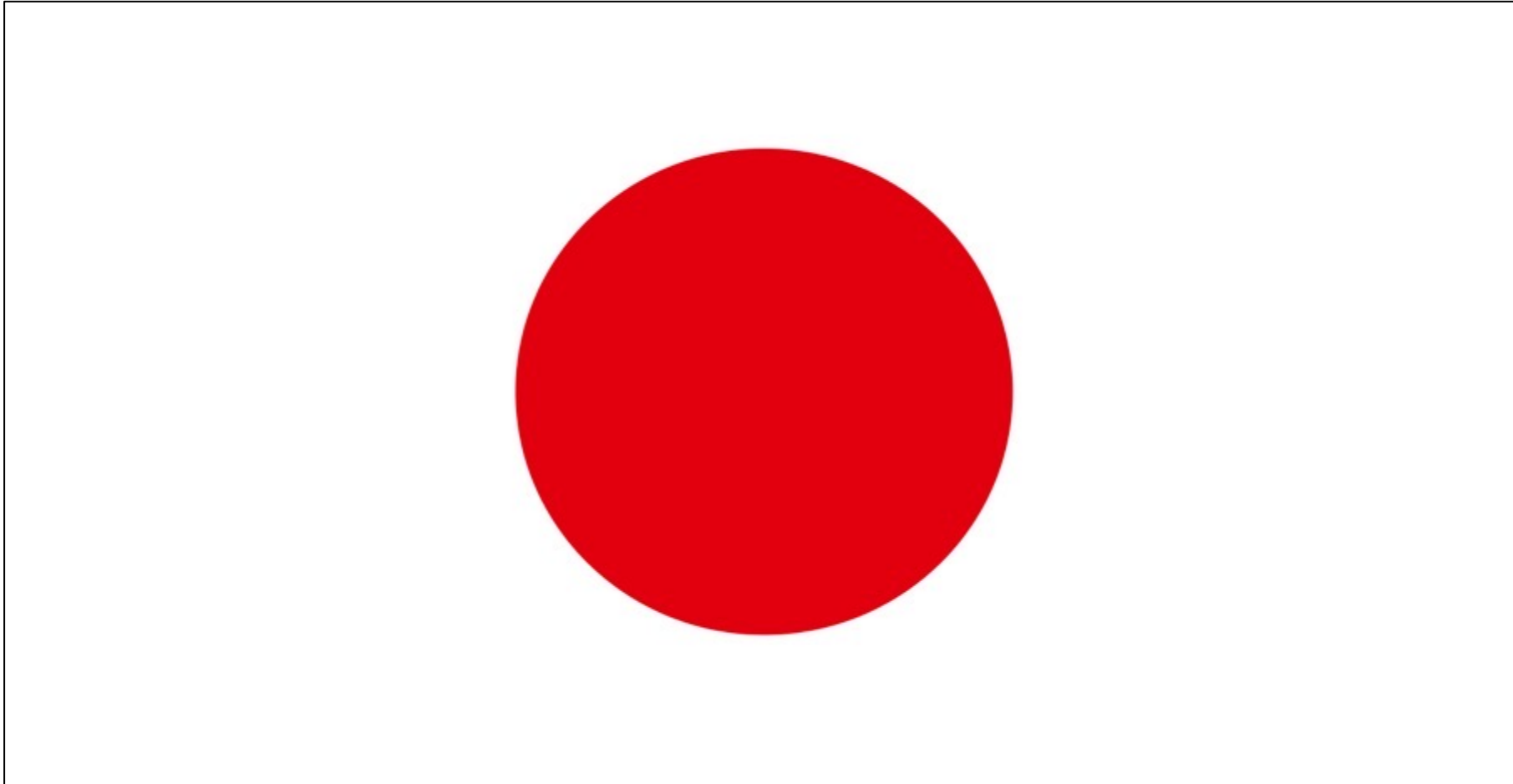




Japan.



Switzerland.



KMM - Online 'TRVLWIRE'.

- 'Travlwire' is a daily travel trade news.
- Contact: 700'000 UVPM
- Pages: 1 page
- Issued: 3 April 2023
- Article about the new movie of Roger Federer x Trevor Noah featuring Grand Train Tour of Switzerland.

スイスが新プロモーション動画、テニスのフェデラー選手らが鉄道旅

2023年4月3日(月)

スイス政府観光局は3月30日、新しいプロモーション動画を公開した。

昨年はアン・ハサウェイさんと共演したテニスのロジャー・フェデラー選手が再び出演し、コメディアンの特レバー・ノアさんとスイスでの鉄道旅行の魅力をユーモラスに伝える内容。

公開から約14時間ですでに149万回視聴され、5300件を超える高評価を獲得している。





Switzerland.

Campaigning - ILBS Cherry Blossom Ball.

- Switzerland was the official host of the 2023 Cherry Blossom ball.
- The ball is the happening of the Tokyo society, organised by the International Ladies Benevolent Society.
- Participants: 450 pax
- ST was present with movies, content in the programme and the main travel prize.





Switzerland.

Campaigning – Advertorials ‘cyclo wired.jp’.

- Part of the key partner package with VAUD
- Development of cycling offers in Japan with Japan’s leading cycling website.
- ‘cyclo wired.jp’
- Contacts: 450’000 UVM
- Series of articles about cycling offers in VAUD based on a media trip and bookable offers with travel agent fellow travel.

The collage displays content from the 'cyclo wired.jp' website and social media. The website screenshots include:

- A header for 'cyclo wired.jp' with navigation icons for 'すべて', 'レース', 'ブログ', 'イベント', 'トピックス', and 'E-バイク'.
- An article titled '世界遺産ラヴォーの葡萄畑をE-bikeで巡る「ワイン＆ライド」' (World Heritage Lavaux Vineyard Terraces on E-bike 'Wine & Ride').
- A 'TIPS集' (Tips Collection) article titled 'スイスでのサイクリングを楽しむTIPS集'.

The social media posts are tweets from Makoto Ayano:

- A tweet from 2023/04/10 (Monday) at 21:16, titled '特集 スイス サイクリング スイスでのサイクリングを楽しむTIPS集'. It includes social media sharing icons and tags for 'フィーチャー・PR', 'E-BIKE', '全般', and 'ツーリング'.
- A tweet from 2023/04/12 (Wednesday) at 18:01, titled '特集 スイス サイクリング vol.1 世界遺産ラヴォーの葡萄畑をE-bikeで巡る「ワイン＆ライド」'. It also includes social media sharing icons and the same tags.

Accompanying the tweets are several photographs: cyclists on a scenic road, a group of people dining at a restaurant, a plate of food, and several bottles of wine.

Campaigning – CycleMode.

- ‘CycleMode’ is the largest cycling event in Japan.
- Date: 15 & 16 April 2023
- Visitors: 23’800 pax (2 days)
- Target: All kind of cycling lovers
- ST promoted Swiss cycling and new cycling product together with the travel agency ‘Fellow Travel’ and distributed cycling and general brochures.





Switzerland.

KAM - Fam trip Grand Train Tour of Switzerland.

- Fam trip in cooperation with STS and STC, inviting agents with potential for selling the GTToS STC package.
- 5 agents plus STC rep participating.
- Lucerne-Interlaken Express, Golden Pass Express, Glacier Express, Bernina Express and Bus, Gotthard-Panorama Express.
- Result: all agents will sell the GTToS.



South East Asia.



Switzerland.





Switzerland.

STS: Unlock your FREE travel days Newsletter.

- 15 April
- Market: SEA
- Target: Launch of STP FREE travel days promotion. Promote STP and GTToS offerings. Highlight promotion with 2 extra travel days to experience more of Switzerland.
- Goals: Continually refresh and expand existing database. Engagement with agents. Conversions of STP.



Unlock your FREE travel days, booking starts 15Apr.

Dear travel trade partners & friends of Switzerland,

The long-awaited and exciting Swiss Travel Pass (STP) **FREE travel days** promotion starts today! Yes, today.

The STP offers international visitors *unlimited travel on trains, buses, and boats* throughout

STS: STP FREE travel days Klook SEA.

- 15Apr – 14May
- Market: SG MY TH
- Target: Launch of STP FREE travel days promotion. Highlight STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland.
- Goals: eDM in SG MY + social posts SG MY TH + . Reach 2mio subscribers, >800 STP sold.

...see more





Switzerland.

STS: STP FREE travel days KKDay SEA.

- 15Apr – 14May
- Market: SG MY TH
- Target: Launch of STP FREE travel days promotion. Highlight STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland.
- Goals: eDM in SEA, >300 STP sold.

kkday

[Theme Parks](#) | [Attractions](#) | [Airport Transfers](#) | [JR Pass](#) | [Europe Train Tickets](#)

Swiss Travel Pass
The only Swiss Travel Pass Deal this year! Buy in advance! →

ONE FREE DAY
with a purchase of a 4-day pass

TWO FREE DAYS
with a purchase of an 8-day pass

There's nothing quite like the

STS: STP FREE travel days Singpromos.com.



Switzerland.

- 15 April – 14 May
- Market: SG
- Target: Launch of STP FREE travel days promotion. Highlight STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland.
- Goals: 1 main landing page and 1 FB post on 15Apr + 4 super posts to bump up during weekends 22Apr, 29Apr, 6May, 13May. Reach >400k monthly web visitors. >50 STP sold.

Discover more of Switzerland with Swiss Travel Pass FREE travel days promotion, book from 15 April – 14 May 2023

© 30 Mar 2023 SGNewsMan Events, Vacations, Travel Deals, Cruises, Luggage Bags, Equipment, Hotels



STS: STP FREE travel days Tripzilla.com & .my.



Switzerland.

- 15 April – 14 May
- Market: SG, MY, ID, PH, VN
- Target: Launch of STP FREE travel days promotion. Highlight STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland.
- Goals: Advetorials in English and Chinese language + social posts + SEO boost. Guaranteed 150k views across SEA. >50 STP sold.

TRENDING 流行新闻 TRAVEL 旅游 DIGITAL LIFE 数码生活 WELLNESS 健康生活 TRIP

BUCKET LIST

瑞士春季铁路之旅：利用瑞士旅行通票探索最佳的美景和路线

CECELIA CHANG - 4 DAYS AGO

↗ 0



计划即将要到瑞士旅行吗？瑞士青葱的高山，碧绿的湖畔，冬天时的雪地，独特又传统



Switzerland.

STS: STP FREE travel days TheStar.com.my.

- 15 April – 14 May
- Market: MY
- Target: Launch of STP FREE travel days promotion. Promote STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland.
- Goals: Advertorials in English + 1 week traffic driver on website (ROS) + web banner + social posts on FB IG Twitter. Reach >18mio monthly web visitors. 150k FB reach and 1500 engagements. >300k impressions on web banner (ROS). >50 STP sold.

TOPICS : [StarExtra](#) | [Flood Alert](#) | [StarESG](#) | [Urban Biodiversity](#) | [True or Not](#) | [SOBA 2022](#) | [Covid-19 Watch](#)

A spring family adventure in Switzerland with Swiss Travel Pass



STARPICKS

Saturday, 15 Apr 2023

9:14 AM MYT



With the Swiss Travel Pass, travelling around Switzerland just became that much easier.

SPRING in Switzerland sounds like a dream come true.



STS: STP FREE travel days theTravelIntern.com. Switzerland.

- 15 April – 14 May
- Market: MY
- Target: Launch of STP FREE travel days promotion. Promote STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland.
- Goals: Social posts on IG TikTok. Articles refresh with promo campaign. Reach >300k monthly web visitors. >30 STP sold.



STS: STP FREE travel days WillFlyForFood.net.



Switzerland.

- 15 April – 14 May
- Market: SEA, primarily PH with 9% subscribers
- Target: Barter 2 STP for exposure. Launch of STP FREE travel days promotion. Promote STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland.
- Goals: Social post on IG with 18k followers. Their website monthly visitors is >900k.





Switzerland.

STS: STP FREE travel days Tiew Eng Thailand.

- 15 April – 14 May
- Market: TH
- Target: Barter 2 STP for exposure. Launch of STP FREE travel days promotion. Promote STP and GTToS offerings plus 2 extra travel days to experience more of Switzerland. Partnership with SwissASAP to collect sales.
- Goals: Social post on FB reaching >450k subscribers, >30 STP sold.

<https://www.facebook.com/tieweng/posts/pfbid0pNXxGLscWQM1ikvzsz1d1CFZx3o6ieW99opr8BuSrAiAHBAKBrHa4Q8fbBKixurl>

- 2nd class adult / youth: CHF 389 / CHF 276
- 1st class adult / youth: CHF 617 / CHF 436

*Swiss Travel Flex ไม่รวมในโปรนี้

- Book online และรับ eTicket ได้ตั้งแต่วันที่ถึง 14 พ.ค. 2566 เท่านั้น
- ใช้เดินทางได้ตั้งแต่วันที่ถึง 13 พ.ย. 2566 (Start date)
- ทางไปจอง SwissASAP.com/th
- จองภายใน 20 เม.ย. ลุ้นรับ Voucher Paragliding ฟรี (เช็คในเพจ SwissASAP)

#เที่ยวเอง #swiss #switzerland #summer #SwissTravelPass

IG - tieweng





Switzerland.

STS: B2B Seminar in Penang, Malaysia.

- 6 April
- Market: MY
- Target: Seminar presentation with PWT:
 - Invite 30 travel agents
 - 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 PWT
- Goals: Promote STP and GTToS, Excellence Program. >10 sign-ups.



STS: B2B Seminar in Bangkok, Thailand.

- 24 April
- Market: TH
- Target: Seminar presentation with Pinatlas:
 - Invite 30 travel agents
 - Showcase Spring season in Switzerland and benefits for Family travel.
 - Highlight upcoming STP FREE Travel Days Spring promotions (15Apr-14May).
 - Reconnect with Pinatlas
- Goals: Promote STP and GTToS, Excellence Program. >10 sign-ups.





Switzerland.

STS: Excellence Talk in Chiangmai, Thailand.

- 25 April
- Market: TH
- Target: Gather supporting partners with SwissASAP:
 - Invite 15 supporters. Showcase Spring season in Switzerland and benefits for Family travel. Encourage Excellence Program sign-ups. Highlight upcoming STP FREE Travel Days Spring promotions (15Apr-14May).
- Goals: Promote STP and GTToS, Excellence Program. >10 sign-ups.



STS: FREE travel days Reminder Newsletter.

- 28 Apr
- Market: SEA
- Target: Reminder for STP FREE travel days promotion. Promote STP and GTToS offerings. Highlight promotion with 2 extra travel days to experience more of Switzerland.
- Goals: Continually refresh and expand existing database. Engagement with agents. Conversions of STP.



On the right track with STP FREE travel days promotion.

Dear travel trade partners & friends of Switzerland,

The **Swiss Travel Pass (STP) FREE travel days** promotion ends soon, on Sunday 14 May. Blink and you will miss it!



Switzerland.

KOL Fam Trip (Family Activities).

- 31 March – 08 April
- Karen Davila & Family
- #PamilyaFriendlySwitzerland
- Partners featured
 - Graubuenden
 - Zermatt
 - MRAG
 - Glacier Express



KAM Thailand – Trade Seminar with STS.

- 24 April 2023, Bangkok Thailand.
- Focus: 30 FIT travel agents
- Featured on presentation: family activity recommendation
- Partners featured: STS, LX, Zurich, LLR, GRF, JF, Interlaken, Schilthorn, Vaud, Zermatt, GEX, RHB



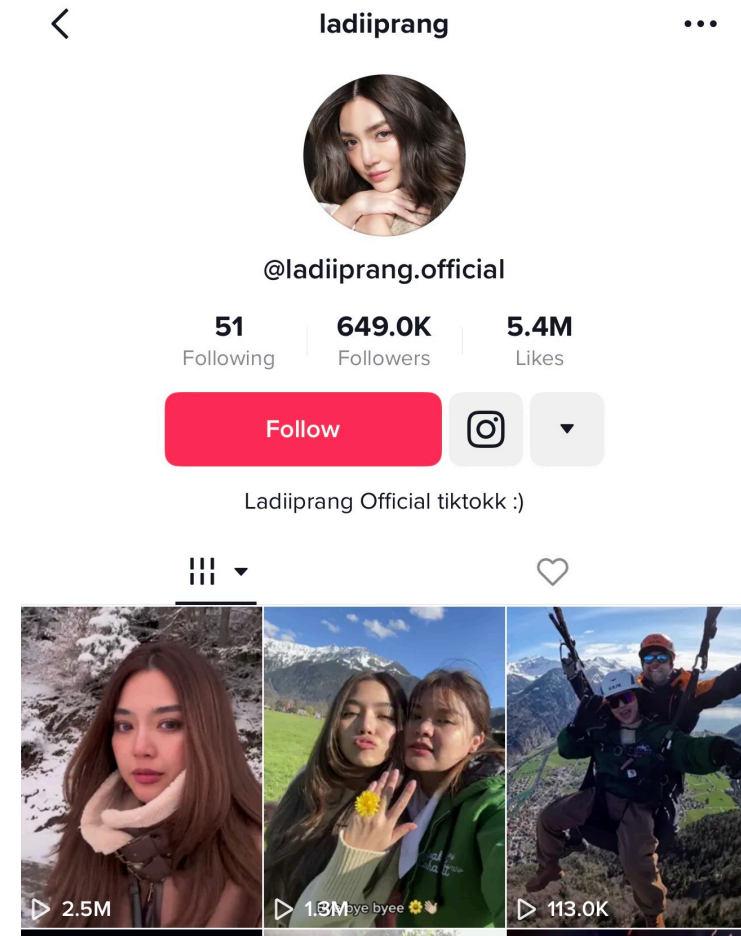
KAM Thailand – B2B2C Talk in Chiang Mai.

- 25 April 2023, Chiang Mai Thailand.
- Focus: expansion of Switzerland knowledge and products to 2nd tier city of Thailand
- Participation: 12
- Featured on presentation: family activity recommendation
- Partners featured: STS, LX, Zurich, LLR, GRF, JF, Interlaken, Schilthorn, Vaud, Zermatt, GEX, RHB



KOL TH Prang Kannarun Trip (Tiktok: ladiiprang.official).

- 10 – 17 April 2023
- Prang Kannarun – Thai actress with her mother and sister
- Social media: Tiktok
- Reach: >2.5millions
- Partners featured
 - Zurich
 - Interlaken
 - Jungfrau Region

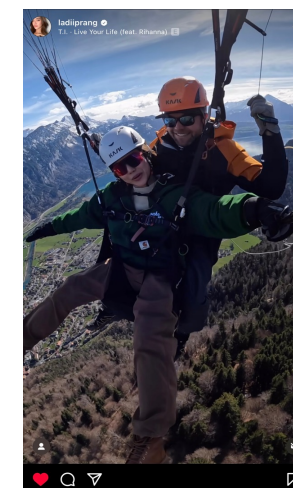
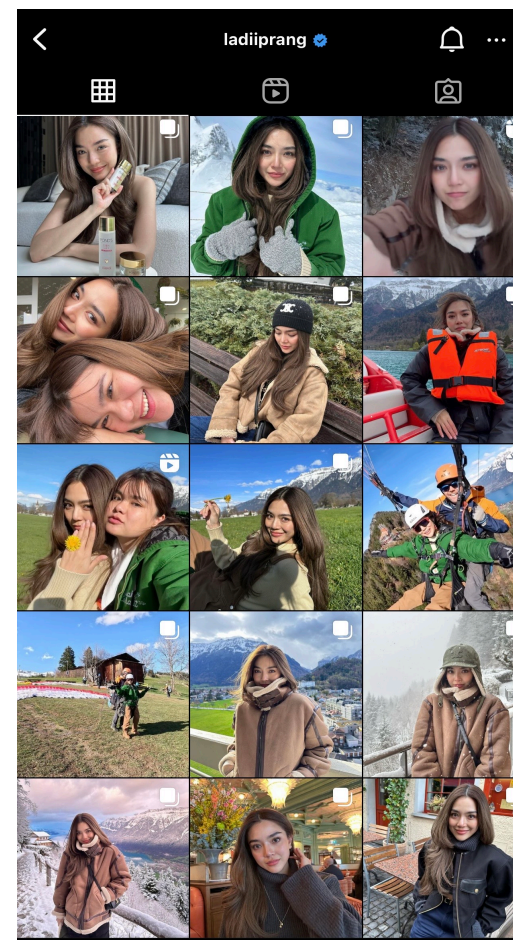




Switzerland.

KOL TH Prang Kannarun Trip (IG: Ladiiprang).

- 10 – 17 April 2023
- Prang Kannarun – Thai actress with her mother and sister
- Social media: Instagram (reels, posts, stories)
- Reach: >6millions
- Partners featured
 - LX
 - STS
 - Zurich
 - Interlaken
 - Jungfrau Region





Switzerland.

KMM (Malaysia) – China Press.

Circulations: 180,000

Copy: 315,000

Total: 1 full page

- Partners: Schilthorn
- Theme: Swisstainable

无车山村^{米伦}

在这里，走路也能走出巅峰之作

坐落在瑞士雪朗峰 (Schilthorn) 山脚的米伦 (Murren) 以如若仙境般的世外桃源景致傲视人间，集齐山风雪花烟雨薄雾于一村，每一个转角处都是一场乡村美学洗礼，而这个山村散发的美力是历经多年努力、通过各种途径方得之。那一天，坐在白朗峰山顶的旋转餐厅，户外活动爱好者马可祖施米德 (Marco Zurschmiede) 细致地在山村流连忘返、在雪地浪迹山崖的见闻趣事。

不论是因工或因私，米伦是马可最常到地方，“这个小山村仅有约400村民，村民和商人都只能搭乘缆车才能抵达，村里则是禁止车辆通行。”

这个无车山村以如若仙境的世外桃源景致傲视人间，在这里，任何言语都是多余，街头山风萧萧，窗外雪花纷飞，身在烟雨蒙蒙中，眼里有轻盈夜幕……

再多文字，也描述不了这个地方的朴实无华，唯有用心去看、去感受才能领略它锁不住亦挡不住的至美。

“世上没几个地方像这里，来到这里就像走进另一个世界。”他如是说道。每周有两天他都会来到这个坐落在海拔1638公尺的小山村，他轻声细语说道，在清晨或傍晚来到这里，寂静的就像没有人一样，当然，更别说他经常去浪的那群雪山了。

这一天，清晨七时半，撑着雨伞穿越寒风中秋雨，与他约在米伦缆车站会合。随后，一同搭乘最早那趟空中缆车前往雪朗峰，此峰因007影片之一《女王密令》(On Her Majesty's Secret Service) 曾在此拍摄而闻名于世。

当缆车缓缓而上，但见透明缆车车厢外的大雪如雨落下，打在车窗发出咚咚声，那厚实的白雪覆盖着远山与近麓，壮丽得令人屏住呼吸的雪朗峰就在身边、在眼前。

不知何故，越近山心头越震撼，一种无以名状的敬畏感油然而生，或许这就是大自然魅力与吸引力，此去位于海拔2970公尺的旋转餐厅Piz Gloria，这峰顶餐厅每45分钟绕其轴心旋转一周。

马可可在米伦雪地上自由式滑雪。

实际上，此地向世界展示的美力是当地居民历经多年努力，通过各种途径才得来的可持续性的美，瑞士境内有多个无车胜地，米伦是其中一个，“从外地运往山村的货物都用缆车运输。”

镇上只有农夫及公司（建筑、交通、施工与邮政）靠缆车，农夫需用重机械以耕山上农田堆运回德里畜棚；若民房或酒店有施工工程则可通过特定交通公司，把建材从缆车站运往目的地，“但是，他们都需得到当局批准。”

所以说，旅人在马路上与车辆相遇的机会屈指可数，若想想，这里民房不都建在山中，怎有泊车空间呢？汽车尾气与声音污染大幅度隔绝后，行走在村里，每个转角处都能感受到清新自然。

“其实，米伦面积不大，从一个点到另一个点皆是步行距离，用不上汽车。”他也提及村里设备齐全，居民不必为日常通勤，村里亦可见农民机售卖农人与居民的自制新鲜食材。

但凡心中有大自然，可做的环保行动多着了，他指出，好比：冬季会迎来大量滑雪者，山下停车场容量随之增加，与其兴建更多永久停车位，不如善用天然建筑材料一木材。

据雪朗峰官网资料显示，把简单且可移动木块盖在草地上做成停车位，除了可防止土壤被压实，还可确保融水在融雪期间可快速渗透出，此举亦免除往返更远停车场的接驳巴士的需要。

冬季过去以后把木块收起来，这样可以保持草皮完好无损，草地也可在季节结束后再再次种神或长出草来，“到时牛又可以回来了，那些木块还可以在翌年再循环使用作停车位。”

小山村的每个转角处都有好戏，村光、村居、村闲、村趣都是一场乡村美学洗礼。

赶在夏天前还原山之净
小山村的废物处置固然是过，冬季运动仍会出现不经意的雪痕，但这好闻的雪留下的独特韵味。

■ 马可可在雪朗峰之颠的马可祖施米德。

■ 小山村每个转角处都有好戏，村光、村居、村闲、村趣都是一场乡村美学洗礼。

■ 四季山中浪雪中，马可可在雪朗峰附近附近的林里山崖漫步。

■ 马可可在米伦雪地上自由式滑雪。

Australia.



KAM: MTA Competition & Swisstainable trip.

- Promotion of new Swisstainable e-learning programme to MTA (Mobile Travel Agents) Network
- Amongst everyone who completed the training, 6 agents were selected to join a Swiss fam trip
- 8 day itinerary, focus on Swisstainable and sustainable travel in Switzerland
- Destinations: Zurich, Interlaken, Jungfrau Region / Railways, Zermatt, Andermatt, Lucerne, Swiss Travel System + destination choice
- New: "Destination Choice", agents could choose which destination they want to visit for the last day/night (in order to also promote lesser known regions)



India.



Switzerland.





Switzerland.

Campaign & Activation: Roger Federer Newspaper Ads & Advertorials incl. STS Promo.

- As part of the global campaign with Roger Federer and to highlight the STS promotion, we placed ads and editorial content (“Stay longer in Switzerland”), resulting in full-page takeovers in leading mainline publications including The Times of India, Hindustan Times and Mint Lounge, across India’s top metros.

- Total Circulation: **3’472’500**
- Total Contacts: **10’417’500**



Mumbai, Delhi, Ahmedabad, Bangalore, Hyderabad, Chennai, Kolkata.

Publication: **Mint Lounge**
Date: **15th April, 2023**
Circulation: **222’500**
Total Contacts: **667’500**



Mumbai, Delhi & Gurgaon.

Publication: **Hindustan Times**
Date: **16th April, 2023**
Circulation: **1’268’000**
Total Contacts: **3’804’000**



Mumbai, Delhi, Ahmedabad, Bangalore, Pune, Hyderabad, Chennai, Kolkata.

Publication: **The Times of India**
Date: **16th April, 2023**
Circulation: **1’982’000**
Total Contacts: **5’946’000**

KAM: ST India Webinar – Swiss Travel System (STS) – 18th Apr 2023.

- Exclusive 45 min webinar with STS
- Latest information about STS's touristic products and services
- Highlighting GTToS and new RF & Trever Noah creative
- Update regarding the 15th Apr – 14th May Summer Promo for the travel trade
- Live polls + live Q&A session + quiz at the end
- Total No. of attendees = **537**





Switzerland.

SCIB: Networking Event in Delhi & Bangalore - Business Dinner.

- **Date:** 02nd & 03rd March 2023.
- **Target audience:** Key MICE agencies from Delhi & Bangalore.
- **Objective:** To introduce & connect Barbra Albrecht to our key MICE agencies & to get a first - hand information about the Indian market. Also, to instill confidence to the trade of our support .
- **Number of clients:** 10 each in both cities.





Switzerland.

SCIB: Corporate Networking – Women’s Day off-site.

- 4-5 March 2023. **Event:** Women’s Day off-site.
- JW Marriott Prestige Golfshire, Bangalore.
- **Target audience:** Women corporate leaders from various industries, based in Mumbai, Chennai & Bangalore.
- **Objective:** Showcase & influence destination Switzerland, to Women corporates, who are travel & procurement heads. Strengthen our relationship with the corporates.
- **Agenda:** Motivational speakers talking on topics related to health, finance & green wellness. Presentation in the Kahoot format. Team building activities, games & experiences...cookery class, grape stomping, Tombola, etc.,
- **Partners:** Lindt Home of Chocolate & Glacier 3000.

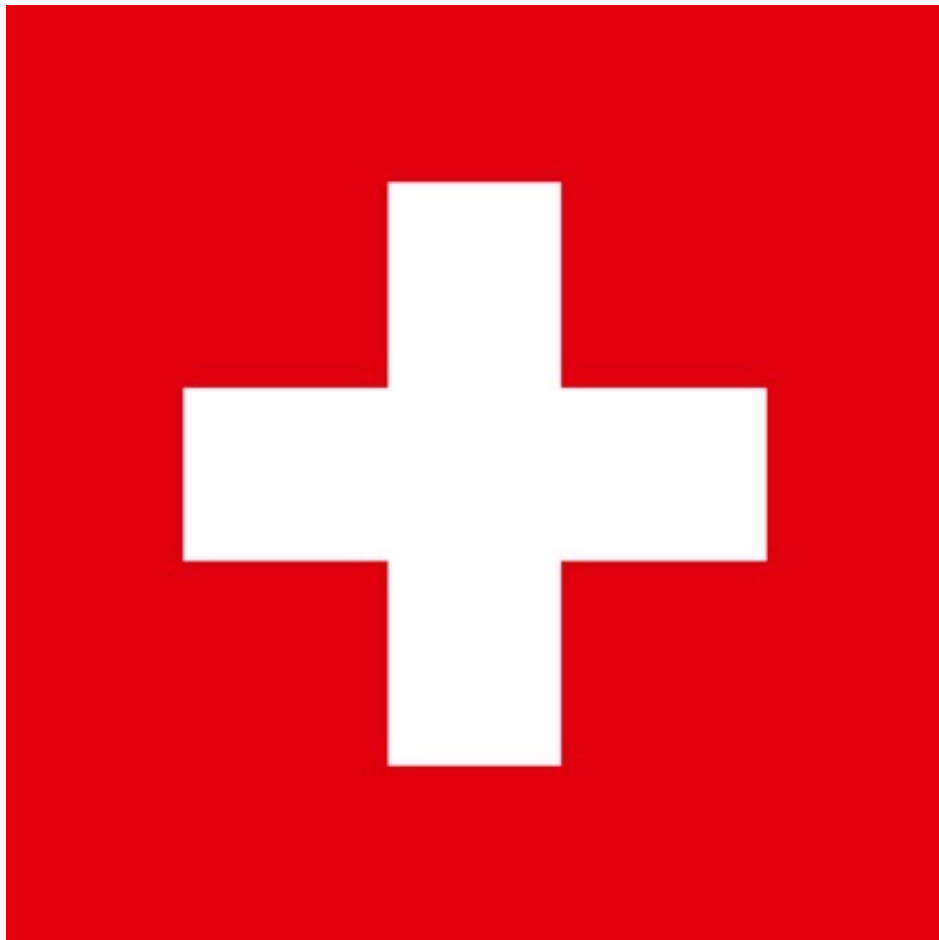


Markets West.

Switzerland.



Switzerland.





Switzerland.

TCS – Mediatrip Grand Tour of Switzerland.

- Mediatrip along the Grand Tour
- March 22-24, 2023
- Promotion of Grand Tour App
- Two page spread in TCS Magazine
- Readership: 1'365'000
- 3 Languages: D/F/I
- Neuchâtel – Murten – Gruyères – Gstaad – Interlaken – Thun – Bern



Un viaggio nel blu – con il Grand Tour da Neuenburg a Berna

Come le perle di una collana, gli highlight si susseguono lungo il Grand Tour of Switzerland. La strada più bella della Svizzera ci conduce in otto tappe, per 1643 km, attraverso i paesaggi più spettacolari, i villaggi più incontaminati e le città più affascinanti. La tappa numero 7 da Neuenburg a Berna segue il blu dell'acqua. È caratterizzata da laghi e fiumi, villaggi originali, cittadine interessanti e vedute mozzafiato.

Reportage Ellen Grönan

Un viaggio nel tempo con ponti linguistici

Il viaggio inizia 50 000 anni fa. Circa 3000 reperti archeologici raccontano le loro storie nel Lätium. Il più grande museo archeologico della Svizzera. Davanti al lago azzurro cielo, con una vista che si estende dalle Alpi Bernesi fino al Monte Bianco, insediamenti ricostruiti con palafitte lasciano intuire come fosse la vita nell'età del bronzo. Oggi cartelli con la scritta «Grand Tour» indicano la

strada. Con la vista su Eiger, Mönch e Jungfrau, prati lussureggianti e villaggi vinicoli da sogno fiancheggiano la strada per il Lago di Morat. Morat, la cittadina degli Zähringer, si erge consapevole di sé sul lago. I caratteristici vicoli e portici rispecchiano una storia millenaria. Solo pochi chilometri più avanti la cattedrale di San Nicola di Friburgo si staglia contro il cielo. Vicoli ricchi di fascino e palazzi con negozi incantevoli delimitano il paesaggio della città dei ponti. Anche linguisticamente Friburgo costruisce ponti tra la Svizzera di lingua francese e quella di lingua tedesca. Uno dei ponti più antichi e belli di Friburgo

è il Bernbrücke, che attraverso la Sarine porta nella città bassa. Il prossimo punto panoramico si trova più avanti sul percorso.

Formaggio e paesaggi fuori dal comune
Le fattorie circondate da verdi pascoli delineano il paesaggio a sud di Friburgo. Le curve aumentano, la corsa diventa più stretta e il viaggio più avventuroso. La strada si snoda sulle rive del lago della Gruyères. Incastonata nel panorama alpino, troneggiante su una collina, si staglia Gruyères. Gruyères è una delle località più belle della Svizzera. In estate qui pascolano le mucche Gruyères DOP grazie alle quali viene prodotto il formaggio Gruyère. Sulle tracce del suo aroma speziato, nel caseificio dimostrativo «La Maison du Gruyères» troviamo spunti interessanti. Gruyère è il luogo perfetto per degustare una raffinata fonduta!

Verso il castello di Gruyère l'attenzione dei visitatori è attratta dalle straordinarie sculture che non intendono assolutamente adeguarsi allo scenario medievale. Ma il loro



Vista su Gruyères.

segreto viene presto svelato. Sono infatti parte dell'HR Giger Museum allestito nel castello di Saint Germain. L'artista svizzero HR Giger nel 1980 ha ricevuto l'Oscar per avere realizzato le scenografie del film «Alien». La sua tomba è nel cimitero locale.

Dolce viaggio lungo l'acqua

Anche le dolci tentazioni della Maison Cailler di Broc sono qualcosa di straordinario. Qui inizia il dolce viaggio nella storia della produzione del cioccolato. Il cioccolato rende felici! Lo conferma anche Stéphane, che da 23 anni lavora con questo alimento. Alla domanda su come riesce a mantenersi in forma, sorride e risponde: «Viasto al lavoro in bicicletta.»

Il Grand Tour si può proseguire in auto lungo il corso



La baia di Spiez dominata dal suo bel castello.

della Sarine da Pays d'Enhaut attraverso Château d'Oex verso Saanen. Graziosi villaggi si stringono nell'incantevole paesaggio pralino. A Zweisimmen la cabinovia un tempo più lunga d'Europa raggiunge il Rindenberg con vista sulla regione di Saanen e sulla valle della Simmen che accompagna il Grand Tour fino a poco prima di Spiez. Il villaggio vicino di Spiez con il castello sul lago azzurro di Thun e i vigneti sono una gioia per gli occhi e meritano almeno una foto!

Una ventata di Caraibi e di Mediterraneo

La deviazione verso il lago di Brienz regala un'atmosfera caraibica. Anche con il cielo coperto, il colore turchese è mozzafiato. Questa deviazione è perfetta con una visita alle scroscianti cascate di Giessbach e uno sguardo al villaggio chalet Brienz.



Vicino alle Cascate di Giessbach.

Tornando al percorso del Grand Tour, la strada prosegue lungo le rive del lago di Thun. Villaggi pittoreschi e vedute spettacolari sul lago di Thun. Villaggi pittoreschi e vedute spettacolari sul lago di Thun. Villaggi pittoreschi e vedute spettacolari sul lago di Thun.

Alla fine del lago, una vera e propria perla: Thun. La porta verso l'Oberland Bernese. Il suo accogliente centro storico, sormontato da un castello bianco del 12° secolo e il suo fascino quasi mediterraneo conquistano rapidamente i visitatori.

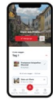
Uno sguardo attraverso la cornice degli spot fotografici del Grand Tour merita davvero la pena. Thun viene valorizzata alla perfezione.

Vista aperta su villaggi e piaceri della città

L'ultima parte della tappa promette una vista sulla catena dello Stockhorn e sulle Alpi Bernesi. Il villaggio di Riggisberg con le sue rovine del monastero e le tipiche fattorie bernesi sono un belvedere ideale, a meno che non piova.

Ma l'ultima meta ricompensa ampiamente dell'eventuale brutto tempo. Costruita su un'ansa del fiume Aare, anche con la pioggia Berna mostra il suo lato più bello. Nel centro storico, con i 6 km di portici, nonostante il tempo uggioso si può passeggiare senza bagnarsi.

Il Grand Tour mantiene le promesse: difficilmente la Svizzera si può apprezzare da un punto di vista migliore.



Scarica ora!
Su quale regione pianificherete il prossimo itinerario? Quanti giorni visiterete le esperienze lungo il «Grand Tour»? Dove permetterà alla fine di ogni tappa? L'app «Grand Tour della Svizzera» di Svizzera Turismo può facilmente fornire risposte a queste domande e a molte altre.

Coop Pronto Magazin.



- Customer magazin, published 6x a year
- Languages: D/F/I
- Distribution via shops and website (ePaper)
- Circulation: 310'000, 30'000 unique users per week
- Regions provide content, picture and a price for a lucky draw
- Participating regions: Basel, Thurgau, Jura 3L, Schwyz



BASEL

Ostern am Rheinknie

Auf einer Tour mit dem Velo entlang des Rheins begibt man sich durch drei Länder. Den Novartis Campus sollte man sich dabei unbedingt als Besuch einplanen.

Mit der BaselCard, die man bei jeder Hotelbuchung kostenlos erhält, kann man den öffentlichen Verkehr gratis nutzen und von 20 Prozent Rabatt auf diverse Aktivitäten profitieren. Oder sich ein 15-Bike für nur wenig Franken pro Tag leihen und die Durländerei erkunden. Der linke Rheinuferweg entlang dem Fluss zum Eisenwerk führt umherhalb des Novartis Campus. Die Gefolgen, das Architekturmuseum, das Campus, zu besuchen, sollte man nicht vergessen lassen. Seit Oktober können ihnen kann die Ö-

ffentlichkeit während der Geschäftszeiten von 7 bis 19 Uhr die Ausweise besuche und bestimmte Aktivitäten wie Geschäfte, Cafés und Restaurants besuchen. Die Läden der Architekturmuseum, die sich hier vorweg haben, lässt sich wie das Who's who der Baukunst: Hier ist die SANKA, Vitto Magasin, umherhalb des Novartis Campus. Die Gefolgen, das Architekturmuseum, das Campus, zu besuchen, sollte man nicht vergessen lassen. Seit Oktober können ihnen kann die Ö-

lung Wunders of Medicines laden vier interaktive Bereiche durch ein, in die Geheimnisse der Life-Science einzutauchen. Der Pavillon befindet sich auf einer der sorgsam restaurierten Gebäulichkeiten. Eine vielfältige Auswahl von Kunstwerken - darunter eine Skulptur von Richard Serra, Kunst am Bau von Jenny Holzer, eine Klanginstallation von Laurie Anderson und ein 3D-Scan eines Wangenmuskels von Claudia Carter - rufen den Besucher ab, für den Sie genügend Zeit einplanen sollten.



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KANTON THURGAU

Entlang des Wassers

Im Frühling sind Ausflüge in den Thurgau von besonderem Reiz. Entlang des Rheins gibt es zahlreiche beliebige Orte zu entdecken.

Von Krutlingen nach Schaffhausen führen viele Wege. Der älteste und kürzeste führt über Wasser mit der Schifffahrtsgesellschaft Unteres und Rheins, vorbei an Seen am Rhein und der Insel Reichenau. Dieser Perspektive wechselt sich nach der Insel Reichenau. Der abwechslungsreiche Schifffahrt zählt zu den schönsten Strömungen Europas. Highlight ist für viele Gäste die Reichenaukreuzfahrt bei Dossenhofen. Die geschichtliche historische verbindet die Schweiz mit Deutschland und ist so einzigartig, dass die Schiffe vor der

Durchfahrt die Bugmasten, das Dach der Führerstandplätze und das Sommergärtchen mit dem historischen Gebäude, die zum Spreng ins kleine Nabe und Verweilen einladet. Sie haben aber das beste See & Park Hotel Feldbach. Die einmalige Lage in Steckborn direkt am Ufer des Unteres befindet sich das ehemalige Kloster Feldbach aus dem 13. Jahrhundert. Heute grössten die Gäste im See & Park Hotel Feldbach das unvergleichliche moderne historische Ambiente inmitten von Rosenzäunen, weitläufigen Parkanlagen und 'Nachden-



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BeNeLux.

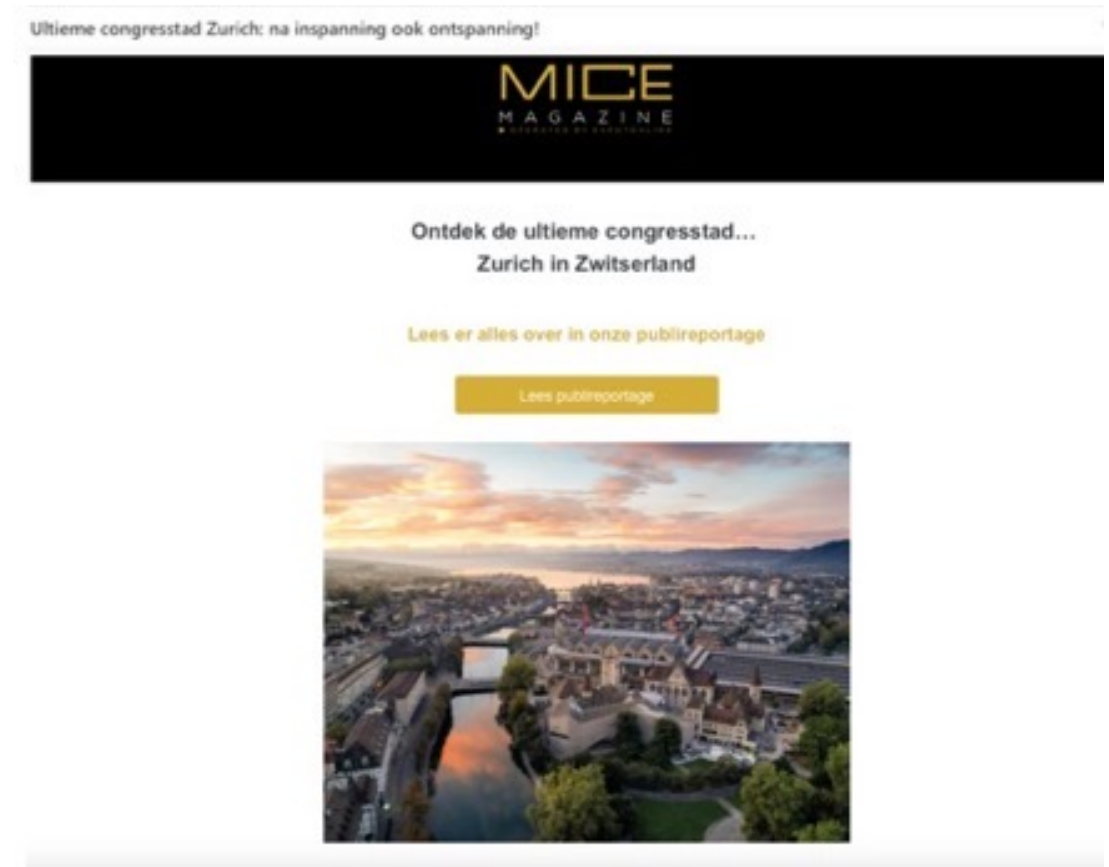


Switzerland.



Belgium: Meetings. Advertorial about Zurich.

- 25.04.2023
- MICE Magazine
- Advertorial about Zurich
- Insert in their eNewsletter sent to 45'000 contacts
- Article on their website: Ultimate congress city Zurich: after exertion, relaxation too
- <https://www.mice-magazine.com/ultieme-congresstad-zurich-na-inspanning-ook-ontspanning/>
- Article shared on social media





Switzerland.

BeNe: Promotion. Snowplaza Winter Sports.

- Exclusive winter campaign with VWP on snowplaza and skiinformatie (NL, BE)
 - Excl. landingpage with 16 online articles
 - Newsletter promotion
 - Social media promotion
 - Outstream videos
 - Native ads
- Raclette evening with 50 selected customers of Snowplaza

Total Marketing contacts: 2.6 Mio



Verken Leukerbad met de Winter Card

Met de Winter Card heb je onbeperkt toegang tot bijvoorbeeld de kabelbanen en themale baden. Profiteer nu van de beste deal en krijg een gratis 6e dag.

Book je skivakantie nu!



Italy.



Switzerland.

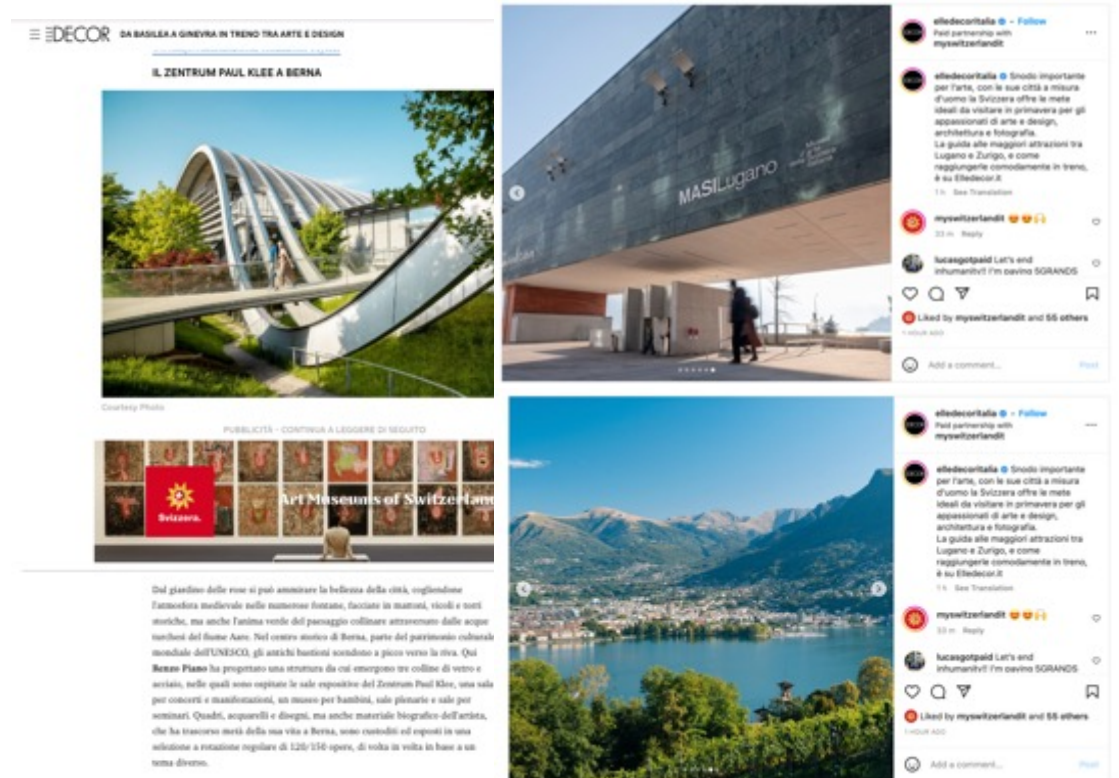




Switzerland.

Campaigning & Activation: Digital campaign with Elle Decor.

- Period: 06.03 – 05.04.2023
- What: Promotion of AMoS and special Eurocity offer “Promo 2x1”
- Digital campaign with 2 branded editorial content articles ([link](#)), 9’675 views
- Social media campaign with 2 carousel posts linked to the articles, clicks: 11’030, reach: 1.241.368
- Display banners, 244’090 impressions
- Partner: AMoS





Switzerland.

Campaigning & Activation: Brochure distribution with Elle Decor.

- Date: 14.04.2023
- What: Distribution of Boutique & Design Hotels and Typically Swiss Hotels brochures with the April Issue of Elle Decor magazine, during the Milano Design Week
- Circulation: 5'000 copies
- Partners: HoKo



Campaigning & Activation: ST Lounge at Miart Fair in Milano.

- Period: 13-16.04.2023
- What: Train-themed set-up to introduce the high-level audience to the art of travelling in Switzerland
- Integration of partners' tourist and cultural offers, VR travel experience, creation of a personalised artwork through AI, social media campaign, contest (138 participants), networking, brochure distribution
- Fair visitors: 10'000
- Partners: Basel Tourism, Bern Welcome, Interlaken, Ticino Turismo, RhB, STS, Victorinox



Campaigning & Activation: ST Lounge at Miart Fair in Milano.





Switzerland.

Campaigning & Activation: Lugano Art Parade at House of Switzerland.

- Period: 17-23.04.2023
- What: Promotion of Lugano Region and its art museums, setup at Giardini Pippa Bacca in Milano
- Personalized beach cabins for the museums MASI, MUSEC, GAL, LAC, Bally Foundation and Sonnenstube and Swiss design furniture
- Launch event with 120 selected media/VIP guests
- Networking, brochure distribution, contest (205 participants)
- Partners: Lugano Region, Ticino





Switzerland.

Campaigning & Activation: Lugano Art Parade at House of Switzerland.





Switzerland.

Campaigning & Activation: Inauguration Swiss Embassy at the Vatican.

- Date: 20.04.2023
- What: VIP event for the opening of the Swiss Embassy at the Santa Sede (Vatican City)
- Networking and brochure distribution
- Contacts: 250



Campaigning & Activation: RF advertising on Bell'Europa.

- Date: 29.04.2023
- What: Advertising page on travel magazine Bell'Europa (May Issue)
- Subject: Grand Train Tour with Goldenpass Express Key Visual
- Circulation: 76'000
- Readers: 190'000
- Partners: STS



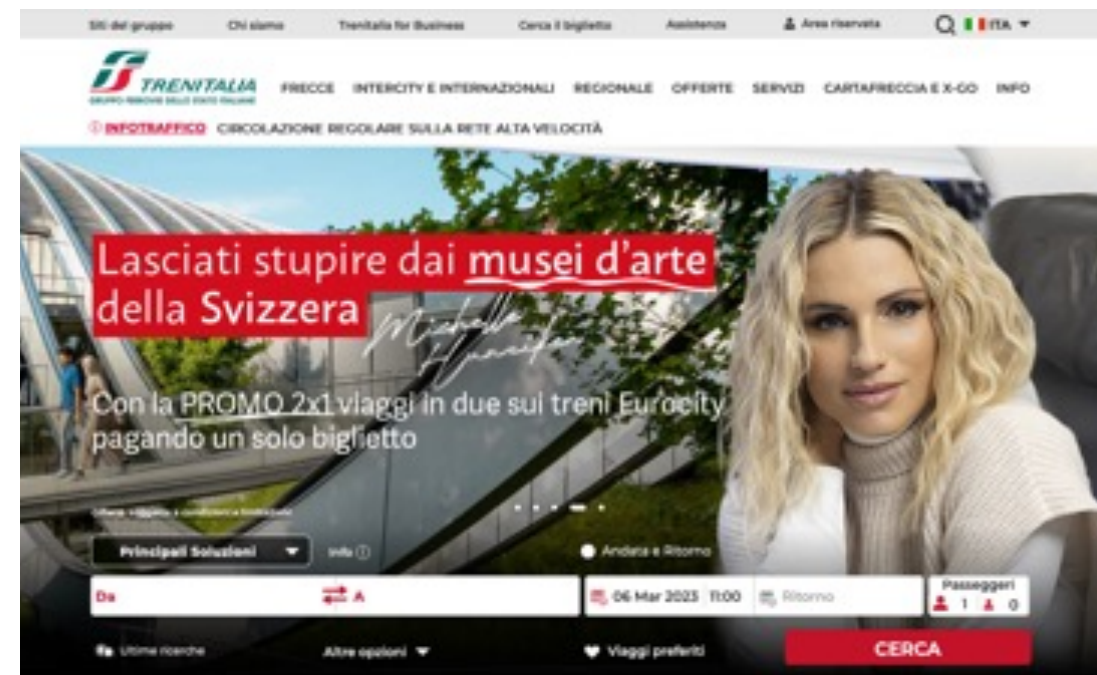
Scopri il Grand Train Tour: [Svizzera.it/grandtraintour](https://www.svizzera.it/grandtraintour)



Switzerland.

Campaigning & Activation: PromoSvizzera Campaign – First wave “Cultura”.

- Period: 10.03 – 16.04.2023
- What: Promotion of the “Promo 2x1” with Trenitalia to visit Swiss cities and museums with Eurocity connections
- Activities on **Trenitalia** channels
 - Dedicated landing page on Trenitalia.com
 - Slider / banner on homepage Trenitalia.com
 - Video “Swiss Cities” on board monitors of Frecciarossa and Frecciargento trains
 - Newsletter to Cartafreccia subscribers



OFFERTE E SERVIZI

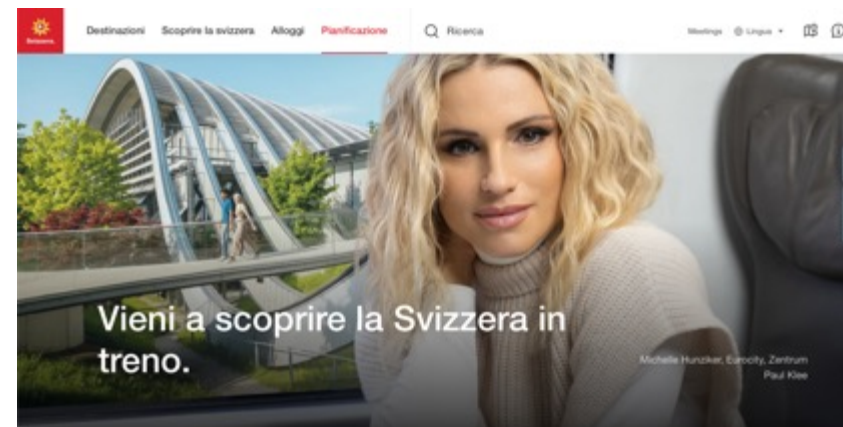




Switzerland.

Campaigning & Activation: PromoSvizzera Campaign – First wave “Cultura”.

- Activities on **ST** channels
 - Dedicated landing page on MySwitzerland (Svizzera.it/intreno)
 - Organic social media push with 3 Instagram posts and 44 stories
 - Media meeting in Milano and Rome to present Swiss Cities trends, partner news and the Promo 2x1 with Trenitalia
 - Media and trade newsletter (ilCioccolato) to respective databases
 - Digital newsletter to B2C database

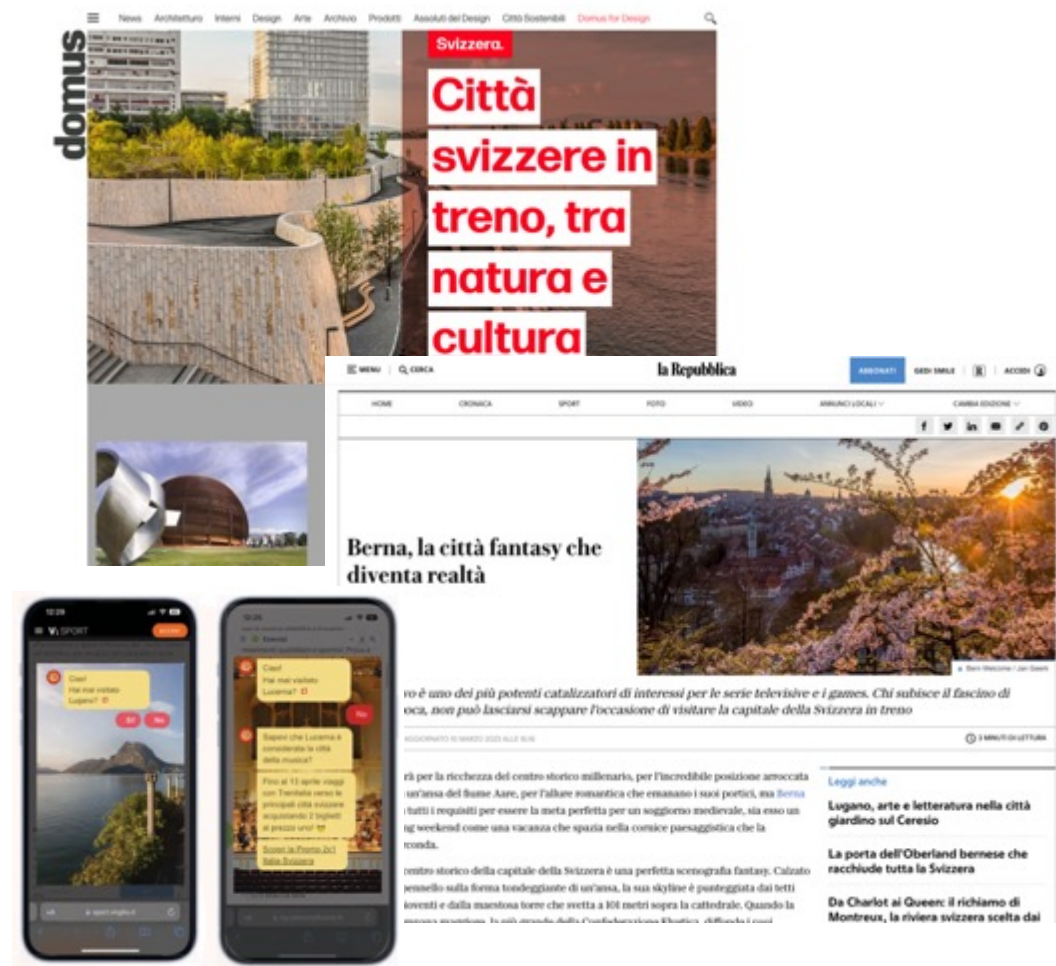




Switzerland.

Campaigning & Activation: PromoSvizzera Campaign – First wave “Cultura”.

- Activities on **third** channels
 - Digital campaign on Repubblica.it with 9 editorial articles, supported by social media push and display advertising (19'014 article views, 210'000 social reach, 2'700'000 display impressions)
 - Digital campaign on Domus with 6 editorial articles, supported by social media push, newsletter and display advertising (1'399'677 social reach)
 - Native campaign with interactive chatbot on premium websites (4'000 conversations)
 - Partners: STS, Swiss Cities





Switzerland.

Campaigning & Activation: PromoSvizzera Campaign – Shooting with Michelle Hunziker.

- Date: 22.04.2023
- What: Shooting in Bellinzona, Ascona and Isole di Brissago to create content for the PromoSvizzera campaign
- Backstage stories on Michelle Hunziker's Instagram account mentioning partner locations
- Partners: STS, Ticino

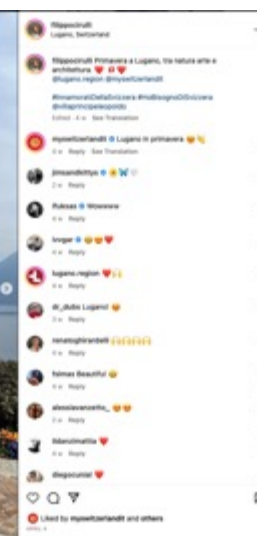
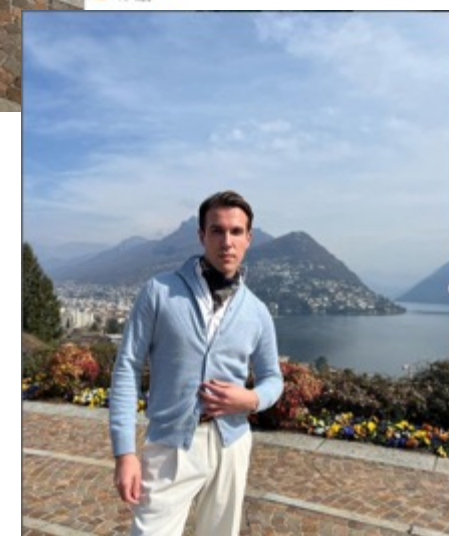
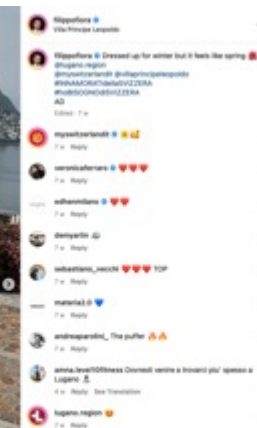
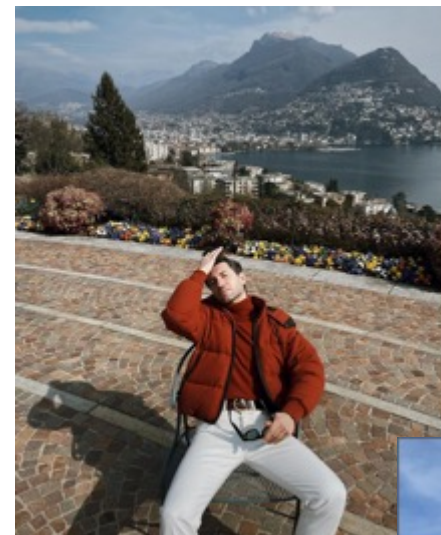




Switzerland.

Campaigning & Activation: Influencer Trip with Filippo & Filippo in Lugano.

- Period: 13-14.03.2023
- What: Influencer Trip to Lugano with Filippo Cirulli (154K followers) & Filippo Fiora (177K followers)
- Contents: 1 post and stories
- Partners: Lugano Region





Switzerland.

Campaigning & Activation: Influencer Trip with Michelle Hunziker and friends in Interlaken.

- Period: 08-11.04.2023
- What: Influencer Trip to Interlaken during Easter with Michelle Hunziker (5.6M followers) and her friends to promote Interlaken region
- Content: 1 post and 21 stories
- Partners: Interlaken





Switzerland.

Campaigning & Activation: Influencer Trip with Federica Fontana in Lugano.

- Period: 16-17.04.2023
- What: Influencer Trip to Lugano with Federica Fontana (316K followers) to promote Lugano region
- Content: 2 posts and 8 stories
- Partners: Lugano Region





Switzerland.

Campaigning & Activation: Influencer Trip with Filippo & Filippo in Geneva.

- Period: 25-27.04.2023
- What: Influencer Trip to Geneva with Filippo Cirulli (154K followers) & Filippo Fiora (177K followers) to promote culture, watch experience and gastronomy in Geneva
- Content: 6 posts, 2 reels and stories
- Partners: Geneva





Switzerland.

KAM: Switzerland monography with Albatravel.

- Period: 03.04.2023 – 03.04.2024
- What: Special project with Tour Operator Albatravel to promote Swiss cities and direct Eurocity connections
- B2C promotion page (Switzerland monography), B2B portal for 5,000 Italian travel agencies, B2B information newsletter to travel agencies.
- Partners: Basel, Bern Welcome, Geneva, Lausanne, Zurich, STS

albatravel
A SWISS COMPANY

HOME LOSANNA GINEVRA BASILEA BERNA ZURIGO INFO

SVIZZERA,
UN MONDO DIETRO
L'ANGOLO

EDIZIONE PRIMAVERA/ESTATE 2023

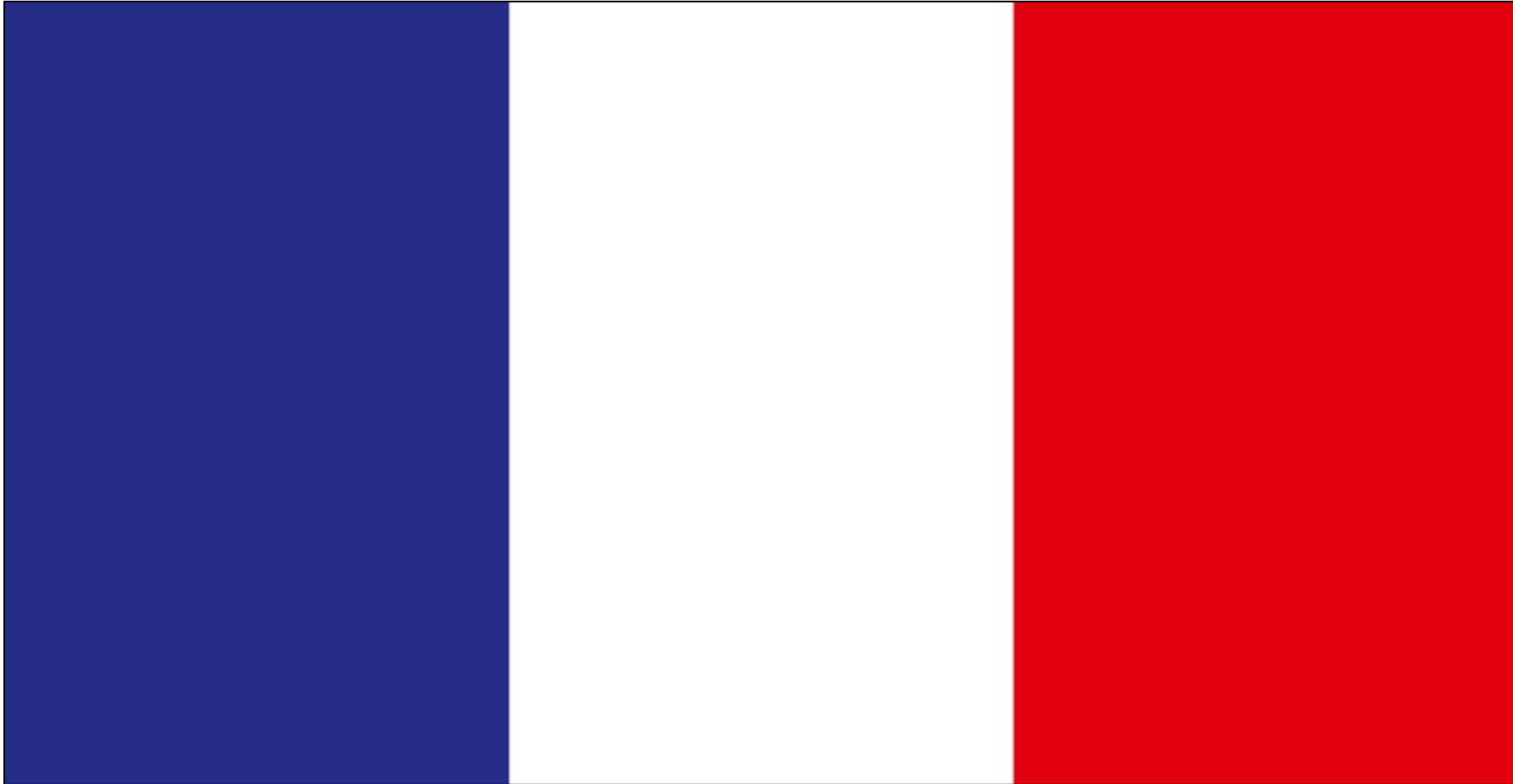
Gli itinerari in Eurocity da Milano, Venezia, Genova e Bologna

La Svizzera non è mai stata così vicina: in poche ore è possibile raggiungere con l'EuroCity diretto le città di Basilea, Berna, Ginevra, Losanna, Lucerna, Lugano e Zurigo. Anche Venezia, Bologna e Genova sono collegate direttamente con la Svizzera.

Milano - Ginevra

4 ore
4 collegamenti diretti al giorno

France.



KMM – Summer media booklet.

- On the **27th of April**, we sent our new Summer media booklet to 570 media contacts.
- 29 pages to inspire French journalists and give them all the information about summer and 2023 news in Switzerland.
- Always available on our media corner: [read online and download.](#)





Switzerland.

KMM – Top coverage.

- **Femme Actuelle Jeux**, a monthly magazine with games (crosswords, sudoku...) and articles about travel, culture, and lifestyle.
 - 1st « game magazine » read by women in France.
- **13th of April:** special issue about Switzerland!
 - Swiss Cover
 - 8 pages about Switzerland: traditions, culture, fun facts, objects & inventions, and events.
 - Multiple thematic games.
 - Results of a presentation pitch to a journalist about various Swiss topics
- **Reach:** about 1'132'528 contacts





Are you "cruciverbiste" ? Enjoy a Swiss Crossword puzzle!

Switzerland.

Mots mélangés


LA SUISSE

Tous les mots figurant dans la liste ci-après se trouvent dans la grille, placés en tous sens : horizontalement, verticalement, en diagonale, de haut en bas et vice versa, de droite à gauche et inversement. Les mots se croisant, une lettre peut servir plusieurs fois, sauf celles du mot mystérieux. Lorsque vous aurez retrouvé tous les mots, il vous restera, dispersés dans la grille, onze lettres formant le mot mystérieux défini comme suit : station du canton de Berne.

LA SUISSE

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- LUCERNE
- LUGANO
- MASSIF
- MONTAGNE
- NEIGE
- SILVAPLANA
- SIMPLON
- STATION
- TARASP
- USTER
- VACHE



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- ENGADINE
- GLARIS
- GORNERGRAT
- GRISONS
- GRUYÈRES
- INTERLAKEN
- JUNGFRAU
- BELLA LUI
- BERNE
- CARDADA
- ORSIÈRES
- PATINOIRE
- PLEIGNE
- PONTRESINA
- PRAIRIE
- PUIDOUX
- REUSS
- RÖSTI
- SAAS-FEE
- SAMEDAN
- SAPIN
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- VAUD
- VERBIER
- VICQUES
- VIGNOBLE
- VILLARS
- VULPERA
- ZOUG

Solutions p. 60

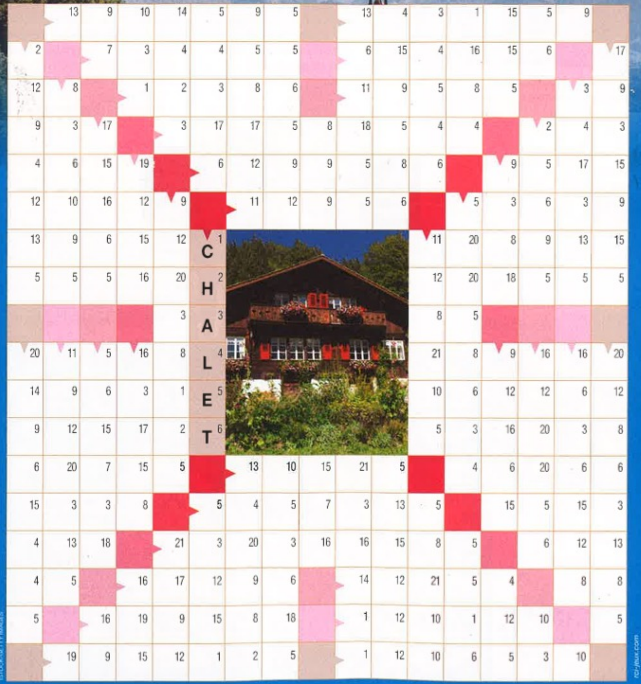
Mots codés

Dans cette grille, les lettres ont été remplacées par des nombres, un même nombre représentant toujours la même lettre. Servez-vous du nom dont le code est indiqué, de façon à reconstituer des mots ou des noms en rapport avec la Suisse. Les mots sont séparés par une case colorée fléchée qui indique le sens de la lecture.

LA SUISSE

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Les cases ci-dessus servent d'aide-mémoire.



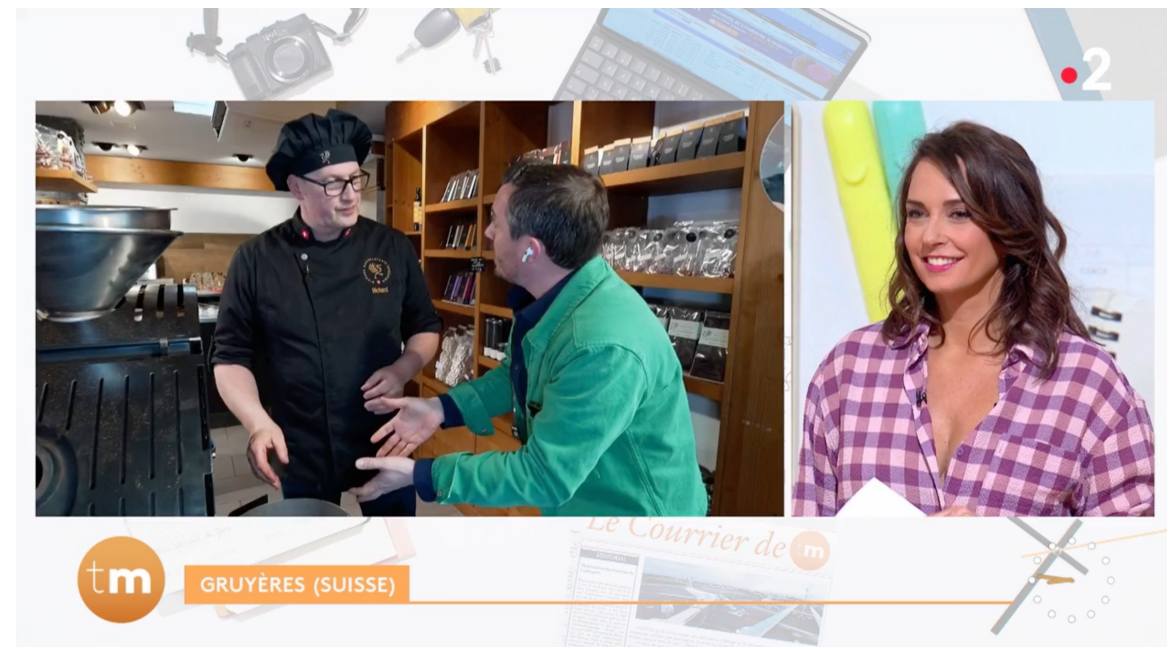
Solutions p. 60



Switzerland.

KMM – TV report.

- **Télématin**, 1st live morning show in France, broadcasted on national TV (France 2), from 6:45 am to 9:30 am. Different topics are addressed such as global news, travel, lifestyle, and leisure.
- **5th of April**: live connection from Gruyères to the Paris Studio, to show and explain the production methods of the Swiss milk chocolate.
- Watch the replay (at 2 hours and 15 minutes)
- **Reach**: about 880'000 viewers.



SCIB – Newsletter 02.

- **Target:** subscribers of our DB clients
- **Date:** 6th of April
- **Reach:** E-news sent to 2 336 contacts
- **Content:** New products, testimonials, seasonal trends.
 - Unique opening: 727
 - Open rate: 32.37 %
 - Click rate: 4.44 %
 - Bounced: 12 hard, 6 soft
 - Unsubscribed: 14

Votre événement hors du temps.



Villars Palace.

Pilier historique de la station de Villars-sur-Ollon, cet hôtel entièrement rénové commence désormais un nouveau chapitre au sein du Villars Alpine Resort et réserve de nombreuses possibilités aux groupes Mice.

C'est par ici



Mandarin Oriental Palace.

Cette adresse emblématique de Lucerne des années 1900, a rouvert après avoir bénéficié d'une cure de jouvence. Sous la houlette de l'enseigne asiatique, luxe et élégance y sont de mise – y compris pour les événements.

C'est par là

Votre séminaire CoDir à l'écart de la ville.



Le Berglodge37.

Ici, un nouveau lodge à 1h de Zurich qui propose une expérience immersive. Tout est fait pour pouvoir se concentrer sur l'échange avec les autres et apprécier la montagne. La démarche RSE est au cœur du concept.

Prendre de la hauteur



Waldhaus Beider Basel.

Là, un hôtel-restaurant entièrement rénové qui est connu pour son cadre : un pied en ville et un dans la forêt. Avec ses 20 chambres il est parfait pour un groupe recherchant un site intimiste et privatizable.

Prendre le large

SCIB - Afterwork organized with Geneva.

- **Target:** MICE events agencies
- **Date:** 11 April 2023
- 19 participants, 7 no show
- **Activities:**
 - The chocolate challenge with La Bonbonnière: Winners won a trip to Geneva
 - Presentation and meeting with 10 hotels from Geneva



SCIB - Study Trip organized with Geneva.

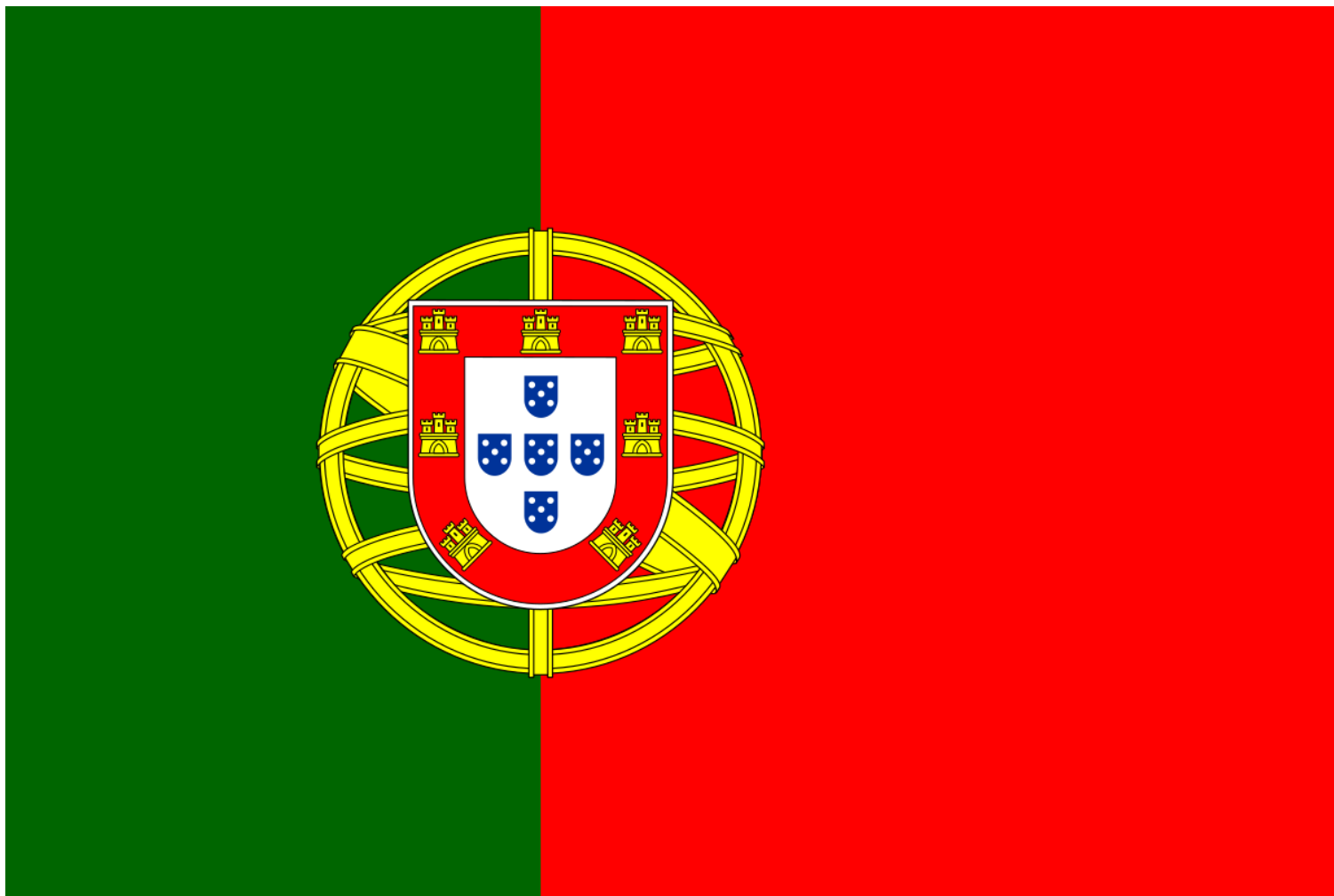
- **Date:** 12-13 April 2023
- 12 participants, 1 no show
- Partnership with TGV Lyria: privatization of a train set.
- **Activities:**
 - Speed meetings with 10 hotels.
 - Discovery of Geneva event venues: CERN, BFM, Jardin de Penthes, ...
 - Discovery of incentive activities: La Bonbonnière, Initium.



Portugal.



Switzerland.



Content Creator: André Chaíça in Swiss Cities.



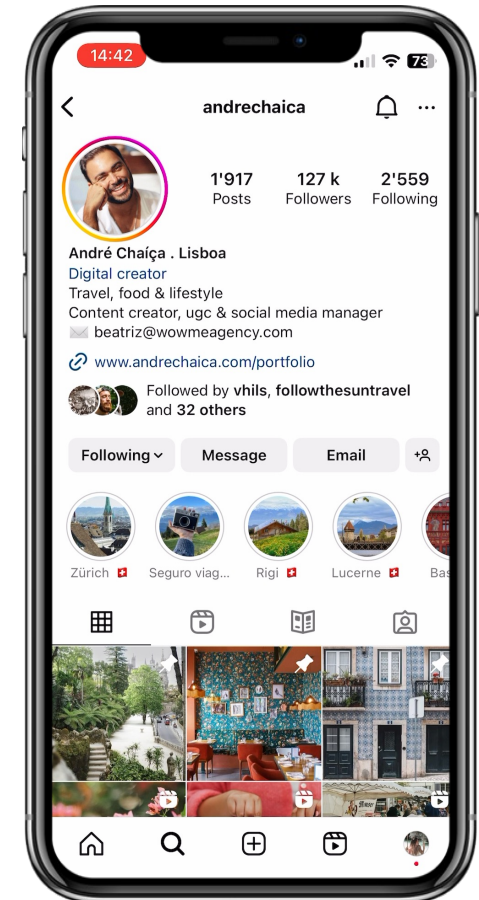
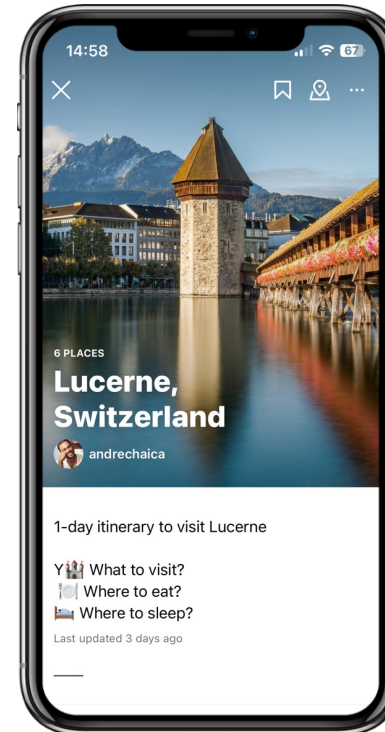
Switzerland.

- Content Creator, André Chaíça, visited the **cities of Basel, Lucerne and Zurich**, and produced high quality videos and photos in travel guide formats.
- In only a few days, his posts on Instagram have already **reached 199'000 accounts**.
- In total, he produced **10 beautiful posts and reels, 66 stories** with distinct permanent highlights of each city, and **4 guides**.

Timing: April – Mai 2023
Marketing contacts: 203'000



Followers: **127'000**
Reach: **203'000** (after 3 days)
Engagement rate: **3.1%**



GTToS @ Público Fugas.

- **2 pages** on the Grand Train Tour of Switzerland’s campaign with Roger Federer and Trevor Noah, in the online edition of “Público Fugas” one of the **main digital newspapers**.
- «Público» is a very strong and **high-quality newspaper print and digital** with an edition “Fúgas” focused on culture and travel.

Timing: End of March 2023
Media contacts: 1’069’992

Fugas

VIDEO

Roger Federer e Trevor Noah vão de comboio pela Suíça para promover o turismo

Se de repente Roger Federer e Trevor Noah viverem juntos uma aventura sobre os carris suíços isso é... uma superprodução para promover o Turismo da Suíça. Em estreia esta quinta-feira no YouTube.

Luis J. Santos
30 de Março de 2023, 14:06 [Receber alertas](#)



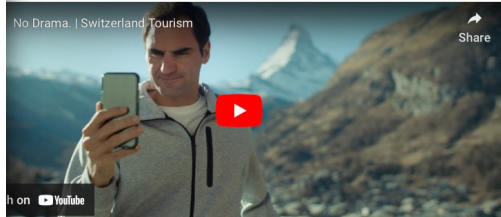
Federer e Noah, agora o show é sobre carris da Suíça ANDRE MEIER

Noah: "Desculpa, Roger, mas o guião pura e simplesmente não é divertido!"
Federer: "Trevor, quantas vezes tenho de dizer-te?? Isto é um anúncio do Turismo da Suíça!"


É assim que começa a nova superprodução do turismo suíço. É que Roger Federer pode ter-se retirado dos campeonatos de ténis, mas continua a fazer valer a sua fama e influência como embaixador do Turismo do seu país. E, se por vezes lhe faltava o humor nos courts, na série de vídeos que tem protagonizado não falta humor nenhum.

res, lagos, montanhas, cidades e vilas pitorescas, comboios que são prodígios do engenho to. Há muito para apreciar neste grand tour que, no total, percorre 1280 quilómetros em seis oito etapas. De Lucerna às cataratas do Reno, do lago Léman até às "montanhas osas como Matterhorn e Jungfraujoch". De Montreux a Zermatt, de St. Moritz a Lugano, Gallen a Zurique com o lago Constança como companhia, ou mesmo por caminhos ónio Mundial da UNESCO, pela Ferrovia Rética.

os do Turismo da Suíça com Federer como estrela têm sido um sucesso: em 2021 o ado foi o actor Robert de Niro e em 2022 a actriz Anne Hathaway. Neste último caso, e um segundo lugar na competição YouTube Ads Leaderboard do festival de publicidade s Lions, o filme ultrapassou os 100 milhões de visualizações.



No Drama | Switzerland Tourism [Share](#)



No one upstages the Grand Tour of Switzerland | Switzerland Tourism [Share](#)

Watch on [YouTube](#)

Spain.



Switzerland.



Switzerland.

Bookings through a Content Creator.

- One of our favorite nano influencers together with her mom experienced Tourist Forum's new package *The Grand Cable Car Tour of Switzerland*
- The result is a beautiful microsite documenting her trip in a very visual way with a video per day. A clear sales CTA leading to the bookable package

Timing: April - May 2023

Marketing contacts: 3'637'623



@el_viadedetuvida

80'200 followers

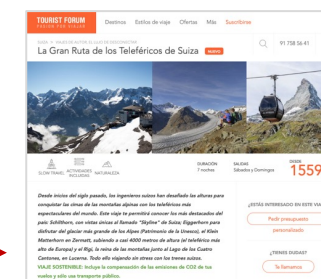
80'000 blog visits

2.9% engagement rate



¿Quieres disfrutar de la Suiza más natural y hacerlo solo en transporte público? Si es así, te presentamos una **ruta de ensueño con Majo y su madre Pili**. No solo vas a alucinar con los Alpes, también con la forma de llegar a ellos y de disfrutarlos. En lo alto te esperan miradores que te quitarán el hipo y pueblecitos típicos

» [MyS.com/GrandesMiradores](https://mys.com/grandesmiradores)



GTToS @ Viajes National Geographic.



Switzerland.

- Viajes National Geographic is one of the leading travel magazines in Spain reaching more than 140'000 readers with their monthly editions
- Double-paged advertorial highlighting 3 of the GTToS panoramic trains

Timing: April 2023
Marketing contacts: 140'000

VIAJES
NATIONAL GEOGRAPHIC

SUIZA EN TREN PANORÁMICO

Tres ferrocarriles que subliman la idea del viaje en tren y que permiten adentrarse por los parajes más espectaculares de los Alpes.

GLACIER EXPRESS
LA FORMA MÁS ESPECTACULAR DE RECORRER LOS ALPES SUIZOS
Su trazado cruza el país por su confin más montañoso. Construido en 1930, ostenta orgulloso el sobrenombre de *Expreso más lento del mundo*. Y es que a bordo no importa la velocidad, sino el recorrido. Ocho horas de trayecto que son una mezcla perfecta entre paisajes espectaculares y pericia humana. Y, como no podía ser de otro modo, sus ventanas son impresionantes.

● GLACIER EXPRESS 7h 45'

GOTTHARD PANORAMA EXPRESS
UN VIAJE EN TREN (Y EN BARCO) POR EL CORAZÓN DE SUIZA
La expectación apenas contenida de los pasajeros en el andén presagia que este es un tren único. Algo que se comprueba al subir a bordo de un modernísimo y confortable corvoy de primera clase. Eso sí, solo circula en primavera, verano y otoño, ya que a mitad de camino el ferrocarril se sustituye por un barco *Belle Époque* que navega por el bello Lago de Lucerna.

● GOTTHARD PANORAMA EXPRESS 5h 30'

On el lujo hecho ferrocarril, el paisaje convertido en show, la historia de casi un siglo recorriendo la geografía más accidentada de Suiza. El Gotthard Panorama Express, el Glacier Express y el Bernina Express lo tienen todo para seducir a cualquier viajero, desde aquel que busca cruzar montañas y valles hasta el que quiere domesticar el paisaje sin renunciar a ninguna comodidad.

TRAIN TOUR
MYSWITZERLAND.COM/
GRANDTRAINTOUR

Trade campaigns.

- B2B and B2C sales campaign with the big ones: Viajes el Corte Inglés, Catai and Icarion
- Collaboration included:
 - Production and distribution of exclusive digital brochures
 - Exclusive B2B and B2C emailings
 - Visual presence in stores and sales points
 - Creation of microsites, SoMe posts and traffic campaign

Timing: April - May 2023

Marketing contacts: 3'637'623



B2B Webinar with Bookingfax.

- Together with Icarion, a sustainable Spanish TO, of we organized a 1 hour long webinar for the trade
- The goal of the presentation was to present the participating partners' tourism offer (Geneva, Zurich, Basel, Schilthorn, Luzern & STS) and to explain the available packages of Icarion

Timing: April 2023
Travel Agents: 255





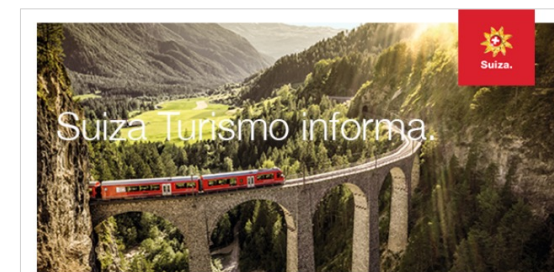
Switzerland.

Swiss Travel Pass Promotion.

- Promotion through some of our nano influencers of Heidi's Modernos, highlighting the free days of the STP
- Publication of several posts and stories about the STP promotion
- In addition, we sent a NL to the media and published different posts on our SoMe

Timing: April 2023

Marketing contacts: 544'850



Promoción del Swiss Travel Pass.

Queridos amigos de Suiza,

como muchos de vosotros ya sabréis, la mejor manera de descubrir el país de Heidi es a través del Swiss Travel Pass. Un solo billete para todo el transporte público en Suiza, pudiendo utilizar el tren, autobús y barco de manera ilimitada.

Además, se incluyen también los trenes panorámicos (salvo el suplemento de reserva de plaza) y se obtienen ventajosos descuentos en los remontes de montaña.





Switzerland.

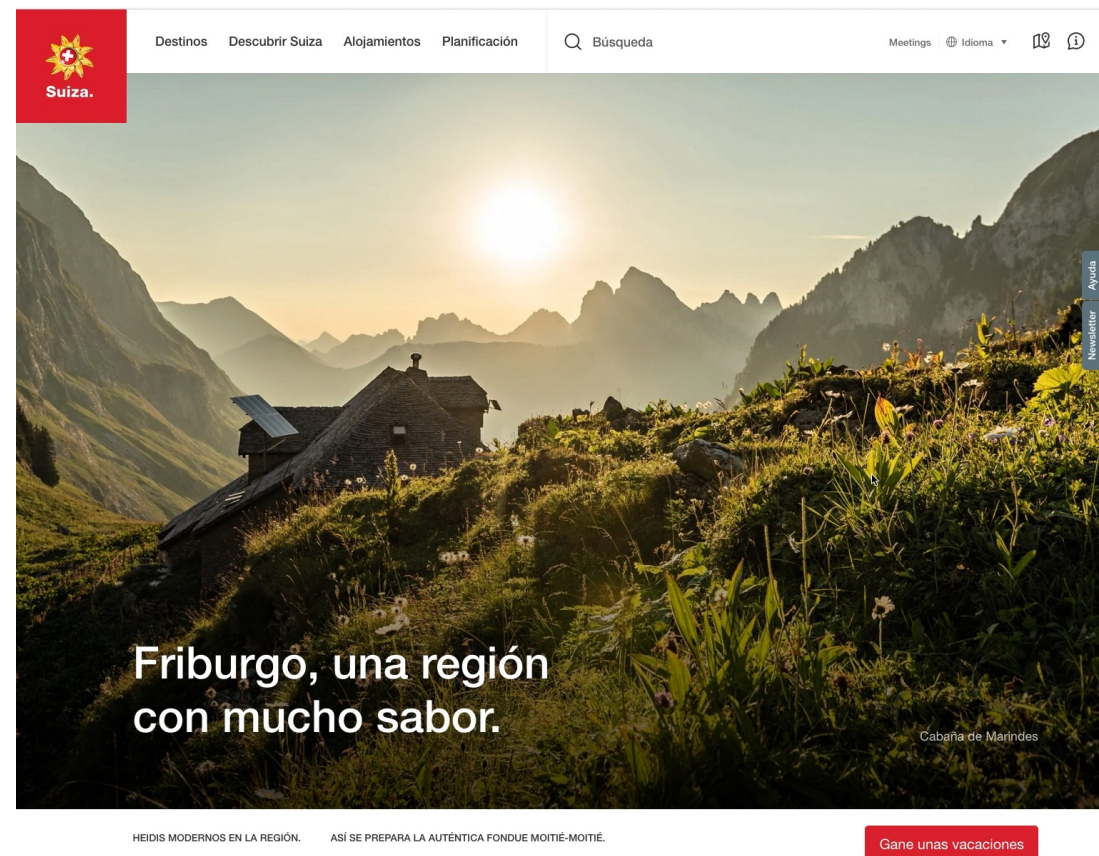
Friburgo, una región que sabe a queso.

- Recycled and updated content from Fribourg Region with a downloadable gastronomic guide and the integration of Heidis Modernos & IG sketcher Alicia Aradilla
- Powerful SoMe campaign with Meta to push visits and guide downloads

Timing: April 2023

Web visits: 11'968

Guide downloads: 1'249



[MyS.com/friburgoconqueso](https://mys.com/friburgoconqueso)



Switzerland.

ST Touring magazine distribution.

- Distribution of the ST Touring magazine in «El Correo» one of the most important newspapers in Bilbao targeting the best districts
- This is one of the areas with the highest income in Spain and where we had not yet distributed any of our magazines

Timing: 29. April 2023
 Circulation: 30'000 copies
 Marketing contacts: 175'400





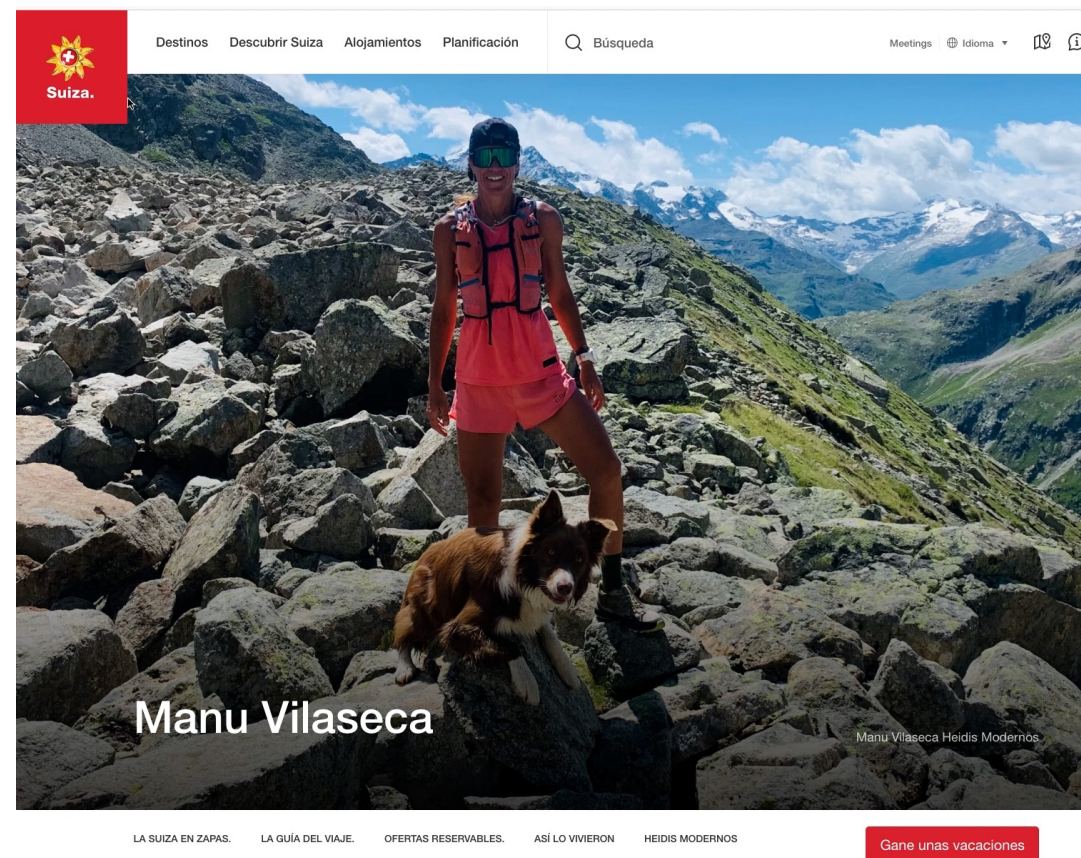
Switzerland.

Heidis Modernos: Manu Vilaseca.

- Trail running is one of the outdoor activities that has grown the most in recent years in Spain, that's why we extended our Heidis Modernos family with Manu Vilaseca, who did the «Bernina Trail»
- An extensive travel guide was created and promoted with a BC, SoMe & NL in the magazine «Trailrun»

Timing: April 2023

Marketing contacts: 260'100



[MyS.com/manuvilaseca](https://mys.com/manuvilaseca)

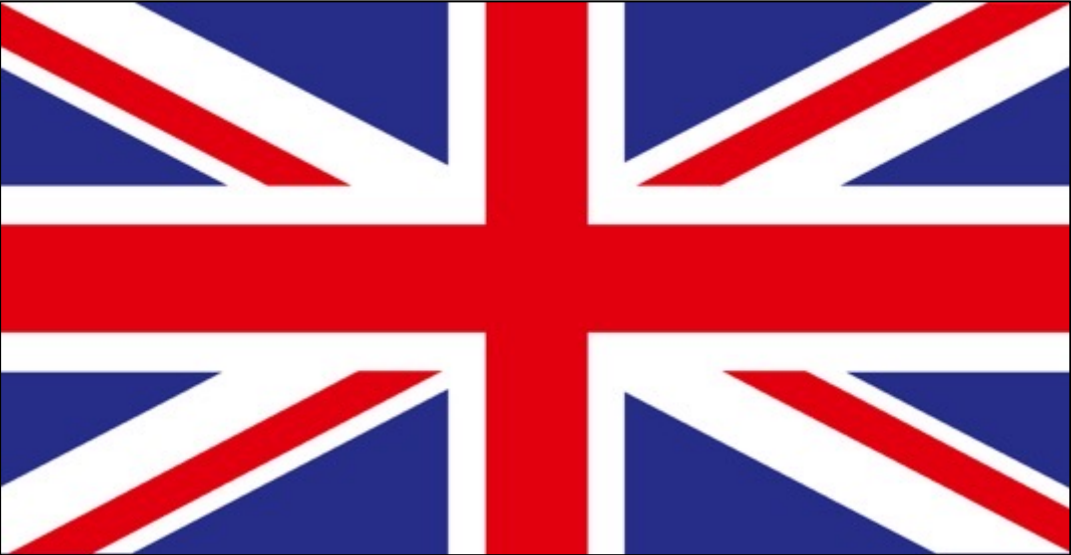
Top Coverage Diari Ara.

- Extensive 4-page report in the sunday magazine «Ara Diumenge» from daily newspaper «Ara» about the panoramic train Glacier Express
- Diari Ara is a general information newspaper in Catalan language published in the area of Catalonia



Timing: April 2023
 Media contacts: 87'000

UK/Ireland.



TravMedia Awards 2023.

- Get together of the crème de la crème of the travel writer and PR industry
- Award night took place on 18 April at The Londoner
- Switzerland sponsored the ‘Freelance writer of the year’ category (seven nominees in total – winners: Ed Grenby)
- Gala dinner – ST UK media team hosted a table of 10, including five of the nominees

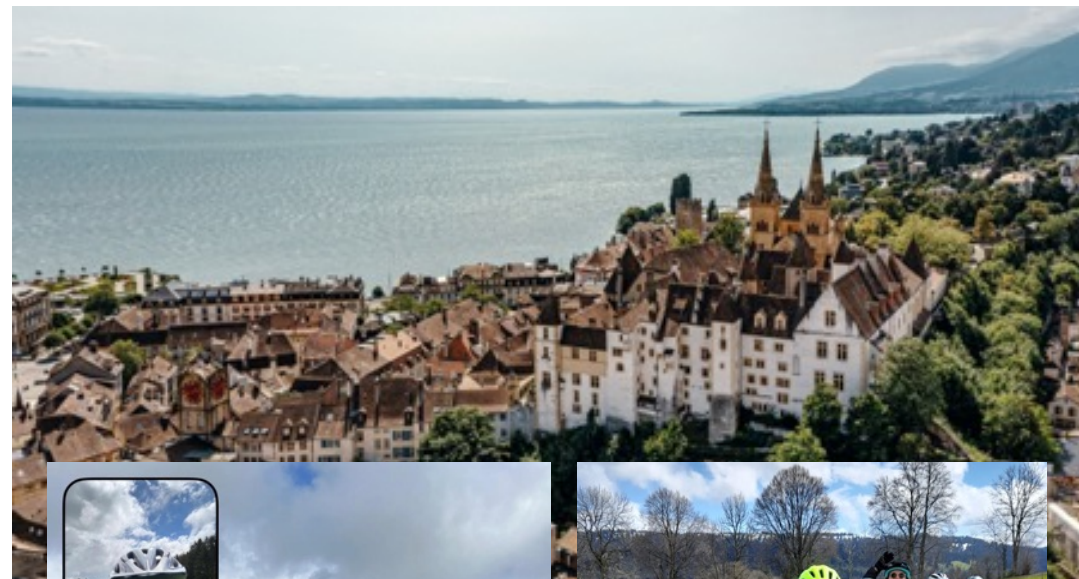




Switzerland.

100% Women e-biking international media trip, 24-27 April, Jura region.

- 15 media reps from around the world participated
- Including 2 UK media, The Scotsman and keepitsimpElle.com
- Media trip consisted of three days of cycling, with visits to Saint-Ursanne, La Chaux-de-Fonds, Le Locle and Neuchâtel
- Fran Lambert, ST UK, took the lead





Switzerland.

ST x STS Trade Road Show.

- 25.-28.04.23
- Glasgow, Manchester, Birmingham, London
- 3 evening events, 1 lunch event
- Swiss Partners: Swiss Travel System, Rhaetian Railway, Gornergrat Railway, Lake Lucerne Navigation Company
- Met around 80 UK tour operators / travel agents



Sidetracked x ST UK/IRE.



Switzerland.

- Partners: BE, VD, VS
- Timing: April – Oct 2023
- High-end outdoor media platform
- Focus topics integrated;
 - Trail running, gravel riding, kayaking, m-biking, paragliding, glacier hiking
 - 100% Women/ Swisstainable (all-female talent crew)
- Content Mix:
 - Video, Print, Online (Live), Paid Social, Event
- Content plan:
 - Feature story & destination guide per partner
 - Print supplement + short film
 - Set of promotional social video teasers
 - Organic & paid media promo & e-newsletter





Switzerland.

Grand Train Tour and STP Promotion.

- Delivered: 30 April, distribution of 145k Touring brochures incl. a display ad in The Sunday Times
- Native online article on The Telegraph featuring Roger x Trevor
- Programmatic Advertisement Promotion w/Sojern
- Native GTToS article promotion, featuring each section

300x600 - Display - UK

Traveler

INSPIRATION DESTINATIONS PLACES TO STAY STYLE & CULTURE FOOD & DRINK WELLNESS AND SPAS

SUBSCRIBE NEWSLETTER

Experience more, benefit now.
Swiss Travel Pass special promotion.

I need the train ride of a lifetime.

Swiss Travel Pass Special promotion until 14 May 23

unlock FREE DAYS 15 Apr - 14 May 23

SWITZERLAND. TOURING

RAIL & ROAD

Discover the Grand Train Tour of Switzerland.

stc Switzerland travel centre

Switzerland. by train, bus and boat.

Book Now

Discover the Grand Train Tour of Switzerland: [MySwitzerland.com/grandtraintour](https://www.myswitzerland.com/grandtraintour)

North America.





Switzerland.

RF Campaign – Times Square.

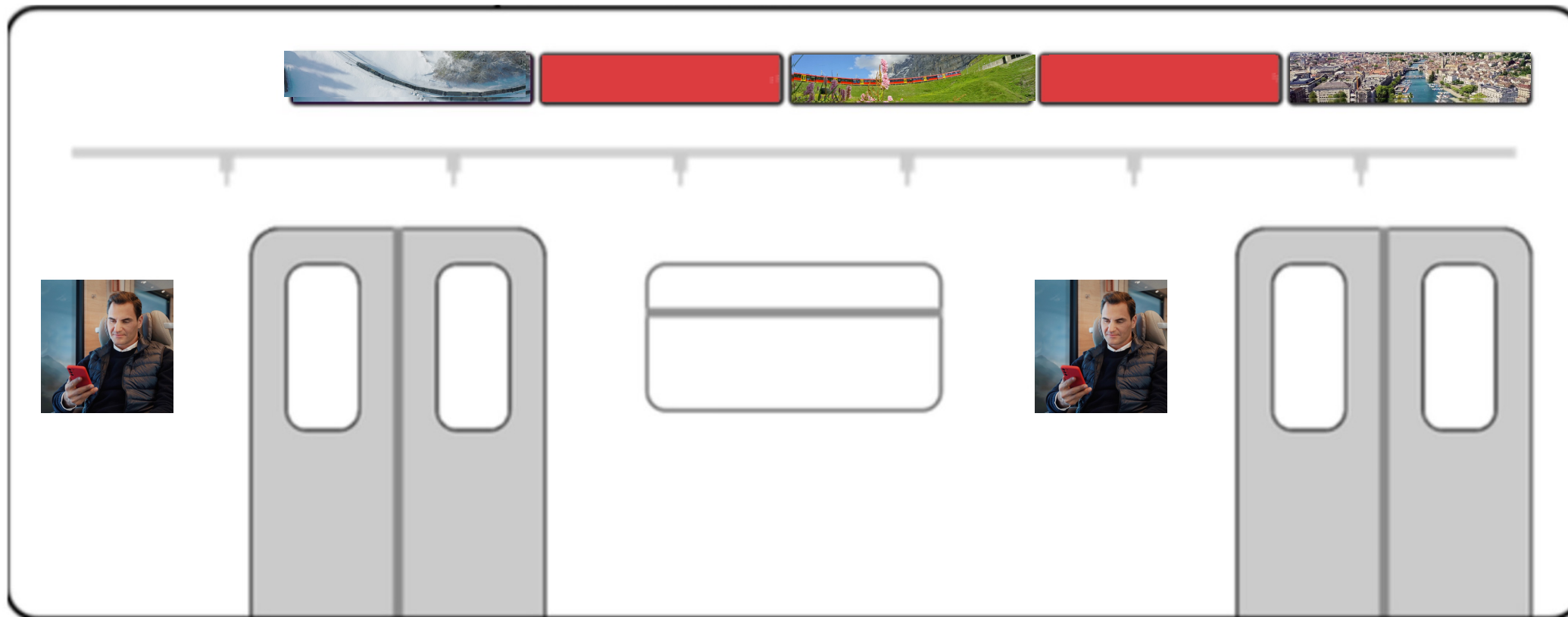
- April 30, 2023
- 30 minutes non-stop GTToS Film poster
- Roger and Trevor on Times Square





Switzerland.

RF Campaign – Subway ads.



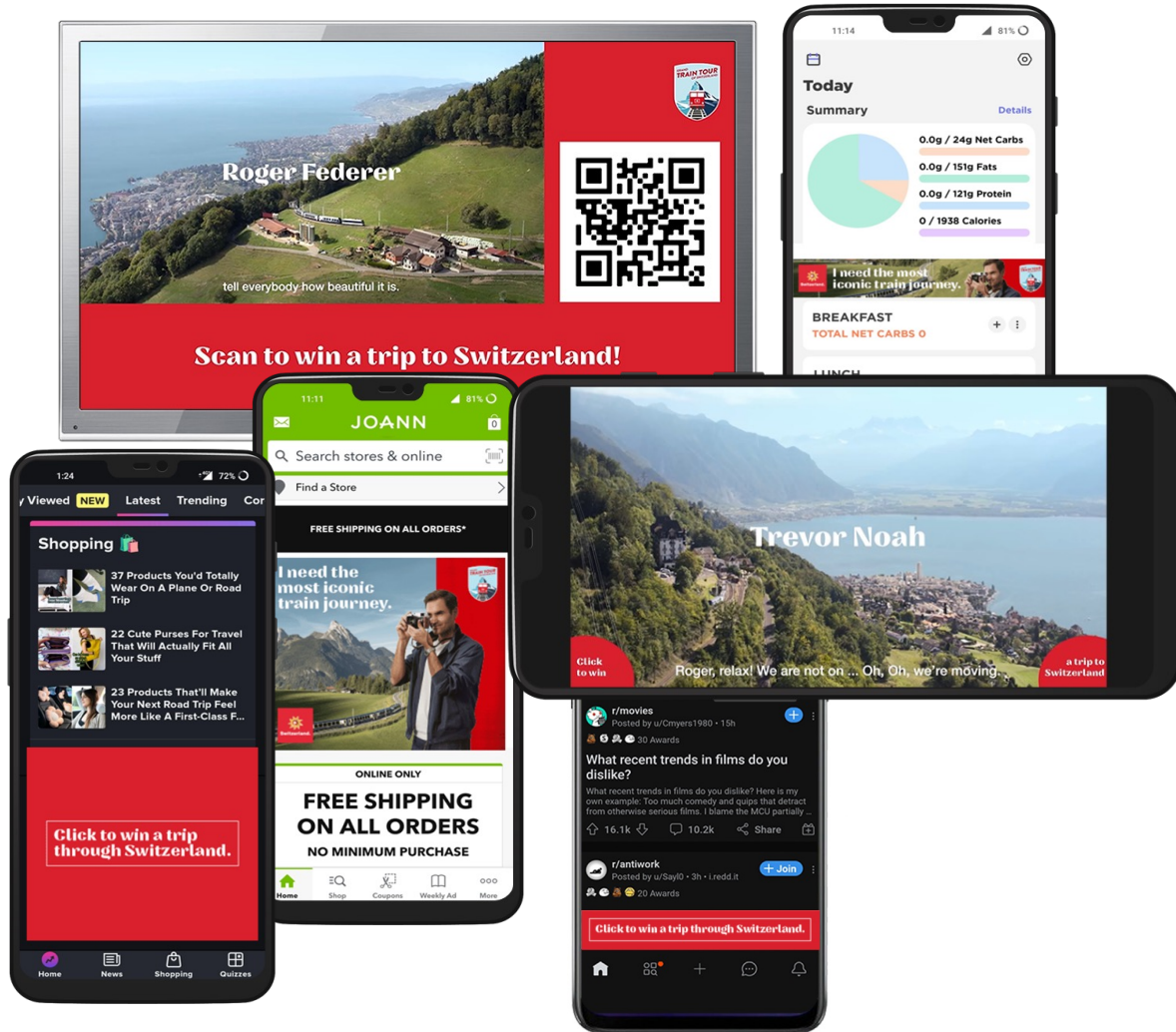
- 15s clip, displayed 24/7 among other ads
- Displayed in 150 carts across 9 subway lines from April 17th to May 14th
- In collaboration with head office



RF Campaign – CTV & Foreign Affairs Magazine. Switzerland.

CTV & OTT 30s clip and banner retargeting

Back cover Foreign Affairs Magazine



On sale since April 25th.

KAM Sales Calls West Coast.

- March 20 – 24, 2023
- LA, San Francisco, Portland and Seattle
- 3 partners: Jungfrau Region, Interlaken, and VALAIS Matterhorn Region
- 17 Meetings (70 Pax) with Tour Operators (e.g. TTC, Avanti, Costco, Backroads).

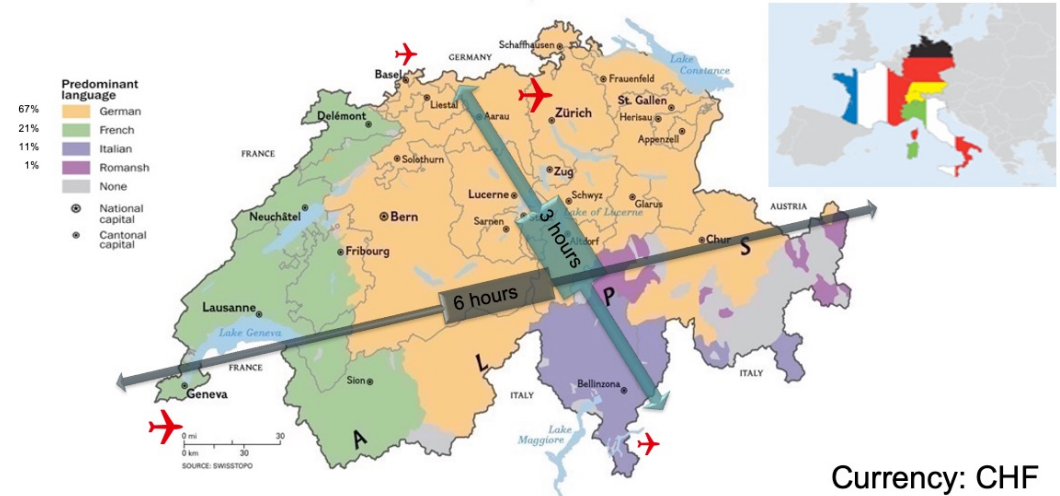


KAM Webinar - AMA Travel Alberta (AAA).

Launch of B2B Campaign with 2 webinars for the Alberta-based travel agents as the first destination partner - promoting the Edelweiss flight, destination partners, and upcoming STE Canada (first time Calgary).

- 2nd & 3rd May 2023
- 136+ AMA Travel Agents
- Edelweiss, Lufthansa Group, VALAIS Matterhorn Region, Basel Tourism, Lake Lucerne Region, Interlaken Tourism / Jungfrau Region, Zermatt Tourism, STS

Short Distances, Great Variety.

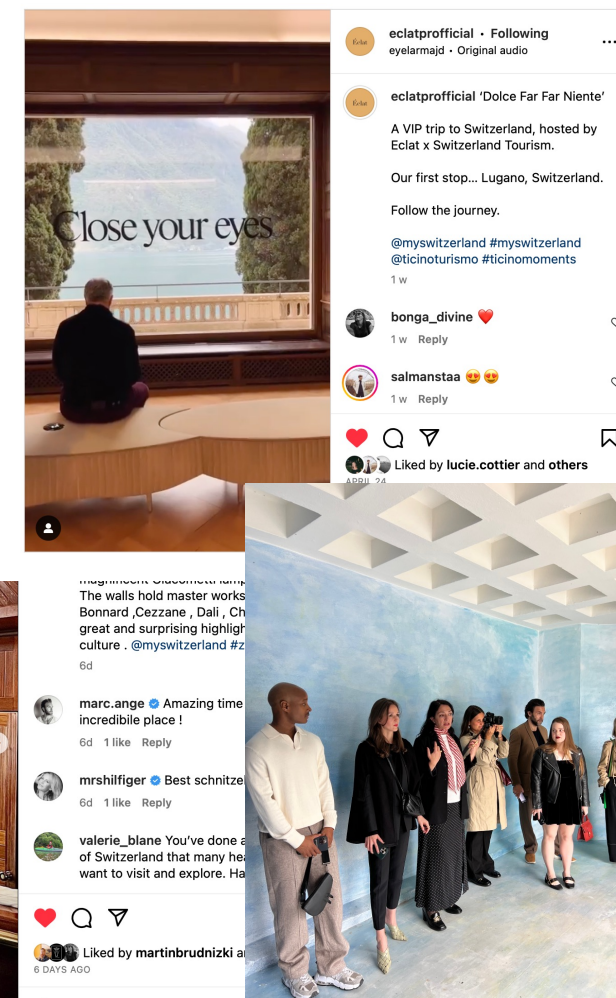




Switzerland.

KOL Trip: Dolce Far Niente.

- April 24 - 28 post 'Salone del Mobile Milano'
- Participants:
 - Seven design, architecture, fashion, and lifestyle Key Opinion Leaders and Influencers
 - One journalist
- Partners: Zurich/Dolder Grand and Lugano/Villa Principe Leopoldo
- Social Reach: 1million





Switzerland.

Media Top Result.

- Metrosource (print and online)
- Date: April/May 2023
- Journalist: Mark A. Thompson
- Title: Life in Switzerland's Bad Ragaz
- Contacts: 125k
- Featured: Grand Resort Bad Ragaz
- LGBTQ magazine

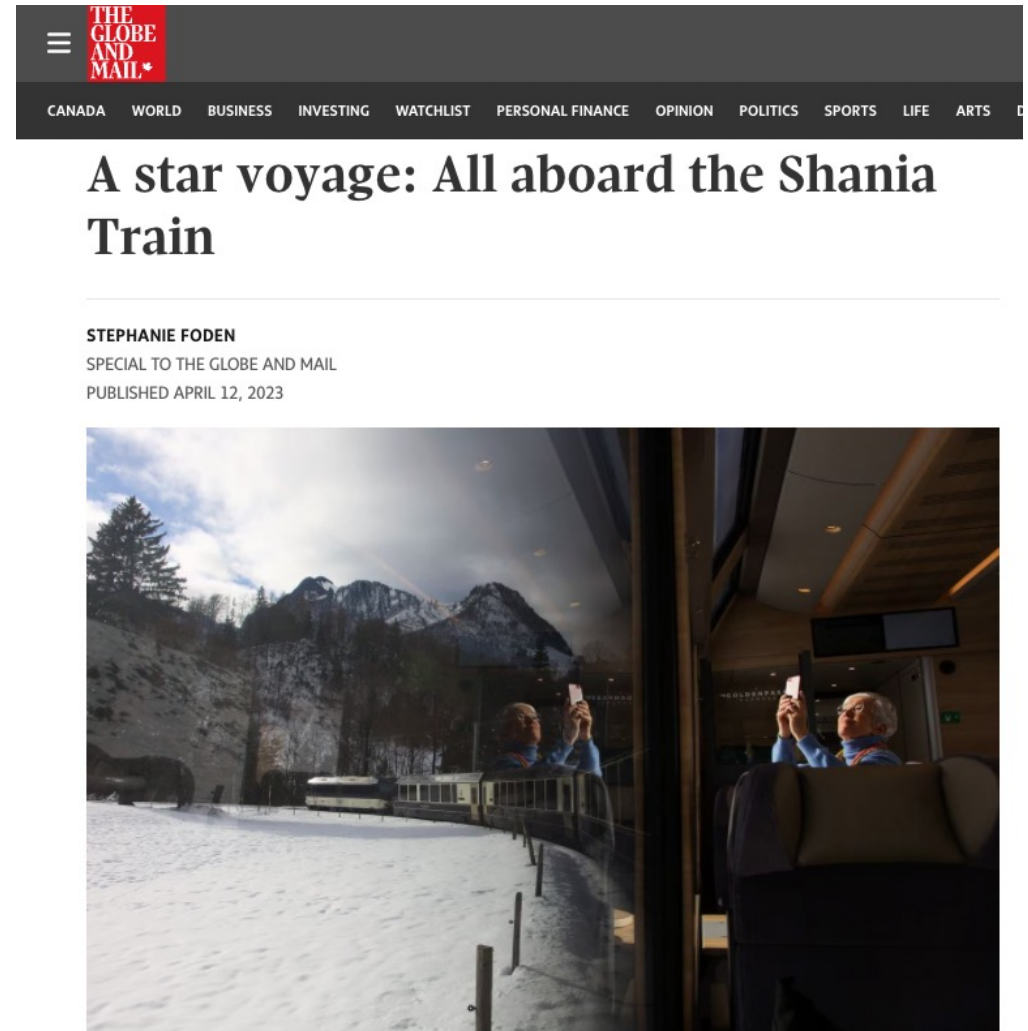


48 APRIL/MAY 2023 METROSOURCE.COM

METROSOURCE.COM APRIL/MAY 2023 49

Media Top Result.

- Globe and Mail,
www.theglobeandmail.com
- Date: April 12, 2023
- Journalist: Stephanie Foden
- Title: A star voyage: All aboard the Shania Train
- Contacts: 6.37 M uvpm
- Featured: GoldenPass Express, Interlaken, Gstaad, Montreux



Media Top Result.

- CBS affiliate networks
- Date: April 25, 2023.
- Journalist: Wendy Gillette
- Title: Train travel is on track for big increases this year
- Contacts: 3.4 M
- Featured: Glacier Express, RF campaign, STS, Jungfraujoch

Train travel is on track for big increases this year

Share   



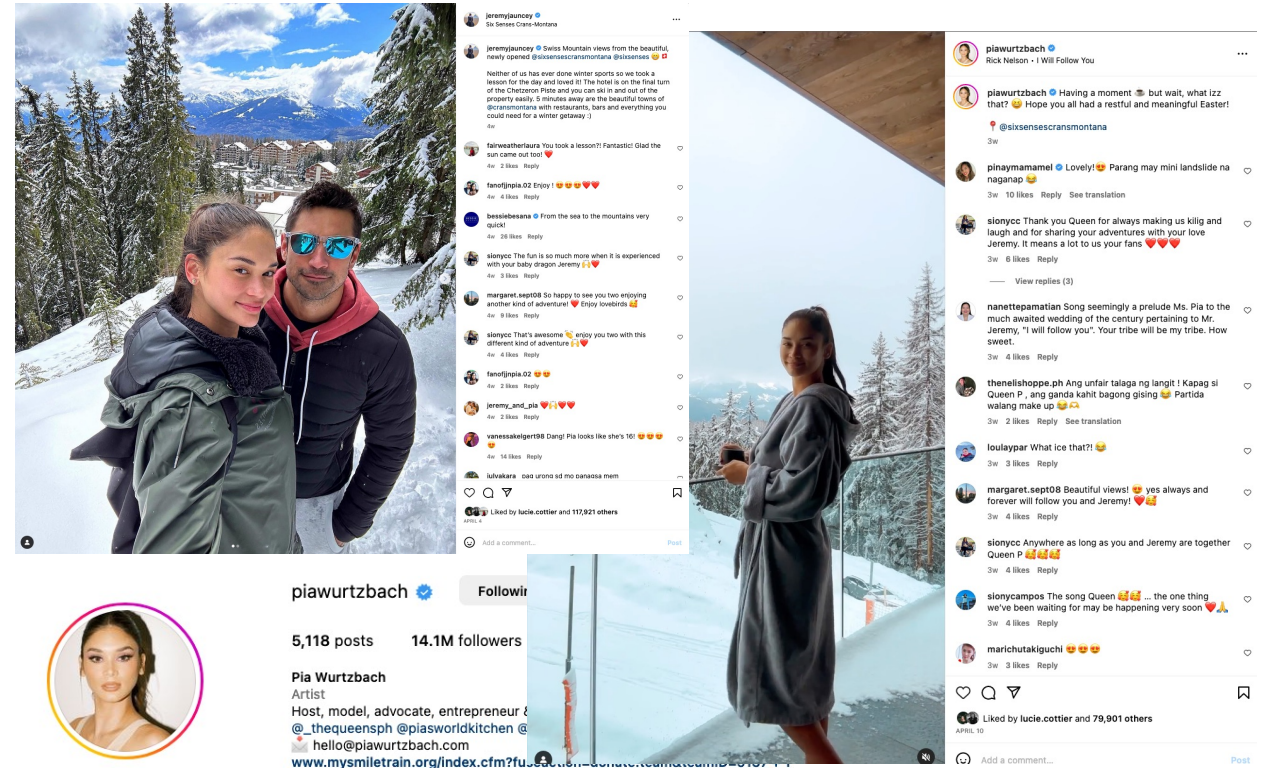
Updated: 10:24 AM CDT Apr 25, 2023


Infinite Scroll Enabled



Influencer Top Result.

- Pia Wurtzbach, former Miss Universe and Jeremy Jauncey, founder of Beautiful Destinations spend their mini honeymoon at Six Senses in Crans-Montana.
- @jeremyjauncey 1.4M followers
- @piawurtzbach 14.1M followers
- 2 in feed posts and 4 stories each



piawurtzbach  **Follow**

5,118 posts 14.1M followers

Pia Wurtzbach
Artist
Host, model, advocate, entrepreneur & @_thequeensph @piaworldkitchen @hello@piawurtzbach.com
www.mysmiletrain.org/index.cfm?fuseaction=home.cometocommunicator

Followed by aliciaaelight, jeremyjauncey, bonga_divine + 5 more

NYC Marath... @_thequeens Advocacy s... Studio Soliven Tedx talk Locations Pia's Kitchen

Brazil.



Switzerland.





Switzerland.

KAM/Digital Newsletter: GTToS & STS.

- **Highlight:** GTToS and STS dedicated newsletter
- **02 mailings:** April 14th and May 03rd
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 26,65%
- **Link newsletter:**
<http://smtp.mailnewsdobrasil.com.br/email/SUICA-03-DE-24-2023/suica-03-de-24-2023.html>
- **Key partners highlighted in the content:**
 - GTToS
 - STS

Oferta Limitada:
Promoção do Swiss Travel Pass está de volta.



©SwissTravel System

O Swiss Travel Pass (STP) foi criado para viajantes exigentes que desejam aproveitar ao máximo sua estadia na Suíça. Os titulares do passe se beneficiam de viagens ilimitadas em trens, barcos e ônibus, entrada gratuita em mais de 500 museus e até 50% de desconto na maioria das excursões de montanha. E fica ainda melhor: todos os trens panorâmicos da Suíça estão inclusos e crianças de 6 a 16 anos incompletos viajam gratuitamente com o Swiss Family Card (gratuito) quando acompanhadas por pelo menos um dos pais com um bilhete válido de STP.

A Suíça tem muitas jóias escondidas a serem descobertas! E com essa incrível oferta de Swiss Travel Pass, seus clientes terão mais tempo para ver os lugares mais pitorescos da Suíça ao longo do Grand Train Tour of Switzerland.

Durante o período promocional de **15 de abril a 14 de maio de 2023**, seus clientes podem obter até dois dias adicionais de viagem ao comprar um Swiss Travel Pass elegível. Gratuitamente!

Dois opções estão disponíveis:

- **Compre um passe de 4 dias e viaje por 5 dias.** Os clientes que comprarem um Swiss Travel Pass (4 dias) durante o período promocional receberão um dia adicional de viagem.

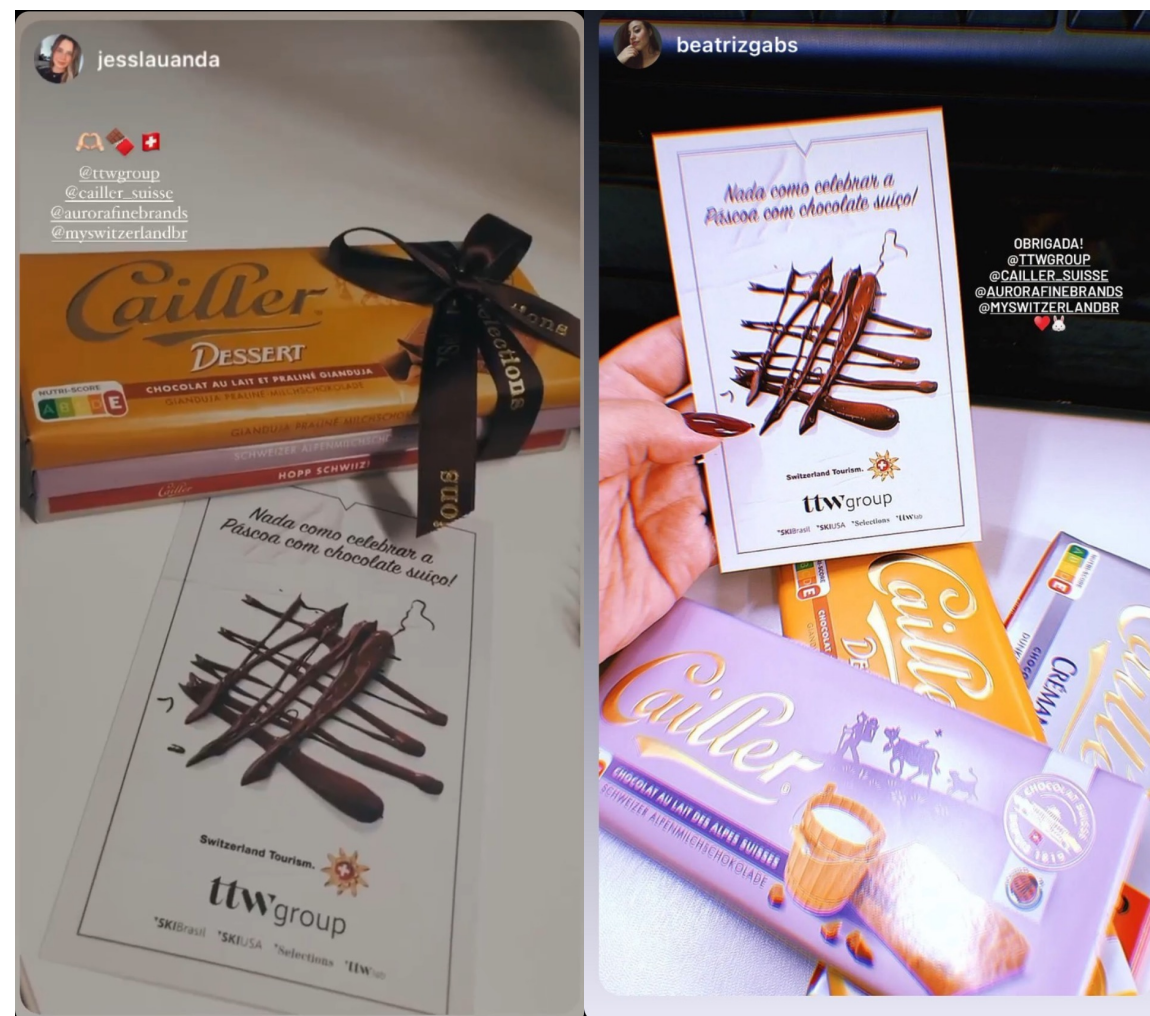


Switzerland.

KAM: TTW Group – Easter activation.

April 06, 2023

- Special partnership with TTW Group for Easter activation;
- Special TTW Group's Easter message relating Switzerland & chocolate to around 180 members of the team + TTW Lab agencies.



KAM/KMM: Health Mag PT version 2023.

April 24, 2023

- Launch of the 2023 Health Magazine Portuguese version.
- Digital version available on Trade Corner.
- 500 printed magazines to be distributed throughout the year.





Switzerland.

KAM: Individual Famtrips support.

April, 2023.

- During the month of April, ST Team supported 2 travel agentes with visits to Switzerland:
- **Selections**
 - São Paulo, São Paulo State
 - Tamiris Martins, operations analyst
 - Swiss partners support: Swiss Travel System.
- **Kangaroo Tours**
 - Goiânia, Goiás
 - Priscilla Tsunashima, director
 - Swiss partners support: Lucerne Tourism, Mt Titlis, Jungfrau Railways, Victoria-Jungfrau Grand Hotel & Spa, Swiss Travel System.



KAM/KMM: Health Mission Brazil 2023.

April 24-27, 2023

- First Health Mission in Brazil.
- 9 events in 2 cities: São Paulo and Rio de Janeiro.
- B2b, media & b2c events in the agenda.
- During the three-day agenda packed with events and networking opportunities, the delegation engaged in many inspiring discussions with key b2b and b2c players, gaining valuable insights into the great potential of the health tourism sector in Switzerland that has yet to be discovered by the Brazilian market.
- Distribution of the new 2023 Health Magazine PT version.



KAM/KMM: Health Mission Brazil 2023.

April 24-27, 2023

- 05 Swiss Partners:
 - Grand Resort Bad Ragaz
 - Burgenstock Hotels & Resort
 - Neoviva
 - Swiss Medical Network
 - The Kusunacht Practice
- ST Presence:
 - Gisele Sarbach, Head of Health Tourism – ST Zurich
 - Fabien Clerc, Market Director – ST Brazil
 - Mara Pessoa, Trade Manager – ST Brazil
 - Natalia Leal, Media & Marketing Manager – ST Brazil



KAM: Health Mission Brazil 2023.

April 24, 2023

B2b travel trade events:

- Lunch at Loup Restaurant, in partnership with Teresa Perez, with selected x travel agencies to presence Health Tourism in Switzerland and its swiss partners.
- Training session & afternoon team with Teresa Perez team.



KAM: Health Mission Brazil 2023.

April 25, 2023

Media event:

- Breakfast at Empório Fasano.
- Presence of 11 selected journalists.
- Media appointments with all of clinics representatives.
- Distribution of press release (flash drive) and ST Health Magazine.

After 3 days of events the first health mission in Brazil reached more than 2.4MIO media contacts

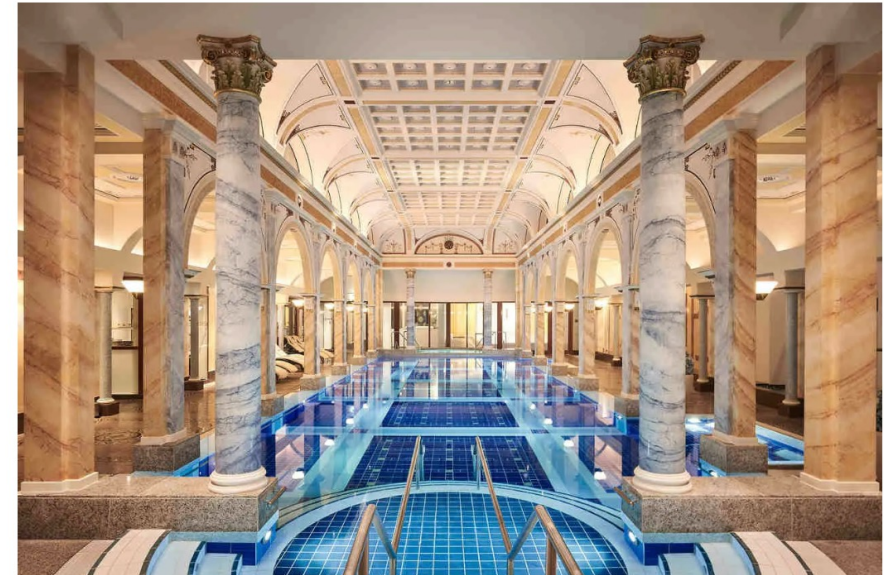
L'OFFICIEL

VIAGEM

Brasil recebe clínicas de bem-estar diretamente da Suíça

Algumas das mais conceituadas clínicas de bem-estar e saúde da Suíça, marcaram presença em São Paulo e Rio de Janeiro

04.05.2023 por Ivna Barreto



Interior do Grand Resort Bad Ragaz (Foto: Divulgação)

KAM: Health Mission Brazil 2023.

April 25, 2023

B2C event – Lunch:

- Lunch at the Residence of the Consul-General of Switzerland in São Paulo.
- 28 potential guests to consume health tourism in Switzerland:
 - ✓ Entrepreneurs
 - ✓ Opinion makers
 - ✓ Doctors
 - ✓ Digital influencers
- Distribution of ST Health Magazine.





Switzerland.

KAM: Health Mission Brazil 2023.

April 25, 2023

B2C event – Talk panel:

- Talk Panel and afternoon tea at Iguatemi Mall – one of the most luxurious mall in São Paulo.
- The panel was moderated by Ana Raia – Specialist in human development.
- Mailing composed by the best buyers of Iguatemi.
- 36 Women - AAA
- Distribution of ST Health Magazine.



KAM: Health Mission Brazil 2023.

April 25 and 26, 2023

B2C event – Family Offices

- Networking dinner with family office and clients.
- **Apr, 25th**: dinner at Trattoria Fasano for 2 members of Julius Baers and a client.
- **Apr, 26th**. dinner at Rodeio Steackhouse for 2 members of Credit Suisse.
- Distribution of ST Health Magazine.

Julius Bär

CREDIT SUISSE



KAM: Health Mission Brazil 2023.

April 26, 2023

Media event – Lunch:

- Networking lunch at Fairmont Hotel in Rio de Janeiro.
- Presence of 4 selected journalists from Rio de Janeiro and Ceará.
- Distribution of press release (flash drive) and ST Health Magazine.

After 3 days of events the first health mission in Brazil reached more than 2.4MIO media contacts



Delegação da Suíça convida Márcia Travessoni para encontro exclusivo sobre turismo de saúde

27 ABR 2023 | NOTÍCIAS

Por **Redação** Na última quarta-feira (26), a publisher da Plataforma MT prestigiou o meeting realizado pelo grupo no Rio de Janeiro



KAM: Health Mission Brazil 2023.

April 26, 2023

B2C event – Cocktail:

- Networking cocktail and presentation at the Residence of the Consul-General of Switzerland in Rio de Janeiro.
- 22 potential guests to consume and to promote health tourism in Switzerland:
 - ✓ Entrepreneurs
 - ✓ Opinion makers
 - ✓ Doctors
 - ✓ Digital influencers
 - ✓ Journalists
 - ✓ Travel agentes from Rio de Janeiro
- Distribution of ST Health Magazine.





Switzerland.

KMM: Switzerland Travel Experience Brazil 2023

Media & B2C Photos.



KMM: Media Trip @daniellacicarelli.

Between, Apr 21th To 24th

- 442K followers.
- Trip to promote sports in Zurich.
- The influencer ran the half marathon on Apr 23th.
- ST Support: Flights, STP, overnight at Park Hyatt Hotel and the ticket for the marathon.
- Segment: City Breaker, outdoor enthusiastic.



KMM: International Media Trip @daniellacicarelli.

Between, Apr 24th To 27th

- 442K followers.
- International media trip 100% women to promote The Grand E-Bike Traverse of the Jura Mountains.
- ST Support: Flights, STP and program.
- Segment: Outdoor enthusiastic.



Thank you.



Switzerland.