

Markets East.

Germany.



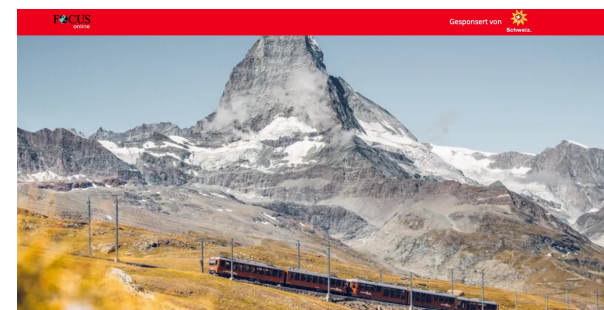
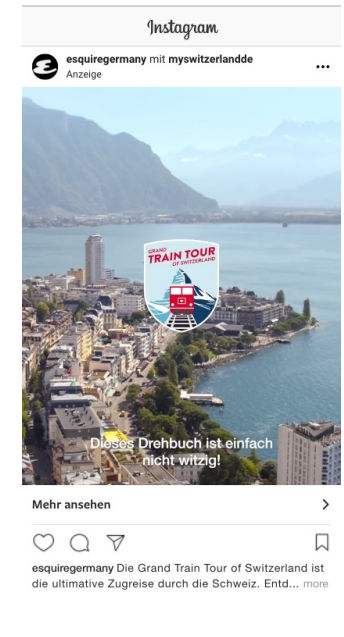
Switzerland.



Switzerland.

# Recovery: Grand Train Tour in the media spotlight.

- Multi-channel media cooperation with one of Germany's largest media houses Hubert Burda Media
- Marketing mix with advertorials and native articles (digital & print) as well as large-scale distribution of the RF video.
- Brands: Focus, Elle, Esquire, Sportsillustrated, Playboy, Bunte
- Campaign Goal: Raise awareness of Switzerland to a new level and thereby increase interest in the GTToS.



Austria/Hungary.



Switzerland.





Switzerland.

# Falstaff Switzerland special.

- Falstaff is the leading magazine for gourmet, wine, travel, and art & culture in the D-A-CH region. Extensive (from 5 pages) editorial partner presentation as a gourmet travel destination as well as focus on Swisstainable and Day Trips and presentation of the Grand Tour of Switzerland, Grand Train Tour of Switzerland and 100% Women in the Switzerland Special as well as on the homepages [www.falstaff.com](http://www.falstaff.com) as well as in the newsletter, on social media and in the Falstaff ePaper in D-A-CH region.
- Magazine size: 96 or 120 pages + 4 pages cover
- Release date: end of Mai 2023
- Contacts: 1 485 250





Switzerland.

# KMM: Group media tour

## "Discovering the Mittelland route by bike".

- Group media trip from Solothurn via Murten to Yverdon-les-Bains by e-bike in cooperation with Eurotrek/Eurobike and the destinations.
- Participation of 5 Austrian media representatives for the following media:
  - Ausgeflogen.at
  - Kleine Zeitung
  - NÖN Niederösterreichische Nachrichten
  - T.A.I.
  - 55plus-magazin.net
- Date: 11.-14. Mai 2023



# KAM B2C evening with Sabtours.

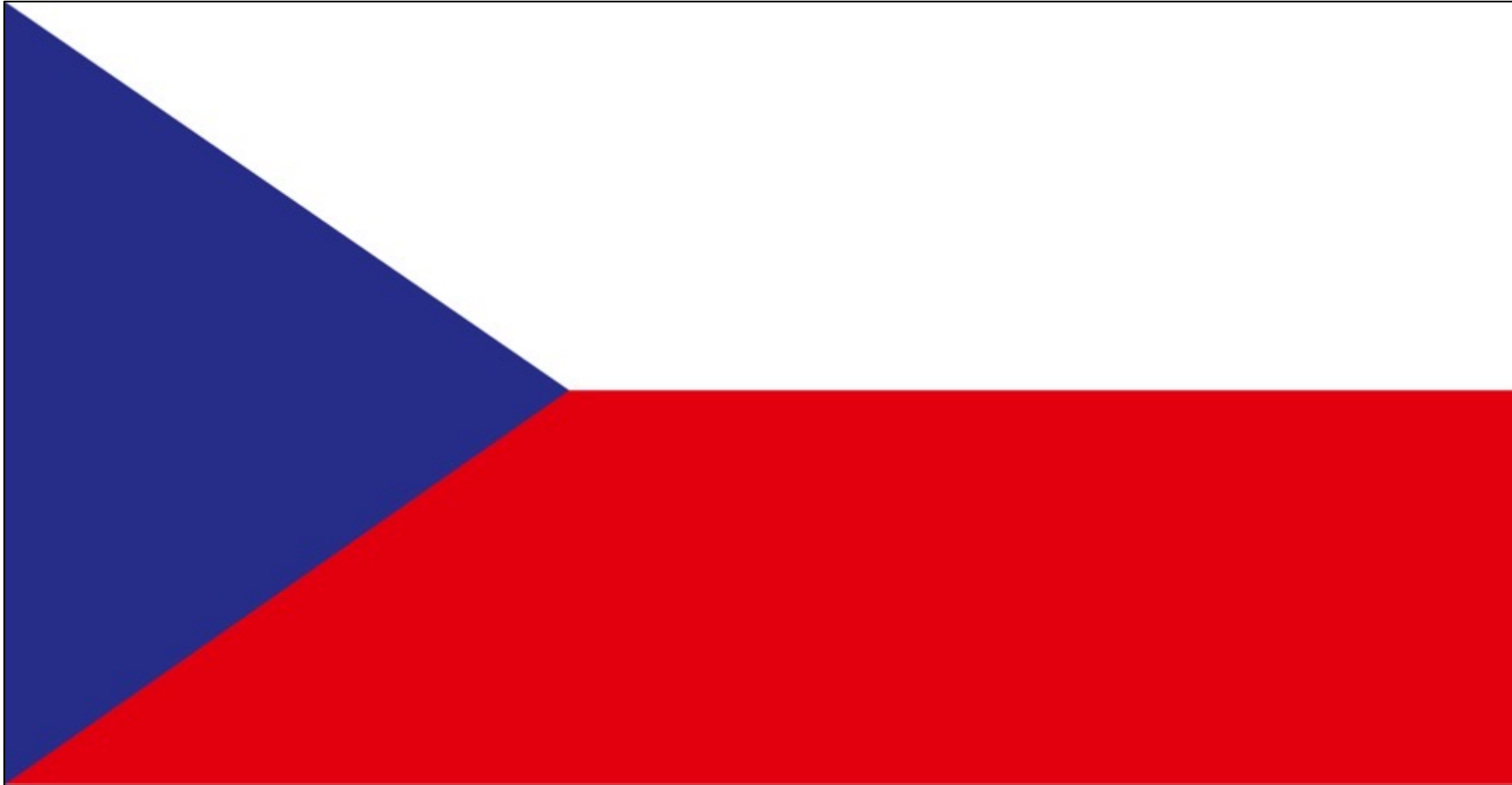
- Presenting Switzerland together with STC, RhB and Pilatus to sabtours clients in Linz. The event has been supported with Swiss chesse.
- 09. Mai 2023
- 54 participants



Czech Republic.



Switzerland.



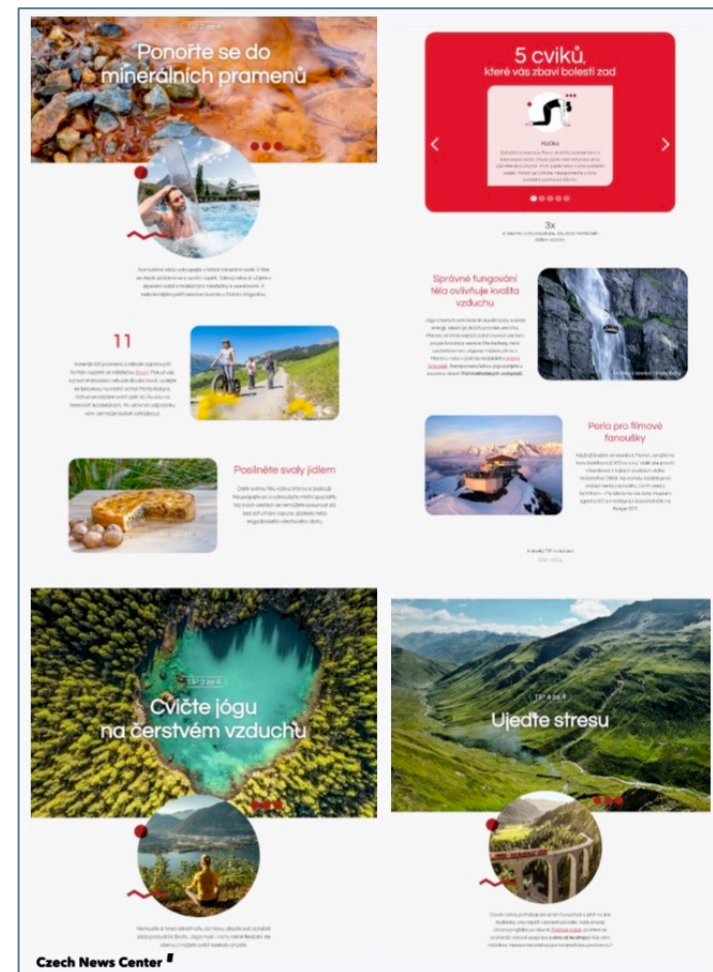




Switzerland.

# Native microsite by Czech News Center.

- 17. 4. – 14. 5. 2023
- Summer promotion of Davos Klosters, ESSVM, Schilthorn, RhB and STS via microsite by Czech News Center.
- 3 additional native advertorials – Lide a Země, Reflex and E15.
- 12.897.600 Marketing Contacts, 3m 40s average reading time.

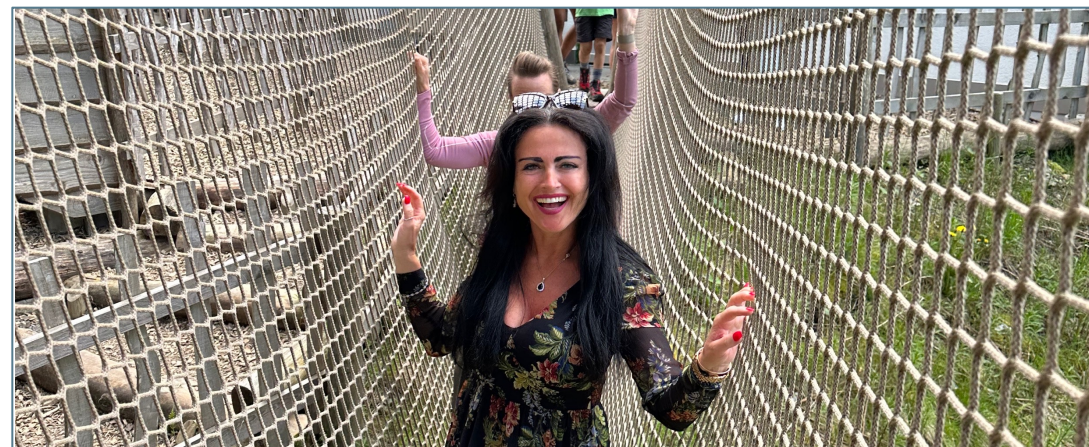




Switzerland.

# FAM trip “Swiss Alpine adventure with trains”.

- 30. 5. – 4. 6. 2023
- FAM trip in cooperation with Zermatt Bergbahnen, Schilthorn Cableway, Pilatus-Bahnen, Engelberg / Titlis Bergbahnen and Lucerne Tourism for TO's focused on active vacation and Swiss public transport.
- 7 TO's



Poland.





Switzerland.

# Future activities.

- Group media trip "Swiss Peaks"
- Photo academy "Mountain magic"
- 100% women trip
- Mini Int. Media Trips
- ST GTToS map insert
- Branding days
- Biking project in August
- STM in Geneva





Switzerland.

# KMM: Individual media trip with onet.pl.

- 17 – 21 May
- Grand Train Tour of Switzerland and outdoor activities
- Lucerne, Interlaken, Zermatt
- Content for publication in special service on *onet.pl* – Swisstainable travel
- Recovery project

Podróżowanie  
**Swiss made**

Przeczytaj więcej i zakochaj się w Szwajcarii!

**ARTYKUŁ**

To idealne miejsce na spędzenie aktywnych wakacji. Latem, gdy szczyty Alp są już wolne od śniegu, tworzą zupełnie nowy, zapierający dech w piersiach krajobraz.

**CZYTAJ →**

**ARTYKUŁ**

Zdecydowana większość miast Szwajcarii charakteryzuje się położeniem nad wodą. Kąpieliska nad jeziorami czy rzekami stwarzają liczne...

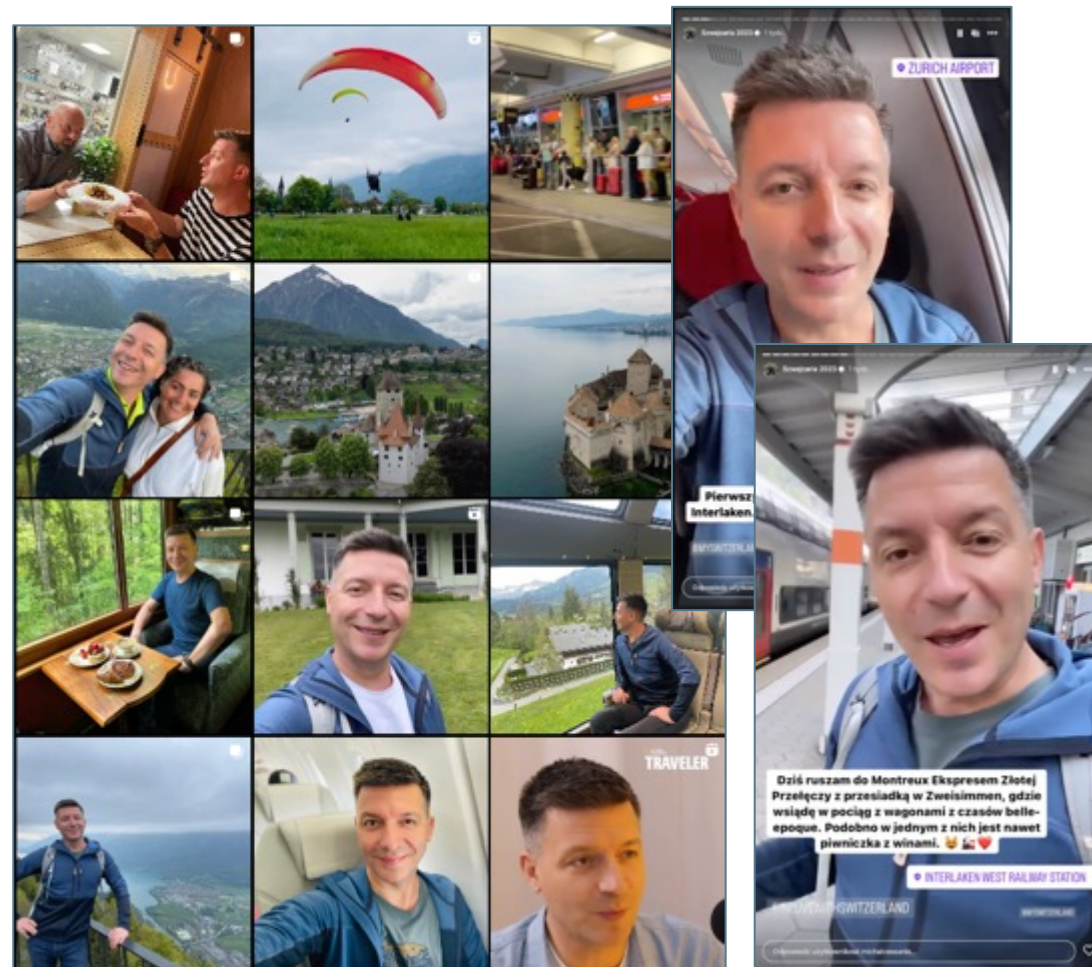
**CZYTAJ →**



Switzerland.

# KMM: Individual media trip with NG Traveler.

- 19 – 22 May
- Grand Train Tour of Switzerland
- Interlaken, Montreux, Lucerne
- GoldenPass, also Belle Epoque
- SoMe creations on spot, content for eGuide GTToS experiences
- SoMe reach 170'000
- Content for our updated e-guide GTToS



# KMM: Individual media trip with Newsweek.

- 29 – 31 May
- Grand Train Tour of Switzerland
- Focus on BEX
- Chur, Davos Klosters, historic train
- Bernina Express experience
- Content for publication in special service on *newsweek.pl* and for a special for BEX in August

## SZWAJCARIA

### **Szwajcaria | Podróż w duchu** **Swisstainable**

Krystalicznie czyste jeziora i rzeki, rozbudowana sieć kolejowa oraz lokalna, organiczna żywność na wyciągnięcie ręki – podróżowanie po Szwajcarii to esencja zrównoważonej turystyki.



MARCIN WIECZORKOWSKI | 23 KWIETNIA 2023

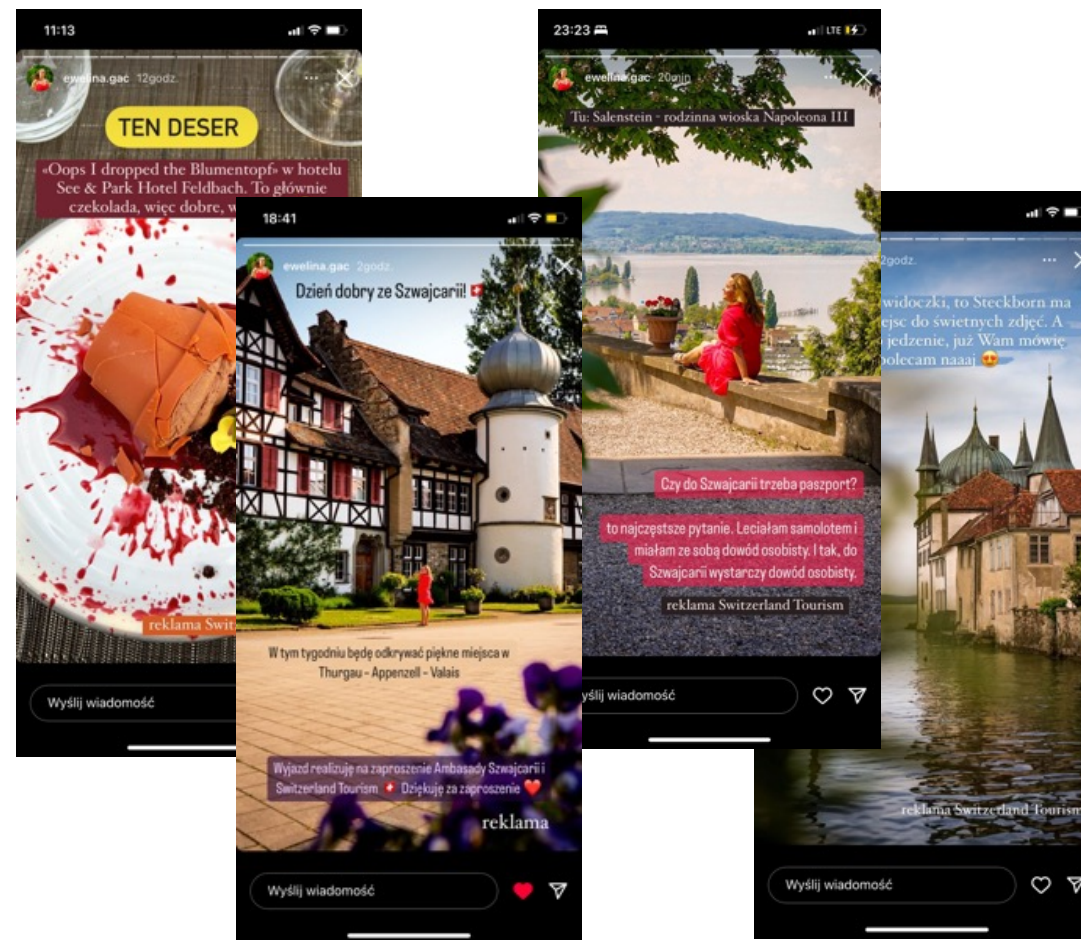




Switzerland.

# KMM: Mini int. media trip – Swiss cities.

- 21 - 26 May
- Little hidden pearls
- SoMe (Instagram and Facebook) on spot, stories, posts
- Content for our ebook "Cities" to be published
- Blogger "*W poszukiwaniu świata*"







Switzerland.

# KMM: Group media trip with Agora.

- Agora publishing house (leaders in print, online & radio)
- Print, SoMe, radio, www
- 24 – 28 May, 6 pax
- + 2 extra days for 2 journalists
- Grand Train Tour
- Lucerne, Lugano, Pilatus, Davos
- GOPEX, BEX, Voralpen Express
- Content for publications on *wyborcza.pl*, *zloteprzeboje.pl* and *wysokieobcasy.pl*





Switzerland.

# Campaigning & Activ.: Supplement in Gazeta Wyborcza.

- GTToS
- 19<sup>th</sup> May - Friday edition
- 120'000 copies
- Train to nature
- Summer and Autumn in Switzerland
- Focus on sustainable travel, train inspiration
- Content from our market partners





Switzerland.

# Campaigning & Activ.: Contest with Wysokie Obcasy.

- Contest with women's magazine *Wysokie Obcasy*, section "women on the road"
- One month challenge
- Prize: Grand Train Tour of Switzerland trip in September
- Contest promoted online and in print
- Over 490 participants

**OGŁOSZENIA**

**KONKURS**

**ODKRYWAJ ŚWIAT AKTYWNIIE I WYGRAJ WYJAZD DO SZWAJCARII**

Pokaż nam swoje zdjęcie z pleneru, gdzie uprawiasz aktywności – pływasz, wiosłujesz, jeździsz na rowerze albo wędrujesz po górach. Opisz, co przedstawia zdjęcie i dlaczego jest wyjątkowe. Szczegóły dot. konkursu znajdziesz na stronie [wysokieobcasy.pl/kobietywpodrozy](http://wysokieobcasy.pl/kobietywpodrozy)

**NAGRODY**

**4 x Grand Train Tour of Switzerland** w terminie 14-18 września. Zostań okup z naturą. Zobacz największy alpejski lodowiec Aletsch

**10 x czytnik inkBOOK Calypso Plus** z dostępem do tysięcy ebooków i audiobooków

**PARTNER STRATEGICZNY** **PARTNER**

Swissair **inkBOOK**

**KOBIETY W PODRÓŻY KONKURS:**

Odkrywaj świat aktywnie i wygraj wyjazd do Szwajcarii

Prześlij zdjęcie i opis

**OGŁOSZENIE**

**PARTNER STRATEGICZNY** **PARTNER**

Swissair **inkBOOK**

Lubisz fotografować? Na urlopie czy w służbowej podróży, to właśnie ty jesteś osobą, która nieustannie robi zdjęcia? Szukasz wyjątkowych sytuacji, kadrów, ludzi i miejsc? Lubisz utrwalać to, co cię wokół zachwyca na cyfrowej "kliszy"?

Jeśli uważasz, że masz oko, czujny zmysł obserwacji, wyłapujesz ciekawe momenty, pokaż nam swoje zdjęcie z pleneru, gdzie uprawiasz swoje aktywności - pływasz, wiosłujesz, jeździsz na rowerze albo wędrujesz po górach. Opisz, co przedstawia zdjęcie i dlaczego jest wyjątkowe.

• Konkurs trwa od 28 kwietnia od godz. 18:00 do 28 maja do godz. 23:59.



KOBIETY W PODRÓŻY

Odkrywaj świat aktywnie i wygraj wyjazd do Szwajcarii!



Switzerland.

# Campaigning & Activ.: Swiss Embassy exhibition.

- Exhibition on the fence of Swiss Embassy
- Prominent location in Warsaw
- 17 panels with focus on Grand Train Tour
- 1 panel with map and panoramic trains
- 1 panel with focus on Swisstainable
- 2 panels for each panoramic train
- QR codes to our eGuide GTToS
- Timing: from May till end of September

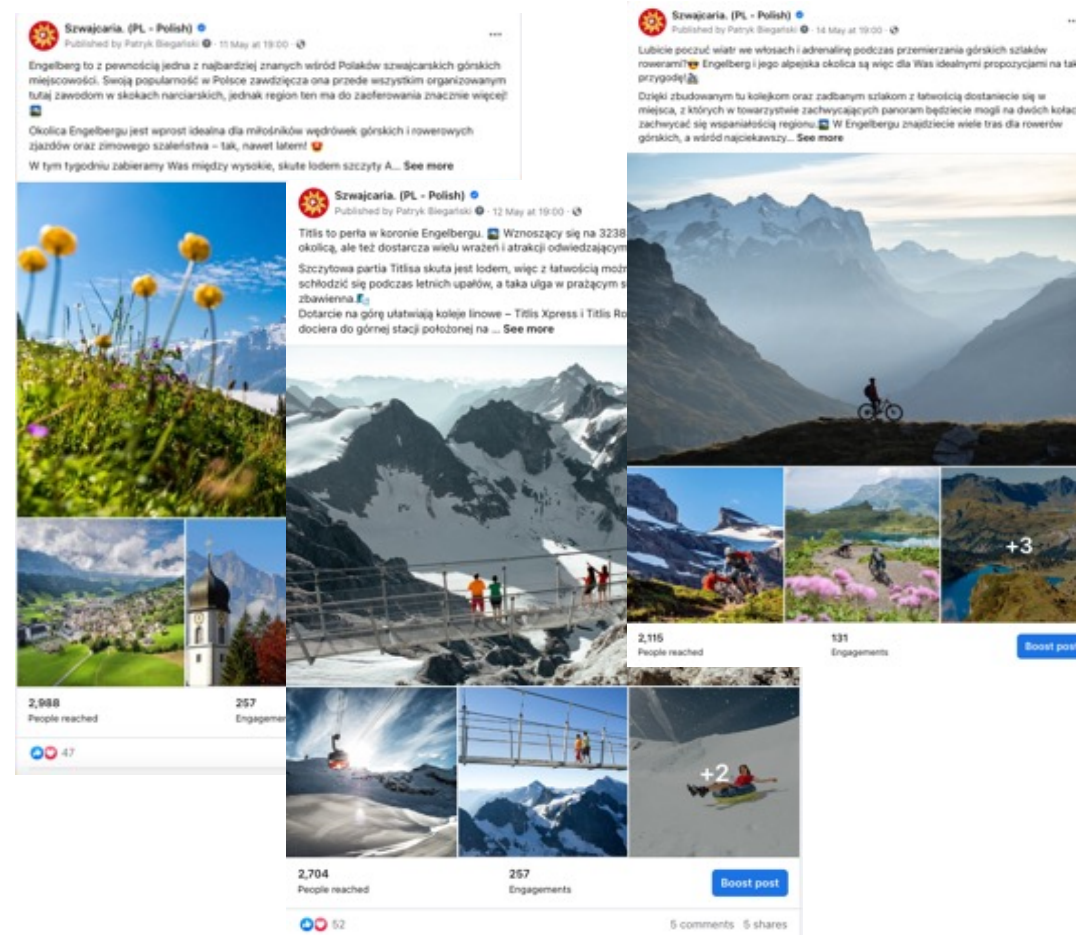




Switzerland.

# Campaigning & Activ.: Facebook week for partners (I).

- Engelberg Titilis week
- Organic posts published every day
- Inspiration and ideas for active time and attractions in the region
- Reach around 51'000

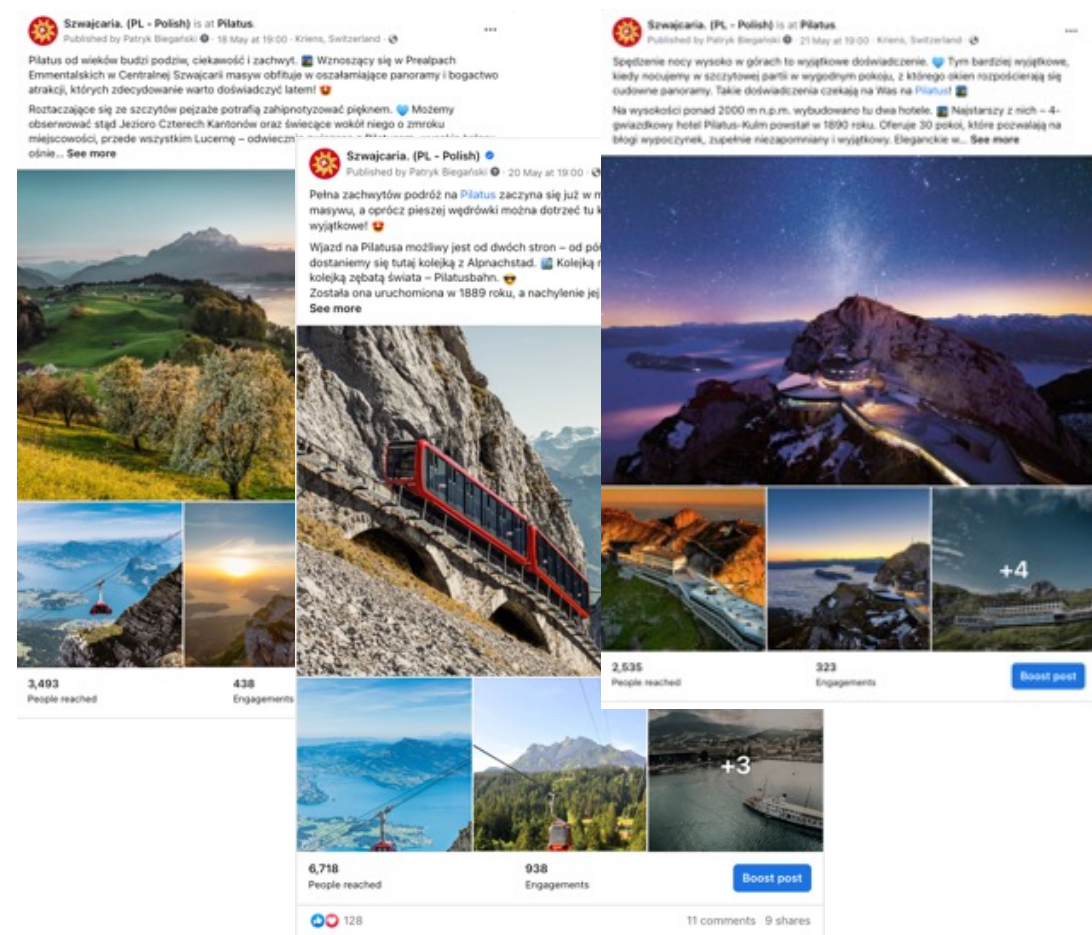




Switzerland.

# Campaigning & Activ.: Facebook week for partners (II).

- Pilatus week
- Organic posts published every day
- Inspiration and ideas for active time and attractions in the region
- Reach around 64'000

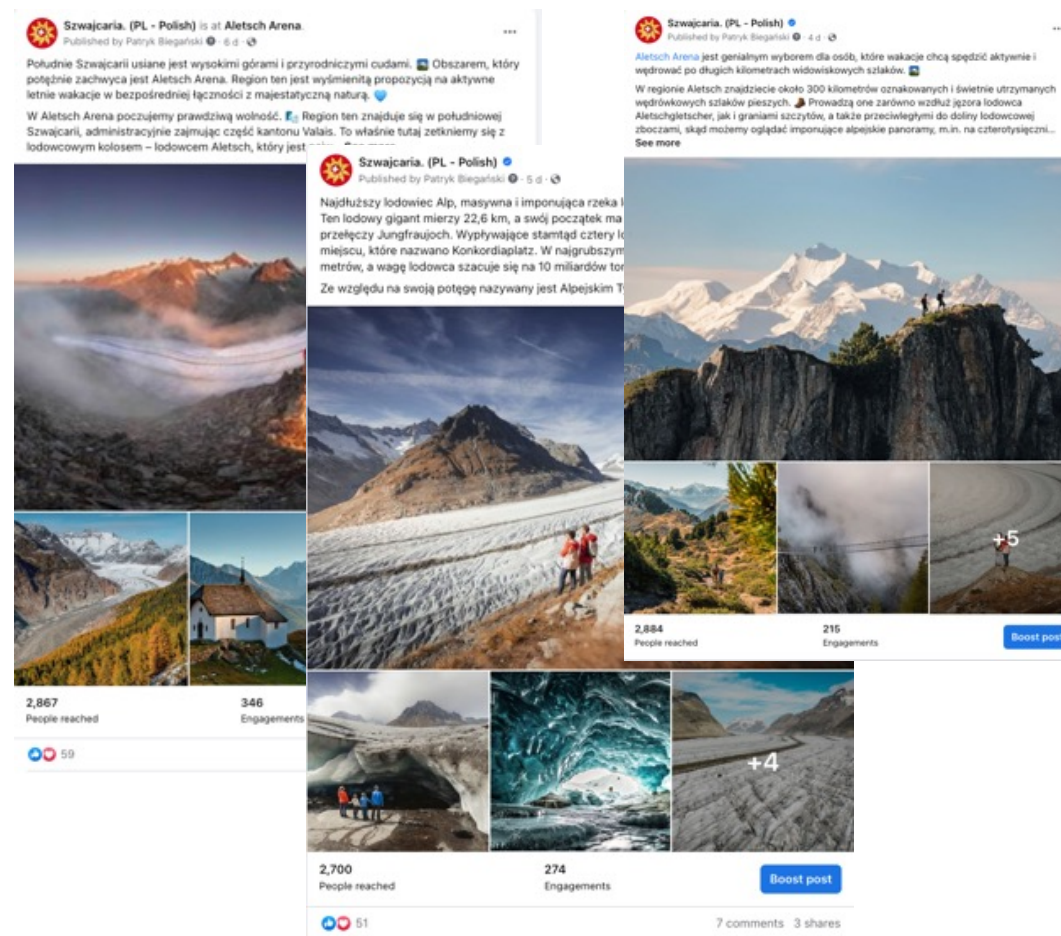




Switzerland.

# Campaigning & Activ.: Facebook week for partners (III).

- Aletsch Arena week
- Organic posts published every day
- Inspiration and ideas for active time and attractions in the region
- Reach around 54'000

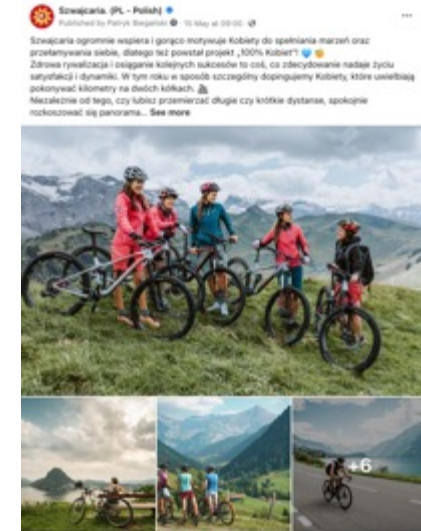




Switzerland.

# Campaigning & Activ.: ST Facebook promo posts.

- Biking inspirations – 100% women
- Grand Tour of Switzerland
- NG Traveler - Swiss Edition
- Reach around 350'000







Switzerland.

# Campaigning & Activ.: ST Facebook stories.

- Regular stories on ST Facebook
- Different topics, stories for partners
- Interaction with viewers
- RhB/Engelberg Titlis/Pilatus integrated
- Avg. weekly reach around 9'000





Switzerland.

# KAM: SWISS meetings in Warsaw.

- 4 SWISS representatives visiting Warsaw
- Meeting at the Swiss Embassy and Chamber of Commerce
- Business lunch with 6 KAM
- Discussion and exchange regarding possible new SWISS connections from Poland, sharing of market insights
- Potential and challenges



GCC.



Switzerland.





Switzerland.

# Campaigning: Local Arab content creator trip.

- Date: 12 -16 May
- Local Arab content creators Noha Nabil and Abdullah Al Jumah visited Lucerne and Geneva
- Partner: LUV, GVA and Mandarin Oriental
- Instagram: 290,310 likes, 1,605 comments, 209 stories
- KPIs: Total: 8 Million views



# Campaigning: 100% Women Celebrity Trip.

- Date: 12 -19 May
- Sheikha Madiya Hasher Mana Rashid Al Maktoum, member of the Ruling Family in Dubai and cycling enthusiast was traveling to Switzerland
- Instagram: KPIs: 3 posts, 30 stories, overall impressions 400'000. Various stories via Snapchat.
- Partners: Geneva, Crans Montana





Switzerland.

# Campaigning: Flower Power Challenge. 2nd round.

- Date: 10 APR – 30MAY
- Meta campaign highlighting different flowers from different Swiss regions through quizzes and questions. E.g. the end consumer had to guess which Swiss flower suits their personality best.
- Partner: Interlaken (MiB), Gstaad (MiB), Lucerne, Zurich, Geneva
- Results: Meta:
  - Impressions: 2,834,727
  - Poll responses: 94,610





Switzerland.

# KAM: Arabian Travel Market 2023.

- Date: 02-05 May
- KPIs: 40K visitors, 2100 exhibitors & 800 leads.
- Matthias Albrecht participated in 2 panels a 45minutes (Rural Tourism & Story telling) in both Swisstainable was key.
- Partners: All
- ATM is still very expensive with small ROI compared to Pre-ATM workshop. => To be present every few years for branding reasons





Switzerland.

# Campaigning: STS pass campaign.

- Date: 14 APR– 14MAY
- Meta campaign promoting the Swiss travel pass promotion.
- Impressions: 8,288,730
- Clicks: 28,329
- Reach: 945,510
- Swiss Travel System

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

Don't miss out on this incredible offer! Benefit from this promotion and get your Swiss Travel Pass with free travel days between ...[see more](#)

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

Get your Swiss Travel Pass with free travel days: **Buy a 4-day pass and get an extra day for free, or enjoy 10 days of unlimited travel for the price of an 8-day pass.**

Discover the Grand Train Tour of Switzerland.

unlock **FREE DAYS**  
15 Apr – 14 May 23

   
Switzerland.  
By train, bus and boat.

swiss.raileurope.com  
**Get your discounted Swiss Travel Pass now.** [Book Now](#)





Switzerland.

# Campaigning: Family Hotel digital push.

- Date: 11 – 15 May
- Meta 500 CHF boosted post for hotel partner.
- Impressions: 744,481
- Clicks: 7,834
- Reach: 499,712
- Titlis Resort



تتميز منطقة إنجلبرغ-تيتليس بالجبال والبحيرات والمناظر الطبيعية الخلابة، وهي إلهام لعشاق الطبيعة. كما تجعل الشقق الفسيحة تلك اللحظات المشتركة مع العائلة أكثر تميزًا [see more...](#)



سويسرا.  
Local & travel website

LEARN MORE

15

1 comment



Switzerland.

# KMM: Media Trip from KSA.

- 18-22 May.
- Partners: Bern & Interlaken.
- 5 Journalist: Alam Arrajol Magazine, Sabq online, Platinum Magazine, Laylaty Magazine, Ashraq Aawsat Newspaper.





Switzerland.

# KAM: Winners Famtrip of race to Switzerland UAE.

- Date: 17 - 21 May
- Partners: Lucerne & Geneva.
- 10 UAE Travel Agents: Omeir Auh, Al Rostamani, Dnata Travel, Seera Travel, Uranus Travel, Orient Travel, Lush Escapes, Mercator Travel, Travel Counsellors.





Switzerland.

# KAM: Winners fam trip of race to Switzerland KSA.

- Date: 14 - 18 May
- Partners: Zurich & Lugano.
- 6 KSA Travel Agents: Crystal Magazine, Saudi Online, Latifa Magazine, Mubasher News, Al Bilad Est, EatnStays.





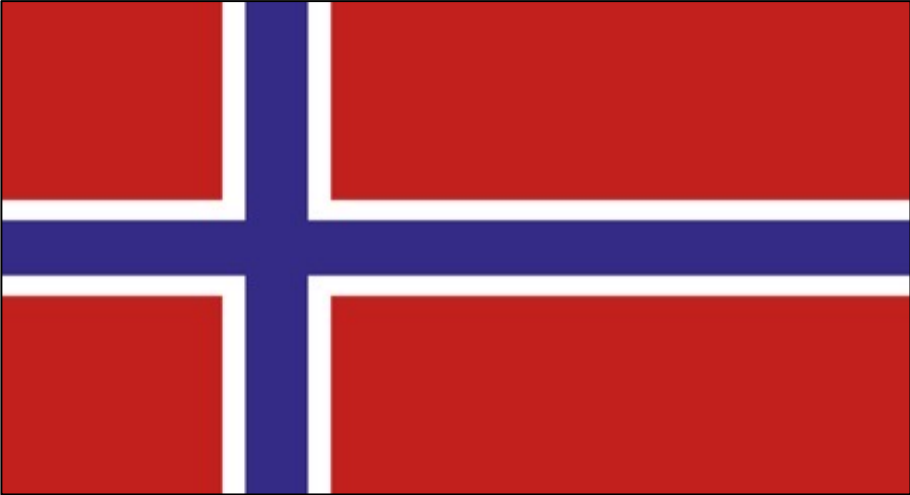
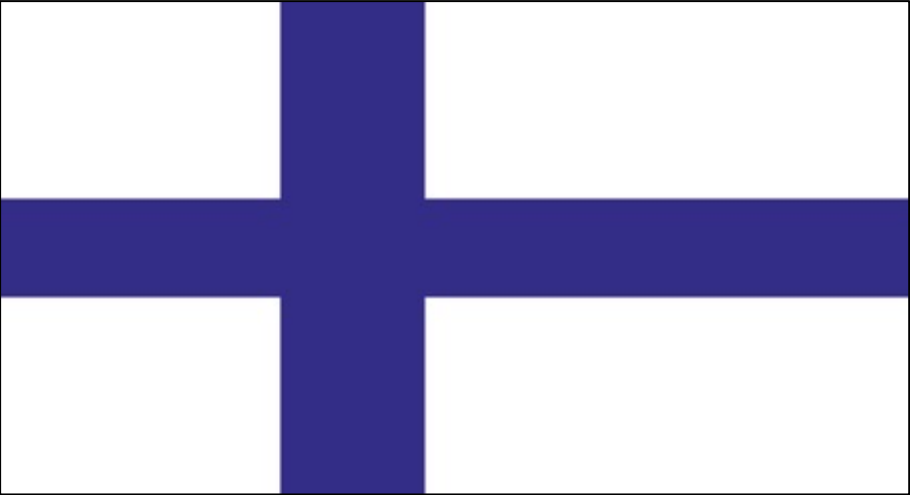
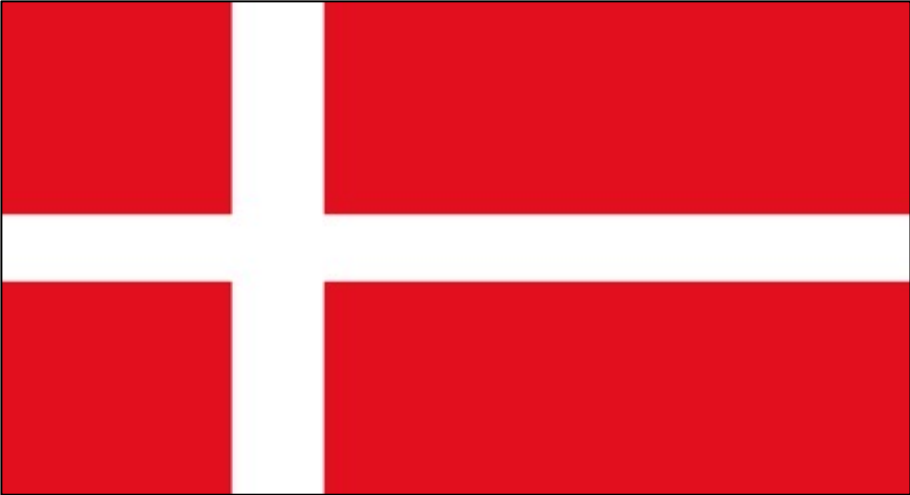
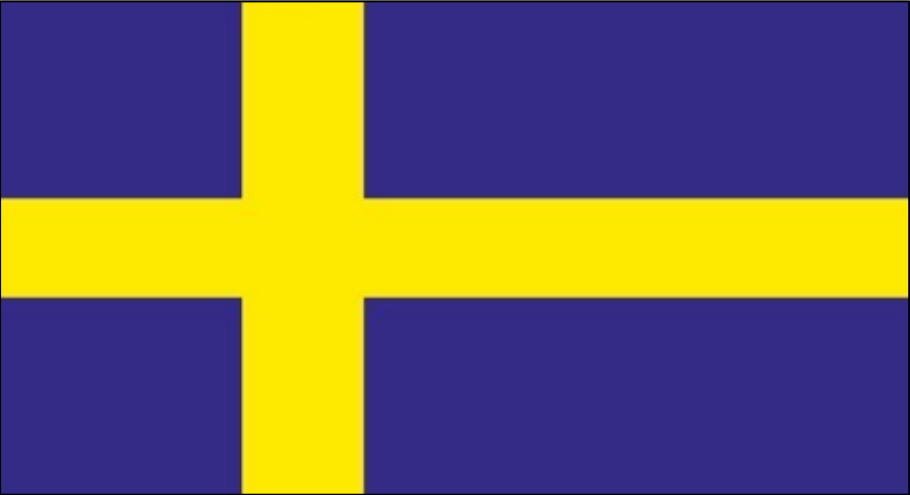
Switzerland.

# KMM: Media Trip from KSA.

- 14-18 May.
- Partners: Zurich & Lugano.
- 6 journalists: Crystal Magazine, Ahlan Wa Sahlan Magazine, Latifa Magazine, Mubasher news, Al Bilad Newspaper, Eat N Stay Magazine.



# Nordics.





Switzerland.

# SE - Media Partnership Utemagasinet.

- Utemagasinet, Sweden's leading outdoor magazine, 88'000 readers.
- Topic: Hiking, Trail Running, Outdoors
- Activation: 4 pages adventures in the Valais Region including offers and push of the Valais Shop.
- Published May 2023



### Skräddarsydda paket

#### Saas-Fee/Saastal

Över raviner med en bergsguide. En erfaren bergsguide tar med dig på ett makalöst äventyr genom den vilda Fee-kanjonen från Saas-Fee ner till Saas-Grund. Den spektakulära turen går genom vattenfall, över hängbroar, långa med stegar och vägar. En garanterad höjdpunkt under turen är zip-linen.

**Boka här:** [www.saas-fee.ch](http://www.saas-fee.ch)

#### Thyon

##### Besök en ostfabrik

Passa på att efter en dag full av aktiviteter besöka en ostfabrik. Inés möter upp vid Alpage de Thyon och under besöket får ni bekanta er med traktens klassiska Hérens-kosor, allt under de vakande bergens övervissande. Efter mjölkning får ni en initerad lektion av ostmakaren Georges i hur osten tillverkas och förvaras.

**Boka här:** [www.thyon.ch](http://www.thyon.ch)

#### Nendaz/Veysonnaz

##### Vandring i Nendaz

Härförs av den otroliga naturen, övernatta i en mysig bergshytta och njut av underbar mat - det här är vad som väntar dig på en Nendaz Trekking. Är du redo för ett riktigt äventyr? Ge dig ut på en tre eller fyra dagars vandring i oslagbara omgivelser och övernatta två eller tre nätter i en bergshytta. Ett underbart sätt att tillbringa en långhelg.

**Boka här:** [www.nendaz.ch](http://www.nendaz.ch)

#### Region Dents du Midi

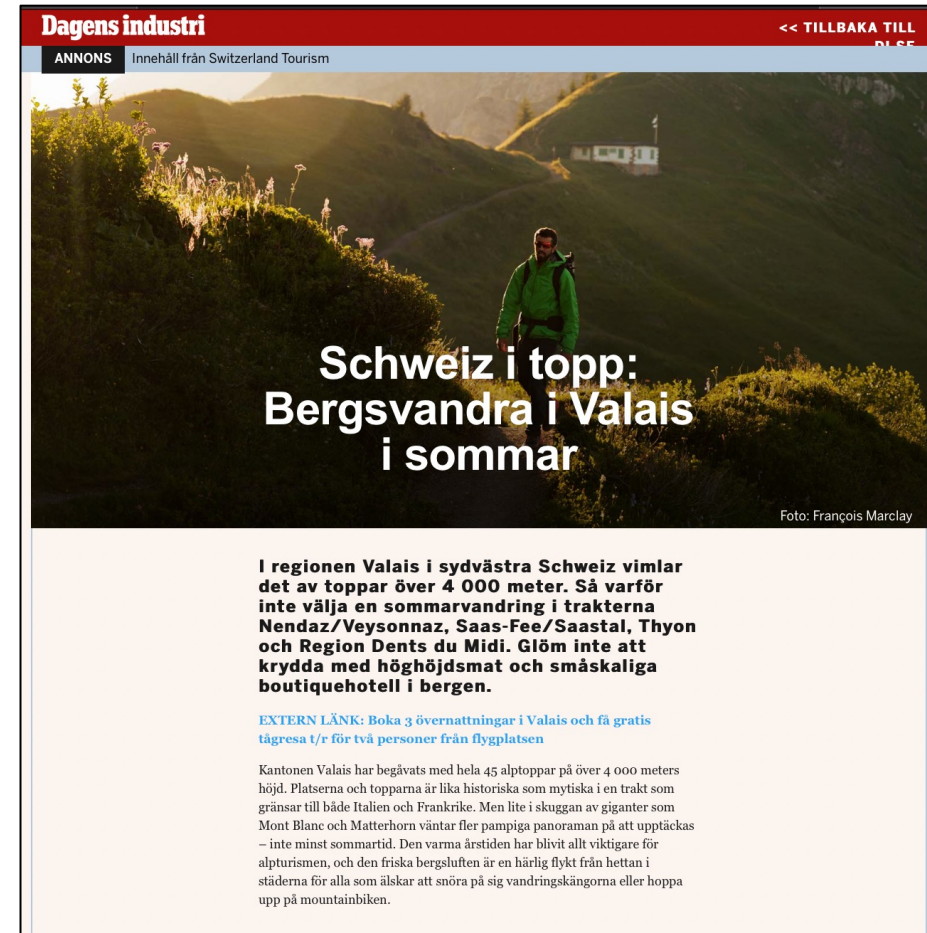
##### Fondue eller raclette i det fria

Urna dig själv en härlig middag i det fria! Region Dents du Midi ordnar allt det praktiska och allt du behöver göra är att knyta vandringsångarna, ta på dig ryggsäcken och vandra till en favoritplats för att njuta av en härlig fondue- eller raclette-middag.

**Boka här:** [www.regiondentsdumidi.ch](http://www.regiondentsdumidi.ch)

# SE - Media Partnership DN.

- Native Long read Article in Dagens Industri. The article was written and produced by journalist Lars Collin. Dagens Industri is the leading finance paper in Sweden.
- Activation: Native long read about the Valais region
- Topic: Outdoor activities, local products, high end hotels
- Article was published May 22<sup>nd</sup>
- Impressions: 1 Mio
- Readings: 5'551



**Dagens industri** << TILLBAKA TILL DISE

ANNONS Innehåll från Switzerland Tourism

**Schweiz i topp:  
Bergsvandra i Valais  
i sommar**

Foto: François Marclay

**I regionen Valais i sydvästra Schweiz vimlar det av toppar över 4 000 meter. Så varför inte välja en sommarvandring i trakterna Nendaz/Veysonnaz, Saas-Fee/Saastal, Thyon och Region Dents du Midi. Glöm inte att krydda med höghöjdsmat och småskaliga boutiquehotell i bergen.**

**EXTERN LÄNK:** [Boka 3 övernattningar i Valais och få gratis tågresa t/r för två personer från flygplatsen](#)

Kantonen Valais har begåvats med hela 45 alptoppar på över 4 000 meters höjd. Platserna och topparna är lika historiska som mytiska i en trakt som gränsar till både Italien och Frankrike. Men lite i skuggan av giganter som Mont Blanc och Matterhorn väntar fler pampiga panoraman på att upptäckas – inte minst sommartid. Den varma årstiden har blivit allt viktigare för alpturismen, och den friska bergsluften är en härlig flykt från hettan i städerna för alla som älskar att snöra på sig vandringskängorna eller hoppa upp på mountainbiken.



# SCIB – Native in Financial Magazine Realtid.

- Online week 17 and 18
- Incorporated in the daily newsletter to 10.300 recipients
- 1288 readers of the article
- 1,4 min average reading time
- Article covering activities, food and meeting options in Interlaken.



ST User Accou...rvice Portal Sign in to Outlook Confluence Documents - OneDrive ST Help Center Log In | Swit... E-Newsletter Trade Corner ...ic Countries

Telegram ▶ Industrivärdens substansvärde sjönk till 298 kronor per aktie i maj

Annons: Innehåll från Switzerland Convention & Incentive Bureau

## Toppklass på toppen i fantastiska Interlaken



Faciliteter i toppklass, vällsmakande mat och fantastiska möjligheter för avkoppling och nöjen. Schweiziska Interlaken är den perfekta konferensdestinationen för nästa årsplanering eller budgetmöte.

DELA

in t f e l

► Krönika • Krönika av Per Lindvall

Nej, Klarna har inte så mycket att vara stolt över



AI Could Add \$30-\$40 per Share to Apple's Story: Ives

POWERED BY

# SCIB – IMA yearly meeting in Malmö.

- SCIB took part in a conference for Nordic Management Assistants
- 43 assistants from Sweden and Denmark participating
- One lead for 500 pax generated. Many new contacts made.



China.



Switzerland.



# KAM: Market Visit Simon Taiwan / Sales Calls.

- **Date:** 8-9. May
- **Market:** Taiwan
- **Description:** Two days of agent visits together with Simon, discussing about challenges and opportunities in the Taiwan market
- **Budget:** none
- **Result:** Qualitative interactions





Switzerland.

# KAM: VIP Event Market Visit Simon.

- **Date:** 8. May
- **Market:** Taiwan
- **Partner:** RhB, LX, JR, STC
- **Description:** Dinner networking reception with important local partners and stakeholders in the framework of Simon's market visit.
- **Budget:** 53'000 NTD
- **Result:** 30 key accounts and partners participated;





Switzerland.

# KMM: Booking.com Sustainable Media Event.

- **Date:** 10 May
- **Description:** invited by Booking as panel speaker, on sustainable and post-covid trend topics.
- **Budget:** none
- **Result:** 20+ Shanghai media and KOLs





Switzerland.

# KAM: Caissa Beijing Swisstainable GTToS.

- **Date:** 24May kick-off
- **Description:** 15ON GTToS, each group 15pax, total 4 groups May – June. Hiking and biking as highlights. RMB53'399+ per person. July and August 2 further groups in planning  
support product development, LOGOs and banners, give-aways etc
- **Results:** 840ON, 60+pax





Switzerland.

# KAM: Accor Swissotel China GMs workshop.

- **Date:** 24May
- **Venue:** Sofitel Hongqiao
- **Description:** Swissotel China GMs workshop, total 12 GMs. ST is invited to present Switzerland as a travel destination as GMs inspiration of re-branding “Swissness and Sustainable”







Switzerland.

# IMEX Frankfurt with Accorhotel Pre-tour.

- Date: 18 – 22 May 2023
- Destination: Geneva, Vaud and Zurich.
- Jointly worked with Accorhotel delegation, 4 nights in CH.
- 10 agencies from Beijing, Shanghai and Chengdu were invited.



# Beijing Business Daily Tourism Recovery Panel.



Switzerland.

- May 11<sup>th</sup> 2023
- Beijing Business Daily Think Blue White Paper release
- Tourism Recovery panel
- ST as guest speaker share the recovery
- Information and Roger campaign





Switzerland.

# Promotion: Lecheng international school spring market (B2C).

- **Date:** May 7, Beijing
- **Description:** International school spring market, ST present a Swiss Train as a central image of Switzerland during the event, all strapartners get a booth for free.
- **Partner:** SWISS, STS, Swissmooh, VX, Kambly
- **Budget:** Promotion
- **Result:** over 4,000 students and their families





Switzerland.

# Promotion: Fangcaodi International School Spring Fair (B2C).

- **Date:** May 13, Beijing
- **Description:** International school spring market, free booth for ST.
- **Partner:**
- **Budget:** Promotion
- **Result:** ca. 2,000 students and their families





Switzerland.

# Promotion: digital pocket guide miniapp.

- Ver3.0 launch, change to summer version
- **Description:** summer partners contents update, ad & video
- **Partner:** STS, SWISS, Geneva, LLR, VAUD, Zurich, RHB, Ticino, Mammut, Appenzeller Bier, Hertz, VX



# KAM – Webinar.

- **Date:** 23<sup>rd</sup> of May
- **Description:** Monthly webinar training
- **Partner:** BLS, Jungfrau Partners
- **Result:** 116 participants online



直播时间：2023年5月23日 16:00

课程摘要：  
BLS因特拉肯游船资源介绍  
艾格快线+少女峰地区最佳徒步线路+旺季旅游小贴士

嘉宾信息：



王显 先生  
BLS因特拉肯游船  
中国市场代表



安惠生 先生  
瑞士少女峰铁路公司  
中国北方区代表



Switzerland.

# Swisstainable: Tencent Channel Light Chasing.

- Date: 18 May
- Description: Promotion on Tencent video APP and Website focus banner
- Topic: Swisstainable
- Budget: No
- Result:
  - Tencent video APP travel channel: 190,000
  - Tencent video APP Lifestyle channel: 259,000
  - Tencent website: Lifestyle channel: 752,000



Korea.



Switzerland.



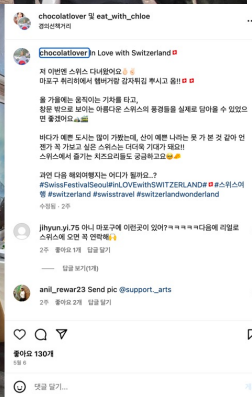




Switzerland.

# C&A : Swiss Spring Street Festival Partners' Weekend Events.

- Partners' Weekend Events.
  - Upload photos taken at each partner zone with designated hashtags
  - Distribute customized T-Shirts at the event site as rewards
- Results :
  - Per day avg. 20,000 visitors
  - Generate min. 100 postings for each partner (including #InLovewithSwitzerland)
    - 1st weekend: Valais (#valaiswallis\_kr)
    - 2nd weekend: Zurich (#visitzurich)
    - 3rd weekend: Luzern (#MyLucerne)
    - 4th weekend: Schilthorn (#schilthorn)
    - 5th weekend: STS (#swisstravelsystem)





Switzerland.

# KAM: 2023 Swiss Travel Academy.

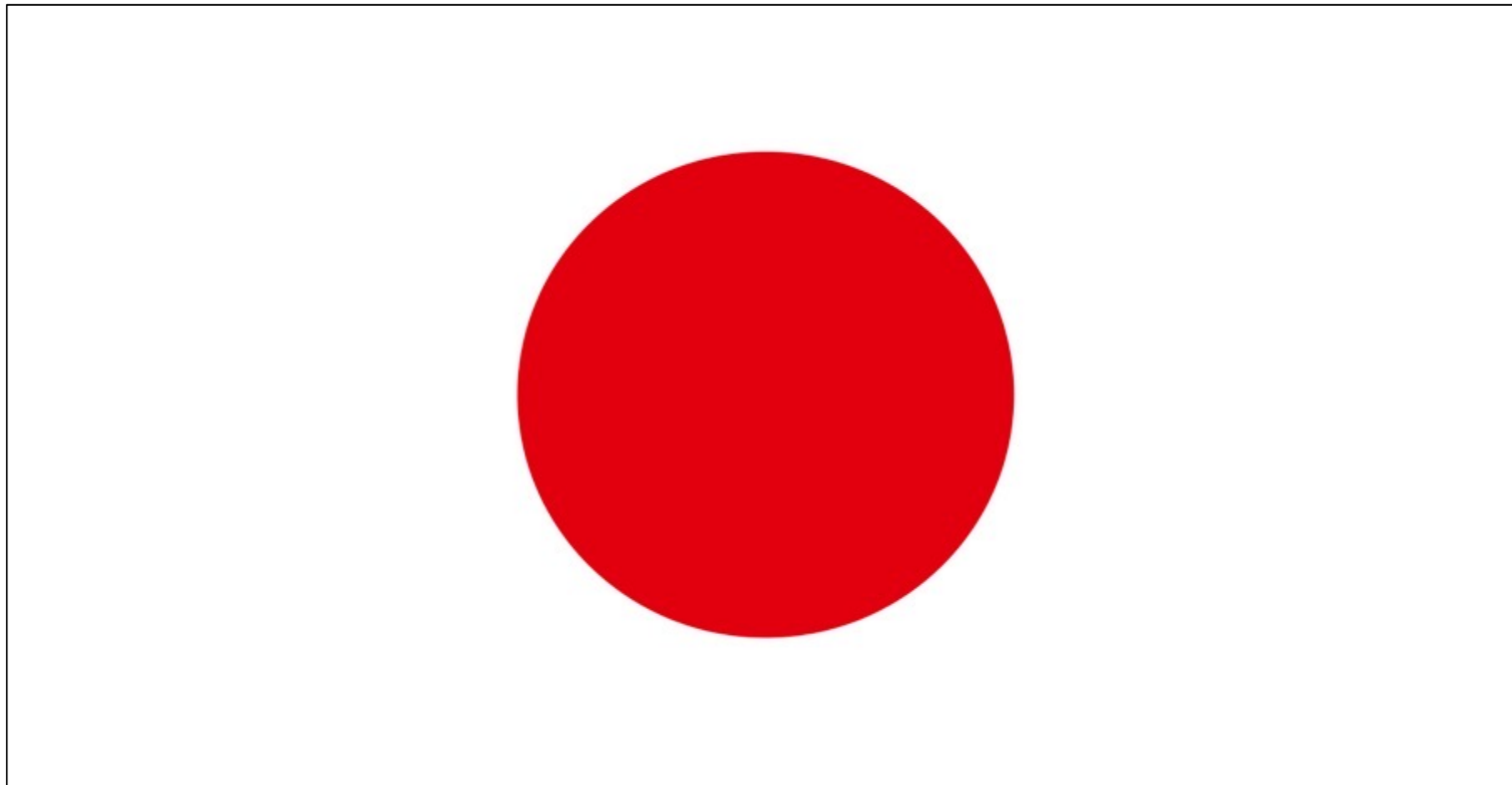
- 3rd Seminar of STA
  - Date: May 25<sup>th</sup>, 2023
  - Venue: Swiss Embassy in Seoul
  - 14 KAs of 17<sup>th</sup> STA participating members
- Program
  - Destination LLR Trade Presentation
  - Lucerne city and Mt. Pilatus ppt by ST
  - Local Rep. Presentations :
    - Mt. Rigi and Lucerne Lake Navigation by Jay Maeng
    - Mt. Tiltis by SeA Park



Japan.



Switzerland.



# KAM – STE Japan 2023.

- STE in Osaka and Tokyo with 16 Swiss partners and 123 Japanese buyers.
- Two days of open workshop and a VIP buyer day including social programme.
- Swisstainable as overarching topic with sustainable give-aways (seeded paper with QR code).

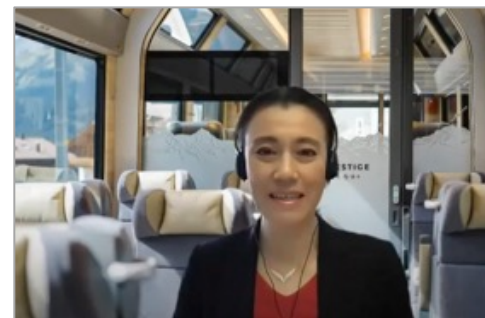




Switzerland.

# KAM - JATA webinar.

- Webinar on Switzerland for the members of the Japan Association of Travel Agents.
- Date: 25 April, 2023
- Participants: 322 travel agents
- ST presented the latest news from the key partners and hotel, ST's GGToS with Roger Fererer campaign, and updates for trade events, SAM, Travel Academy etc.
- Partners: STS, RhB, JB, JRT, Interlaken, Schilthorn, Zermatt, MGB, GEX, MOB



**春のスイストラベルバス・キャンペーン.**

- スイスの公共交通機関が乗り放題になるスイストラベルバスが最大2日お得に購入できるキャンペーン。
- 購入期間：2023年4月15日～5月14日
- バスの種類と料金：
  - 4日間 + 1日 2等CHF281 / 1等CHF447
  - 8日間 + 2日 2等CHF389 / 1等CHF617
- 使用開始日：2023年11月13日まで
- 購入時に要日程決定。使用前日まで払い戻し可。

[www.myswiss.jp/planning/transport/tickets-public-transport/](http://www.myswiss.jp/planning/transport/tickets-public-transport/)

**ユングフラウ鉄道グループ：**  
 フィルス特新展望台/ユングフラウヨッホ・モバイルタワー/アルプス天然コスメ

- フィルストに新展望台「フィルスト・ビュー・オープン」(標高2194m)。フィルスト・ゴンドラ頂上駅から数分登った山頂に高層の形をした展望台を建設。2023年7月に完成予定の新ビューポイント。所要時間約20分(無料)1周年営業。別荘を模した高さの異なる9ヶ所のステージから、様々な角度でベルナーアルプスの名峰を望む。
- ユングフラウヨッホの観光ハイライトにモバイルガイドタワー購入。ユングフラウヨッホの11ヶ所の施設に設置されたQRコードを読み込むと、無料で詳しい情報や動画が見られるサービス開始。鉄道建設の歴史、ユングフラウヨッホ、日本のポストの由美などの豆知識。
- アルプス天然成分を配合したスキンケアシリーズ「トップ・オブ・ビューティ」。ユングフラウ鉄道グループオリジナルのハイスペック入浴剤アライン温泉。氷冷水、エーデルワイスやタマリンドエキス入りの化粧水や保湿液。クリームなど毎朝のラインナップ。「トップ・オブ・ヨーロッパ」各土産物店にて販売。

**シルトホルン：ピッツ・グロリアのランチ.**

- シルトホルン山頂の360°回転レストラン「ピッツ・グロリア」(標高2,960m)
- 「女王陛下の007」映画のロケ地。
- 200峰のアルプスのパノラマを望む。
- 絶景と地元の特産品と豊富な料理を楽しむジェームスボン・ランチ。
- 毎日14:00まで。
- 大人CHF35 / 子供CHF20

[https://schilthorn.ch/en/James\\_Bond\\_Brunch](https://schilthorn.ch/en/James_Bond_Brunch)

**氷河特急90年の歴史とサステナビリティ.**

- 1930年の運行開始。蒸気機関車を電化。車両快適性の向上、地産地消などの取り組みにより、2022年に「Swisustainable」ラベルに認定。
- 2020年の90周年を機に、氷河特急は1等車、2等車を全面リニューアル。
- 最上級クラスの「エクセレンス・クラス」と同調の洗練されたデザイン。

[www.glacierepress.ch/en/](http://www.glacierepress.ch/en/)

**マッターホルン・アルパイン・クロッシング.**

- 新しい最も標高の高いアルプス国境越え体験。
- ツェルマットとチェルヴィニアを4分で結ぶ1.6kmの氷河上を通るパノラマ新路線。
- マッターホルン・グレッシャー・パラダイス駅(標高3,821m)～テスタ・グリア駅(標高3,458m)間の最新3Sゴンドラが運行。
- 2023年7月1日開通予定。
- 2拠点の所用移動時間：1.5～2時間。

[www.matterhornparadise.ch/en/News/Media-Corner/Matterhorn-Alpine-Crossing](http://www.matterhornparadise.ch/en/News/Media-Corner/Matterhorn-Alpine-Crossing)



Switzerland.

# KMM - Media eNewsletter.

- The 1<sup>st</sup> media eNewsletter in 2023.
- Sent out on April 28, 2023.
- Delivered to 623 addresses.
- Integration of news and stories of our partners as well as our future media activities and topics such as media trips.
- Opening rate: 45.75%
- Qualified reactions: 52
- Partners: STS, Basel, SWISS

The screenshot shows a Japanese eNewsletter with the following sections:

- ニュース (News):**
  - スイストラベルバス特別キャンペーン (Swiss Travel Bus Special Campaign):** A campaign for the Swiss Travel Bus. It offers a special benefit where the first day of travel is free when purchasing a ticket. The campaign runs from April 15 to May 14, 2023. It includes details about the bus routes and the special offer.
  - ノバルティス・キャンパスの一般公開 (Novartis Campus General Opening):** An announcement regarding the general opening of the Novartis campus in Basel. It mentions that the campus is a modern building and is open to the public. It also mentions that the opening is from Monday to Friday, 7:00-19:00.
- メディア業界のみなさま (Dear Media Industry):** A message from the Swiss government tourism office, welcoming media professionals and offering them special benefits for their visits to Switzerland.
- 旅のプランニング (Travel Planning):** A section about planning travel to Switzerland, including information about the Swiss International Air Lines and the Swiss Travel Bus.
- スイス インターナショナル エアラインズ (Swiss International Air Lines):** Information about the Swiss International Air Lines, including flight schedules and routes.
- SWISS日本発着便スケジュール (SWISS Japan Arrival Schedule):** A table showing the arrival schedule for SWISS flights from Japan.
- 2023年の国際メディアトリップ (2023 International Media Trip):** Information about the 2023 International Media Trip, including details about the trip and the special offer.



Switzerland.

# KMM - Online 'cyclo wired.jp'.

- 'cyclo wired.jp' is the online cycling media.
- Contact: 450'000 UU
- Pages: 18 pages
- Issued: 2 May 2023
- Report about Alpine pass road biking in Jura in Vaud Region. As the result of cycling fam. trip in 2022.
- Partners: VD

**ヴィラルール・スル・オロンからツースの舞台クロワ峠へ**  
ヴォー州アルプスを代表するマウンテンリゾート・ヴィラルール・スル・オロン (Villars-sur-Ollon) のホテルで一泊して、越えツアーに出発。ガイドを務めてくれるアララン・ルンフ (Rumpf) 氏が迎えに来てくれた。アラランさん (Arayan) に住んでいる。

**アルプスの山里 ジュラ 峠越えロードサイクリング**

**CONTENTS**

- 特集 スイスサイクリング vol.11 世界遺産ラフォーの観光地をE-bikeで巡る「ワイン&ライド」
- 特集 スイスサイクリング vol.12 アルプスの山里 ジュラ 峠越えロードサイクリングに挑戦

**ヴィラルール・スル・オロン (Villars-sur-Ollon) を出発**  
荷物をサポートカーに預け、いざ出発。朝から雨が、軽い雨で気温も低くないためツアーは決行。いざクロワ峠 (Col de la Croix) へと登り...

**アルプス麓の製造所で、芳醇なスイスチーズを味わう**  
モス峠から標高1100mまで下ったところにレティバ (L'Etivaz) のチーズ製造所兼販売店 La Maison de L'Etivaz (メゾン・ド・レティバ) がある。ここはスイスチーズのブランドとして有名な「レ...



Switzerland.

# KMM - Magazine 'Best Flower Arrangement'.

- 'Best Flower Arrangement' is the flower magazine, published 3 times a year.
- Circulation: 120'000 copies
- Pages: 2 pages
- Issued: 16 May 2023
- Article about spring flower arrangement in Basel, Lausanne, Interlaken and Zermatt.
- Partners: Basel, Zermatt, VD





# South East Asia.



Switzerland.





Switzerland.

# STS: FREE travel days Reminder Newsletter.

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

> STS B2B Platform > Grand Train Tour > STS Excellence Program



**It's true! Time and Trains wait for nobody.**

Dear travel trade partners & friends of Switzerland,

Time is free – you can use it, you can spend it, but you can't keep it and can't get it back. The



Switzerland.

# STS: Trade FAM Trip in Switzerland.

- 3–10 May
- Market: SG TH ID
- Participants include:
  - Pinatlas TH, Swiss Fanclub TH, Global Union Express TH, Klook TH, KKDay SG, PanTravel ID, Rail Europe Asia Pacific
- Partners featured:
  - STS, Rigi, Lucern, GoPEX, RhB (GEX), Zermatt, Gornergrat, Montreux, MOB (GPX), Interlaken, Jungfrauoch / Schilthorn
- Goals: Promote STP and GTToS, rewards trip for 2022 sales contributions



# STS: Support SwissASAP.com Trip.

- 5-17 May
- Market: TH
- Target: SwissASAP.com to collect and post content to promote STP:
  - Aor to collaborate with Tiew Eng to develop and post content to drive awareness, interests and STP sales. STS Zurich to meet her and recommend appropriate content. Only sponsor STP.
- Goals: Promote STP and GTToS, drive STP sales through SwissASAP.com

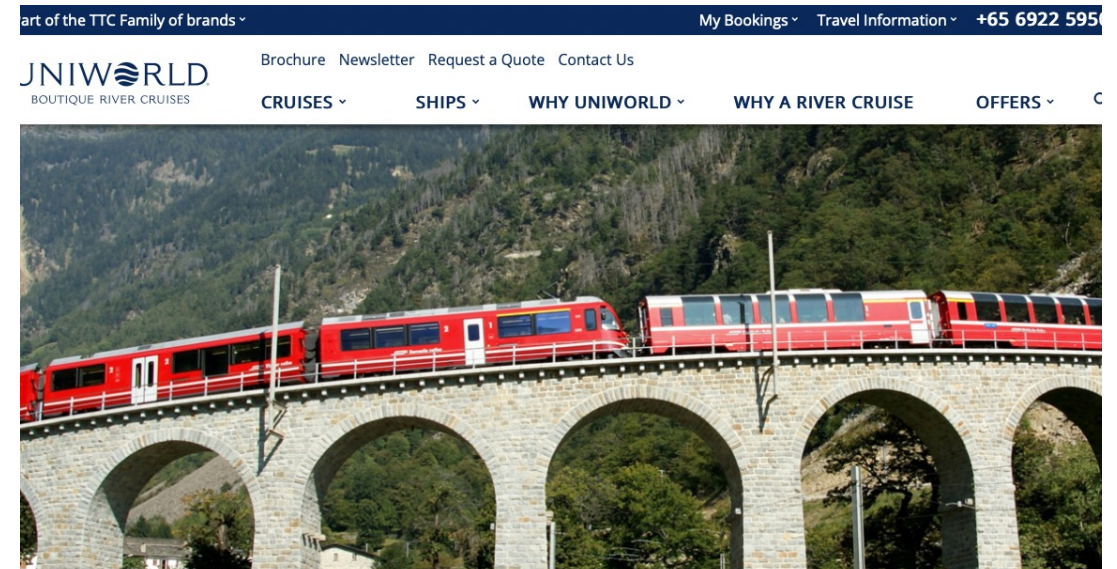


# STS: STP + Uniworld River Cruise bundle.



Switzerland.

- 1May – 31May
- Market: SG
- Target: Partnership with TTC Uniworld:
  - Bundle 3Days STP add-on for pre- and post-cruise from/to Basel and Zurich.
  - Promote bundle package via social posts in early May. Invite 30 VIP clients to SG Uniworld Cruise Week on 19May.
  - Goals: 1 dedicated landing page + social posts + presentation at SG event on 19May. >30 STP sold.



## EXPERIENCE SWITZERLAND

*through an immersive cruise, land, and rail experience.*

Experience the grandeur of Switzerland through Uniworld luxury river cruising. Cruising along the rivers means enjoying all the convenience of a traditional cruise, along with the benefits of land travel. Stopping in multiple destinations on every trip, you'll visit bustling cities and hidden gem villages along the Rhine River. For truly carefree and effortless travel, Uniworld also brings to you the most all-inclusive amenities. From airport transfers, unlimited premium spirit and wines, and five-star farm-to-table cuisine to carefully crafted excursions, the only thing you have to do is sit back, relax, and enjoy your holiday.

Extend your stay (pre/post) in Switzerland with the [Swiss Travel Pass](#). The all-in-one Swiss Travel Pass is the key to Switzerland's public transport network. It enables international visitors unlimited rides on train, bus, and boat throughout Switzerland, including premium panoramic trains (with additional seat reservation fees), FREE entry to more than 500 museums, and FREE and discounted access to mountain excursions. Additionally, Swiss Travel Pass holders enjoy up to 50%

# STS: Swiss Illustration Exhibition Kuala Lumpur.



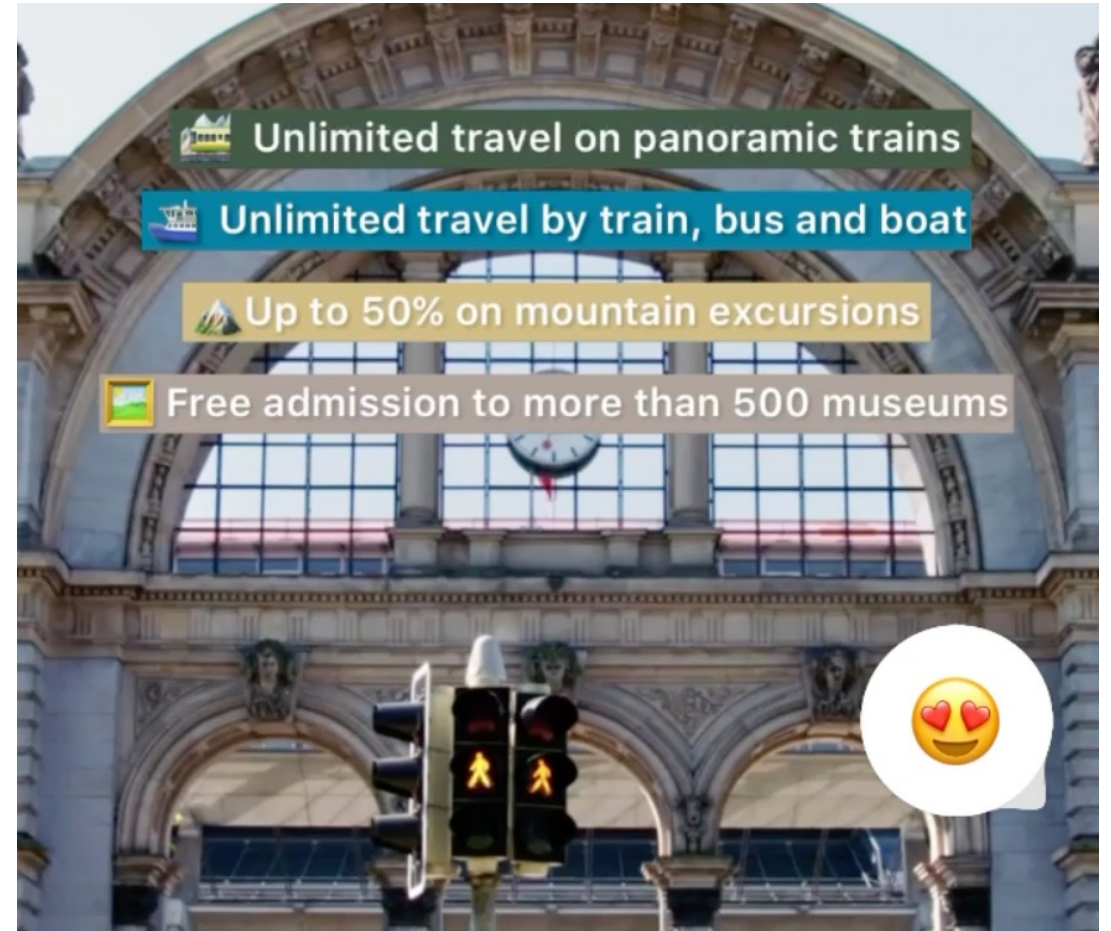
Switzerland.

- 1May – 31May
- Market: MY
- Target: Co-invest with ST for consumer event at Eslite Spectrum @ Starhill Gallery mall with 10-12k daily footfall. Media event 8May. Travel Talk 21May.
- Design and print A5 postcards with CTA pointing towards [MySwitzerland.com/SwissTravelPass](https://www.myswitzerland.com/SwissTravelPass). Postcards inserted into shopper's bags / books. Activation of Parlo Tours.
- Goals: Promote STP and GTToS. >50 STP sold.



# STS: STP Summer season Mothership.sg.

- 17-31 May
- Market: SG
- Target: Promote STP for Summer season and GTToS offerings.
- Goals: Social posts with IG stories. Reach >650k followers. >30 STP sold.





Switzerland.

# STS: Excellence Talk in Kuala Lumpur, Malaysia.

- 22 May
- Market: MY
- Target: Gathering of OTMA tour leaders association:
  - Invited 40 tour leaders. Showcase Summer season in Switzerland and benefits for outdoor activities. Encourage Excellence Program sign-ups.
- Goals: Promote STP and GTToS, Excellence Program sign-ups.





# STS: B2B Seminar in Kuala Lumpur, Malaysia.

- 23 May
- Market: MY
- Target: Seminar presentation with Boustead:
  - Invite >30 travel agents
  - Showcase Summer season in Switzerland and benefits for Outdoor travel.
  - Reconnect with Boustead
- Goals: Promote STP and GTToS, Excellence Program sign-ups.





**Switzerland.**

# Media Trip (Family Activities).

- 3 – 10 May
- Participants
  - Metro TV (Indonesia) - "Journey" show
- Partners featured
  - STS
  - JF
  - Schilthorn
  - LLR



Switzerland.

# MY: CH Illustration Book Exhibition.

- Held in Eslite Spectrum at Starhill Gallery
- From 1 May – 18 June 2023
- Partners featured: STS, LX, Zurich, Lucerne, Ticino, St Moritz, Matterhorn Region, Zermatt, Interlaken, Schilthorn, Lake Geneva Region





Switzerland.

# MY: CH Illustration Book Exhibition – Media Launch.

- Held in Eslite Spectrum at Starhill Gallery
- 8 May 2023
- 80+ Media attended
- Partners featured: STS, LX, Titlis-Engelberg, Interlaken/JJ, Davos, Matterhorn Region, Zermatt, Schilthorn, Glacier Express



# MY: CH Illustration Book Exhibition – Travel Talks.

- Held in Eslite Spectrum at Starhill Gallery
- May 2023
- 8 Travel Talks by KOL, Travel writer & photographer, ST & STS
- Partners featured: STS, LX, Zurich, Lucerne, Ticino, St Moritz, Matterhorn Region, Zermatt, Interlaken/JJ, Schilthorn, Lake Geneva Region, Davos, Titlis-Engelberg, Glacier Express





Switzerland.

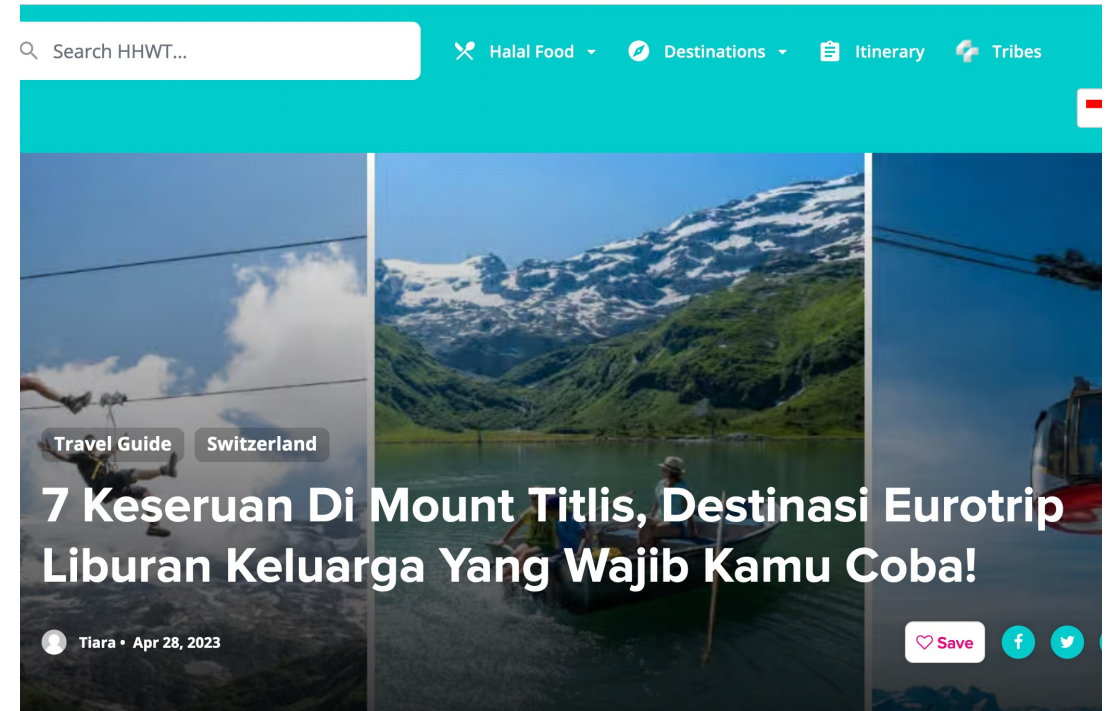
# MY KAM: Summer Campaign presentation to Muslim agents.

- 29 May 2023
- Presentation during NuhTravel's B2B seminar together with Titlis
- 80 muslim agents participated
- Partners featured: STS, LX, Titlis-Engelberg, Interlaken/JJ, Davos, Matterhorn Region, Zermatt, Schilthorn, Glacier Express



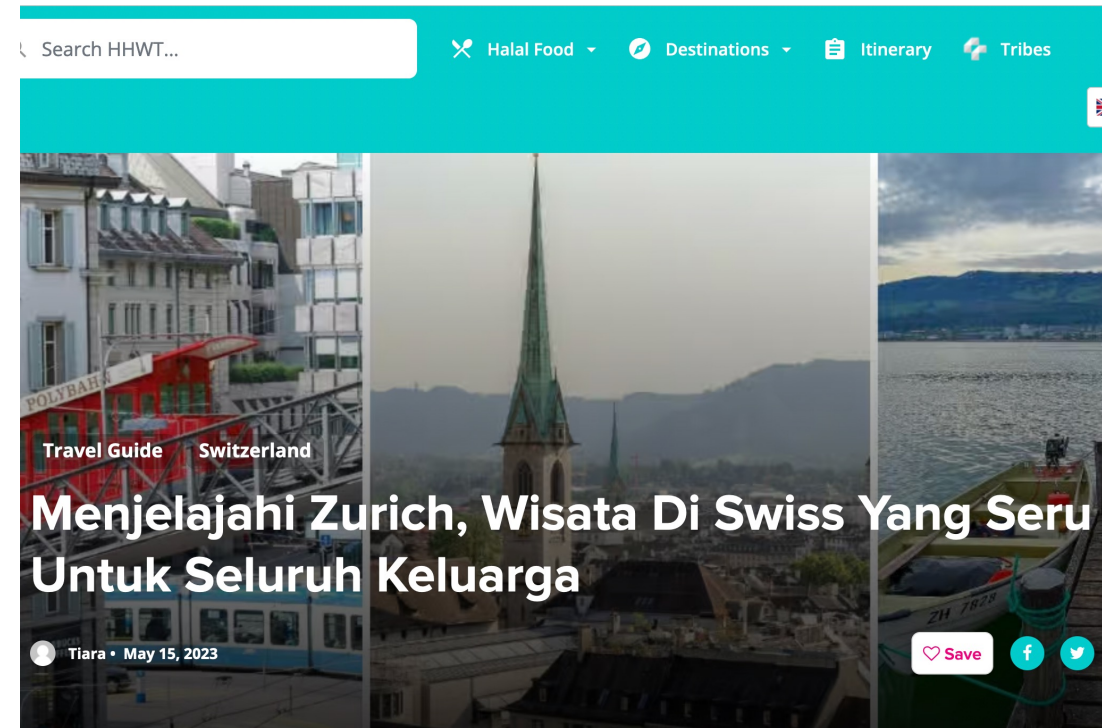
# Content Distribution – Spring Campaign.

- Partners: Titlis
- 1.8 mil monthly page view
- 1.1 mil monthly unique visitor
- 21% Indonesia market
- Link



# Content Distribution – Spring Campaign.

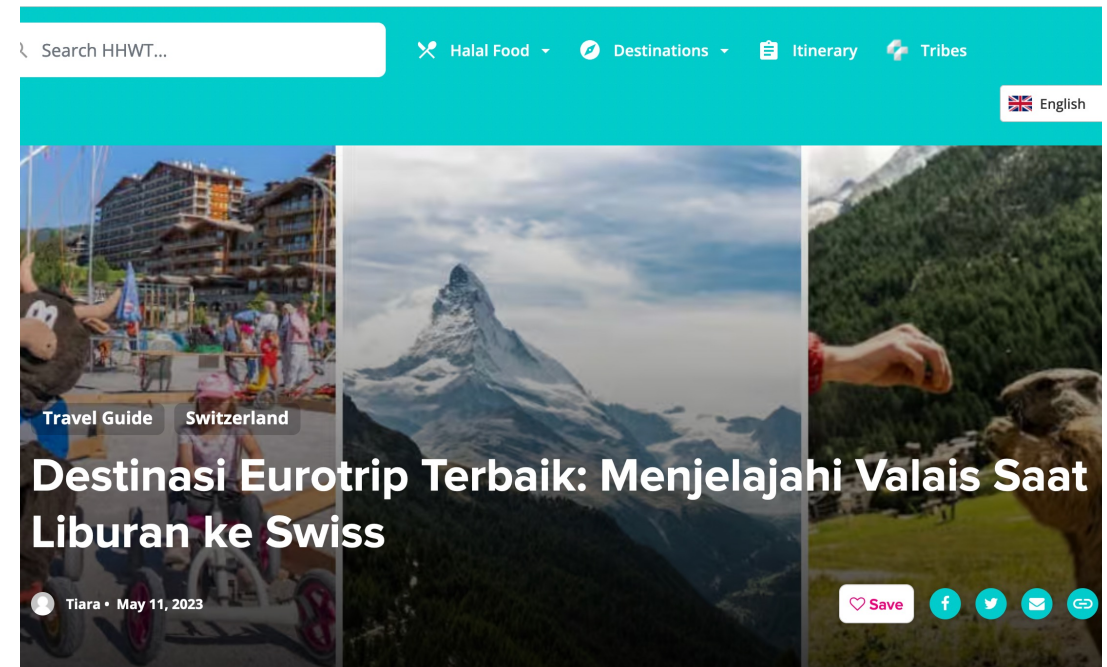
- Partners: Zurich
- 1.8 mil monthly page view
- 1.1 mil monthly unique visitor
- 21% Indonesia market
- [Link](#)





# Content Distribution – Spring Campaign.

- Partners: Matterhorn Region
- 1.8 mil monthly page view
- 1.1 mil monthly unique visitor
- 21% Indonesia market
- [Link](#)



# KAM Thailand – Joint marketing with Quality Express.

- Facebook and Instagram promotional banners to Switzerland during Songkran holiday and Thai election season
- Facebook reach >393K
- Instagram reach >30.6K



ต้อง QUALITY EXPRESS

WSSA น้อยอยากไปทำท่ายความสูง

เลือก SWITZERLAND MADE IN HEAVEN

พิก 5 ยอด IV? ที่สวยที่สุด ในสวิตเซอร์แลนด์

ราคาเริ่มต้นที่ บาท 99,900

THAI

เดินทาง 02-10 มี.ย. 66

# KAM Thailand – D-Star Group.



Switzerland.

- New product development with partners featured

**SWISS PANORAMA**

**HIGHLIGHT**

ซูริค - ลูเซิร์น - หมู่บ้านวิกซ์เนา - ยอดเขารีก เมืองคัวร์ - ชังต์มอริทซ์  
- BERNINA EXPRESS ภิราโน - ลูกาโน่ อันเดอร์แมท - แซร์บค แมท  
เทอร์ฮอร์น กลาเซียร์ พาราโดซ์- ทาสซ์ ลอยเคอร์บาด - มงเทรอซ์ -  
GOLDEN PANORAMA ศึกษาดัก -กรีนเดอวาล - อินเทอลาเกิน -  
ยอดเขาซุงเฟรา (TOP OF EUROPE)

- 21-29 Jan'23
- 11-19 Feb'23
- 11-19 Mar'23
- 8-16 Apr'23
- 29 Apr-7 May'23
- 6-14 May'23

**145,000**  
person

# KAM – ITMA.

- New product developments with partners featured
- Products suitable for Muslim travellers



**MyhajiUmroh**  
Teramanah, Terjamin, Terbaik

**9D**

**SWITZERLAND  
MUSLIM TOUR +  
INTERLAKEN**

**HALAL FOOD**  
Maintained Praying Time

Dep: 5, 27 Aug | 8, 26 Sep | 15 Oct 2023

- Arte Konferen Setarafzentrum - 4\*/Setaraf
- Crystal Hotel- 3\*/Setaraf
- Holiday Inn Exp Geneva Airport - 3\*/Setaraf
- Swiss Star Hotel - 4\*/Setaraf
- Radisson Hotel Zurich Airport - 4\*/Setaraf

HARGA/PAX  
IDR FROM **27.888.000**

**MONTREUX OF FREDDIE MERCURY**

**ZURICH-LUCERNE-OLTEN-VIZNAU-MONTREUX-GENEVA-BERN-WETZIKON**

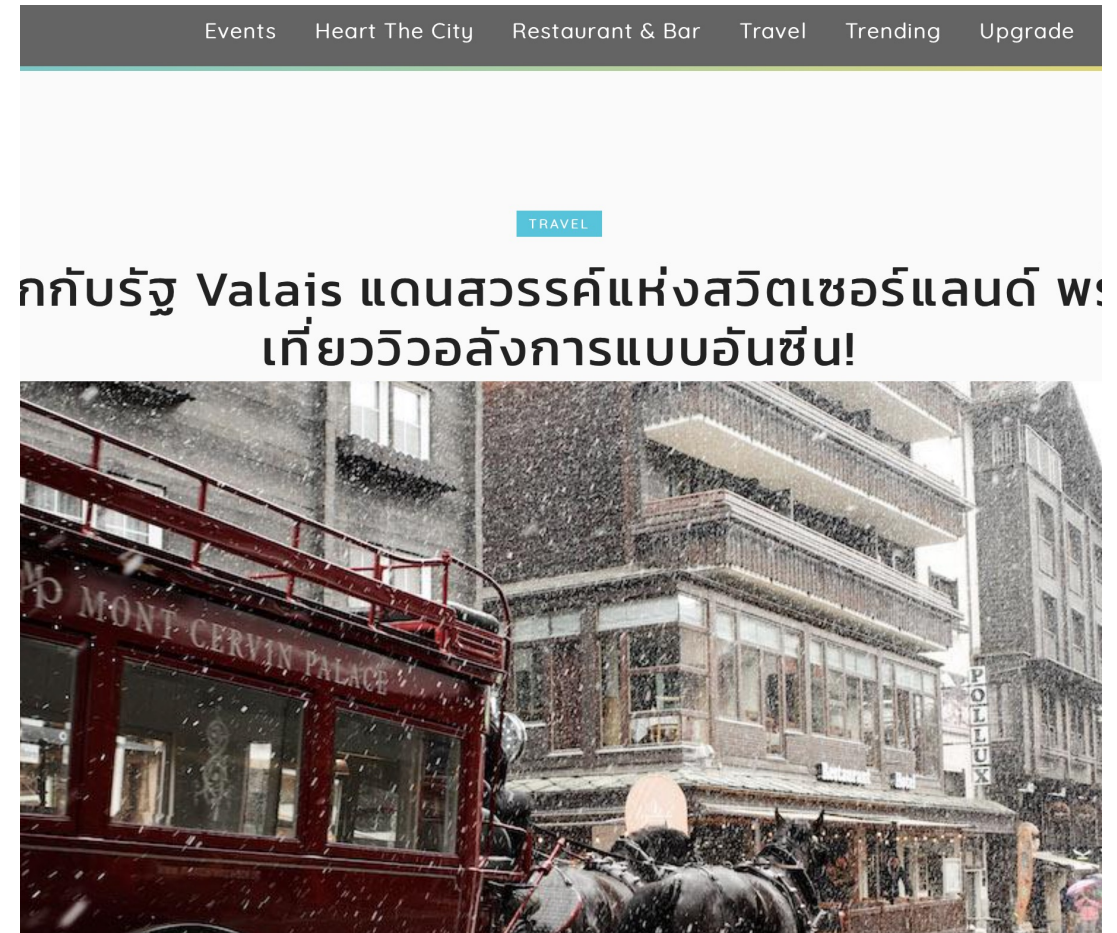
**HARGA TERMASUK:**  
Tiket penerbangan kelas ekonomi (non refundable, non reroute, non endorsable), Bagasi 30 kg/pcs, Program/acara tour sesuai dengan itinerary.

**HARGA BELUM TERMASUK:**  
Pengeluaran pribadi, Tips guide, Tips Tour Leader, Tips Driver, Optional Tour, dan acara di luar itinerary, Airport tax



# KMM (Thailand) – Coconuts / Soimilk.

- Circulations: 229K+
- Partners featured: Valais, GEX
- Link





Switzerland.

# KMM (Thailand) – La Vie En Road.

- Circulations: 50K+
- Partners featured: STS, Zurich, Lucerne, JF Railway, GEX, MOB, GRF
- [Link](#)

Home > Escape > 10 กิจกรรมเที่ยวสวิสฤดูใบไม้ผลิที่พาไปสัมผัสธรรมชาติสวยเหมือนฝัน



ESCAPE

10 กิจกรรมเที่ยวสวิสฤดูใบไม้ผลิที่พาไปสัมผัสธรรมชาติสวยเหมือนฝัน

Australia.





Switzerland.

# KAM: Sales Calls Roadshow 2023.

- 4-day Sales Calls tour through Australia, visiting Sydney, Melbourne and Brisbane
- Sales Calls meetings (pre-scheduled appointments with TO buyers), agents networking events and media functions in all cities
- 21 buyers (Sales Calls), 22 media partners, 154 travel agents
- Partners involved: Interlaken-Jungfrau Region, Schilthorn, Zurich Tourism, Pilatus / Lucerne, Swiss Travel System, SWISS





India.



Switzerland.

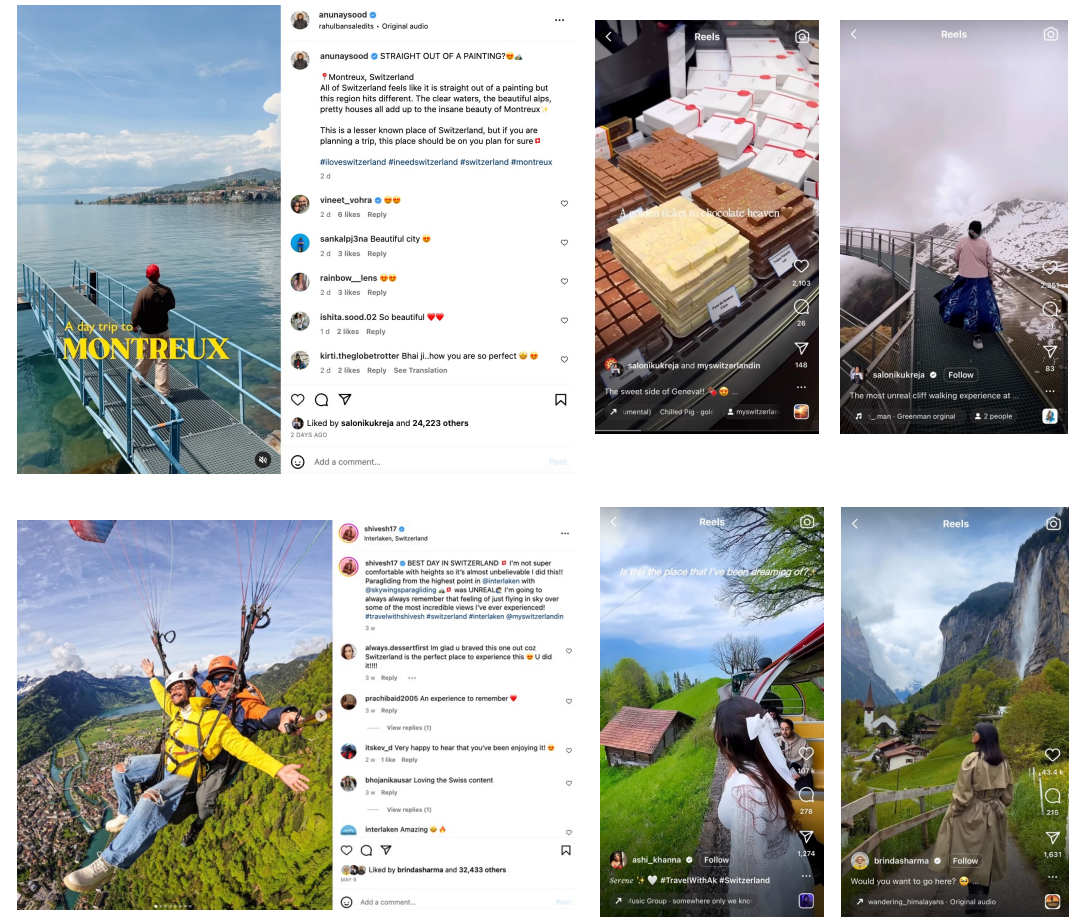




Switzerland.

# Key Media Management: Influencer Summer Meet.

- To showcase the variety of experiences that Indian travellers can enjoy in Switzerland, we curated itineraries for prominent travel, lifestyle and food influencers including Anunay Sood, Brinda Sharma, Ashi Khanna, Shivesh Bhatia and Saloni Kukreja to explore regions like Lugano, Geneva, Montreux, Zermatt, Zurich and Interlaken, during the key travel season, in May 2023.
- The content and coverage from the fam trip was disseminated across their social media, with a focus on Instagram and YouTube.
- **Total Reach:** 31'477'000
- **Total Likes:** 2'646'382





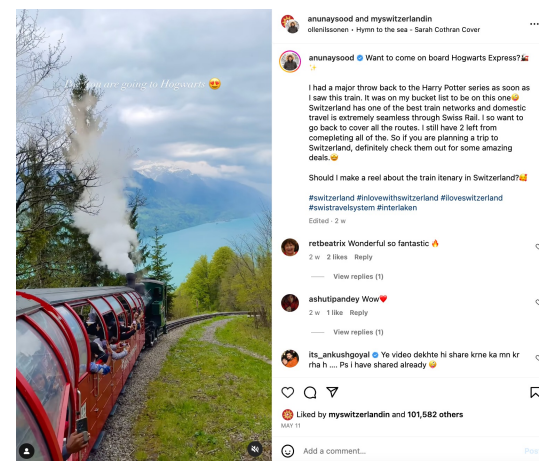
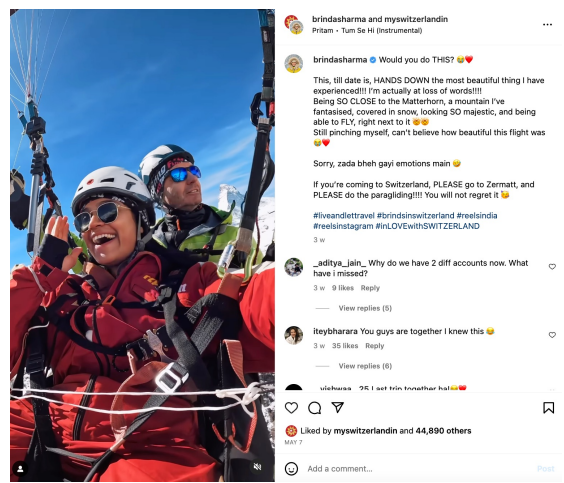
Switzerland.

# Influencer Summer Meet on MySwitzerlandIN.

- Through the course of FAM trip, we registered a growth in followers on our Instagram handle- MySwitzerlandIN, from 79K to 81.7K.
- In addition to reposting Stories, Reels and Static posts, we have also partnered with the influencers to post 15 Instagram Collabs to further increase our reach and expand our audience base.

## Numbers on MySwitzerlandIN:

- Total Reach:** 3'850'462
- Total Impressions:** 2'822'894
- Total Views:** 1'709'322
- Total Likes:** 630'762



# STS: “Extra Travel Days” offer promotion with TO’s.

- Highlighted the STS promo offer through the B2C & B2B network and database of leading TOs across India and facilitate product development in itineraries.
- Worked with Swisstours, Ottila International & Thomas Cook India
- Used a mix of print, hoardings, digital, trade training seminars, trade advertising, newsletters and webinars
- Generated over **CHF 4.3 mio sales** in STS promo (**India No. 2 market**)



tbo.com  
TRAVEL SIMPLIFIED

**UNLOCK FREE DAYS!**  
SWISS TRAVEL PASS FREE DAY PROMOTION IS BACK!

**SPECIAL OFFER**

Terms & Conditions apply

Sales: April 15 to May 14, 2023  
Travel: April 15 to November 13, 2023

PROMOTION IS VALID ON 4 DAYS & 8 DAYS CONSECUTIVE

PAY FOR 4DAY & TRAVEL FOR 5DAYS

PAY FOR 8DAYS & TRAVEL FOR 10DAYS

Rail Europe

Switzerland.  
by train, bus and boat.

For more details, Please contact your TBO Sales Representatives  
Email id : ralleurope@tbo.com

Markets West.

BeNeLux.



Switzerland.



# Netherlands: KMM. Summer Media Launch.

- Thursday, 11 May 2023, Amersfoort (NL)
- Media and KAM networking event to present our Summer cycling & Swisstainable campaigns and highlights.
- Cycling workshops held by Key Partners and dinner with 35 Key Media & Trade Contacts.
- Swiss partners present: Made in Bern, Valais, Ticino, Luzern, Graubünden, RhB, STS.

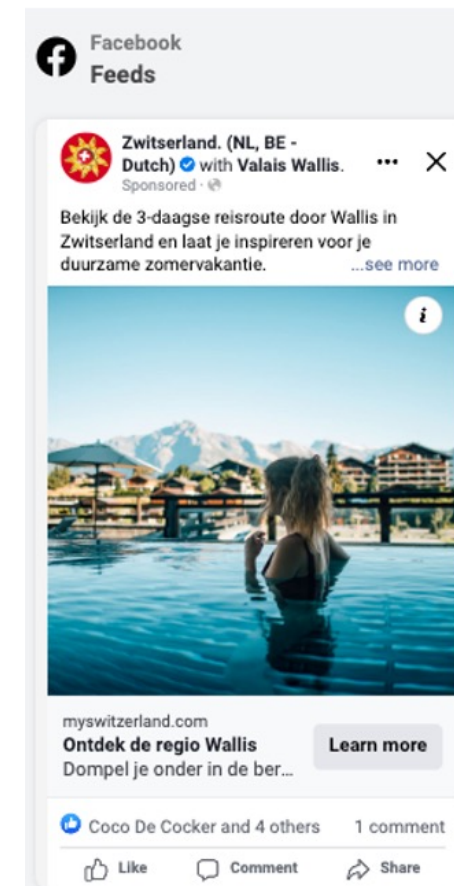




Switzerland.

# BeNe: Promotion. Social media campaign. Summer.

- Paid social media campaign for summer with all key partners (Made in Bern, Wallis, Ticino, Vaud, GRF, Luzern)
- Content: Swisstainable trips from influencers from summer 2022
- Campaign phases:
  - Dreaming: Video ads / reels
  - Planning: Link ads to bring traffic to key partner landing pages on MyS.com
- Very good results:
  - 20 Mio. impressions
  - 54'000 clicks on MyS.com landing pages







Switzerland.

# Belgium: Promotion. Exclusive Digital Campaign Lausanne.

- Exclusive digital campaign for Lausanne in Belgium with Roularta in Knack/Le Vif Week-end, Trendstyle and Gael
- 2 articles about culture and gastronomy in FR/NL
- SoMe, newsletter and native campaign
- Date: 16.04. - 28.05.2023
- 6.2 Mio. Impressions
- 15'266 page views

**Knack Weekend** Sponsored

[Inhoud aangeboden] Het Zwitserse Lausanne sluit elk type bezoeker meteen in zijn armen. Meer nog: niemand blijkt immuun voor zijn charmes.

[weekend.be/partnercontent](https://weekend.be/partnercontent)  
**Lausanne, de leukste kleine stad ter wereld**

[Learn more](#)

**brazor**

adip quilliam d' amsonu. I abnom d' sily

Lausanne

Zwitserland



Switzerland.

# BeNe: Promotion. Opt-in ST Magazine Distribution.

- Distribution of ST magazines with media-house Roularta in Knack and Le Vif
- New distribution method to prevent scattering losses
- Phases:
  - Flap around the cover, extra branding on the inside
  - Dedicated and direct mailing to all opt-in subscribers
  - Mini-site for requesting the magazine and participating to contest
- Results:
  - Total requests: 2'873
  - Newsletter subscribers: 1'606

The image displays a promotional campaign for the 'Zwitserland' magazine. On the left, a magazine cover is shown with a scenic view of a lake and mountains. The title 'ZWITSERLAND.' is prominently displayed, along with 'N° 07'. Below the cover, there is a promotional page with the following text:

Vraag nu jouw  
**Zwitserland-  
magazine aan en  
win een Swiss  
Travel Pass**  
voor 2 personen in  
1ste klasse (3 dagen)

Aanvragen & deelnemen →

Dompel jezelf onder en beleef een stukje "Zwitserland" met een magazine boordevol inspiratie:

- > Verken de majestueuze Zwitserse Alpen.
- > Ontdek de veelzijdige architectuur van Zwitserland.
- > Ontmoet mensen met verhalen die het waard zijn om naar te luisteren.

Vraag hier jouw Zwitserland-Magazine aan en neem deel aan de exclusieve Knack-wedstrijd.

Aanvragen & deelnemen →

WIN  
Een Swiss Travel Pass  
(3 dagen) voor 2 personen  
in 1ste klasse.

Vraag nu je Zwitserland-Magazine aan en  
neem deel aan de exclusieve Knack-wedstrijd

Ontdek nog veel meer op [myswitzerland.com](http://myswitzerland.com)

Italy.



Switzerland.





Switzerland.

# KAM: Trade Workshop Milano.

- Date: 4.5.2023
- What: Workshop for trade with Albatravel at Swiss Corner
- Launch special project monography Switzerland with Albatravel ([Link](#))
- Contacts: 44 trade representatives





Switzerland.

# KMM: Individual media trip North Italy.

- Date: 11-13.5.2023
- Participants: Stefano Paolo Giussani  
for Huffigton Post & Laura  
Sommariva for Donna Moderna
- Where: Geneva – Nuits des Bains &  
Cern
- Partner involved: Geneva Tourism



Switzerland.

# KMM: Group media trip Basel.

- Date: 12-14.5.2023
- Program: Visit of Novartis Campus, Beyeler, Kunstmuseum and old town
- Participants: 7 journalists
- Partner involved: Basel Tourism





Switzerland.

# KMM: Group media trip Basel.

- Date: 18-19.5.2023
- Program: Visit of Basel and Doris Salcedo exhibition at Fondation Beyeler
- Participants: 6 journalists
- Organized by Fondation Beyeler
- ST provided only tickets and documentation



Switzerland.

# KMM: Individual media trip North Italy.

- Date: 18-20.5.2023
- Participant: Alberto Mugnaini for Artribune
- Bern & Zenturm Paul Klee
- Partner involved: Bern & AMoS





Switzerland.

# KMM: Editorial offices visit with Ticino.

- Date: 30.5.2023
- Visit of different editorial offices in Como and Varese
- Partner involved: Ticino Turismo





Switzerland.

# Campaigning & Activation: Adv on the ballet program of “Teatro alla Scala” Milano.

- Date 10/05/23
- 2 pages advertising in the program of the ballet of William Forsythe at “Teatro alla Scala” Milano
- Distribution to all guests on location
- 5'000 copies



LA REGIONE DEL LAGO DI GINEVRA È UN VERO PARADISO PER GLI AMANTI DELLA CULTURA E DELLA STORIA, CON I SUOI CASTELLI, I TIPICI CHALET, I PALAZZI E I BATTELLI IN STILE BELLE ÉPOQUE CHE TESTIMONIANO IL SUO RICCO PASSATO. VANTA, INOLTRE, IL MAGGIOR NUMERO DI MUSEI PRO CAPITE. GLI APPASSIONATI DI STORIA, ARTE CONTEMPORANEA E COSTUME TROVANO TANTISSIME PROPOSTE. CI SONO I MUSEI DEDICATI ALLA STORIA DEL VAUD, OSPITATI IN EDIFICI SECOLARI COME I CASTELLI DI ORIGINE MEDIEVALE O RISALENTI ALL'ILLUMINISMO.

La Regione del Lago di Ginevra conta dodici castelli aperti al pubblico in cui sono esposti oggetti legati alla loro storia oppure collezioni tematiche, come nel Musée de la Vigne et du Vin nel Castello di Aigle o il Museo Nazionale Svizzero all'interno del Castello di Prangins a Morges. La maggior parte dei castelli della Regione del Lago di Ginevra sono stati costruiti nel Medioevo da famiglie nobili, come il Castello di Grandson, una delle più antiche fortezze del Cantone. Un'altra perla è il **Castello di Chillon** a Montreux, che sembra galleggiare sul lago ed è il monumento storico più visitato della Svizzera.

L'offerta culturale riguarda tutte le espressioni artistiche. Plateforme 10, il nuovo polo museale di Losanna, riunisce sotto un unico cappello i tre musei cantonali: il mudac (museo cantonale del design e delle arti applicate contemporanee), il Photo Elysée (museo della fotografia) e il MCBA (museo cantonale delle belle arti), oltre alle collezioni delle fondazioni Toms Paoli e Félix Vallotton. **Plateforme 10** non è solo un museo ma un vero e proprio quartiere di Losanna con ristoranti, negozi e spazi esterni dallo stile originale. Queste strutture sono conosciute in tutto il mondo e accolgono ogni anno un gran numero di visitatori. Plateforme 10 si trova nelle immediate vicinanze della stazione ferroviaria di Losanna.

Anche il Museo Olimpico di Losanna merita una visita. Situato sulle rive del Lago di Ginevra, il museo ripercorre nascita ed evoluzione dei Giochi Olimpici moderni e presenta mostre interattive e divertenti rivolte a visitatori di tutte le età. È un'esperienza da non perdere per gli appassionati di sport e di olimpismo.

Infine, non si devono dimenticare le celebrità che sono protagoniste di mostre vivaci e interattive. Molti, infatti, sono i personaggi che hanno vissuto e lasciato traccia nella Regione del Lago di Ginevra. Montreux, in particolare, è nota per aver ospitato grandi musicisti come i Queen, Prince e Igor Stravinskij che, in modi diversi, hanno lasciato un segno nelle loro generazioni. Il museo Queen Studio Experience di Montreux accompagna in un viaggio attraverso la carriera dei Queen fino ai gloriosi anni trascorsi a Montreux. Vevey ha dato rifugio all'attore Charlie Chaplin, che qui ha trascorso gli ultimi anni della sua vita. Il **Chaplin's World**, a lui dedicato, rende omaggio all'uomo e alla straordinaria carriera cinematografica. Charlie Chaplin è diventato una figura così emblematica per Vevey che la sua immagine è ovunque: sotto forma di statua, in dipinti o sulla facciata delle torri gemelle, le Chaplin Towers.



MYVAUD.CH



UN PARADISO  
PER CHI AMA  
SCOPRIRE TESORI

VAUD+



Switzerland.

# Campaigning & Activation: Swiss Cup 2023

## Parco di Roma.

- Date: 13.5.2023
- What: Golf competition
- Where: Golf club Parco di Roma
- Distribution of ST Brochures
- Contacts: 100
- Partners involved: Guarda Golf Crans Montana, RhB, STS, Appenzeller Bier, Swiss Cheese Marketing, Victorinox





Switzerland.

# Campaigning & Activation: Distribution AMoS leaflets with Elle Decor.

- Date: 20.5.2023 (issue of May)
- What: Distribution of the Art Museum of Switzerland leaflets with monthly magazine Elle Décor Italia
- Circulation: 20.000 copies
- Area: Piemonte - Valle d'Aosta - Liguria - Lombardia



# Campaigning & Activation: Swiss Cup 2023 Fioranello.

- Date: 20.5.2023
- What: Golf competition
- Where: Golf club Fioranello
- Distribution of ST Brochures
- Contacts: 100
- Partners involved: Guarda Golf  
Crans Montana, RhB, STS,  
Appenzeller Bier, Swiss Cheese  
Marketing, Victorinox



**SWISS CUP 2023**  
CIRCUITO DI 5 TAPPE  
18 buche stableford - 3 categorie

CON IL PATROCINIO  
COMITATO REGIONALE LAZIO  
FEDERAZIONE ITALIANA GOLF

DOMENICA 26 MARZO  
Marco Simone Golf Club

SABATO 13 MAGGIO  
Parco di Roma Golf Club

SABATO 20 MAGGIO  
Fioranello Golf Club

SABATO 27 MAGGIO  
Terre dei Consoli Golf Club

DOMENICA 11 GIUGNO  
Circolo del Golf  
Roma Acquasanta

PREMI: lordo, 1°, 2° e 3° netto per le 3 categorie, lady e senior  
Premi ad estrazione • Premiazione con degustazione di prodotti svizzeri



Switzerland.

# Campaigning & Activation: Evening in collaboration with ANICA.

- Date: 23.5.2023
- What: Event in collaboration with ANICA (Associazione Nazionale Industrie Cinematografiche Audiovisive) to present a film of Festival del Cinema di Locarno at Reale Circolo Tevere Remo
- Networking, distribution of brochures and Swiss cheese testing after the film gala dinner
- Presence: 100 guests



Switzerland.

# Campaigning & Activation: Swiss Cup 2023

## Terre dei Consoli.

- Date: 28.5.2023
- What: Golf competition
- Where: Golf club Terre dei Consoli
- Distribution of ST Brochures
- Contacts: 100
- Partners involved: Guarda Golf Crans Montana, RhB, STS, Appenzeller Bier, Swiss Cheese Marketing, Victorinox



# Campaigning & Activation: E-Newsletter May.

- Date: 2.5.2023
- What: E-Newsletter May
- Focus:
  - Giro d'Italia fa tappa in Vallese (38 clicks)
  - Swiss Travel Pass promotion (73 clicks)
- Total clicks 1.320
- Open rate 61.81%
- Link
- Partner involved: STS, Crans Montana



## Grüezi

La Svizzera è un vero paradiso per gli escursionisti, soprattutto in primavera. E lo è anzitutto per l'ottima segnaletica dei sentieri escursionistici, che non distano mai molto dalle idilliache locande con specialità regionali. Ma è un paradiso anche per la varietà dei paesaggi, che spaziano da spettacolari vette a dolci colline e mistiche foreste. E non da ultimo per gli eccellenti collegamenti con i trasporti pubblici, che consentono di vivere esperienze escursionistiche in sintonia con la natura.

### Si parte!



#### Il Giro d'Italia fa tappa in Vallese

Se organizzi un fine settimana nel vicino Vallese avrai l'occasione di veder sfilare i migliori ciclisti del momento, il Giro infatti fa tappa a Sierre e Crans-Montana il 19 e 20 maggio. Una ragione in più per visitare questa meravigliosa regione!

[Trova il tuo hotel ↗](#)



#### Swiss Travel Pass "Giorni gratis"

Sfrutta al massimo il tuo viaggio. Viaggi 5 giorni acquistando lo Swiss Travel Pass da 4 oppure 10 giorni acquistando quello da 8. Puoi circolare liberamente su treni, autobus e battelli con un unico biglietto! Scopri il Grand Train Tour of Switzerland.

[Parti subito! ↗](#)

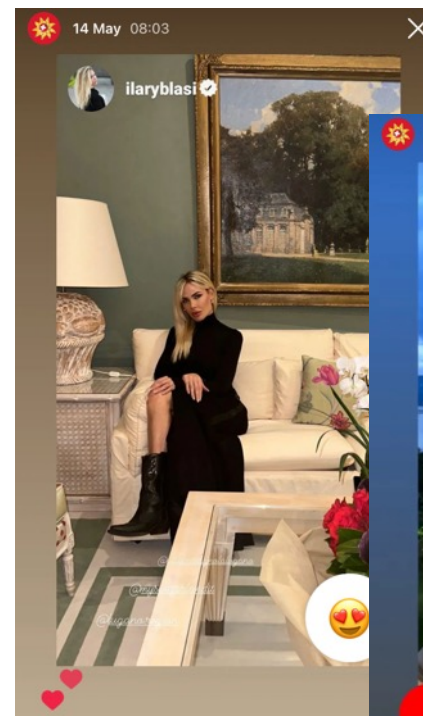




Switzerland.

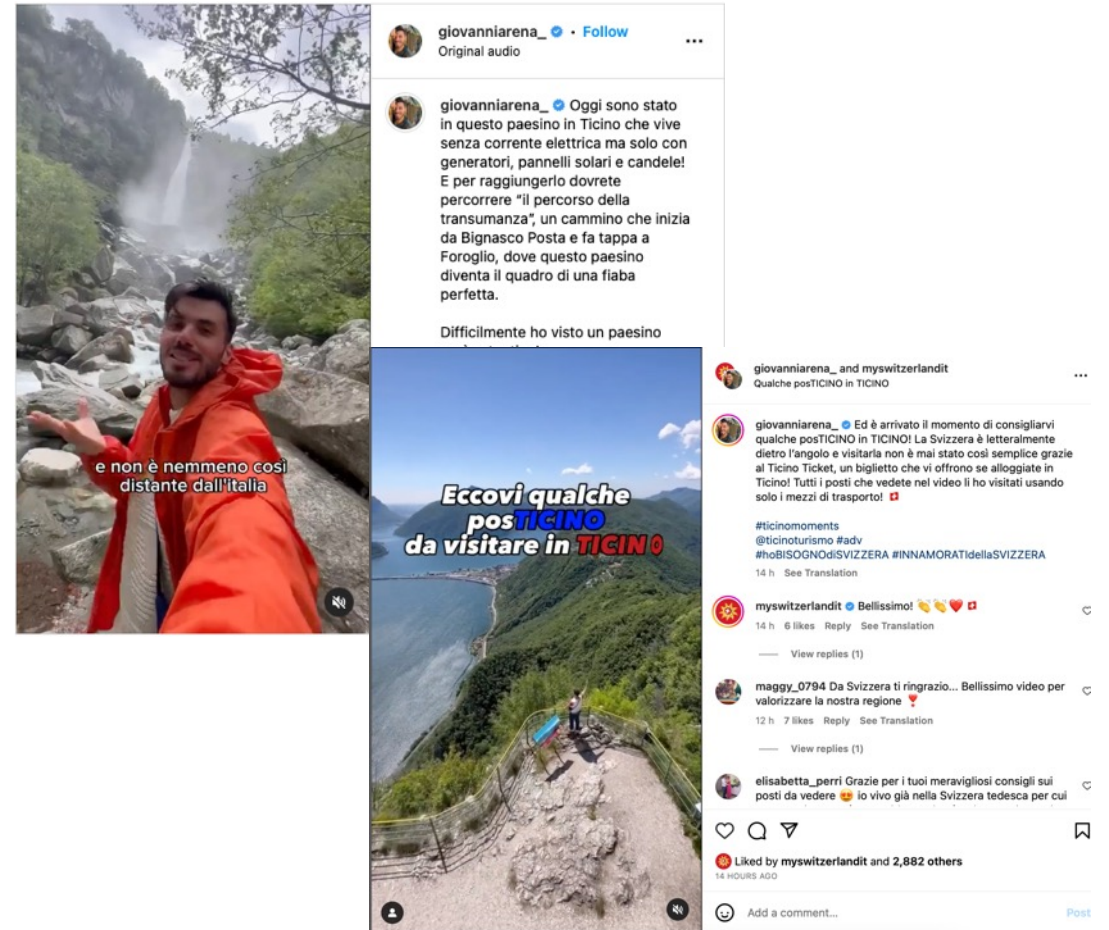
# Campaigning & Activation: Influencer Trip with Ilary Blasi in Lugano.

- Period: 12-14.5.2023
- What: Trip to Lugano with Ilary Blasi (2.2M followers)
- Contents: 1 post and stories
- Partner involved: Lugano Region



# Campaigning & Activation: Influencer Trip with Giovanni Arena in Ticino.

- Period: 15-17.5.2023
- What: Trip to Ticino with Giovanni Arena (481K followers)
- Contents: 2 posts, 1 reel and stories
- Partner involved: Ticino Turismo
- 2,7M impressions

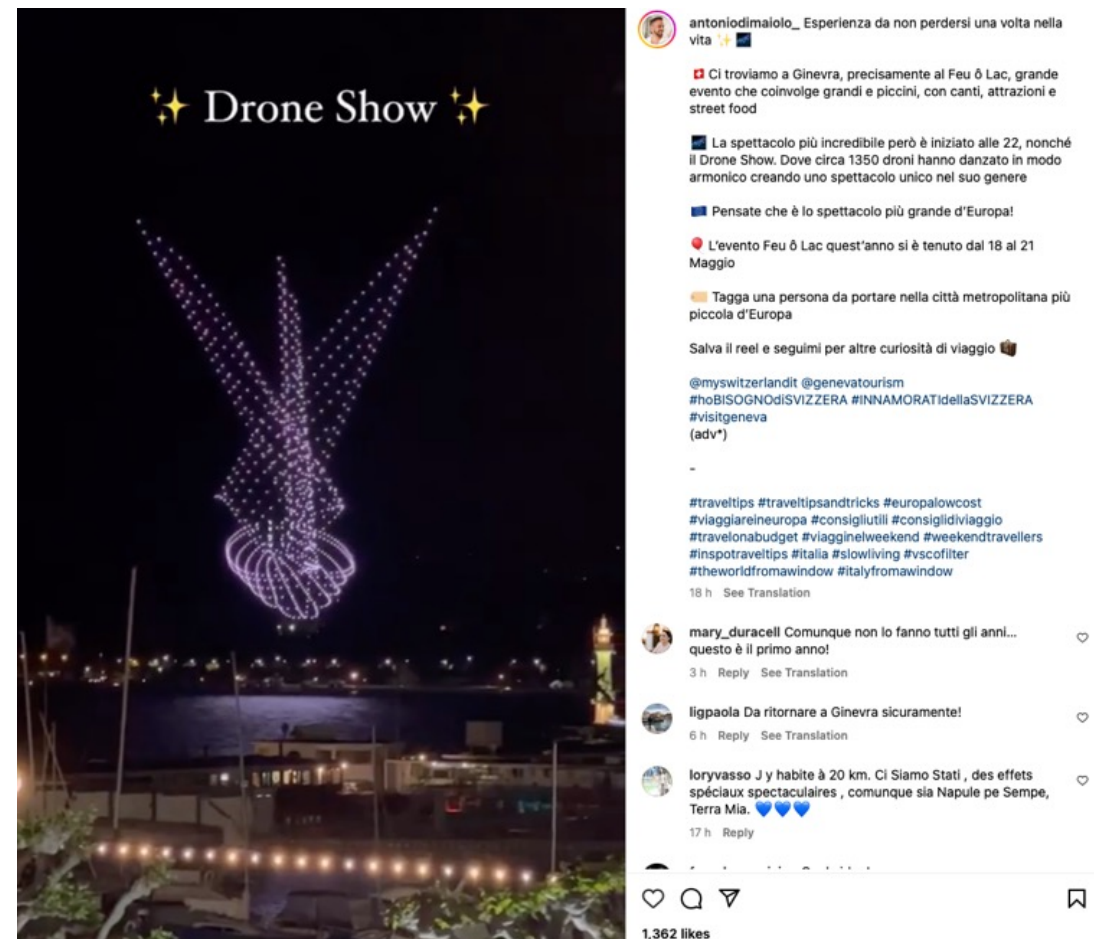




Switzerland.

# Campaigning & Activation: Influencer Trip with Antonio Di Maiolo in Geneva.

- Period: 18-20.5.2023
- What: Influencer trip to Geneva with Antonio Di Maiolo (158K followers) to participate to the Drone Show and visit Geneva City
- Contents: 1 posts, 1 reel and stories
- Partner involved: Geneva Tourism
- 215K impressions





Switzerland.

# Campaigning & Activation: Influencer Trip with Tatiana Biggi in Geneva.

- Period: 19-20.5.2023
- What: Influencer trip to Geneva with Tatiana Biggi (51,5K followers) to participate to the Drone Show and visit Geneva City
- Contents: 1 posts, 1 reel and stories
- Partner involved: Geneva Tourism





Switzerland.

# Campaigning & Activation: Influencer Trip with Dorian Pellumbi in Geneva.

- Period: 19-21.5.2023
- What: Trip to Geneva with Dorian Pellumbi (255K followers) to participate at the Drone Show and visit Geneva City
- Contents: 1 posts, 1 reel and stories
- Partner involved: Geneva Tourism





Switzerland.

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

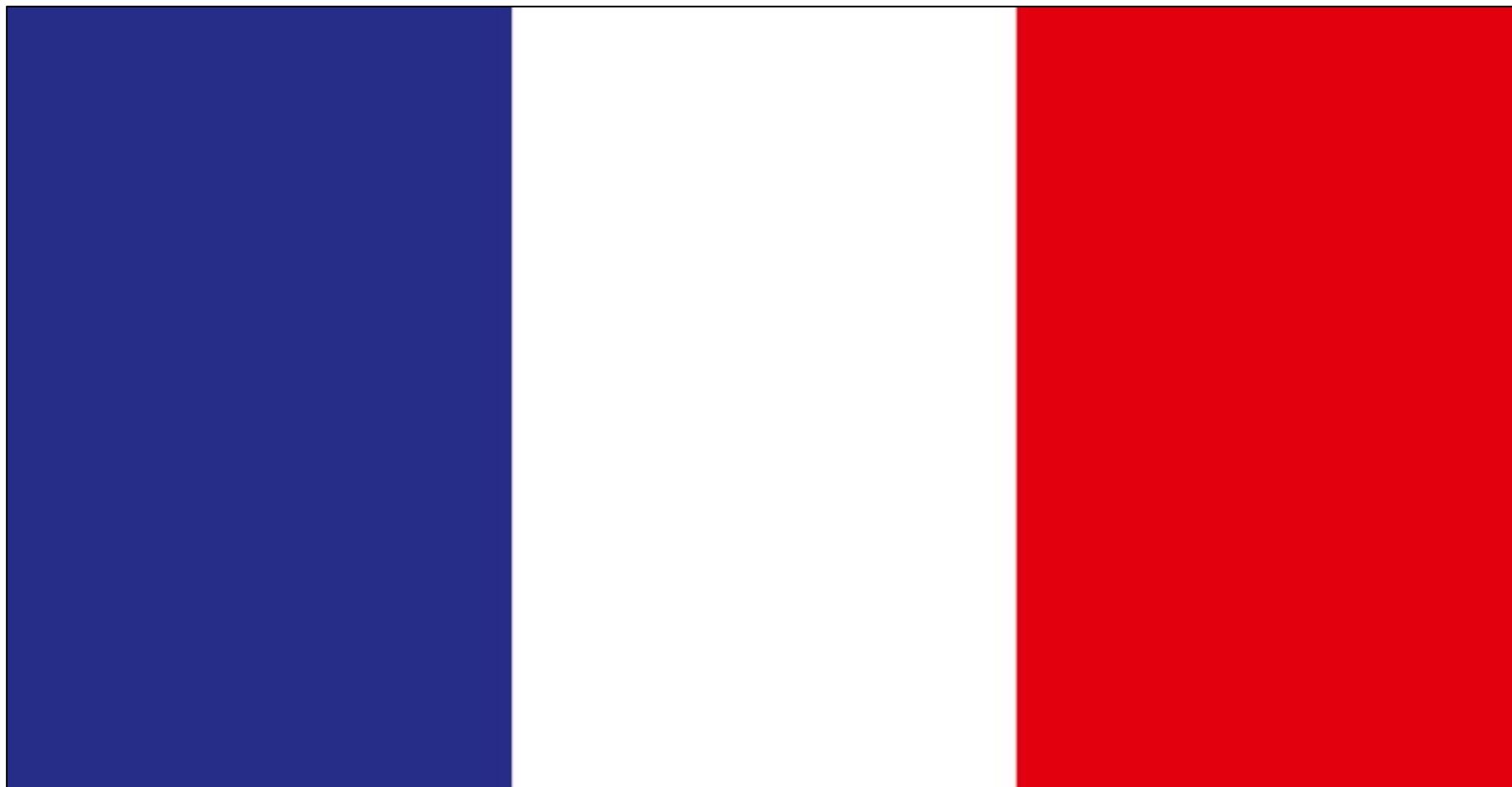
- Period: 22-23.5.2023
- What: Trip to Lugano with Filippo Cirulli (154K followers) & Filippo Fiora (177K followers)
- Contents: 1 post and stories
- Partner involved: Lugano Region



France.



Switzerland.

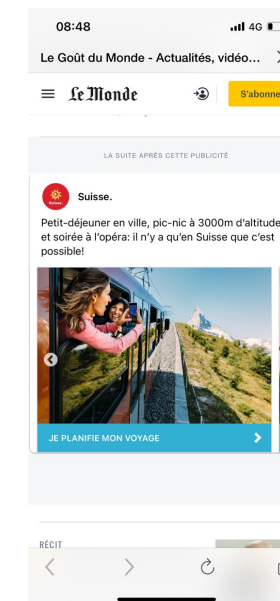
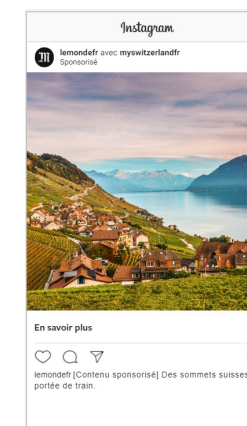




Switzerland.

# Campaign activation – Mountain Day trips.

- **Online articles, social media posts, and Social Display with M Publicité (Le Monde)**
  - Date: 12.04.23 – 03.05.23
  - “New” carousel format for the online article adapted to desktop and mobile format – particularly inspiring and user-friendly.
  - **Goal:** STS/ST campaign to promote the Mountains Day Trips (from Zurich, Geneva, Lausanne, and Basel) as well as the offers from Swiss Travel System
- **KPIs:**
  - 25’097 page views (online article)
  - 261’250 views & 4’088 clicks (social media)
  - Both posts are above the average engagement rate of le Monde.
  - 1’666’680 diffused volume (Polar)





# Campaign activation : Key Partner Lausanne.

- **Key Partner digital campaign with Lausanne**
  - Awareness : social display and native inread campaign with **Invibes** and **LeMonde** media Group.
  - Performance : native performance campaign with Outbrain and PowerSpace
  - Period : May – June
- **KPIs**
  - Performance : 60'000 clicks
  - Awareness : 2.6M impressions



# KMM – Media result.

- **Le Figaro online, *Le saviez-vous ? À 3454 mètres d'altitude, cette gare est la plus haute d'Europe.***
- One online article on the Jungfrauoch, 15/05/2023.
- Result of an individual media trip to Montreux, Interlaken and on the GoldenPass, beginning of May.
- Two more articles will follow during the summer: Train du Chocolat and GoldenPass.
- KPI : 22'800'000 uvpm.
- [Read the article.](#)

## Le saviez-vous ? À 3454 mètres d'altitude, cette gare est la plus haute d'Europe

Par Jean-Marc De Jaeger, pour Le Figaro  
Publié le 15/05/2023 à 07:00

[Copier le lien](#) [✉](#) [f](#) [t](#) [in](#)

 [Écouter cet article](#) 00:00/05:34



Depuis 1912, le Chemin de fer de la Jungfrau (Jungfrauahn) dessert la plus haute gare ferroviaire d'Europe. Jeroen Seyffer

**REPORTAGE - Depuis 1912, le chemin de fer de la Jungfrau, en Suisse, dessert un observatoire d'où l'on peut admirer le plus grand glacier des Alpes. On vous y embarque !**

# SCIB – Partance Roadshow – Marseille.

- **Target: agencies, corporates, assoc.**
- **Dates: 25<sup>th</sup> of May**
- Business lunch with 11 MICE clients, for a total of 8 agencies.
- A few new clients.
- **Feedback of total roadshow (3 meetings): 36 clients in total.**



# SCIB – IMEX Frankfurt.

- **Target: french agencies, corporates, assoc.**
- **Dates: 23th to 25th of May**
- **5 meetings, 7 contacts**
- **Not many French hosted buyers attended the trade show.**





Switzerland.

# SCIB : Campagne E-marketing Outbrain (content placement).

**Target : agencies & corporates**

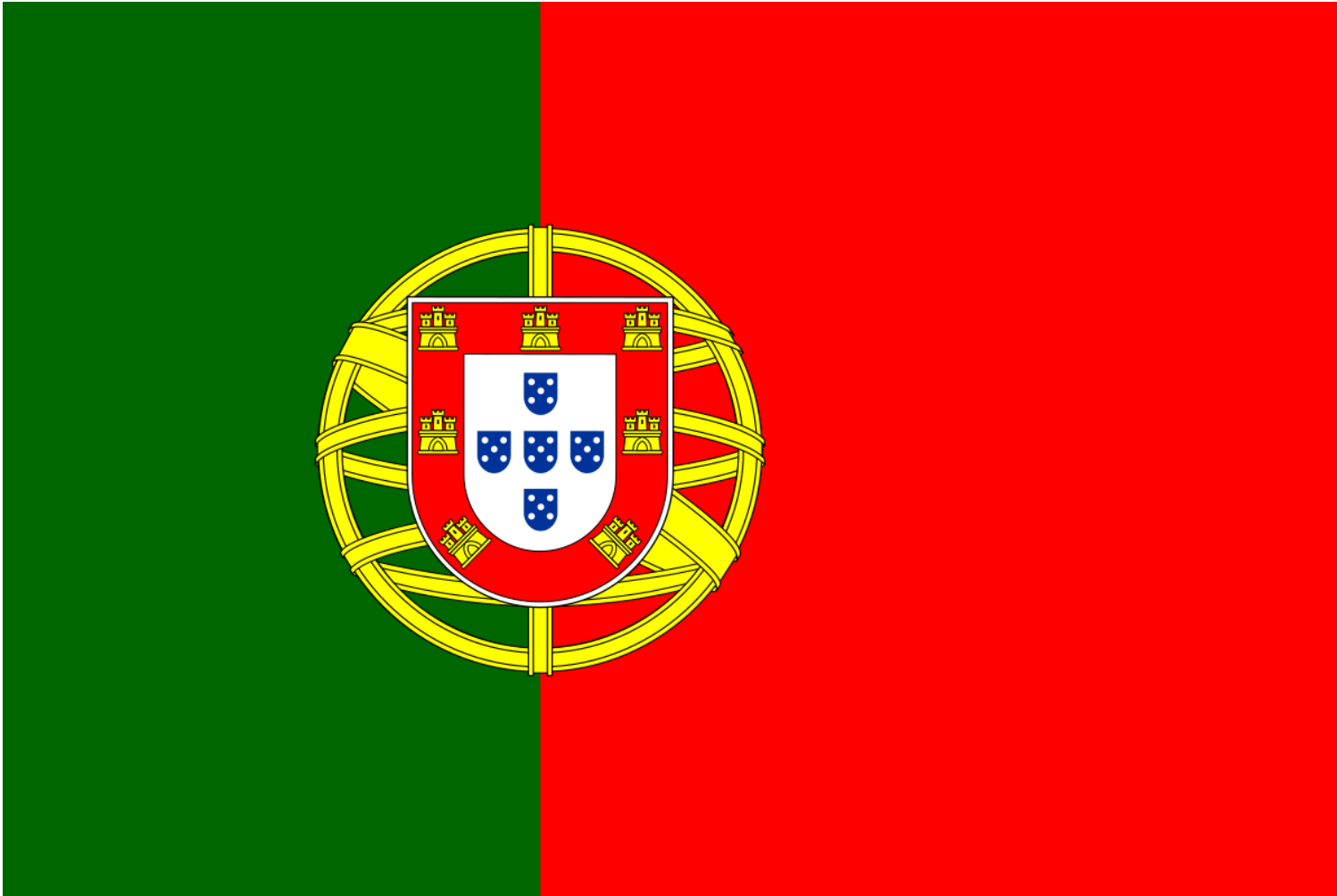
**Period: March to December**

- Content placement of a few URLs from MySwitzerland (Meetings pages)
- Content changes every 2 months.
- **Results for May:** 12'453 clicks, click-through rate of 0,35%



Témoignage séminaire  
managérial: Quand la grande  
distribution veut prendre de la...

Portugal.



# First magazine supplement @ Magazine Visão.



- Market's **first supplement**: a comprehensive **52-page Guide** of Switzerland, covering the topics of Swisstainable, boutique towns, GTToS, GToS, as well as hiking and nature.
- «Visão» is a weekly **magazine** available in both **print and digital** formats, offering special travel editions of exceptional quality.
- **Timing**: May 2023
- **Circulation**: 30'000 copies
- **Media contacts**: 73'750



Spain.



Switzerland.





Switzerland.

# Car holidays with the touring clubs.

- Production of an ST map about the GToS highlighting the «electrifying option»
- Segmented distribution to 100'000 households through two top touring clubs in the market:
  - RACC covering Catalonia
  - RACVN covering the Basque Country
- Bookable packages were fully integrated in partnership with Lucerne, Fribourg, Schilthorn and Aletsch Arena
- Timing: May – June 2023
- Circulation: 100'000 copies | Marketing contacts: 320'000





Switzerland.

# All Those FANS of Zurich.

## «Fanning» the All Those Food Festival

- Exclusive B2C activity for Zurich Tourism participating at this hipster event in Barcelona where we distributed **25'000 beautiful cardboard fans** with a Dadaism look
- The back of the fan invited to explore the special content about Zurich on a microsite in MyS.com reaching **4.139 QR code scans**
- Special distribution with the REX peeler to 170 journalists that participated at the event
- Timing: 26, 27 and 28 Mai 2023
- Marketing Contacts: 25'000 visitors + 4.139 QR code scans





Switzerland.

# All Those FANS of Zurich.





Switzerland.

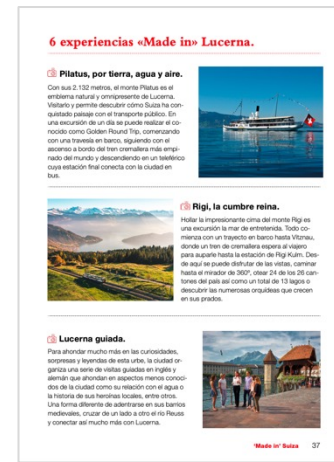
# Booklet «Made in Suiza».

## A printed A5 brochure full of curiosities.

- Spaniards are very curious travelers, so we produced an ST guide with a variety of products, experiences, traditions and curiosities that are 100% Swiss
- Powerful distribution:
  - printed copies with top lifestyle magazines like El Pais Semanal, Esquire and ELLE
  - digital brochure through online advertorials
- Integration of partners and StraPa
- Timing: May 2023
- Circulation: 100'000 copies | Marketing contacts: 246'250 in print + 697'937 in digital



» [Check it out here](#)





Switzerland.

# Roger Federer on the high-speed trains.

- IrYo is a new private high-speed rail operator in Spain running trains between Madrid and Barcelona and Málaga
- **We customized all the seat trays** in 30 daily connections with a 90% occupancy for one month
- Impressive QR tracking results with almost 3'000 scans leading the No. 1 ranking amongst participating countries
- Timing: May 2023
- Marketing contacts: 376'650 | 2.922 QR codes Scans for the STP promotion





Switzerland.

# GToS with ZERO electric motorcycles.

- The Adventure Experience is the event of reference for lovers of trail/adventure motorcycles with not only exhibition areas but also product tests and driving courses
- ST had a photocall at the Zero stand where we distributed a postcard about the Grand Tour linked to a microsite on MyS with a contest
- Timing: 06-07 May in Madrid and 20-21 May in Barcelona
- Marketing contacts: 3'000

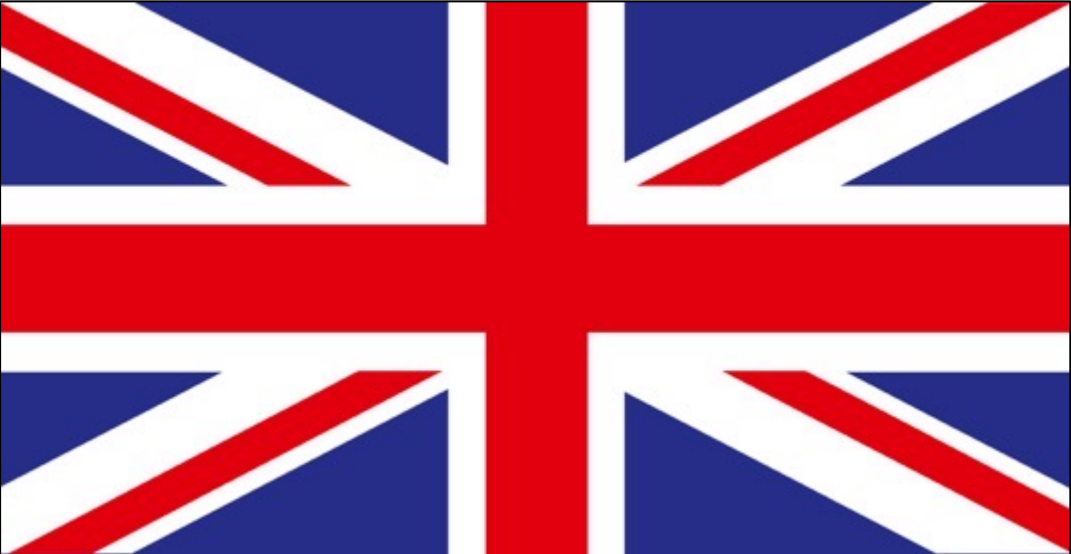


# Media events with Zurich in Madrid & Bilbao.

- Media event with top journalists (travel & lifestyle) from Madrid where we also organized a showcooking of the dessert in collaboration with Lindt
- In Bilbao it was the first time we organized an event with the media attended by representatives of several local newspapers and a radio station
- In both cities, the media showed great interest in Zurich's proposals, generating various media trips for the coming autumn
- Timing: 24 and 25 May 2023
- Media contacts: 9 and 5 Journalists



UK/Ireland.





# 'Sidetracked' x ST UK/IRE.



Switzerland.

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





Switzerland.

# Grand Train Tour and STP Promotion.

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

300x600 - Display - UK

Grand Train Tour

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

SUBSCRIBE NEWSLETTER

I need the train ride of a lifetime.

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

unlock  
**FREE DAYS**  
15 Apr - 14 May 23

Get your Swiss Travel Pass with free travel days: Buy a 4-day pass and get an extra day for free, or enjoy 10 days of unlimited travel for the price of an 8-day pass.

Discover the Grand Train Tour of Switzerland.

stc  
Switzerland of Travel Centres

Grand Train Tour

Switzerland.  
No train, just the world.

Book Now

SWITZERLAND.  
TOURING

RAIL & ROAD

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

# ST x STS Trade Road Show.

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





Switzerland.

# TravMedia Awards 2023.

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



# North America.



# Switzerland Travel Experience USA.

- May 20 – 26, San Antonio, Miami & Denver
- Two 24-hour retreats in San Antonio
- 1:1 meetings, networking functions & educational/fun games
- Traditional trade events in MIA & DEN
- 54 buyers in San Antonio
- 64 buyers in Miami & Denver
- 26 Swiss partners
- Integration of Mammut, Kambly, SCM & Edelweiss/SWISS





Switzerland.

# Media Top Result: Condé Nast Traveler.

- [www-cntraveler-com](https://www.cntraveler.com)
- Date: May 22, 2023
- Journalist: Laine Nieset
- Title: How to explore Switzerland's Engadin Valley in Summer
- Contacts: 842 k uvpm
- Featured: St. Moritz, Engadin, RhB, Bernina Express, Glacier Express, Badrutt's Palace, Kulm Hotel & Grand Hotel Kronenhof

## How to Explore Switzerland's Engadin Valley in Summer

By LANE NIESET  
May 22, 2023 12:48 PM



Kulm Hotel



Switzerland.

# Media Top Result: Metrosource Magazine.

- <http://www.metrosource.com/>
- Date: April/May 2023
- Journalist: Mark A. Thompson
- Title: Life in Switzerland's Bad Ragaz
- Circulation: 125 k
- Geographic focus: National
- Featured: Bad Ragaz, Graubunden







Switzerland.

# SCIB NA: Carried out Incentive.

- 21 – 25 April 2023
- 180 pax, 720 overnights
- CHF 239'760 turnover
- Agency: Landmark Incentive Marketing
- Client: Krasdale (grocery wholesaler)
- Pitched 1<sup>st</sup> time for this event in 2012
- Partners: SPH, Bucher Travel & VJ
- SCIB's support: destination/hotel research, activities, entertainment & visa support



Brazil.



Switzerland.



# KAM/Digital Newsletter: GTToS & STS.

- **Highlight:** GTToS and STS dedicated newsletter
- **02<sup>nd</sup> mailing:** May 03<sup>rd</sup>
- **Mailing:**
  - 26.500 mails for travel agents
  - 160 mails for corporate travel managers
  - 1.800 WhatsApp messages to TAs
- **Opening rate:** 24,36%
- **Link newsletter**
- **Key partners highlighted in the content:**
  - GTToS
  - STS

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



©SwissTravel System

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

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

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

Dois opções estão disponíveis:

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



Switzerland.

# KAM: Travel Luxury Magazine by Primetour - 2nd edition.

- **03 May 2023**
- Breakfast event at Nara Roesler Art Gallery.
- ST Brazil attended the launch event of the new edition of the Travel Luxury Magazine by Primetour published in partnership with the biggest trade media publication Panrotas.
- Double page editorial focused on gastronomy (Media result reported in Feb 2023).
- Switzerland Tourism team presence:
  - Mara Pessoa, Trade Manager

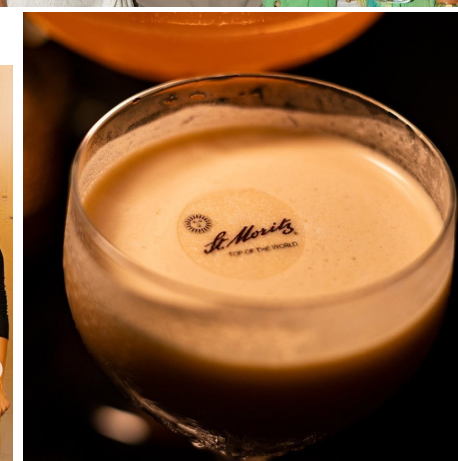




Switzerland.

# KAM: St Moritz & TTW Group Happy Hour.

- **03 May 2023**
  - Get together happy hour organized by TTW Group & St Moritz Tourism and their representative in Brazil, Experanto Latin America.
  - Audience: Ski Brasil experts & TTW Lab agencies
  - Swiss partners in attendance:
    - St Moritz Tourism
  - Switzerland Tourism team presence:
    - Fabien Clerc, Market Director
    - Mara Pessoa, Trade Manager





# KAM: 2023 Pre-ILTM Latin America – The Living Circle dinner.

- **07 May 2023**
- Get together dinner organized by The Living Circle with 8 Key Brazilian accounts.
- Swiss partners in attendance:
  - Helen Wörner, The Living Circle
  - Fernanda Maldonado & Jean-Bruno, Experanto Latin America
- Switzerland Tourism team presence:
  - Mara Pessoa, Trade Manager





Switzerland.

# KAM: 2023 Pre-ILTM Latin America - TTW

## Group Warm up dinner.

- **08 May 2023**
- Get together dinner organized by TTW Group with selected suppliers.
- 7 Swiss partners in attendance:
  - The Living Circle
  - Kulm St Moritz & Grand Hotel Kronenhof Pontresina
  - Badrutt's Palace
  - St Moritz Tourism
  - Burgenstock
  - Guarda Golf
  - Six Senses Crans Montana
  - and more.
- Switzerland Tourism team presence:
  - Fabien Clerc, Market Director
  - Mara Pessoa, Trade Manager





Switzerland.

# KAM: 2023 Pre-ILTM Latin America - Swiss Delegation Lunch by Reed Exhibition team.

- **09 May 2023**
- Get together lunch to welcome the largest Swiss delegation to ILTM Latam organized by Reed Exhibition team.
- 8 Key Brazilian accounts invited to attend the exclusive networking lunch.
- 17 Swiss partners in attendance.
- Switzerland Tourism team presence:
  - Fabien Clerc, Market Director
  - Mara Pessoa, Trade Manager
  - Natalia Leal, Marketing Manager







Switzerland.

# KAM: ILTM Latin America 2023.

- **09 – 12 May 2023**
- Swisstainable stand decoration.
- Distribution of 2023 Sales Manual.
- 400 buyers in attendance over 3 b2b workshop days.
- 11 tables, 20 Swiss partners + 2 Swiss hotels exhibiting as part of Hotel chain brands.
- Nespresso coffee & Lindt chocolates available for buyers & suppliers over the 3 days event.
- Switzerland Tourism team presence:
  - Fabien Clerc, Market Director
  - Mara Pessoa, Trade Manager
  - Natalia Leal, Marketing Manager





Switzerland.

# KAM: ILTM Latin America 2023.

09 – 12 May 2023

List of Swiss partners at ST stand:

- Badrutt's Palace Hotel
- Engadin St. Moritz Tourism
- 7132 Hotels
- Le Grand Bellevue
- Kulm Hotel / Grand Hotel Kronenhof
- Bucher Travel
- Hotel Schweizerhof Luzern
- Titlis / Lucerne Tourism
- Jungfrau Railways
- Romantik Schweizerhof
- The Alpina Gstaad
- PARK HOTEL VITZNAU
- Zurich Tourism
- Baur-au-Lac
- The Living Circle
- Geneva Tourism & Conventions Foundation
- Bürgenstock Hotels
- The Bürgenstock Selection
- Key Partners
- KATAG & Partners



# KAM: ILTM Latin America 2023.





Switzerland.

# KAM: 2023 ILTM Latin America – Teresa Perez Lunch.

- **12 May 2023**
- Get together lunch organized by Teresa Perez Tours with 100 suppliers at Thomas Perez residence.
- Many Swiss partners in attendance.
- Switzerland Tourism team presence.
  - Fabien Clerc, Market Director
  - Mara Pessoa, Trade Manager





Switzerland.

# KAM: 2023 ILTM Latin America – Networking dinner Six Senses Crans Montana.

- **10 May 2023**
- Networking dinner with Six Senses Crans Montana and their representative in Brazil, The Global Nomads, during ILTM Latam week to discuss trade & media projects opportunities for 2024 onwards.
- Switzerland Tourism team presence:
  - Fabien Clerc, Market Director
  - Mara Pessoa, Trade Manager
  - Natalia Leal, Marketing Manager



# KMM – Press release ILTM Latin América.

## Between May, 5<sup>th</sup> and 12<sup>th</sup>

- Press release highlighting the Switzerland Tourism presence and the largest Swiss delegation.
- Mailing: 600 journalists

### Suíça participa da ILTM 2023 com a maior delegação já vinda ao Brasil

Portal Show Vip - Maio 12, 2023



A Suíça mantém a tradição e apresenta participação grandiosa nesta edição de 2023 da International Luxury Travel Market Latin America (ILTM), que está acontecendo na Fundação Bienal do Ibirapuera, em São Paulo, entre os dias 09 e 12 de maio. O país revela 21 marcas de alto padrão, entre destinos, atrações turísticas, sistema de transportes, hotéis e resorts – que se destacam como a mais ampla participação suíça já registrada no evento, atestando a importância do mercado brasileiro.

A Suíça obteve uma excelente performance em 2022 ao registrar impressionantes 21 milhões de noites de hospedagem, um aumento de 17,5% em comparação a 2019, o último ano "normal" antes da pandemia, que já havia registrado um recorde histórico.

Na Europa, a França (+2,8%) teve bons resultados em relação a 2019. Países do Benelux



Switzerland.

# KMM – Meetings with journalists at ILTM Latin América.

**May, 10th**

- Meeting with approximately 15 journalists in the ILTM press room.
- Gift bag to each journalist containing:
  1. A flash drive with ST Brazil latest press releases
  2. Luggage belt









Switzerland.

# KMM – Media trip return Robb Report DAY – Event.

## May

- Media covering the Switzerland Tourism presence at Fazenda Boa Vista in January.
- **Robb Report:** 25k copies.
- ST Presence: Fabien Clerc and Natália Leal.
- Switzerland Tourism Lounge:
  - Tv for ST videos
  - Toten for logo
  - Sustainable and artist experience.
  - Hostess to talk about the activity and to include a postcard containing a QR code to [MyS.com/pt](https://mys.com/pt) in the bags.



Fabien Clerc, conselheiro de turismo da Suíça no Brasil, e sua esposa, Emy Ota, Jobo Doris e Bia Cruz



Veuve Clicquot

### Jardim das delícias

A exuberante Fazenda Boa Vista é um dos empreendimentos da JHSF, líder no setor imobiliário de alta renda do Brasil, que apresentou mais uma novidade no evento: a maquete do projeto chamou a atenção. Percorrer os espaços era se surpreender com novidades como a imensa TV, com 98 polegadas da TCL, as ambientações de Jolia Bergamo, arquiteta de interiores, e prata da casa, ou se encantar com crianças plantando mudinhas da Farah Service. Sem falar no sabor do buffet com toque mágico de Alex Atala, com a 7 Gastronomia e Sapore, entre muitas outras atrações.



Ivone Mello e Lu Almeida



Socinha Gonçalves



Turismo da Suíça



Felipe Doris e Anna Maria K. Gabriela



Espaço Alta



Os convidados receberam special gifts das marcas participantes: Castelo Saint Andrews, Breton, Polenghi são algumas das empresas apoiadoras do evento



Switzerland.

# KMM – Media trip return CNN.

**May, 20<sup>th</sup> and 27<sup>th</sup>.**

- Media trip around to Switzerland covering: Zurich, Grindelwald/ Jungfrau, Luzern/ Engelberg/ Titlis, Vevey and Gruyère
- 2 episodes broadcasted in May.
- Audience – 5MIO
- Online coverage: website and social medias (Instagram and Youtube)
- [Click here](#) to watch the 1<sup>st</sup> episode
- [Click here](#) to watch the 2<sup>nd</sup> episode.



# Campaign & Activation – Mondial da Fondue.

**May, 15<sup>th</sup>**

- Fondue Festival in São Paulo. The winner will represent Brazil at the Mondial da Fondue in Switzerland.
- 8 candidates and 9 jurors.
- 30 guests: opinion makers and journalists.
- The event was sponsored by:
  1. SWISS
  2. Cheese Association in Brazil
- Supported by:
  1. Outlook Guilde Internationale Des Formage
  2. Berna (sausage brand)
  3. Calimp (cheese distributor)

Each guest received a gift bag containing brochures, a potato peeler from Zurich, fondue and sausages.



# Campaign & Activation – Mondial da Fondue.



Switzerland.

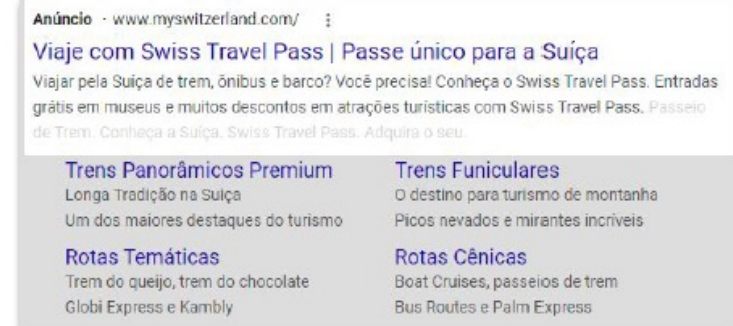


# Campaign & Activation – STP Digital Campaign.



**Between, Apr 15<sup>th</sup> to May, 15<sup>th</sup>**

- Meta and Google Ad's campaign
- STP promotional campaign
- 3'304'508 Impressions
- 117.308 clicks on link
- Budget CHF 2'344



# Campaign & Activation – STP Advertorial at Panrotas Magazine.

## May

- Printed Ad to promote the Swiss Travel Pass promotion.
- Panrotas – trade magazine.
- Edition launched during the ILTM Latin América
- 5'030 copies

GRAND TRAIN TOUR OF SWITZERLAND PATROCINADO

**SENTE, RELAXE E DESCUBRA AS PAISAGENS MAIS LINDAS NO CONFORTO DE UM TREM**



O Grand Train Tour of Switzerland combina as mais belas linhas panorâmicas em uma única rota de trem que leva os passageiros para todos os pontos altos e paisagens da Suíça. São aproximadamente 1,2 mil quilômetros de ferrovias. Cada etapa promete emocionantes aventuras ferroviárias, paisagens de tirar o fôlego, vistas maravilhosas e inúmeras oportunidades de descoberta. Uma rota com paisagens impactantes, passando por 11 grandes lagos, quatro idiomas oficiais e cinco Patrimônios da Humanidade da Unesco. A viagem conduz às mais encantadoras cidades suíças, passando por resorts alpinos pitorescos e diversos cartões-postais. Além disso, uma variedade de excursões de montanha, como Schilthorn, Mt Titlis, Pilatus ou Jungfrau-Joch, são excelentes complementos para o Grand Train Tour of Switzerland. Um grande número de pontos turísticos e maravilhas naturais podem ser admirados, como a Ponte da Capela, em Lucerna, as Cataratas do Reno, perto de Schaffhausen, ou o Matterhorn, em Zermatt, para citar apenas alguns. Das geleiras aos lagos e das montanhas às cidades: cada trecho do Grand Train Tour of Switzerland tem um caráter único. Não tem uma direção ou duração estabelecida. Você pode entrar e sair como quiser. E o melhor de tudo: toda a viagem pode ser aproveitada com um único bilhete – o Swiss Travel Pass. Até o dia 15 de maio de 2023, o Swiss Travel System traz uma oferta especial para você e seus clientes: garanta até dois dias de viagem gratuitos na compra do Swiss Travel Pass. Surprenda-se com o que a Suíça tem de melhor a oferecer a seus clientes: [MySwitzerland.com/GTToS](https://www.myswitzerland.com/GTToS)

156 | PANROTAS – 8 a 14 de maio de 2023

**Eu preciso da melhor viagem de trem da minha vida.**

Descubra agora.



Interlaken

Montreux



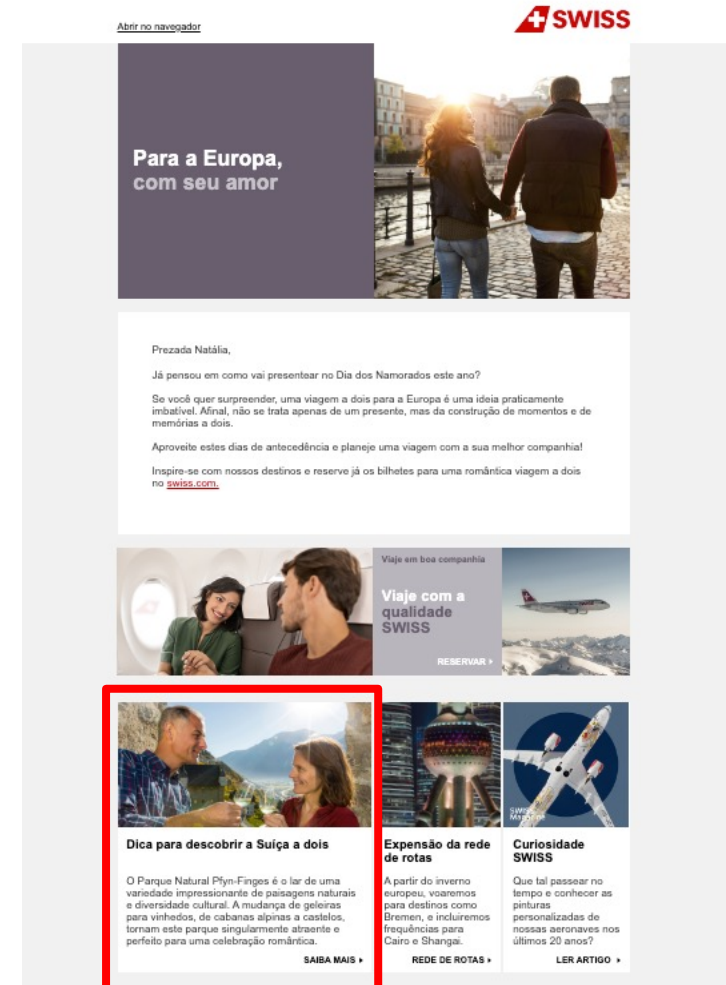
**Eu preciso da Suíça.**



# Campaign & Activation – SWISS Digital Newsletter.

May, 31<sup>st</sup>.

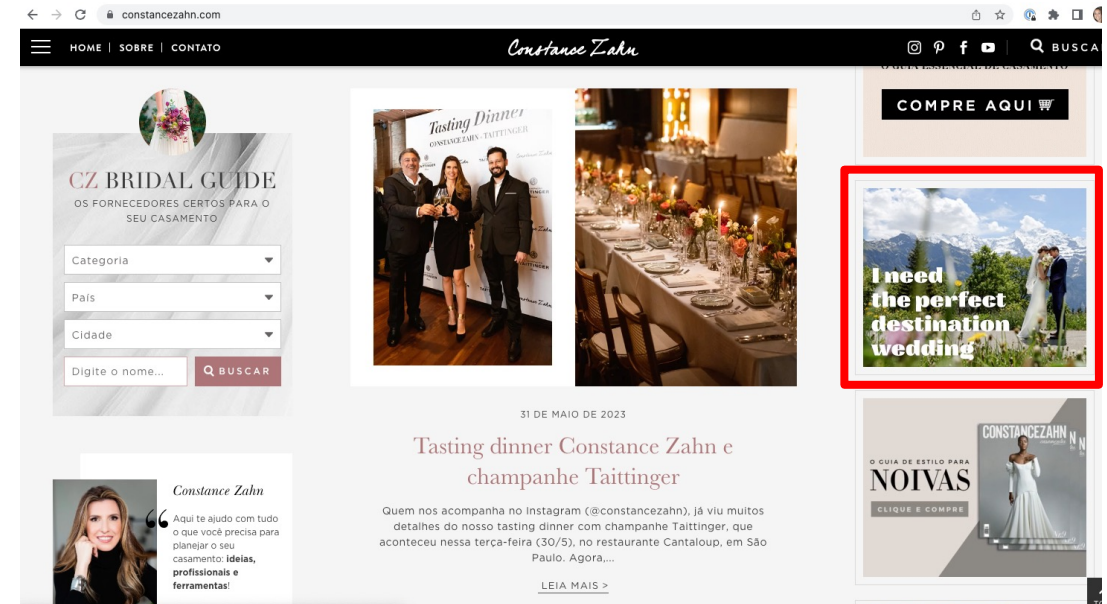
- SWISS Newsletter including a Switzerland Tourism content.
- Theme: Valentine's Day (In Brazil is celebrated on June 12th)
- Link [MySwitzerland/PT](https://www.myswitzerland.com/pt)



# Campaign & Activation – Destination Wedding Constance Zahn.

## May

- Banner online on Constance Zahn website.
- Constance Zahn is the best destination wedding media in Brazil
- Campaign for 3 months
- Page views: 1.2MIO/ month
- Link [MySwitzerland.com](https://www.myswitzerland.com)





# Campaign & Activation in Rio – Capital Club & Julio Okuo.

- Objective: enhancing our visibility in the carioca market.
- 2 different events focused on Switzerland.
- Presentations by market manager to a select group of HNWI's from Rio.
- Total: 120 pax in both events, mix of influencers, media and rich entrepreneurs.
- Themes: gastronomy, Swisstainable, summer, GTToS



Thank you.



**Switzerland.**