



Market Updates

March/April 2023

Editorial

Dear Partners,

The first quarter 2023 finally came along with the start of the long awaited truly global recovery: With Greater China and Japan, Switzerland's last source markets have lifted all measures related to the CoVid pandemic, and free travel from and to these two markets is again possible without any CoVid related impact.

And looking back to the first months of the actual year, 2023 seems to become a promising year! Not only does our market development outlook predict a full global recovery for Switzerland in 2023, but with the very strong business out of the Americas, Middle East and Asia, the Overseas markets are picking up with a higher speed, will nearly reach pre-pandemic level by 2024, and start to substantially grow again as of 2025.

This March and April, several important market events have taken place again for the first time in three years: ITB Berlin opened it's doors in a new shape to trade only, and China, Japan and Australia held their first major sales events with active partner presence on ground. Since early March, Roger Federer and Trevor Noah have drawn global attention on the Grand Train Tour of Switzerland, and many markets successfully used the available Swiss Travel Pass special offer to add a widely observed call-to-action. You will find much more details on our markets in the two spring months "market update", we wish you a "happy reading"!

Simon Bosshart
Head Markets East



1. Priority Markets

BENELUX

Market Situation

Economic situation Netherlands:

The inflation decelerated during the 1st quarter of 2023 and was at 4.4% in March. This was strongly influenced by the decrease in energy and fuel prices down by 28%. The Inflation rate on food and beverages remained at high 15%. Overall consumer confidence improved over this same period boding well for private spending. In politics, the Farmer-Citizen Movement (BBB) won 137 seats in March's provincial elections—more than double that of the second-place party, the VVD. Its victory will complicate Dutch politics ahead, especially environmental policy - opposition to the planned curbs on nitrogen emissions is the signature policy of the BBB.

Economic situation Belgium:

The growth in both private and government consumption accelerated in Q1 2023. The average consumer sentiment improved in January–March compared to Q4. Inflation was at 5.6% in April, its lowest rate in sixteen months. This also mainly influenced by falling energy prices. However, core inflation remained high, including inflation on food & beverages still on a high 16,6%.

Campaigning & Activation

Meetings

Belgium & Luxembourg:

- eNews (March) Eclectic Swiss cities sent to 1531 SCIB contacts.
- eNews (March) sent by Associationplanner.eu to 1'900 contacts. Small introduction and link to online article about Bern: Bern the cosy Swiss capital city.
- eNews (April) sent by Associationplanner.eu to 1'900 contacts. Small introduction and link to online articles about Zurich and Geneva: Zurich shines as tech innovation hub. Geneva, the city of expertise and dialogue.
- Advertorial Zurich in MICE magazine. Small introduction in their eNews sent to 45'000 contacts and link to article: Ultieme congresstad Zurich: na inspanning ook ontspanning! Ultimate congress city Zurich: after exertion, relaxation too.

Winter Marketing

Netherlands & Belgium:

- 6 days shooting in MiB and Valais with ST Benelux ambassador Evi Hanssen

City Marketing

Belgium:

- Lausanne City branded content promotion online on selected medias: Knack/le Vif Weekend, Feeling, Gael, Trends Style



Summer Marketing

Netherlands & Belgium:

- Swisustainable campaign with Roularta (NL/BE media house) incl. online campaign
- Social media Swisustainable campaign on ST owned channels with traffic to dedicated MyS.com landing pages

Netherlands:

- Cycling campaign with NTFU: online ad & social media campaign, ad & print article in magazine

KAM

Meetings

Netherlands:

- Cooking workshop with 50 participants and Lucerne, Engelberg, Davos, Swiss, The Dolder Grand Hotel, SV Group as partners present

Belgium & Luxembourg:

- Study trip to Davos with 8 agencies and one media

KAM

Netherlands:

- Hiking Event of the NKBV in the Netherlands with 1000 hiking and biking enthusiasts. Partners present: Ticino, Wallis, Jungfrau Region
- Participation TravDay April

Future Activities

Marketing Cities

Netherlands:

Digital campaign with DPG media house to promote the Swiss Cities + Basel

Belgium:

Digital campaign with Roularta media house to promote the Swiss Cities + Ascona-Locarno

Marketing Summer

Netherlands & Belgium:

Shooting with Swisustainable ambassador Evi Hanssen and cycling ambassadors Leon van Bon/Belle de Gast in Switzerland, followed by an online campaign

Meetings

Netherlands:

- 22-25.06.: Switzerland Meeting Trophy

Belgium:

- 08.06.: Business Dinner in Luxembourg with 5 Swiss partners
- 22-25.06.: Switzerland Meeting Trophy



1. Priority Markets

FRANCE

Market Situation

Complicated and tensed months in France with many pension protests due to the Constitutional Council's decision to increase the age of retirement from 62 to 64. This led to some violent protests and a series of strikes which have led to disruption, including garbage piling up in the streets and public transport cancellations. In March, the government used Article 49.3 of the Constitution to force the bill through the French Parliament,

However France, Europe's second-largest economy has shown striking resilience since the pandemic, and is becoming an increasingly attractive destination for businesses and investors looking to expand or establish a foothold in the region. France's economy grew 0.2% in the first quarter of this year (source: CNN Business).

In terms of tourism, for the entire 2022-2023 winter season, mountain resorts in France are holding up very well with a 68% occupancy rate and the return of foreign customers (source: TourMag).

Campaigning & Activation

SCIB:

- 11 articles publiés sur le blog. 23 267 visites sur le blog au total.
- Webinaire "Nouveautés événementielles en Suisse : on fait le point" 29 personnes ont participé en direct, 15 no show et 58 autres personnes pas dispo, mais intéressées par la thématique.
- Diffusion de l'e-news 02 "7 suggestions dépayssantes pour votre prochain événement - sans voyager loin" à 2 264 contacts. Ouverture unique : 727 / Taux d'ouverture : 32,37% / Taux de clic : 2,63%
- Début campagne Outbrain file rouge avec diffusion différents contenus (destinations, témoignages, thématiques ...) de MyS Meetings. 28129 clics et un CRT moyen de 0,29.

Partnership with the media "Détour en France" (Print and digital): 1 advertorial double-page about Bern. Digital activation with a native content & display campaign. A total of 662'000 of readers were reached and 250'000 impressions as well as 4'000 visits on the digital side.

Presence of Switzerland Tourism with a booth at the contemporary Art Fair Paris together with Basel Tourism (Dates: 29th of March – 2nd of April) in the Grand Palais Éphémère. The goal was to 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. 80'00 visitors visited the fair over the 3 days and 130 galleries from 23 countries were present. Very qualitative edition!

KAM

Salon Fitour à Aurillac le 25 mars. Salon B2C du voyage organisé par le réseau d'agence Fitour. La Suisse invitée d'honneur, à eu l'occasion de présenter 3 conférences sur les trains Suisses, programme proposé par l'agence Fitour. Stand d'information sur le pays et plateau de fromages



suisses proposés aux plus de 1000 visiteurs de la région du Cantal/Auvergne.

SCIB:

- Pure Meetings & Events International, Paris. Plate-forme BtoB sur 1 journée, destinée aux organisateurs de séminaires francophones (français, belges, suisses) cherchant des destinations étrangères et des prestataires (OT, DMC, hôtels, lieux événementiels). 5 partenaires. 25 contacts au total, mais 6 nouveaux clients seulement.

- Eductour à Davos&Bâle avec 5 account managers d'AMEX.

- Organisation d'un afterwork avec Genève à Paris, à destination d'agences événementielles, et présentation de 10 hôteliers genevois. 19 participants, 7 no shows.

- Organisation d'un eductour avec Genève : 12 participants, 1 no shows.

KMM

Evenement médias Swiss Cities avec les villes de Zurich, Genève et Bâle à l'hôtel Lutetia à Paris. 19 journalistes présents pour mettre en avant les actualités de Suisse Tourisme, des villes Suisses. Networking autour du déjeuner

Rencontres de la presse ADONET (Association des Office Nationaux du Tourisme Etrangers en France). Speed-meeting entre NTOs et médias tout au long de l'après-midi. Environ une vingtaine de meetings pour Suisse Tourisme.

Newsletter envoyé à plus de 600 médias sur les actualités des villes.

Conféction d'un dossier de presse estival sur les actualité suisse de 30 pages. Envoyé à plus de 600 journalistes

Future Activities

KMM:

Evenement Média avec Fribourg Region le 1er juin
Tournage avec TF1



1. Priority Markets

GCC

Market Situation

The GCC countries are still going strong, especially KSA and the UAE. Oilprices are on a high enough level in order to keep the economic dynamic high. The ongoing influx of Russians into the UAE is adding a lot of demand as well as brainpower to the UAE economy. In the UAE growth in 2022 was around 7.8%, in 2023 it shall be around 3.7%. In KSA, and after a rate of 8.4% in 2022, 2023 will see a further growth of 2.6%. The situation in Qatar is special in terms of travel activity, while a large part of the population (military, police) was not allowed to travel last year due to the world cup, we see an overproportionally growing demand this year. The more it is sad, that the Schengen states together are not able to accommodate this demand especially in Kuwait and Qatar.

Campaigning & Activation

- SDH Ladies VIP Events: From the 12th-17th March, we have successfully conducted 6 Ladies VIP events in Riyadh, Doha, Sharjah, Al Ain and Abu Dhabi, meeting approx. 250 VIP guests together with our SDH hotel partners.
- 100% Women event with Wolfis at Colnago in Abu Dhabi hosting 90 guests and talking about cycling in Switzerland on international womens day on 8 March.
- Flower Power Challenge (Part 1) Meta campaign highlighting different flowers from different regions across Switzerland through quizzes and questions with a total of 7 Million impressions and 73,000 interactions.
- Swiss Travel Pass Promotion running in the GCC (B2B and B2C) through Newsletter and online campaign.

KAM

- Destination Wedding Planner Conference in Qatar from 14-16 March to meet with the best destination wedding planners from all over the world.
- Discover Europe Travel Summit: 28 April-01 May at 25hours Hotel-Dubai. NTOS of CH, DE, AT & IE. 105 travel agents from all over GCC. Over 4000 meetings in total. 46 Partners from: Ticino, Zurich, LGR, Geneva, Interlaken, Bern, Jungfrau Region, Lucerne, Andermatt, Engelberg, Graubunden, Crans-Montana and Zermatt.

KMM

- Press Releases on Family Travel to Switzerland in Saudi Arabia, generating around 10 media results.
- Press Releases on Luxury Travel to Switzerland in Kuwait and Qatar, generating around 15 media results



- Press Release about 100% Women Cycling, generating 8 media results

Future Activities

- Trade. 1-4MAY. Participation at Arabian Travel Mart, biggest trade fair in the middle east: Topic: Swisstainable, Roger taking the train, showcasing the Switzerball. Roughly 20'000 participants.
- GCC @STM Health: From the 25th - 30th June, eight medical stakeholders, such as doctors, government representatives, medical and luxury agents from the GCC will participate at the STM Health 2023.
- Health Editorials: 4times, 2 page health advertorial plus digital support through Hia magazine, a leading female Arabic magazine. First editorial will be published in the May edition of the magazine.
- 100% Women Celebrity trip with Sheikha Madiya from the royal family of Dubai from 12-19 May to Geneva, Crans Montana, and Lugano.
- Saudi Moshaya Family is visiting Zurich and Davos in June, producing 1 video each destination generating around 15Mio views.
- 3 Groupmedia trips from KSA (2), UAE and Qatar (1)

Interesting observations

- With Europe being not accessible due to visa problems, demand is shifting to other countries such as Montenegro, Georgia, Turkey and especially Africa: Kenya, Sansibar, Ruwanda and South Africa are increasingly popular.



1. Priority Markets

GERMANY

Market Situation

Trade Branche

Die Buchungen in Reisebüros, auf Veranstalter-Websites und Reiseportalen bleiben konstant über dem Niveau von 2019, analysieren die Marktforscher von Travel Data + Analytics (TDA). Das Minus aus dem November und Dezember sei fast aufgeholt. Ende März lag der kumulierte Umsatz für Winter und Sommer nur noch vier Prozent unter dem Vor-Corona-Niveau.

Trotz eines erneuten Rückgangs des Erwartungswerts bleibt der Touristische Vertriebsklima-Index von Fried und Partner auch im April weiterhin über dem Niveau des Jahresbeginns. Die aktuelle Lage wird weiterhin als positiv bewertet, auch wenn bei der Richtung der zukünftigen Lage in Bezug auf Verbesserung oder Stagnation Uneinigkeit herrscht.

Geschäftsklima und Konjunkturprognosen

Der Ifo-Geschäftsklimaindex ist im April um 0,4 Punkte auf 93,6 Punkte gestiegen, da sich die Erwartungen der Unternehmen verbessert haben. Ihre aktuelle Lage beurteilten sie dagegen etwas schlechter. Die Sorgen der deutschen Unternehmen liessen nach, aber der Konjunktur fehle es an Schwung, sagte Ifo-Präsident Clemens Fuest.

Die Bundesregierung hat ihre Konjunkturprognose für dieses Jahr leicht erhöht. "Die deutsche Wirtschaft erweist sich nach der Corona-Krise auch in der Energiekrise als anpassungs- und widerstandsfähig", sagte Wirtschaftsminister Robert Habeck Ende April. Er sprach von erfreulichen Nachrichten. Der aktuellen Frühjahrsprojektion zufolge erwartet die Bundesregierung für dieses Jahr nun ein Plus des Bruttoinlandsprodukts von 0,4 Prozent. Im Januar war sie von 0,2 Prozent ausgegangen. Konjunkturindikatoren wie Industrieproduktion, Auftragseingänge und Geschäftsklima deuteten eine konjunkturelle Belebung im weiteren Jahresverlauf an, hiess es. Im kommenden Jahr soll die Wirtschaft laut Prognose um 1,6 Prozent wachsen. Auch die Inflation habe ihren Höhepunkt überschritten. Nach einer Rate von 6,9 Prozent im vergangenen Jahr gehe die Bundesregierung von 5,9 Prozent in diesem und von 2,7 Prozent im kommenden Jahr aus. Übersicht aktuelle Konjunkturprognosen für Deutschland: <https://www.tagesschau.de/wirtschaft/konjunktur/konjunkturprognose-ts-112.html>

Verbraucher

Die Verbraucherstimmung in Deutschland hellt sich im April spürbar auf. Die Konjunktur- und Einkommenserwartungen erholen sich deutlich, während die Anschaffungsneigung moderate Zugewinne verzeichnet, so die Gesellschaft für Konsumforschung (GfK) in ihrem monatlichen Update von Ende April 2023. Der erneute Zuwachs der Einkommenserwartung der Verbraucher sei der massgebliche Treiber für die positive Entwicklung des Konsumklimas. Der Indikator steigt im April um 13,6 Punkte auf einen Wert von -10,7 Punkte. Dies ist der höchste Wert seit Februar 2022, also vor dem Beginn des Krieges in der Ukraine. Wesentlicher Grund für die positive Entwicklung seien ebenso die moderateren Energiepreise. Hinzu kämen diverse Programme seitens der Politik, um sowohl für Haushalte als auch Unternehmen die Energiepreise - zumindest teilweise - zu kompensieren. Zusammen mit den zu erwartenden tariflichen Einkommenszuwächsen gehen mehr und mehr Haushalte davon aus, dass die ursprünglich befürchteten hohen Kaufkraftverluste aufgrund der Inflation deutlich milder ausfallen werden, so die GfK.



Best practice competitors

Mit der Kampagne „Find your inner Finn“ veranstaltet Visit Finland eine Kampagne zum Thema Happiness. Die Masterclass of Happiness ist ein einzigartiges, 4-tägiges Erlebnis im Juni. Während dieser vier Tage lernen die Teilnehmenden ihren inneren Finnen kennen. Sie erlernen eine Reihe von Kompetenzen, mithilfe derer sie langfristig einen ausgeglichenen, naturverbundenen Lebensstil führen können.

Campaigning & Activation

Sommer Recovery Kampagne: von Ende März bis Ende Mai wird der 30sec Trailer von Roger Federer zur Grand Train Tour im Ad Alliance Netzwerk als Video Anzeige ausgespielt. Ebenfalls zu Roger Federer und der Grand Train Tour of Switzerland startet Ende April die Medienkooperation mit Burda, bei der wir die Titel Focus, ELLE, Esquire, Playoby, Sports Illustrated und Bunte breit bespielen.

Medienkooperationen zum Thema Kunst mit Basel: Advertorial in der Juni/Mai-Ausgabe von IDEAT zur Positionierung von Basel als Kunst- und Kulturhauptstadt. Das Magazin IDEAT widmet sich den neusten Trends aus Kunst, Architektur, Mode und Reise und richtet sich an gut situierte und kauffreudige Leser mit hohem Qualitätsanspruch.

Weiters eine Kooperation mit dem Magazin Art zum Thema Architektur in Basel. Advertorial und Ausschreibung einer Architektur-Erlebnisreise für die art-Leser: „Pritzker Tour“, die Anfang Juli stattfinden wird.

ZEIT Podcast Medienkooperation mit Luzern: Produktion des Podcasts „Überm Berg“ mit Studio xy. In drei Folgen fangen die ModeratorInnen die Klänge der Region Luzern-Vierwaldstättersee ein.

Zentrale Städtekampagne: Das Thema Wasser mit Artikeln und Social Media Massnahmen zu Basel in den Titeln und Kanälen der Blue-Mediengruppe (Gay Medien) im März und April 2023 (Doppelseitiger Printartikel in Spartacus Traveller, Postings Mate und Männer-Websites, Influencer-Postings, Gallerien und Bewegtbilddistribution)

Medienkooperation Weltkunst Basel (Mediengruppe Die Zeit): Erscheinung des Sonderheftes „Basel - Kunst im Überfluss“ im Rahmen der Key Partnerschaft mit Basel Tourismus am 28. März 2023. 100 Seiten Kunst und Kultur aus Basel mit aktuellen Ausstellungen, touristischen Erlebnissen und Porträts namhafter Kulturinstitutionen und Personen. Die Erscheinung wurde begleitet von diversen digitalen und Social Media Massnahmen auf den Plattformen von Weltkunst.

Kooperation mit dem Deutschen Skiverband (DSV)

Gewinnerreise vom 12. bis 20. März: Vier Freunde erleben den Schweizer Winter im Wallis unter dem Motto „Mein Erstes Mal“. Teilnehmende Top-Athleten: Fritz Dopfer, Viktoria Rebensburg, Maren Hammerschmidt, Laura Dahlmeier. Aktivitäten: Trailrunning, Alpine Canyon, Gleitschirmfliegen, Schneeschuhwandern mit Raclette am Lagerfeuer. Distribution: Instagram (inkl. Sportler als Influencer), YouTube, DSV Blog, Ski & Berge, Sport 1.

KAM

ITB Berlin 2023: Teilnahme an der Reisemesse als Aussteller. Seit 2023 ist die Messe eine reine B2B Messe. ST veranstaltete zwei große erfolgreiche Medienevents am Stand mit den Fokus Themen Grand Train Tour und Swisstainable (Content Creatorin Louisa Dellert interviewte Martin Nydegger



zum Thema Swisstainable) und ein KAM/KMM-Frühstück mit Fokus 100% Women. Insgesamt wurden rund 200 Meetings mit Medienvertretern und Key Accounts gehalten. ST DE wurde mit zwei Awards ausgezeichnet.

Bewerbung Schweiz Akademie: Verlosung einer 5 tätigen Inforeise. Teilnehmende: 88 wichtige Tradekontakte.

Newsletter und Webinar: Newsletter an ca. 5000 Tradekontakte und zwei Webinare mit jeweils ca. 50 Teilnehmenden

SCIB - Studienreise mit Agentur Proske an den Genfersee: Vom 17.-19.03.23 organisierte SCIB zusammen mit dem Hilton Geneva und einem lokalen DMC eine Studienreise für die Agentur Proske an den Genfersee. Es haben insgesamt 13 MICE-Planer aus Deutschland teilgenommen.

SCIB DE - Internationale Studienreise ins Engadin: Vom 27.-30.03.23 organisierte SCIB zusammen mit ESTM eine Studienreise für Eventplanende aus DE, AUT, UK, NOR und SWE. Es haben insgesamt 12 MICE-Planer teilgenommen. (7 davon aus DE)

SCIB - Newsletter: Am 31.03.2023 wurde der erste Newsletter des Jahres mit dem Titel «Frühlingsanfang» an 1.841 deutsche MICE Kontakte versendet.

SCIB - MICE Branchentreff Ammersee: Branchentreff Illerhaus organisiert zum ersten Mal ein "Sunset Networking" auf dem Ammersee. Der Abendevent (20.04.23) bietet die Möglichkeit in einer exklusiven Location Kooperationsmöglichkeiten detaillierter zu

besprechen. SCIB nimmt teil.

SCIB - exklusiver Sales Call mit Zürich: SCIB besuchte gemeinsam mit der Destination Zürich MICE Agenturen und Corporate Kunden in der Stadt München (25.-26.04.23). Es wurden insgesamt 17 Personen über MICE Möglichkeiten in der Schweiz und insbesondere in Zürich informiert.

KMM

Exklusiv-Interview mit Roger Federer und Trevor Noah: Ausspielung online auf stern.de, rtl.de und ntv.de und Ausstrahlung in RTL Punkt 7, ntv, RTL aktuell, RTL Punkt 12 sowie auf den Social-Media Kanälen von RTL, Instagram und TikTok am 30. und 31. März

Neuer Werbespot Roger Federer und Trevor Noah: Exklusives Trainerview auf Bunte.de am 30.3.

Mediendinner: Am 25., 26., 27. April und 3. Mai wurden exklusive Mediendinner in Hamburg, Köln, München, Frankfurt, Baden-Baden und Stuttgart durchgeführt. Die Regionen Bern, Graubünden, Tessin, Waadtland, Luzern-Vierwaldstättersee und Wallis waren als Partner dabei. Insgesamt konnten wir dabei 80 Medienschaffenden die Neuigkeiten der Schweiz präsentieren mit den Fokusthemen „Grand Train Tour“ und „Swisstainable“. Für die Events wurden Kochschulen und Restaurants, die Wert auf Nachhaltigkeit legen, ausgewählt.

Medienreisen: Im März und April wurde 1 Gruppenmedienreise ins Tessin mit 6 Teilnehmenden durchgeführt. Ausserdem konnten in diesem Zeitraum 18 individuelle Medienreisen in die Schweiz organisiert werden.

KMM Newsletter März & April, 4-5 News pro Newsletter, geht an 1600 Kontakte raus.

Future Activities



100% Women mit Beatrice Egli: Die Schweizer Sängerin und Moderatorin stellt sich ihrer persönlichen Cycling Challenge und versucht sich auf dem Mountainbike. Dabei wird sie von einer Produktion begleitet, die Foto- und Videomaterial für eine Social Media Kampagne erstellt.

Beatrice Egli im Tessin: In Ascona Locarno und den umliegenden Tälern verbringt Beatrice einen unvergesslichen Urlaub. Dabei wird Content für eine anschließende Digitalkampagne erstellt.

Grand Tour of Switzerland Blogger Kampagne: Die Bloggerinnen @couchflucht und @vielunterwegs sind auf einem Road Trip durch die Schweiz unterwegs. Daraus resultieren SEO-optimierte Blogposts und eine inspirative Kampagne auf Pinterest.

ZEIT Podcast Medienkooperation mit Zürich: Produktion von 3 Reisefolgen zum Thema Zürich, die ebenfalls unter dem Podcast „Überm Berg“ veröffentlicht werden.

Basel-Kultur-Event in der Schweizerischen Botschaft mit Basel Tourismus: Etwa 30 Medienschaffende aus den Bereichen Kunst, Kultur und Architektur und 6 Vertreterinnen und Vertreter der Basler Kulturinstitutionen kommen zum Networking.

Redaktionsmeeting bei Burda: Am 9. Mai findet ein Austausch mit einem der wichtigsten Verlagshäuser Deutschlands in München statt. Gemeinsam mit Graubünden, Bern, Tessin, Luzern, Wallis, präsentieren wir 11 Redaktionen unsere News.

Advertorial im SALON Magazin, Juni-Ausgabe: 1-seitiges Advertorial zum SALON-Event in Düsseldorf am 4. September in Kooperation mit den Swiss Deluxe Hotels und Grand Tour of Switzerland



1. Priority Markets

GREATER CHINA

Market Situation

Visa issues seem to be very critical for the future business for 2023.

For the upcoming May holiday, people still seem to be reluctant to travel abroad due to uncertainty. We however still expect a small spike as it's the first real opportunity for Chinese travellers to take a long-haul trip.

Switzerland is among the top destinations in Europe for Chinese travellers.

Campaigning & Activation

Campaigns are being postponed slightly towards the Summer Season as visa and high flight prices are an ongoing issue.

- Culture Destination Switzerland: Art Roadshow Hangzhou 06 March and Hongkong 27 March
- Health Tourism: China Medical Travel Fair opening speech

KAM

SCIB:

- Asia trophy: 23 - 28 March 2023, 9 buyers are invited from mainland China and Taiwan market, plus one escort from SWISS and one escort from Kuoni Taiwan.
- SCIB Sales call with partners: 10 -11 April 2023, Guangzhou, door to door visit and calls with agencies.

Leisure:

- STE Greater China in Hongkong 10 - 14 April, 28 Swiss partners, 110 buyers
- Swisustainable Reborn Workshop Chengdu 07 March, Guangzhou 16 March
- Trade webinar 25 April, 111 participants, STS & MRAG
- Swisustainable FAM trip 15 - 24 April

KMM

Great interviews with our CEO in Hong Kong (Hong Kong Radio TV and I Cable). Main topics were what the must sees are in Switzerland and the recovery of travel from Greater China.

Roger Federer x Noah Travor video is welcomed in China, has great performance on social media



organic.

As one of the first group travel destination, Switzerland won media focus in first 3 months 2023

Future Activities

SCIB:

- IMEX Frankfurt with pre-tour Accorhotels with 10 agencies, 4 nights in CH.
- Accorhotel Roadshow in China, mid June.
- Booking.com sustainable workshop
- Photo exhibition in Suzhou in May
- So Swiss day in Suzhou 25 June
- Summer kick-off Shanghai 08 June
- Trip.com recovery campaign June
- trade Webinar May/June
- STM Health 25 - 30 June

Interesting observations

Sustainability is in everyone's mind. The interest in the topic is rising and more and more tour operators are offering sustainable trips and experiences. It will probably start domestically first before it launches into outbound, long-haul travel.



1. Priority Markets

ITALY

Market Situation

Economy:

Inflation came in at 6.7% in March, up from February's 5.7%. March's reading was the highest inflation rate since July 1991.

Measures taken by the Italian government to help households and businesses weathering the energy price storm have so far only managed to limit the scope for price increases. The last relevant decree, approved on 22 March, included a temporary (30 days) substantial cut of excises levied on petrol and diesel fuel, which might not yet be reflected in the March release but will be in April. All in all, we are tentatively projecting a stabilisation of inflation around the current level over H1 2022, and a decline thereafter, with average 2022 inflation at 5.8%.

Tourism:

Over 16 million Italians travelled for Easter and the 25 April national holiday, Liberation Day.

Not counting 2.5 million undecided, there were at least 8 million Easter holidaymakers, 60% of whom spent two nights away from home, but one in ten will also 'stretch' for the whole week.

Destinations were within their own region for one out of two while, of the remaining half, 8 will travel elsewhere but still in Italy and 2 to foreign countries.

Seaside resorts are the most popular (22%) followed by cities of art and villages (together 28%) for a total expenditure of around 4 billion euros.

Campaigning & Activation

Campaign Trenitalia/SBB: first wave "Culture"

Period: 06.03 - 13.04.2023

Digital campaign (branded content, social media and display adv) on different platforms to promote special offer Promo2x1 and cultural highlights in the main Swiss Cities.

Visual with Michelle Hunziker onboard of EC train with Zentrum Paul Klee in the window; claim "Lasciate stupire dai musei d'arte della Svizzera"

Platforms involved: Elledcor.it / Domusweb / Repubblica.it / Native chatbox / Svizzera.it/intreno / website Trenitalia.com & onboard monitors of Frecciarossa trains.

Partners: STS and Swiss Cities

RESULT

Marketing contacts (paid social media & digital campaign): 6,6 million

Organic social media (post & stories on myschweizerlandIT): 45'767 impressions



Earned media contacts (online & radio): 1 million

Event “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

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

Influencer Trip with Ambassador Filippo & Filippo in Lugano

Period: 13-14.3.2023

What: Trip to Lugano with Filippo Cirulli (154K followers) & Filippo Fiora (177K followers)

Contents: 1 post and stories

Partner involved: Lugano Region

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

ST E-Newsletter March

Date: 13.3.2023

What: St E-Newsletter March

Focus: Promo 2x1 & Camélie, Locarno



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)

Contact:200

Influencer Trip with Michel Hunziker in Interlaken

Period: 08. - 11.04.2023

What: Trip to Interlaken with friends (5,6mio followers)

Content:1 post and 21 stories

MIART ART FAIR IN MILANO

Period: 14. - 16.04.2023

Presence at the art fair at the Swiss booth (33m2): networking, brochure distribution, pictures&video on lounge.

Partner: Swiss Travel System, Basel, Bern + Interlaken, Ticino

Influencer Trip with Federica Fontana in Lugano Region

Period: 16. - 17.04.2023

What: Trip to Lugano Region (316k followers)

Content:2 post and 08 stories

LUGANO ART PARADE

Period: 17 - 23.04.2023

Promotion of Lugano city and museums and Ticino during Milano Design Week and in the contest of House Switzerland Milano

Setup garden with beach cabins personalized for the museums MASI, MUSEC, GAL, LAC, BALLY foundation and Sonnenstube

Opening event with 120 participants (VIP guests and journalists)

Partners: Lugano, Ticino, HOKO, AMOS

Influencer Trip with Filippo Cirulli and Filippo Fiora in Geneva

Period: 25. - 27.04.2023

What: Influencer Trip to Geneva with Filippo Cirulli (154K followers) & Filippo Fiora (177K followers)

Content: 6 post , 2 reels and stories

KAM



eNL Il Cioccolato

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%

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 local TV station

Partners involved: BLS, Il Girasole Viaggi, RhB

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

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

Fam Trip MRAG

Dates: 24-26.3.2023

What: Fam trip in MRAG

Focus: Excursion, thermal baths

Partners involved: Aletsch Arena, Leukerbad Tourismus

Switzerland monographs for agencies



Period: 3.4.2023 – 3.4.2024

What: Switzerland monographs for agencies

Visits: 2'000'000

eNewsletter Albatravel about Switzerland monograph spring/summer

Date: 6.4.2023

What: B2B eNewsletter from Albatravel about the Switzerland monograph

Page views: 465

Workshop TOD Genova

Date: 17.4.2023

What: workshop on board of Grandi Navi Veloci

Focus: Eurocity connection Genova-Zürich, summer offers, GTToS

Contacts: 40

Partner involved: Ticino Turismo

KMM

Media results

- 53 million

- 8 journalists invited to Switzerland

- 4 media newsletters about 100% Women Cycling & Promo 2x1, trends in the swiss cities, Roger Federer new spot and Lugano Art Parade.

Top coverage

- Reportage (10 pp.) about art & culture in Geneve on magazine Artribune (readers: 137'500; publication date: 01.03)

- Article (6 pp.) about winter in Crans Montana on Scimagazine (readers: 70'000; publication date: 01.03)

Media event Swiss Cities in Milan

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.



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.

Future Activities

- RF Recovery campaign: OOH activity (4 branded trams in Milan, digital shelters in the centre of Milano & adv. campaign with Freccia magazine in all frecca trains in Italy)
- Trenitalia/STITA special promotion launched by Michell Hunziker digital campaign (key partner: Ticino Tourism), 20% discount on Eurocity tickets (cities campaign)



1. Priority Markets

NORTH AMERICA

Market Situation

From January to March 2023 the fantastic recovery from North America continued with the US (+13.7%) and CA (+2.7%) both outperforming the record winter 2019. From the US, Zermatt (+74.3%) and Valais Wallis (+62.6%) performed exceptionally well. While Zurich remains at the top of the leaderboard, mountain resorts have seen the biggest increase. Canada on the other hand saw a big interest in countryside destinations.

The outlook for the rest of the year looks very promising with Tour Operators reporting an unprecedented interest in Switzerland.

However both the USD and the CAD have been losing much ground against the CHF and the EUR over the last six months. Coupled with high air fares and price increases across the board, a vacation in Europe will be noticeably more expensive for North Americans.

Meanwhile, US regulators seized First Republic Bank and sold its assets to JPMorgan Chase, in a deal to resolve the largest US bank failure since 2008. There are increasing concerns that the banking crisis could take another turn for the worse as worries swirl about deposit flight and the lack of asset diversification among smaller lenders.

Campaigning & Activation

- RF goes GTTOS Campaign, March 30-May 31
- STS STP Promo with Hopper + SEA, Apr 15-May 14
- Cities/Edelweiss Digital Campaign, April 17-Aug 31
- Hotels/Accommodation Campaign w/ AFAR, April 17-Fall (2 waves)
- TSQ Billboard w/ Roger Federer/Trevor Noah, April 30

KAM

KAM

- Trade webinar with Liechtenstein, March 2
- Sales Calls Florida, March 7 - 15
- Trade webinar with Lucerne, March 16
- Event at Stovell House Tampa (Private club), March 8
- Sales Calls and LH/Edelweiss event in Tampa, March 14
- Sales Calls Tour West Coast (LA/SFO/POR/SEA), March 20 - 24



- Sales Calls Canada (Calgary), March 23 - 24
- Mountain Travel Symposium, Banff, March 25 - 31
- Trade webinar with Graubunden, March 30
- Trade webinar with Jungfrau Railways, April 13
- Trade webinar with Basel, April 20

SCIB

- SwissBreak, March 6- 10
- SMU International, NYC, March 13 -15
- Prestige Client Event, NYC, March 21

KMM

KMM

- SwissTalk (webinar), Montreux Jazz Festival with Matthieu Jatton (CEO) March 22
- Super Mums (ski influencer) in Andermatt and Lucerne, March 2-20
- KOL Pos Salone del Mobile in Ticino & Zurich, April 23-26
- Webinar ABCs of Switzerland, April 27

Future Activities

KAM

- Trade webinar with BLS - Interlaken Lake Cruise, May 4
- Trade webinar with Edelweiss, May 18
- Switzerland Travel Experience USA (San Antonio, Denver, Miami), May 20 - 26
- Switzerland Travel Experience Canada (Montreal, Toronto, Calgary, Vancouver), May 29 - June 2
- Trade webinar with St. Moritz, June 1
- PROUD Experiences, Los Angeles, June 5 - 7
- TravelAge West Wave Awards celebration, Los Angeles, June 9
- LE Miami, June 12 - 15
- Trade webinar with VALAIS Matterhorn Region, June 15
- Signature webinar, June 23
- Trade webinar with Jungfrau Region, June 29

SCIB

- IMEX Frankfurt, May 23 - 25
- IRF Las Vegas, June 5 - 8
- CREATIVE Group Webinar, June 14
- Switzerland Meeting Trophy and pre Tour, June 21 - 25
- SwissRead #2, June 27

Campaigning & Activation

- Cities/Edelweiss Digital Campaign, April 17-Aug 31



- Hotels/Accommodation Campaign w/ AFAR, April 17-Fall (2 waves)
- Reoccurring social campaign to gain eNL subscribers, as of May-ongoing
- Distribution Touring magazine w/ LA Times, May 7
- Hopper Campaign w/ Made in Bern & Graubunden, May 12-Aug
- TSQ Billboard, as of June 5-ongoing
- BLUM podcast campaign, as of end of June-July
- Valais Matterhorn campaign w/ Nico Hischier, June-Oct
- Zurich campaign in SF, Sept/Oct



1. Priority Markets

UK/IRELAND

Campaigning & Activation

Sidetracked 2023

- ST UK/IRE Outdoor Campaign 2023
- Activation: April onwards (6 months)
- High-end outdoor media platform
- Focus topics integrated; Trail running, gravel riding, kayaking, m-biking, paragliding, glacier hiking, 100% Women/ Swisstainable (+ all-female talent)
- Content Mix: Video, Print, Online, Paid Social, Event(s)
- Content plan: feature story & destination guide per partner, print supplement + short film, set of promotional social video teasers per partner, organic & paid media promo & e-newsletter per partner, screening of partner film content at Sidetracked Creators Tour (B2C events x 10 around UK)

- Paid Media KPIs

Article reads on Sidetracked.com: 18,000 per partner article

Video reach via social media: 500,000 per video

Video plays via social media: 300,000 per video

Print readership per issue: 10'000

KAM

- Monthly Webinars and exclusive Newsletter to trade database. In March with Made in Bern Region and Switzerland Travel Centre and in April with Lucerne and Swiss Holiday Company
- Inghams/Hotelplan CEO/VIP Ski Trip to Grindelwald from the 21-23rd March with 23 trade guests with participants from Switzerland Tourism and Swiss Travel System
- Kirker Holidays fam trip to Switzerland 12-16th April 2023 to key partner regions for 10 pax
- Switzerland Tourism, Swiss Travel System and transport partners on tour including Glasgow, Manchester, Birmingham and London 25-28th April reaching 100 contacts with interactive workshops
- TTG Campaign with Valais and Swiss Travel System including print, digital and e-newsletter
- Luxpo with TTG in London 18th April meeting 15 luxury agents in one-to-one meetings of 10 minutes
- Tea for 50 on the 27th April in Birmingham with Swiss Travel System talking to over 100 agents in 10 minute speed dating formats
- ST, STS, RHB, MGB and Switzerland Travel Centre workshop on the 28th April in London with the 3



teams

-Campaign with TravelGossip and Travel Uni promoting our transport partners prior to the week of the Sales Tour in April through social media posts

KMM

7 March: Swiss Summer Launch with partner Valais with 35 media reps in London

8 March: Dinner to celebrate 150th birthday of Buergenstock hotel at RAC Royal Automobile Club in London with 45+ media

13/14 March: IMM London, 2 days networking and pitching event, partners STS, Zurich, Vaud and Ticino participating too

18 April: TravMedia Awards night, ST UK hosted a table with 8 media and sponsored award 'Freelance Writer of the Year'

24-27 April: 100% women e-cycling trip to Jura region, KMM UK to accompany the group

26 April: Regular meeting with NTO's from Alpine countries (Italy, Germany, France and Austria)



2. Active Markets

AUSTRALIA

Campaigning & Activation

8th March: HolidaysToSwitzerland_Podcast with Birgit Weingartner. Topic: Four Seasons In Switzerland

8th March: 100% Women Campaign feature in Travel Daily

21st March: Feature in Vacation & Travel with the topic "Love Slow Travel"

31st March: Solus eDM in conjunction with EntireTravel Group on Roger Federer GttoS.

31st March: Feature in Travel Daily with Roger Federer GttoS

040423_Executive Traveller_RF_GttoS

060423_SnowsBest _ Jungfrau exclusive

060423_Travel Luxury _ RF _ GttoS

190423_HolidaysToSwitzerland_Pilatus Podcast sponsoring

030423_Escape_NewsCorpCampaign_Holiday like RF

KAM

2nd March: Ski specialists webinar with Sno'n'Ski reservation staff. Partners: Zermatt, Jungfrau Region, Engelberg-Titlis, Andermatt.

8th March: CATO (Council of Australian Tour Operators) Women's Day luncheon. ST as main sponsor.

19-21 March: Virtuoso Owner Manager Forum, 19-21 March 2023, Sofitel Fiji. 90 Members attending

45 partners, Networking appointments, 4 Virtuoso SVP's, 8 AUNZ Virtuoso team, Professional Development sessions

Gala Dinner & other Networking events

19 March: Collette Agents Dinner at Sofitel Fiji, with Virtuoso Agents/Managers prior to Virtuoso Forum.

26 March-3 April: 8-day fam trip with MTA (Mobile Travel Agents) to Zurich, Interlaken, Jungfrau Region, Zermatt, Andermatt, Lucerne. Focus on Swisstainable.

30 April: Presence at Travel Associates luxury forum in coop. With Skimax. End-consumer luxury show with over 200 consumers.

KMM



7th March: Media Release on 100% women

16 March: Trade Media News Release TTC meeting in Switzerland – Result in Travel Daily

30 March: Media Release on Roger Federer GttoS

240423_Intl. Mini Media Trip _ 100% women _ Cycling Jura Mountain



2. Active Markets

AUSTRIA/HUNGARY

Market Situation

Reisen werden wieder viel stärker gebucht, sind bereits auf- bzw. tlw. über Niveau 2019. Bevorzugt werden - wie auch schon Vor-Corona - Meer-Destinationen. Allerdings herrscht immer noch eine gewisse Unsicherheit bei den Kunden: gerade bei unserer Zielgruppe in Österreich (d.h. 50+) werden daher immer noch verstärkt europäische Destinationen gebucht.

Preise steigen in Österreich generell signifikant - deutlich über dem restlichen EU-Raum. Speziell getrieben wird dies auch durch steigende Preise in der Gastronomie & Hotellerie in Österreich - d.h. der „Teuer“-Nachteil der Schweiz reduziert sich etwas.

Generell ist die Konsumlust etwas gebremst: Ca. 1/3 der Bevölkerung hat inflationsbereinigt weniger Nettoeinkommen zur Verfügung als vor der Corona-Phase.

Campaigning & Activation

- 01. März - 05. April 2023: Promotion der City Cards Basel und Zürich mit ÖAMTC
- 8. März 2023: 1-seitiges STS-Advertorial im ÖBB-Fahrgastmagazin „railaxed (40'000 Auflage)
- 30. März - 6. Mai 2023: Recoverykampagne „RF goes GTToS“ mit Distribuierung des Trailervideos im österreichischen Content.Link-Netzwerk und im Retargeting Ausspielung des STP-Snippets
- 31. März 2023: Doppelseitige Bern-Promotion im Gute Reise Magazin (50'000 Auflage)
- Anfang April Start der Weekend Gewinnspielkampagnen mit Rausch und Basel durch online Bewerbung (u.a. Social Media) der Gewinnspiele; Reisen im Juni / Juli und Nachbreicht beider Kampagnen im August / September
- Anfang April 2023: Neuauflage des ÖBB Schweiz Folders (50'000 Stück); u.a. Beilage bei Mailinghouse-Bestellungen
- 14. April - 6. Mai 2023: Digitalkampagne zur STP-Promotion „Extratage geschenkt“ mittels Native & Display Ads im Content.Link-Netzwerk
- 15. April 2023: 1-seitiges Adverotiral zur GEX Excellence Class im Magazin Taste of Mörwald (550'000 Auflage)

KAM

- 13. Februar - 30. März 2023: KAM Sales Blitz 40 Kontakte bei 36 fixierten Termine
- Anfang März 2023 KAM Promo mit Prima Reisen
- 01. März - 05. April 2023 KAM Promo City Cards Basel und Zürich mit ÖAMTC
- 13. März 2023: B2B Newsletter



- 15. März 2023: Eurofun Gästezeitschrift Begleitschreiben in Kooperation mit DE da auch im Deutschen Markt versandt
- 17.-19. April 2023: Excellence Program Fam Trip mit STS und ausgewählten Reiseveranstaltern

KMM

Pressekonferenz:

13. April 2023: Sommer-Presserühstück in Wien mit STS, RhB und Zürich Tourismus für 27 österr. Medienvertreter

Presse e-Newsletter:

Im März und April 2023 wurden 2 Presse eNewsletters mit ST- und Partnernews sowie ein SA Presse-eNL zu „RF goes GTTOS“ an je 190 österr. JournalistInnen versendet.

Tourismuspresse.at-Aussendungen:

Im März und April 2023 wurden 8 Tourismuspresse.at-Aussendungen an je ca. 33'500 Kontakte versendet.

Medienreisen:

2.-5. März 2023: Gruppenmedienreise Graubünden (Arosa, Chur, Poschiavo, RhB) für 6 österreichische Journalisten

Future Activities

- KAM Kooperation gemeinsam mit STS und STC: Raiffeisen Reisen, Retter Reisen
- KAM Top am Counter Special Auflage nur Schweiz im Mai
- Falstaff Schweiz Special DACH
- Beilage des neuen ST Touring Magazins bei den Salzburger Nachrichten
- Digitalkampagne Bern



2. Active Markets

BRAZIL

Market Situation

MAIN FACTS - BRAZIL ECONOMY AND POLITICS

The main discussions about the Brazilian economy today are around the impacts of the elevated threshold of SELIC, the basic interest rate, on the dynamic of the economy, and the question of when it will start its downturn cycle. Currently at 13.75% a year, the interests have been curbing the country's growth. Conversely, the Monetary Policy Committee, COPOM, of the Central Bank, has given the still elevated crux of inflation as a justification to not decrease the interest.

The most recent data on the general price index, the IPCA, came out lower than expected, which is great news. March's inflation, according to IBGE, was 0.71% and accumulated 4.65% in 12 months, cooling down from 5.60% of the accrued by the previous month. Due to a matter of statistical effect, by the middle of the year the index will approximate to 4%, however, will go back to the 6% level throughout the second semester.

The pressures on prices are more punctual at this moment. For example, in March, the "bad guy" was the transportation group, which increased 2.11% due to the return of the federal taxation on fuels. In April, it should influence the readjustment of medications. In other words, a more expressive advance of a group in a specific certain month, and not in a structural and sequential way anymore, as seen last year.

Another point that will help to hold inflation back is the valorization of the Real. In mid-April, the exchange rate was once again below R\$ 5 (five reals) per US\$ 1. At the same time, there is a tendency of retreat in commodities' prices in the international market, in the face of the downturn of the global economy. Thereby, lower prices and a favorable exchange rate for imports tend to

balance prices internally in a better way.

Regarding the valorization of the Real, two important aspects should be observed. The first one is that the American inflation is decelerating, which brings an insight related to the interest rate of not having the necessity of new elevations. This way, with a relatively more optimistic scenario, investors leave the caution zone and go back seeking rentability in emerging markets like Brazil.

Besides that, the fiscal framework, which is the structure of income and expenses that the federal government has been articulating in the Congress, has suffered modifications in a sense to have a bigger restriction on the expansion of public expenditure, which once more cheers up the investors. The cut in expenses is still not mentioned in this project because the focus is on the expectation of increasing the collection of taxes.

This lower inflation and valorization of the Real picture brings hope that the Central Bank has conditions for starting the monetary expansion cycle, in other words, decrease in interests, in the meeting of the middle of the year. Even if it is a small reduction, what will matter the most is the trend in the long term. And cheaper credit will be an essential growth accelerator in sales. In January, for example, the national restricted retail (not including vehicles and construction materials) raised 2.6% in comparison to the same period in 2022. Almost all the segments analyzed by IBGE had an annual rise. A positive result, but it could be at an increased pace.

Besides the residual expenditure of the 13th-month pay, received at the end of last year, what has helped in the commerce sales is the heated job market. Although the unemployment rate is at 8.6%, there are numerous positions to be filled in all sectors of the economy and in the most diverse degrees of education. Many people, even because of the pandemic, left aside their interest in the formal job



and started working on their own, either in a formal job, with the opening of a job position, or informally. Anyhow, with more employed people, and at the same time, milder inflation, the scenario allows the growth of the total income sum, which is workers' available income. In a year, there was a real growth of 11.4%, and in monetary terms, an increment of R\$ 28.2 billion.

Important resources that are, in a way, keeping the positive trajectory of the economy, despite the high interests. Commerce has been presenting favorable outputs, but the service segment is the greatest highlight of the moment. In January, the annual increase was 6.1%, with the collaboration of 17.1% coming from means of accommodation, and 11.2% from food. That is to say, positive results coming from services provided to families, meaning Travel & Tourism.

According to calculations by FecomercioSP, national Travel & Tourism. grew almost 20% in the first month of the year, with revenue of R\$ 20 billion.

Therefore, the most critical impairment for a more aggressive take-off of the economy is the high interest rates, working as a curb. As the signals about the SELIC's reduction have been becoming clearer, the economy reacts in an anticipated way and that's what is expected throughout the following months.

CONFIDENCE INDEXES

The Consumer Confidence Index (ICC) registered a modest decrease of 1.1% in March in comparison to February. Despite this result, the threshold is still optimistic, with 127.4 points. It is natural to have punctual oscillations in the consumer's confidence. What is worth analyzing, besides the annual increase of 21.2%, is the trajectory of increase throughout the previous months, a result of lower inflation and a heated job market.

The Trade Entrepreneur Confidence Index (ICEC) points out to 109.7 points in March, a monthly decrease of 2.3% and a threshold of 4.1% below the level in March 2022. Although the consumer's confidence is increasing, part of the income earned from work is being destined for the payment of overdue bills. In other words, there is still work to be done to balance the default rates and subsequently expand the consumption within the economy. Furthermore, the elevated interest rate is a big complicating factor for business owners in the commerce sector.

We've entered the fourth month of the year and most of the companies, like tour operators airlines, and hotels, have already broken the trip sales record in Brazil in relation to the pre-pandemic period. In some cases, especially regarding international travel, the number of passengers is still lower, but the average ticket offsets, greatly, the sales.

High prices of accommodation and flight tickets abroad are bottlenecks in international trips, as well as the long time taken to get a visa to the United States, and the social and political instability seen in destinations in Europe and South America.

TRAVEL AND TOURISM

NEW FLIGHTS

The international air network still offers fewer flights than in 2019, and a rebound is expected by the end of the year.

Latam and Azul are the Brazilian airlines that have announced additional new flights. The first company will have additional flights to Los Angeles, Johannesburg, and more frequent flights to Argentina, Lima, and Santiago; Azul with a new connection to France and more flights to Orlando, leaving from airports outside São Paulo, like Belo Horizonte. The airline will also fly from Brazil to Curaçao.

United Airlines resumed its flight from São Paulo to Washington, recovering the pre-pandemic air network in Brazil.



American Airlines is still the major operator with flights to the United States and has staggered the market by dismissing 80% of its commercial force in Brazil. The measure came with the implementation of the NDC as distribution focus, something that has been done by several airlines, but with criticism from the travel agencies. The biggest complaints are in relation to services outside the

NDC, lack of transition period and questions that haven't been answered yet.

Airlines will prioritize NDC to offer their best airfare, resulting in the traditional channels, like the GDSs, having higher prices or issuing fees.

The topic could impact sales via travel agencies and their relationship with the airlines.

THE CASE OF HURB

The OTA Hurb (formerly known as Hotel Hurbano) was the highlight of April's headlines for not having paid for the hotels booked by their clients. Many of these hotels blocked, for this reason, Hurb's clients. The company owned up to their responsibility and debit and stated to be solving the case with each one of the hotels individually. The issue would have been caused by the reduction in the receivable payment by the bank that they used to be a client.

The case was a hot topic on social media and evidenced the challenges of online sales models with discounts for future trips without a scheduled date. On the other hand, some good news for the market was the upgrading of CVC Corp's S&P rating from D to brBB+.

10 most used social media in BRAZIL (2023)

1. WhatsApp (169 million)
2. YouTube (142 million)
3. Instagram (113 million)
4. Facebook (109 million)
5. TikTok (82 million)
6. LinkedIn (63 million)
7. Messenger (62 million)
8. Kwai (48 million)
9. Pinterest (28 million)
10. Twitter (24 million)

WORLDWIDE

1. Facebook (2.96 billion)
2. YouTube (2.51 billion)
3. WhatsApp (2 billion)
4. Instagram (2 billion)
5. WeChat (1.31 billion)
6. TikTok (1.05 billion)



7. FB Messenger (931 million)
8. LinkedIn (900 million)
9. Douyin (715 million)
10. Telegram (700 million)

Average time of Brazilians on social media: 3h46m per day 5 million small- and medium-size businesses already have an account on WhatsApp Business

Source: We Are Social and Meltwater

Campaigning & Activation

KAM/KMM: Switzerland Travel Experience 2023

March 13-17, 2023. Road show format with 4 days agenda, hosting 6 events (3 b2b workshops and 3 networking cocktails) 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. 16 Swiss Partners met 171 travel agents. Swiss Delegation: 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. ST Brazil team: Fabien Clerc, Mara Pessoa, Natalia Leal.

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 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. 5 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

Sales Manual 2023. 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, Out and About, Swiss International Airlines, Swiss Travel System, Swiss Wine Promotion, Zurich Airport.

Blue Papaya Famtri. 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 International Air, Swiss Travel System;

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, Infinito 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 International Air, Swiss Travel System;

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.

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.

* **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. TT Operadora team: Pablo Bernhard, CEO.

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.

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.

KAM/Digital Newsletter: GToS & STS. Highlight: GToS 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: GToS, STS.

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.



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.

Future Activities

May 09-12,2023: ILTM Latin America
May 15, 2023: Mondial de la Fondue



2. Active Markets

CZECH REPUBLIC

Market Situation

Tourism update:

- Strong CZK against EUR and USD allows to keep or decrease expenditures and cost for holidays abroad – big CZ TO's are selling its Switzerland products and trips for 2023 with high interest by Czechs.
- ON statistics January & February 2023 / January & February 2022: +40,0%.
- ON statistics January & February 2023 / January & February 2019: +1,8%.
- Eurowings launched its new connection from Prague to Geneva for summer with price startint at 40,- CHF per route

Economics:

- GDP of 1Q/2023 -0,2% (4Q/2022 +0,2%)
- Consumer price index in March 2023 +15,0% (February 2023 +16,7%)
- Inflation rate in March 2023 +16,4% (February 2023 +16,2%)
- Industrial production in February +2,0% (January 2023 -1,4%)
- Construction production in February 2023 -4,3% (January 2023 +5,4%)
- International trade – import: +3,3% in February 2023 (+11,8% in January 2023)
- International trade – export: +9,9% in February 2023 (+12,1 % in January 2023)
- Average gross wages and salaries +7,9% in 4Q/2022
- General unemployment rate in March 2023 was 2,5 (January 2023 was 2,6%)
- Exchange rate 1,- CHF = 23,924 CZK (valid for 5.5.2023)

Campaigning & Activation

- 1.3.2023 - 3 months Switzerland promo in OC Flora via 16 TV screens
- 3.3.2023 - Schilthorn, and Aletsch Arena advertorial at Forbes.c
- 3.3.2023 - ST Newsletter 3/2023
- 13.3.2023 - Travel presentation Lake Lucerne Region with active participation of Rigi
- 17. – 18.3.2023 - Trade fair Holiday World 2023 with ST active presence via TTG stand
- 22.3.2023 - PR article “Swisstainable: Travel by Swiss way” at TTG.cz



- 24. – 26.3.2023 - Trade fair For Bikes 2023 with DDK, ESSVM and Aletsch Arena
- 27.3.2023 - PR article “11 rules for sustainable travel in by Switzerland” at TTG.cz
- 27.3.2023 - Swisstainable Facebook promo via TTG.cz
- 30. – 31.3.2023 - Roger Federer video promo at newspaper website of Economia group
- 30.3.2023 - Advertorial Long winter (Samnaun, Engelberg, Zermatt) at Alpenverein website OEAV.cz
- 30.3.2023 - Winter ESSVM and SchweizMobile advertorial at Alpenverein website OEAV.cz
- 30.3.2023 - PR article “Roger Federer again at Grand Tour, now via train” at TTG.cz
- 30.3.2023 - RF GTToS video promo via TTG Facebook page
- 30.3.2023 - PR article “Swiss Grand Train Tour: by train to beauty and wonder” promo via TTG newsletter
- 30.3.2023 - ST Newsletter 4/2023
- 31.3.2023 - GTToS advertorial at Alpenverein website OEAV.cz
- 6.4.2023 - Alpenverein Switzerland newsletter with last winter possibilities
- 6.4.2023 - PR article “Swiss Grand Train Tour: by train to beauty and wonder” at TTG.cz
- 17.4.2023 - RhB, Pilatus, MOB, STS advertorial at website Denik.cz

KAM

- 9.–16.3.2023 - Sales calls RhB in Prague, Pilsen, Brno, Ostrava
- 14.3.2023 - ST Workshop 2023 in Prague
- 4.–5.4.2023 - Ferientag 2023
- 17.–19.4.2023 - Indiv. FAM Trip CEDOK (1 PAX) – STP support
- 18.–21.4.2023 - 6 PAX FAM Trip Rigi-Bahnen AG – ST support by LX and STS

KMM

- 26. 2. - Winter family trip to Engadin Scuol Samnaun for magazine Travel Life – 4 PAX (26.2. - 2.3.2023)
- 5.–10.3.2023 - Indiv. influencer media trip Aletsch Arena (2 PAX)
- 5.3.2023 - 4/1 STS and RhB advertorial in magazine Barbar
- 16.3.2023 - ST Press conference SUMMER 2023 at Residency of the Swiss Ambassador to the Czech Republic
- 17. – 22.3.2023 - Indiv. Media trip Winter Graubünden of magazine SNOW



- 17.3.2023 - 1/2 advertorial in print newspaper TTG
- 23.3.2023 - 6/1 Aletsch Arena and Schilthorn advertorial in premium travel magazine Travel Life
- 5.4.2023. - 1/1 RhB advertorial in onboard magazine of Smart Wings
- 24.–27.4.2023 – 100 % Women Cycling media trip for magazine Kondice

Future Activities

- ST Newsletters (B2C & B2B)
- individual TV, media and influencer trips
- KAM e-newsletter
- media advertorials (print and digital)
- 2 weeks RhB radio campaign



2. Active Markets

INDIA

Market Situation

On the heels of the performance of the last months of 2022, the months of January and February of this year also demonstrate the good recovery of the market, after a 2022 that performed below expectations, due to the still many travel restrictions for third countries and then due to the difficult visa situation we found ourselves in.

Regarding the January figures, specifically, the market recorded a 1.7 percent increase in arrivals (arrivals totaled just under 6,000). Overnight stays the decrease was 3.2 percent (15,212 were arrivals).

These figures compared to the pre-pandemic year, i.e., 2019. When compared to the same months of 2022, the increase in arrivals was 258.7 percent while overnight stays grew by 258.7 percent).

On the other hand, as for February, there were almost 7,000 arrivals (a decrease of 14.95 compared to 2019) while there were 18,307 overnight stays (a decrease of 15.4%). Compared to 2022, the increases were 191.4% for arrivals and 163.3% for overnight stays, respectively.

Even more positive signs are coming from our visa section, which already since last October, once it had stabilized a visa situation, is recording very positive figures. If in pre covid years there were two months when there were peaks in visa applications, now the situation is more spread out over other months and we can clearly see that people are more careful in sending visa applications even earlier (within 6 months before travel, it is possible).

Still at visa levels, however, the situation of many European embassies in India is still critical: practically only the Swiss one has returned both in staffing and visa levels to pre-pandemic levels. The others, for one reason or another, are well below. This is obviously causing great pressure on our embassy, which is also seeing requests being received for people who do not have Switzerland as their travel or business destination. The number of visas currently issued by our embassy exceeds those issued in 2019 by almost 30 percent. In a few months, with overnight statistics in hand even for the peak season months, we may be able to draw conclusions about how much visa shopping is behind these figures (or whether indeed these important growths will also be collected in overnight stays).

Positive signs are coming to us from all the most important tour operators, which, despite some difficulties in obtaining visas for last minute clients, are registering major increases in sales of packages either mono-Switzerland or with Switzerland as the main destination.

The same goes for Swiss Travel System, which is experiencing important sales growth. With the current promo, again we expect a great response from the Indian market.

Campaigning & Activation

Digital Campaign - Neeraj Chopra

Ongoing digital campaign with local brand ambassador Neeraj Chopra including social, youtube, native stories and display campaign to showcase Switzerland as an outdoor destination.

Print Promotion - Roger Federer and GTOs



- To amplify the launch of the global campaign with Roger Federer and the STS promotion, print magazine and newspaper ads were executed following the launch, generating a total of 2'807'500 and 13'225'000, respectively.

Total contacts: 16'032'500

OOH campaign in Mumbai & Delhi airports for Roger Federer and GTToS

- Mumbai and Delhi airports are the two busiest airports in India with the most premium travellers which fit our target audience. A high impact campaign was done for 15 days from 1st to 15th April.

Total contacts - 3.3 Mio

Digital Campaign for Roger Federer and GTToS

Ongoing Digital campaign to promote the new GTToS and Roger Federer/Trevor Noah films via social media and ongoing display campaign.

Digital Campaign for STP promotion

Ongoing digital campaign for promoting the Swiss Travel Pass on social, display as well as SEA marketing.

KAM:

- 14th Apr 2023: Newsletter sent out to promote the STS Webinar on 18th Apr 2023. The newsletter was linked to the registration page of the webinar. Total No. of recipients = 25'028 (5447 opened the mail and 347 clicked)

- 17th Apr 2023: Ad in prominent Travel Trade publication, TraveTalk, to promote the STS Webinar scheduled for 18th Apr 2023. The ad featured a QR code which on scanning took the reader to the registration page. Total No. of contacts: 108'600.

KAM

KAM:

- 14th Mar 2023: ST participated in training organized by prominent wholesaler Otila International Pvt. Ltd. in Indore highlighting STS and its various products and services as well as updating the attendees about the STS summer promo. Total no. of attendees = 42

- 16th Mar 2023: ST participated in the training organized by Otila International Pvt. Ltd. in Nagpur where we highlighted STS, its various products and services, and the STS Summer Promo to the attendees. Total No. of attendees = 39

- 14th & 16th Mar 2023: During the trainings in Indore and Nagpur with Otila International Pvt. Ltd., ST did a special promotion for Schilthorn Cableways. The mountain experience was highlighted during the trainings and Schilthorn Giveaways were given to winners of the quizzes that were conducted at the end of the presentation. A total of 16 prizes were distributed.

- 20th - 27th Mar 2023: The India Workshop took place in Interlaken, where 29 key buyers from the market got an opportunity to meet, interact and network with over 50 key suppliers from Switzerland over One-to-One meetings and a social program. The Workshop took place at the VICTORIA-JUNGFRAU Grand Hotel & Spa, and was followed by an excursion to Jungfrauoch - Top of Europe, 4 unique post tours (Ticino, Lausanne - Geneva, Montreux - Aletsch Arena and Mürren - Schilthorn). The final 2N of the post-tour concluded in Lucerne where the buyers got an opportunity to experience



Lucerne and its various touristic offerings.

- 20th Mar 2023: The 2023 version of the “Switzerland Sales Manual” was published and made ready for distribution. The manual was unveiled at the 2023 India Workshop and over 100 copies were distributed to the buyers and suppliers in attendance. During the course of 2023, 2000 manuals will be distributed during the various KAM activities in the market.

- 18th Apr 2023: ST conducted an exclusive 45 min webinar on the Swiss Travel System (STS) and its various products and services. During the webinar emphasis was laid on the Swiss Travel Pass and its benefits, as well as the Summer 2023 STS Promo. Total no. of attendees = 537

24th Apr 2023: ST and the Embassy of Switzerland visa section conducted an update / information virtual meeting with the 8 VPPS partners. The objective was to give them an update about the current visa situation and get their inputs on the problems they are facing with visa appointments and processing time in order to understand what could be done to assist them in this regard.

SCIB

- Meetings with Embassy & VFS were organised for Barbra Albrecht visit on 1st & 2nd March.

- Networking events in Delhi and Bangalore for MICE agencies on 2nd & 3rd March.

- Women’s Day event: two day off-site for Corporate Women from Mumbai, Chennai & Bangalore at the JW Marriott Golfshire, Bangalore from 4th to 5th March 2023.

- Asia Trophy event in Basel, Lucerne, Engelberg & Zurich from 23rd to 28th March 2023. 11 agencies + Kuoni & SCIB participated in the 8th edition of Asia Trophy.

KMM

Media Trip - We organized a media trip to Lucerne and Zurich in March 2023, with Swiss Airlines for 6 senior journalists from some of India’s leading business and travel-lifestyle publications including The Times of India, The Hindu, Moneycontrol and India Today, to showcase Switzerland’s advancements in sustainable living and travel. Focus of trip was SWISSTAINABLE and sustainable tourism.

Press Releases for GTToS launch and Swiss Travel Pass promotion. To announce the launch of the recent global campaign with Roger Federer and Trevor Noah to promote the Grand Train Tour of Switzerland as well as the STS promotion in March and April 2023, press releases were disseminated to the Indian travel, lifestyle, A&M and trade media to raise awareness and destination affinity among Indian travellers.

Total number of articles - 147

Total contacts - 135 Mio

Future Activities

KAM:

- Sales Calls in Mumbai / Delhi / TBC City
- Webinars and Trainings in Tier II and Tier III cities
- Switzerland Travel Experience (STE): November/December (Mumbai, Delhi + 3rd City tbd)

SCIB:

- Sales Calls to corporates & MICE agencies



- Pre IMEX tour to Geneva & Zurich
- IMEX in Frankfurt
- Optimice event in Mumbai on 1st June 2023
- Sales call in Chennai / Hyderabad

Campaigning & Activation:

- Influencer meet in Interlaken in May
- Digital campaign for STP Promo
- GTToS influencer trip

KMM:

- Journalists for 3 international media trips
- Celebrity biker for 100% women trip



2. Active Markets

JAPAN

Market Situation

End of April finally saw the removal of the last travel restrictions in Japan and entering and leaving the country is back to pre-Covid regulations.

Masks are still worn out- and inside by around 80% of the population.

Overseas travel is slowly recovering while airline capacities and exchange rates are an ongoing worry.

Inbound travel meanwhile is booming and travelling within the country has become too expensive for many.

Campaigning & Activation

- 31 March: 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 members of the Tokyo society. ST was present with movies, content in the programme and the main travel prize.
- 27 March - 30 April: @MySwitzerlandjp Instagram contest campaign.
- 15-16 April: CYCLE MODE, the largest cycling event in Japan to promote the newly launched cycling product together with Fellow Travel. 23,800 visitors for 2 days.
- 1 April: Start of JATA Imakoso campaign and ST participates in the photo contest .

KAM

- 25 April: Webinar for 200 travel Agents who are member of the Japan Association of Travel Agents. 30min presentation of all news in Switzerland.
- 13-20 April: Fam trip in cooperation with STS and STC, inviting agents with potential for selling the GTToS STC package. 5 agents plus STC rep participated and the programme included: Lucerne-Interlaken Express, Golden Pass Express, Glacier Express, Bernina Express and Bus, Gotthard-Panorama Express. Result: all agents will sell the GTToS.

KMM

Media Event

Media summer launch in Tokyo on 18 March with 30 journalists. Presented ST's campaign theme and partners' news followed by networking lunch.

Media Newsletter



Quarterly media newsletter delivered on 28 April to 677 media recipients.

Media Result

Magazine:

- 'Sun Sun' membership magazine of Asahi Life Insurance to introduce Unesco World Heritage Swiss Alps Jungfrau Aletsch.

- 'AGORA' membership magazine of Japan Air Lines Club Members introduces the planned new 3S gondola of Alpine-X in Zermatt.

Online:

- 'TRVLWIRE' the daily travel trade news introduces new movie of Roger Federer and Trevor Noah featuring Grand Train Tour of Switzerland.

- 'Cyclowired' the cycling media reports about 'Wine & Ride' E-bike experience in Lavaux, as well as cycling tips as the result of cycling fam. trip in 2022.

Future Activities

- Ota campaign x 25ans media trip
- Intl media trip '100% Women Cycling'



2. Active Markets

KOREA

Market Situation

[Economy]

Consumer Price Index (CPI) in Korea recorded 3.7% rise in April 2023.

Electricity, gas and water bills rose by 23.7%, and the price of snacks such as bread and snack rose by more than 11%, showing a high rise. Vegetables also jumped 7.1%. Food prices also rose by 7.6%. However, the pace of inflation has been steadily slowing. For the first time in 14 months since February of last year, it recorded a 3% level.

[Tourism]

With the gradual recovery of travel, the industry is focusing on opening new routes, increasing flights and resuming operations. As international travel resumes, major airlines are expanding their routes. Full-service carriers (FSC) are accelerating the normalization of international flights by adding more long-distance routes to the Americas and Europe. However, the recovery of overseas travel is expected to be driven by supply rather than demand. It is anticipated that it will take a time for the supply and demand to align and for normalization to take place.

Campaigning & Activation

Opening Ceremony of Swiss Spring Street Festival

- Background: celebrating the 60th anniversary of Swiss-Korean diplomatic relations
- Title: Swiss Spring Street Festival
- Venue: Gyeongui Line Book Street
- Period: Apr. 8th - May 8th, 2023
- Opening date: Apr. 8th
- Participants: 150 pax (86 Travel agents, 14 media, 50 swiss communities and partners)
- Program

Welcome speech by Swiss Ambassador

Opening speech by Martine Nydegger

Congratulatory speech by Mr.

Swiss Spring Street Tour with Swiss partners and JK

- Exhibiting representative tourist destinations which are popular among Koreans

SoMe Event: Swiss Spring Street Festival Photo & Hashtag Event.



- Period: April 8th to May 8th

Visitors to the event site take photos with destination set ups and upload the photos with 2 mandatory hashtags onto their instagram: #InLOVEwithSWITZERLAND & #SwissFestivalSeoul

- Result: 784 photo postings are generated (as of May 2nd)

KAM

STE Korea 2023

Period: 18-20 April 2023

Venue: Hotel Shilla Seoul

Participants: 218 pax for three days

- 182 travel agents, 20 media and 16 Swiss partners

Programs

- 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. / yacht in the Han river

Small group discussion to compete for the best mono-Swiss product

Study trip to the winners

Swiss Travel System Partner Event (passive participation)

Date: 21 April 2023

Venue: Gyeongui Line Book Street (Swiss Spring Street)

Program:

- Networking with STP sales KAs from major TAs

- Dinner

KMM

Media Newspapers to 700 journalists in Mar & Apr respectively



- Noblian Megazine: Sustainable Travel in Zurich (April 6)
- Singles Plus: Eco Travle, Hotels that reduce carbon footprint, Zermatt (April 8)

Swiss Spring Street Festival

- the Opening Ceremony of Swiss Spring Street Festival Pitching

Result: media coverages by 39 media & 2 broadcasting stations

- ST CEO Media Interviews

Resut: Coverage on Maekyung Daily Newspaper & Travel Times

Future Activities

Swiss Friends Visit

- Period: June 13 - 24
- Destination: Luzern, Jungfrau, Zermatt, Zurich, Basel
- Theme: Family Promotion
- Participants: 11pax

Media Trip with Magazine 'Travie'

- Period: June 18 - 25
- Theme: 100% Women Cycling
- Destination: St. Moritz, Ticino, Grotrro, Locarno, Gstaad and Zermatt
- Participants: 1 pax



2. Active Markets

NORDICS

Market Situation

- Inflation in Sweden rose far faster than expected early this year, and one expect the Riksbank will hike its key rate one last time to 3.75 per cent in June, with the first-rate cut coming in April 2024.
- Mainland GDP growth in Norway has continued to defy expectations of a recession, but analysts still predict weaker growth ahead. Inflation pressure is preventing Norges Bank from quickly reverting to a more normal key interest rate.
- The Danish economy is looking remarkably robust. GDP, driven by exports and capital spending, grew by 3.8 per cent in 2022, almost 1.0 per cent more than expected. Even so, we still foresee a mild recession in 2023.
- GDP has been falling in Finland since 2022, with a rebound during the second half of this year, full year growth will end up at -0.4 per cent.

The new government will focus on containing budget deficits and improving fiscal discipline.

Campaigning & Activation

SE, Runner's World Advertorial + Native

Ticino partner campaign

DK, Berlingske, Native

Ticino partner campaign

KAM

TRADE

Fam Trips / Site Inspections

DK - Fam Trip, 12-21/3, Nyhavn 1 pax

- Verbier - 12-14/3

- Crans Montana - 14-16/3

- Grindelwals / Jungfrau - 16-19/3

- Zürich - 19-21/3

SE .- Fam Trip, Xtravel, 1 pax

- Grindelwald / Jungfrau



NO - Fam Trip, Alpene. 1 pax

- Grindewald, 20-23/3

- Andermatt, 23-25/3

NO - Fam Trip, Alpene. 1 pax - Engelberg, 6-9/4

SE - Fam Trip, Ski Unlimited, 2 pax, Zermatt 20-23/4

SE - Fam Trip, Skiers Accredited, 2 pax, Zermatt, 21-24/4

Event

- SE - RK Sales Presentation - 22/3

Presentation of new RK Trip to Ticino / Lucerne for product and sales managers responsible for Switzerland - 8 pax

SE - RK Travel Event in Gothenburg - 23/3

Workshop - 120 client

Presentation Ticino / Lucerne / Swisstainable - 75 participants

- DK - Ticino Network Event, 20/4

Present: 14 persons - mix KAM, KMM

C&A

Sales Competition in cooperation with SWISS communicated via newsletter

Total reach: 4,670

CTOR: 7%

CTR: 4%

1st prize: trip to Nendaz / Valais

KMM

Presstrips:

SE - Jackie Paaso & Reine Barkered, "Super Mom's" - Andermatt

SE/FI - Niklas Söderlund & Joel Hypponen - Zermatt

SE - Jesper Hayland - Davos Klosters

NO - Björn Moholdt - Grindelwald + Engelberg

NO - Ingrid Kvam Østmark – Costume (NO) - Engelberg

SE - Anna Yvonne Gull – Voyage - Engelberg



SE - Agneta Kristina Elmegaard – Aftonbladet - Engelberg

NO - Kristina Oppenheim – Reiselyst (NO) - Engelberg

NO -Morten Steingrimsen – Nettavisen Engelberg

SE - Åka Skidor, Ski Test, Engelberg

DK - Klaus Hybler - Valais

SE - Freeride.se - Andermatt

DK - Brian Schäfer Dreyer - Ticino

NO - Björn Moholt - Luzern + Jura



2. Active Markets

POLAND

Market Situation

Politics

Poland is, according to the European Union, still in violation of EU law because of the Judiciary Reforms passed by the right wing Polish government, but the daily fine they are supposed to pay has been decreased. The Court of Justice of the EU had decided in 2021 that many of the new regulations endangered the independence of the Polish Justice System and are not in accordance with EU rules. Poland was supposed to pay a daily fine of 1.000.000 € until the violating reforms were taken back. At the same time and to this day, Billions of funds, bookmarked for Poland for Covid relief and other issues, have been frozen. Now the Court made the decision, after an appeal by Poland, that the fines will be reduced to 500.000 € per day, but that the violation still stands.

Poland and the Ukraine have resolved their dispute over grain imports from Ukraine to Poland or through Poland to other EU countries. The Polish government had complained that the cheaper Ukrainian grain was hurting Polish producers. Now, grain transports through Poland are active again, although other EU countries like Hungary are still banning grain imports from Ukraine. The EU is looking for a final solution of this problem.

Economy

Inflation kept at a very high level in March, rising 16,1% y/y, without energy and groceries at 12,3%. The worst news for consumers is that groceries and drinks jumped up 24%. At the same time, average wages in the private sector gained 12,6% y/y and have now crossed the 7500 PLN mark (1600 CHF), but not offsetting completely the inflation rate. Employment rose slightly by 0,5%, unemployment stands low at 5,4%. Industrial output shrank by 2,9% y/y in March, retail spending fell 7,3% y/y, worse than expected. This hints at the fact, that consumers are limiting their spending right now.

Campaigning & Activation

- Promotion of our Switzerland Tourism video with Roger Federer and Trevor Noah on GTToS, 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%

- 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%

- Swiss special edition of NGTraveler, 120 pages, 3 months on sale, promotion

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

- Special service about Swisustainable travel, on *onet.pl* (*szwajcaria.onet.pl*)

Branding, display, SoMe. Native inputs, articles. Market partners integrated in the quiz. 8 week promotion starting middle of April. Estimated reach 600'000

- Newsweek, Traveling special about Switzerland, 2 weeks on sale



16 pages, 100'000 copies. Published on April 25th

Content present also online on *newsweek.pl*

- Branding for a weekend, wyborcza.pl, online service of daily newspaper *Gazeta Wyborcza*, one of the most popular in Poland. Topic: summer, views

Impressions 1'568'000

- All Inclusive - special with 8 pages, insert of our RhB map. Bi-monthly luxury travel magazine, free distribution. Two pages advertorial with focus on RhB panoramic rides. ST RhB map Insert

Info about STP promotion, eGuide download with QR code

Article present online, SoMe (FB and LinkedIn), 19'900 copies

- 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

- NL B2B media

- NL B2B trade

- NL B2C

KAM

- KAM workshop in Warsaw, 15th March with 12 partners from Switzerland

and 42 representatives of Group and FIT TOs/incentive/MICE

Cool location – double sits in a modern cinema. SWISS Int. Air Lines rep. present, individual meetings and exchange with our partners

- Get together, 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

KMM

- Summer launch in Warsaw, 15th March with 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

- Summer launch in Krakow with 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

Future Activities

- Summer digital campaign
- Special supplement for GTToS in daily Gazeta Wyborcza
- Photo competition with Wysokie Obcasy, weekly supplement for women to Gazeta Wyborcza
- GTToS media trip Gazeta Wyborcza, May
- Relaunch of our e-guide GToS, promotion
- Relaunch of our GTToS together with NGTraveler, promotion
- Projekt Fotografia, together with bloggers, phototrip in June
- Promotion of GToS with Camprest - service for campers tours
- Int. Media Trips
- GTToS Trip, NGT, Michal Cessanis
- Madame Edith and Friends trip, GTToS
- Kamila and Friend, GTToS Trip
- Female Couple summer in the cities, water, influencer trip
- Ola Kwiasniewska, influencer trip
- Fam Trip for RhB
- Fam trip, 3 peaks and the railway
- 100% women with Maja Wloszczowska and Wysokie Obcasy
- Summer photo Exhibition on the fence of Swiss Embassy
- BP with KAM Bissole, GTToS promotion
- Businessman Traveler, insert of our ST map and an advertorial



2. Active Markets

RUSSIA

Market Situation

Switzerland Tourism does not perform any marketing activities in Russia at current.



2. Active Markets

SOUTH EAST ASIA

Market Situation

Airfares remain elevated for SEA to Europe long haul routes, albeit with gradual easing as more flights are mounted. Singapore expects 6.5% headline inflation in 2023, with food prices highest in 14 years and rentals up by 30%, highest in 15 years. Singapore economic growth is dim for 2023, with further tightening of monetary policy as SG govt combat persistent inflation.

Thailand election in May. Political uncertainty may temporarily dampen willingness to travel.

STS - Revenue from sales of STP and point-to-point tickets performed admirably in 2022, with SG ranked 4th (+204%), TH ranked 6th (+97%), MY ranked 8th (+174%), ID ranked 15th (+131%) globally vs 2019.

Best practice competitors

JP KR TW intensified destination awareness with Spring and sakura promotions via social feeds and through OTA Klook KKDay, in anticipation of upcoming outbound travel peaks for Songkran, Hari Raya, Labor Day holidays. The weaker Yen has helped increase its destination appeal.

“Let your journey be Thai” campaign with Klook highlights Thailand’s 5 soft power (food, film, festival, fight, fashion) to offer visitors meaningful travel experiences.

Hong Kong Tourism Board launch B1G1 FREE “World of Winners” campaign on Cathay Pacific flights from SG and TH to Hongkong, in partnership with Agoda flights. Promotion starts 1Apr.

TW HSR Buy1Get1 promotion for international visitors until 31May. Travel must be completed within 30days of booking.

Campaigning & Activation

STS - FREE Travel Days promotion 15Apr-14May 2023. Target 20% increase in pax and revenue vs 2022. Activation partners include Klook, KKDay, Singpromos.com, Tripzilla.com, Tripzilla.my, theTravellIntern.com, Willflyforfood.net, TheStar.com.my.

STS - FREE Travel Days promotion generated much hype. To date 28Apr, >7000 STP sold from SEA across all validity types and across all sales channels.

STS - Seminars in Penang 6Apr, Bangkok 24Apr, Chiangmai 25Apr

STS - Leverage on publicity generated by ST brand ambassadors Roger Federer and Trevor Noah when the docufilm Grand Train Tour of Switzerland - Trip of a Lifetime is launched on 30March.

TH: KOL Prang Kannarun trip with family traveling concept, reach >6millions

PH: KOL Karen Davila trip with family

SG: Family topic event in Singapore with Swisslearning



KAM

STS - Onboard STP offerings on Tiket.com platforms, including blog article.

STS - roll banner distribution by PanTravel to Jakarta to Bandung trade. SEO optimisation and GoogleAds to promote STP on PanTravel's eurobytrain.com

STS - Present GTTtoS at Kuoni Swisustainable Seminar in Bangkok 7Mar

STS -Trade Seminar in Penang organized by PTW Travel 6Apr

STS - Trade Seminar in Bangkok organized by Pinatlas 24Apr

STS - Excellence Seminar in Chiangmai organized by SwissASAP 25Apr

SEA: 08 March 2023, Trade webinar, family segment, 148 qualified interactions

SEA: 23-28 March 2023, 8th Asia Trophy with 30 participants from SEA (TH, SG, ID, MY, VN)

SEA: KAM Muslim-friendly family famtrip, 10-19 March 2023

TH: Trade webinar in Bangkok, 24 April 2023, Family activities focus on FIT Travel agents

TH: B2B2C Talk in Chiang Mai, 25 April 2023, expansion of Switzerland knowledge and products to 2nd tier city, integrated family activities

MY: Swisustainable event with Kuoni Tumlare on 9 March

Destination Wedding: Participation to DWP 2023 in Doha followed by planners' education trip.

KMM

MY: Articles in China Press featuring Sustainability x 2

TH: 4-pages print and 3 online articles on Hello!

PH: Family Campaign Media Briefing in Manila on March 7

ID: Family Campaign Media Briefing in Jakarta on March 9

SEA: Family Campaign online Media Briefing on March 21

TH/PH: Mixed media trip "Family Activities"

Future Activities

MY - CH Illustration Exhibition incl travel talks to be organised in May 2023.

ID - Media trip with Metro TV on family topic May

STS - KAM FAM trip with RE 2-10May with 8 participants including 2 OTAs.

STS - Uniworld SG Cruise Week 19May. Bundle STP 3Days with river cruises from Basel and Zurich



STS - Illustration Exhibition Travel Talk 21May. CTA via A5 postcards inserts
STS - Excellence Seminar in Kuala Lumpur, organized with OTMA 22May
STS - Trade Seminar in Kuala Lumpur organized by Boustead Travel 23May
STS - Activation of Miki SEA team to promote STP and GTToS, when their booking access is ready
TH: Trade fam trip mixed with KOL promotions in June 2023
TH: KA event
TH: Media briefing event (lifestyle)
SEA: SCIB Roadshow in June 2023

Interesting observations

MY - Bi-annual consumer fair - MATTA Fair (17-19 March) garnered an estimated of 250,000 visitors which is double from the pre pandemic turnover in 2019.
ID/MY: Halal food offering is a constant topic raised by the market. Need to position Switzerland as a Muslim-Friendly destination
Schengen visa situation is better but still a concern for travellers.



2. Active Markets

SPAIN

Market Situation

The last European Travel Commission Research, published in April, confirms that 78% of Spaniards plan to travel between April - September 2023. Most of them are planning City Breaks, followed by Cultural trips and Nature trips.

The interest of the Spanish market in our train products doesn't stop. Compared to 2019, the first two months of 2023 show a revenue increase of 375%. In terms of ON we cumulate during the same period an increase of 0.8% which makes us face with optimism the following months.

Campaigning & Activation

Fribourg @ El Periodico: 442k mktg contacts

A famous travel journalist produced a video with the highlights of the region and distributed through the digital newspaper and SoMe

Sales oriented campaign through a content creator

one of our favourite «Heidis Modernos» experienced with her mom a new package from a spanish TO: 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 and a clear CTA to book the package. MySwitzerland.com/GrandesMiradores | Over 3 M mktg contacts

GTToS @ Viajes National Geographic

Two pages advertorial about the GTToS focusing on three panoramic trains reaching over 140'000 readers

Fribourg microsite: Una región que sabe a queso

We updated the existing gastronomic guide about the region and generated traffic to the microsite with a campaign. 12'000 web visits and 1.500 guide downloads

Distribution Touring magazine in the Basque Country with the newspaper El Correo. 30.000 copies / 175.000 mktg contacts

KAM

Webinar with Travel Expert Acadamey - 10 participants

B2B and B2C trade campaigns with Viajes El Corte Ingles, Catai and Icarion including exclusive digital brochures, emailings and SoMe.

KMM



Mediatrips

Magazine La Vanguardia to Basel, 09.-12.03.2023

Solo Coffee Magazine to Zurich, 18.-20.04.2023

All Those Food Festival to Zurich, 21.-23.04.2023

Viajes National Geographic to Intl. Media trip 100% Women Jura 3 Lakes 24.-27.04.2023

Top coverage

Oxigeno.com, "El viaje de una vida con Roger Federer", 137'500 online contacts

Libertaddigital.com, "Berna la delicia medieval de Suiza anclada en el pasado y a un paso de los Alpes", 450'000 online contacts

Lavanguardia.com, "Ruta cultural por Ginebra, la ciudad feliz que enamoró a Borges", 1'594'000 online contacts

Diari ARA, "El tren més lent del mon circula pels Alps suïssos", 87'000 contacts

Ara.cat, "Glacier Express: El tren exprés més lent del món circula pels Alp suïssos", 454'247 online contacts

Elpais.com, "El Museo Nacional en Zúrich", 1'919'250 online contacts

Abc.es, "Uno de los relojes más bonitos de Europa en una ciudad Patrimonio de la Humanidad", 1'292'233 online contacts

Traveler.es "Un billete de ida a Suiza con Roger Federer", 400'000 online contacts

Traveler.es, "Los 7 trenes más bonitos de Suiza", 400'000 online contacts

Lavanguardia.com, "Young Stage de Basilea, el festival del que salen los mejores acróbatas del Cirque du Soleil", 1'594'000 online contacts

Libertaddigital.com, "Basilea: el encanto suizo con aroma de gran capital", 450'000 online contacts

Traveler.es, "Berna, la ciudad que puedo haber sido un conejo", 400'000 online contacts

Revista Viajar, "Valle de Joux. La cuna de los rejoyes suizos", 261'685 media contats

Viajes National Geographic, "Suiza. La Gran Ruta de Berna a Lucerna", 109'393 media contacts

Viajes National Geographic Online, "Roger Federer emprende el viaje de su vida a bordo de los trenes de Suiza", 417'601 online contacts

Total media contacts: 9'966'909