



Switzerland.

Accommodation marketing with Switzerland Tourism.

STnet.ch/hotels

Accommodation marketing with Switzerland Tourism.

Switzerland Tourism operates in 23 different markets, running main campaigns as well as activities for tourism partners. As an accommodation partner, you will be included in these campaigns wherever appropriate, benefiting from a positive association with the

Switzerland brand within your chosen partnership. All activities are always focused on a clearly defined target group, making potential guests aware of what your business has to offer.



Switzerland.

Sustainability
programme

Swisstainable

Campaigns

Main campaigns

Partner campaigns

Boutique & Design
Hotels

Inspiring
Meeting Hotels

Spa & Vitality
Hotels

Swiss Bike
Hotels

Swiss Family
Hotels & Lodgings

Swiss
Historic Hotels

Typically
Swiss Hotels






Snow Sports
Hotels

Luxury
Hotels & Homes

What do you gain from an accommodation partnership?

1. Segmented guest approach through a strong market positioning
2. Positive association with the Switzerland brand
3. Attractive overall package with individual options to choose from
4. Professional support and advice from technical and market experts
5. Proven higher bed occupancy among partner businesses

Service package for accommodation partnerships.

	 Dreaming	 Planning	 Booking	 Exploring	 Remembering
Basic package for each partnership	Cross-marketing campaigns		Tour operator list & MySwitzerland Pro	Use of logo & plaques	#IneedSwitzerland
	Social media awareness & traffic campaign		Representation by ST at trade fairs		
	Media activities & media/influencer trips				
			Presence on the MySwitzerland website		
Additional packages of your choice	Touring (Grand Tour & Grand Train Tour)				
	"Hotel Selection" magazine		Sales manuals		
	Medical		Attendance in events at reduced rates		
	GCC special interest				
	Other activities for partners Luxury Hotels & Homes as well as groups				

You can find more information about the activities at STnet.ch/hotels

Annual fee for basic package

Regular prices

1–10 rooms	CHF 1,500 per year*	51–70 rooms	CHF 5,100 per year*
11–30 rooms	CHF 3,300 per year*	71–90 rooms	CHF 5,500 per year*
31–50 rooms	CHF 3,700 per year*	91+ rooms	CHF 5,900 per year*

Typically Swiss Hotels, Swiss Bike Hotels and Snow Sports Hotels

Costs for individual partnerships are lower, in view of the number of participating hotels and the seasonal focus:

1–10 rooms	CHF 1,500 per year*	51–70 rooms	CHF 2,500 per year*
11–30 rooms	CHF 1,800 per year*	71–90 rooms	CHF 2,800 per year*
31–50 rooms	CHF 2,200 per year*	91+ rooms	CHF 3,000 per year*

* excl. VAT

The prices quoted are for members of HotellerieSuisse (HS), who benefit from co-financing through the strategic partnership between HS and ST. This discount does not apply for non-members of HS, and a surcharge of 20% is applied to the price indicated.

Prices for individual partnerships may vary depending on other partnerships that are in place. You can also benefit if you are involved in multiple partnerships. The latest terms and conditions can be found at STnet.ch/hotels

Accommodation partnerships.

Boutique & Design Hotels are strongly design-led and are set apart by the unique nature of their rooms and furnishings. These establishments are packed with individual character and offer guests a very special blend of form and functionality.

Spa & Vitality Hotels partnerships are with businesses that focus on their guests' wellbeing. High-quality wellness facilities and the chance to engage with the natural world are key to appealing to spa guests.

If you're looking for child-friendly accommodation options, look no further than **Swiss Family Hotels & Lodgings**. These businesses provide special facilities and offers for families and ensure that both children and parents can enjoy their holidays to the full.

Tradition and authenticity are the two core elements that define **Typically Swiss Hotels**. This is reflected in their architectural style, furnishings or food, creating an ambience that stirs visitors' hearts.

Unique historical experiences can be found at **Swiss Historic Hotels**. Their opulent atmosphere provides the perfect setting to explore Switzerland's heritage.

Inspiring Meeting Hotels are far from run-of-the-mill business hotels. Their exceptional locations or inspiring spaces make meetings truly memorable.

Excellent service, prestige and exclusive quality are the core of the **Luxury Hotels & Homes** ethos. These five-star hotels and homes offer outstanding standards of service and unforgettable experiences for guests.

Swiss Bike Hotels are a paradise for all cyclists. Cycling routes right on the doorstep, opportunities to relax after a rigorous day's riding and hosts who are bike enthusiasts themselves all make these hotels the ideal choice for cyclists.

Everything winter sports enthusiasts could want can be found at the **Snow Sports Hotels**. Ski slopes on the doorstep, all the right facilities and staff who are knowledgeable and passionate about winter sports will thrill any snow sports enthusiast.

Conditions for participation

In addition to a TrustYou score of at least 80%, different quality criteria apply to the individual partnerships:

■ **HotellerieSuisse specialisation:** Boutique & Design Hotels, Spa & Vitality Hotels, Swiss Bike Hotels, Swiss Family Hotels & Lodgings, Snow Sports Hotels. More information (in German, French and Italian only) at hotelleriesuisse.ch/spezialisierungen

■ **Evaluation by an expert jury:** Typically Swiss Hotels (unless they are members of HotellerieSuisse), Inspiring Meeting Hotels

■ **Association membership:** Swiss Deluxe Hotels, Swiss Historic Hotels

Registration and questions

If you have any questions, please feel free to contact us:

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STnet.ch/hotels