

International.



Switzerland.



Signature of Memorandum of Understanding with Mongolia and Albania.

- MOU signed between Albania National Tourism Agency and Switzerland Tourism on 8.5.2023 in field of tourism with accent on sustainable tourism
- MOU signed between Center for tourism development of Mongolia and Switzerland Tourism on 8.5.2023 in field sustainable year-round eco-tourism in mountainous areas and national parks.





Switzerland.

STE Israel 24/JUN – 2/JUL 2023.

- STE Israel with Swiss Partners:
 - Basel, Zurich, Interlaken Tourism
 - Titlis, Eurotrek, Europcar
 - STC, STS, Rail Europe
 - Lufthansa Group
- I cooperation with ITTAA, LHG, Embassy, Neto and Privilege
- 6 venues with total of 120 contacts
- 1 reception at Ambassador's house
- Workshop done in Jerusalem, 2x Tel Aviv, Haifa, Julis, Sh'fram, Tiberius



Switzerland Meeting Trophy, 22 – 25 June 2023.



Switzerland.

- 60 event agencies
- 7 teams from Belgium, France, Germany, Netherlands, Nordic Countries and North America
- 11 Swiss Partners
- Routing: Engadin St. Moritz - Zurich
- Winning team: Belgium followed by France and North America both on second place





Switzerland.

B2B luxury wedding event in Zurich.

- **Date:** May 22nd, 2023 at Park Hyatt Zurich
- **Profile:** 30 luxury wedding planners and local partners across Switzerland
- **Objectives:** Gather insightful ideas on how ST could further promote destination weddings and influence more international couples to #sayYesinSwitzerland.
- **CVB presence:** Lucerne, Engadin St Moritz, Ticino & Montreux-Vevey
- **Programme:** lunch and round-table discussion on key topics include customer journey, same-sex marriage and sustainability



myS.com/weddings.

Feedback gathered at B2B event on May 22nd


- Enquiries & bookings generated for Swiss wedding planners and videographers listed on myS.com/weddings
- Blog articles on pre/post wedding activities help couples to make further planning for their wedding guests
- Blog articles on costing help couples to make budget estimation for their Swiss weddings

LATEST TOPICS WEDDING LOCATIONS SELECTED FOR YOU REAL WEDDING STORIES GENERAL INFORMATION SWISS WEDDING PLANNERS **WEDDING PHOTOGRAPHERS AND VIDEOGRAPHERS**

Wedding photographers and videographers

Take time to get the best pictures of your life: the beautiful landscapes of Switzerland offer the perfect background for your wedding photographs. Be it pre- or post wedding or covering all the emotions of the most important day of your life, a photo shoot in Switzerland will make for incredible memories that you and your partner can cherish.

[Learn more](#) →



Help
Newsletter

Health Travel: Central Asia and The Caucasus.



Swiss Days in Almaty, Kazakhstan.

- June 8, B2B seminar on basics ST Health and Preventive medicine
 - Mercure City Center hotel
 - 52 participants (med-assist & luxury agents)
 - La Cure Reset program, Nescens clinic
 - Partners integrated: EDA, SGE, Lufthansa, Turkish Airlines, Rausch
- June 9, Swiss Days Gala
 - Ritz Carlton, Almaty
 - 80 VIP guests (10 invited by ST)



Health advertorial in Forbes, Kazakhstan, June, 30'000 copies.



Switzerland.

НА ПРАВАХ РЕКЛАМЫ



Как совместить приятное с полезным

В обществе постепенно меняется отношение к здоровью: люди все больше стремятся не только не болеть, но и в целом делать все возможное, чтобы отлично чувствовать себя каждый день, быть счастливыми и здоровыми. Понимание того, что здоровье – одна из главных ценностей, мотивирует многих: кто-то старается вести более правильный образ жизни, а кто-то полагается на достижения науки и стремится разобраться в себе при помощи квалифицированных врачей. Почему есть смысл отправиться за здоровьем в Швейцарию и что это даст, для Forbes Kazakhstan изучала журналист Алина Трофимова.

Успешная комбинация высокотехнологичной помощи, активного отдыха и развитой инфраструктуры позволяет сохранять и восстанавливать здоровье не только гражданам Швейцарии, но и гостям страны. Медицинский туризм набирает всё большую популярность, и на это есть много причин. Швейцария известна не только

перводанной природой, но и всем, что олицетворяет качество, аккуратность, основательность, технологичность и точность. Когда остро стоит вопрос здоровья, на первый план выходит именно квалификация врачей и качество услуг. Швейцарская медицина считается одной из лучших и самых прогрессивных в мире. Ее высокий уровень гарантируется Швейцарской врачебной ассоциацией, которая ежегодно подтверждает профессионализм каждого доктора. И это залог того, что доверчивый турист не попадет в руки шарлатана. Постоянное повышение квалификации и развитие знаний и навыков – это то, что характеризует лучших врачей Швейцарии.

Клиники Швейцарии в первую очередь ориентированы на пациента, это означает, что во главе угла – человек, его ощущения и здоровье, психологическое состояние. Швейцарские клиники и больницы работают по строгим европейским и международным протоколам, пациенты получают всю необходимую помощь на самом высоком

уровне. Врачи тесно сотрудничают с ведущими университетами и исследовательскими центрами – все это гарантирует идеальное сочетание теоретических знаний, нау-нау и практического опыта.

Швейцария славится своими специалистами в области неврологии, кардиологии, ортопедии, онкологии, пластической хирургии и реабилитации. Значительную долю гостей составляют те, кто приезжает на диагностику и check-up. Тысячи туристов ежегодно устремляются в Швейцарию, чтобы получить «второе мнение», профессиональную помощь и индивидуальные планы лечения. Свежий горный воздух, целебные термальные источники и высокий уровень медицины в швейцарских клиниках – все это позволяет оптимально сочетать отличный отдых с медицинскими программами.

В традиционных обществах признаком богатства и здоровья было изобилие в еде – отсюда лишний вес и его негативные последствия. Но по мере роста благосостояния отношение людей

к своему здоровью меняется.

Швейцарские врачи отмечают сокращение употребления алкоголя, отказ от курения, рост физической активности – все это входит в число ключевых факторов для предотвращения многих заболеваний. Возможность обратиться к лучшим врачам и грамотная современная профилактика имеют огромное значение для решения любых проблем со здоровьем.

Эра anti-age услуг сменилась на pro-age: в Швейцарии преобладает разумное отношение к своему возрасту, принятие своих особенностей и уход за кожей с учетом ее потребностей, а не модных тенденций. Этой же философии следуют швейцарские клиники и медицинские центры. В частности, Clinique Nessence недалеко от Женевы предлагает не только check-up, но и новую программу La Cure Reset, направленную на снижение веса, ревитализацию, включающую индивидуальные рекомендации по образу жизни и питанию. La Cure Reset – эксклюзивная программа клиник – сочетает в себе высокотехнологичный подход и современную терапию с физической активностью, правильным питанием и оздоровительными процедурами под контролем опытных врачей.

Разобраться в себе

Благодаря многовековым традициям гостеприимства туристы чувствуют себя в надежных руках во время пребывания в Швейцарии. Выздоровление – это не только оптимальное медицинское лечение, для обретения здоровья очень важен правильный психологический настрой и поддержка близких. Швейцария располагает к тому, чтобы очень быстро переключиться на более естественный, спокойный ритм жизни. Это позволяет заново обрести себя – и для очень многих людей становится ключом

к выздоровлению и восстановлению. А если задуматься, что все это происходит на фоне красивой природы, с бережной заботой о частной жизни и душевном состоянии каждого, становится понятным, почему именно Швейцарию выбирают для лечения.

Целебные свойства термальной воды в Швейцарии известны еще со времен Римской империи, просто тогда это еще не называлось wellness. Врачи одного из лучших термальных курортов Швейцарии – Grand Resort Bad Ragaz – разработали метод NEWYOU (дословно – «новый ты»). Программа сочетает методы доказательной медицины, аюрведы, акупунктуры, остеопатии и других практик. Программы NEWYOU появились прежде всего для того, чтобы объединить научный подход с положительными эмоциями в процессе оздоровления. Это шесть элементов, шесть простых шагов: обновление, хорошее самочувствие, упражнения, правильное питание, близость к природе и забота о красоте. Основываясь на этих элементах, но не забывая про научную базу, Grand Resort Bad Ragaz предлагает гостям интересные, нескудные и приятные варианты оздоровления. Врачи отмечают, что пациенты легко принимают принципы NEWYOU, вернувшись домой, и это не вызывает отторжения и неприятия.

Как это устроено

Швейцария предлагает удобные и приятные программы для тех, кто нацелен на медицинский туризм – от принятия решения до индивидуального сопровождения после лечения. Гости чаще всего выбирают Швейцарию не только из-за высокой квалификации врачей и высоких стандартов системы здравоохранения, но последнюю роль играет и бережное отношение к частной жизни и защита информации о пациенте. В Швейцарии



КРИОТЕРАПИЯ В КЛИНИКЕ GÉNOCLER

есть разные типы клиник: государственные и частные, многопрофильные и узкопрофильные, специализирующиеся на отдельных областях медицины (например, неврореабилитация или урология). В каждом регионе есть как универсальные клиники, предлагающие программы check-up, так и специализированные, проводящие высокотехнологичные операции. В частных клиниках чаще всего есть отдел по обслуживанию иностранных пациентов. Базовую диагностику здоровья можно совместить с отдыхом, выбрав отель с сертифицированным медицинским центром. С выбором клиники помогут определиться в специализированном агентстве медицинского туризма Medspatnik (swissmedspatnik.com), которое непосредственно работает с клиниками в Швейцарии. Связаться с менеджерами компании Medspatnik можно по телефону +7 705 999 25 41 или по e-mail: info@swissmedspatnik.com. До поездки в Швейцарию принимающая сторона или агентство составляет план пребывания и разрабатывает индивидуальную программу. При необходимости клиника может запросить ряд анализов и данные о состоянии здоровья. После диагностики и лечения контакты с врачами и клиникой не прерываются – при помощи телемедицины можно получить дальнейшее сопровождение и необходимые консультации.



Switzerland.

Health advertorial on forbes.kz, June, main page teaser, 1.6 mio visitors per month.

Forbes.kz main page layout showing various news teasers and a featured article.

Главное

- Экс-министра Ильина проверят в рамках уголовного дела
- Казахстан выиграл в медальном зачете чемпионата Азии по велоспорту
- Саясат Нұрбек: Ғылым мен бизнестің синергиясы - жетістіктің маңызды факторы
- Фонд Нурлана Смагулова направляет 50 млн тенге в Абайскую область
- Саудовцы начнут строить электростанцию у Джунгарских ворот в 2025 году

Подписка на журнал

Новый образ

Article page for "За здоровьем – в Швейцарию" (For Health – to Switzerland).

За здоровьем – в Швейцарию

Актуально > Здравоохранение

15 июня 2023

Как совместить приятное с полезным

Термальный курорт Бад-Пагац, Восточная Швейцария ФОТО: © Switzerland Tourism

В обществе постепенно меняется отношение к здоровью: люди всё больше стремятся не только не болеть, но и в целом делать всё возможное, чтобы лучше себя чувствовать каждый день, быть счастливыми и здоровыми. Понимание того, что здоровье – одна из главных ценностей, мотивирует многих: кто-то старается вести более правильный образ жизни, а кто-то полагается на достижения науки и стремится разобраться в себе при помощи квалифицированных врачей. Почему есть смысл отправиться за здоровьем в Швейцарию и что это даст, изучала Алина Трофимова.

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Выбор редактора
Виктора Бурдина

Открытый банкинг внедряют в РК: что он даст казахстанцам?

Обсуждаемые в СОЦСЕТЯХ

- Неделя
- Месяц
- Год

- Группа «Би-2» отдаст гонорар за концерт в Семее пострадавшим от пожаров
- Наш милый доктор снова в городе: в Алматы установили скульптуру Юрия Померанцева

Health Travel: CIS E-newsletter.

From: Switzerland Tourism <natalia.vart@switzerland.com>
 Subject: Как предупредить рак. Рекомендации из Швейцарии.

[Print preview](#) [HTML](#) [Plain text](#)



Нарушение пищевого поведения.

Анорексия, булимия, психогенное переедание, приводящее к ожирению – нарушения пищевого поведения бывают разными и по причине хронического течения часто требуют как можно более раннего вмешательства и лечения.

Клиники Швейцарии применяют мультидисциплинарный подход к лечению подобных расстройств и включают индивидуальные и групповые занятия, диету и различные виды арт- и креативной терапии. Цель состоит в том, чтобы помочь пациентам вернуться к нормальному пищевому поведению и сформировать здоровое и адекватное самовосприятие.

Клиника Les Alpes, Частная клиника MENTALVA, Kusnacht Practice и другие.

В какую клинику еще
обратиться?



Детокс? Что это? Как он работает?

В теории все просто: детокс, или детоксикация, – это очищение организма от токсинов и вредных веществ. В норме наш организм способен избавляться от них самостоятельно. Однако если нагрузка на органы, отвечающие за их выведение, слишком велика или их работа нарушена, процесс переработки токсичных веществ становится недостаточно эффективным.

Помимо улучшения работы ряда органов, детокс-диета дополнительно приносит и другие положительные результаты. Очищается кожа, уходят проблемы со сном, налаживается работа сердечно-сосудистой системы. Многие отмечают прилив энергии и улучшение настроения.

Интервью д-ра Верены Бринер

Waldhotel Health & Medical
Excellence

- June 8
- B2B E-Newsletter
- Theme – Cancer
- Partners presented: Clinic Bad Ragaz, Klinik Schloss Mammern, Bois-Serf, Les Alpes, MENTALVA, Kusnacht Practice, Waldhotel Health and Medical Excellence
- Sent out to 688 addresses in CIS states
- Open rate: 20.59 %
- Click rate: 1.09 %

Markets East.

Germany.



Switzerland.



Switzerland.

Production Week with Beatrice Egli.

- June, 5th – 9th
- Production for two campaigns
 - Ticino (Ascona-Locarno)
 - 100% Women (Adelboden)
- Social Media campaigns are ongoing (Ticino) and to be followed (100% Women)
- Great efforts from strategic partners BMC and Europcar!
- Bigger media coverage in SRF (G&G)
- Stay tuned for the campaign results





Switzerland.

FamTrips “Schweiz Akademie”.

June 24 – 30, 2023.

- **FamTrip Bern – Lucerne / 10 buyers**
 - City of Berne, Tropenhaus Frutigen, Adelboden
 - Trubschachen – Kambly Experience
 - Lucerne, Rigi
- **FamTrip Graubünden – Ticino / 10 buyers**
 - Arosa & Davos
 - Bellinzona & Lugano
- **Grande Finale in Zürich** – meeting of both groups and ending the trip together
- **Shared WhatsApp group** with daily photo challenges (StraPa prizes).
 - The aim of the chat was to share the experiences between both groups. Building relationships.



Austria/Hungary.



Switzerland.

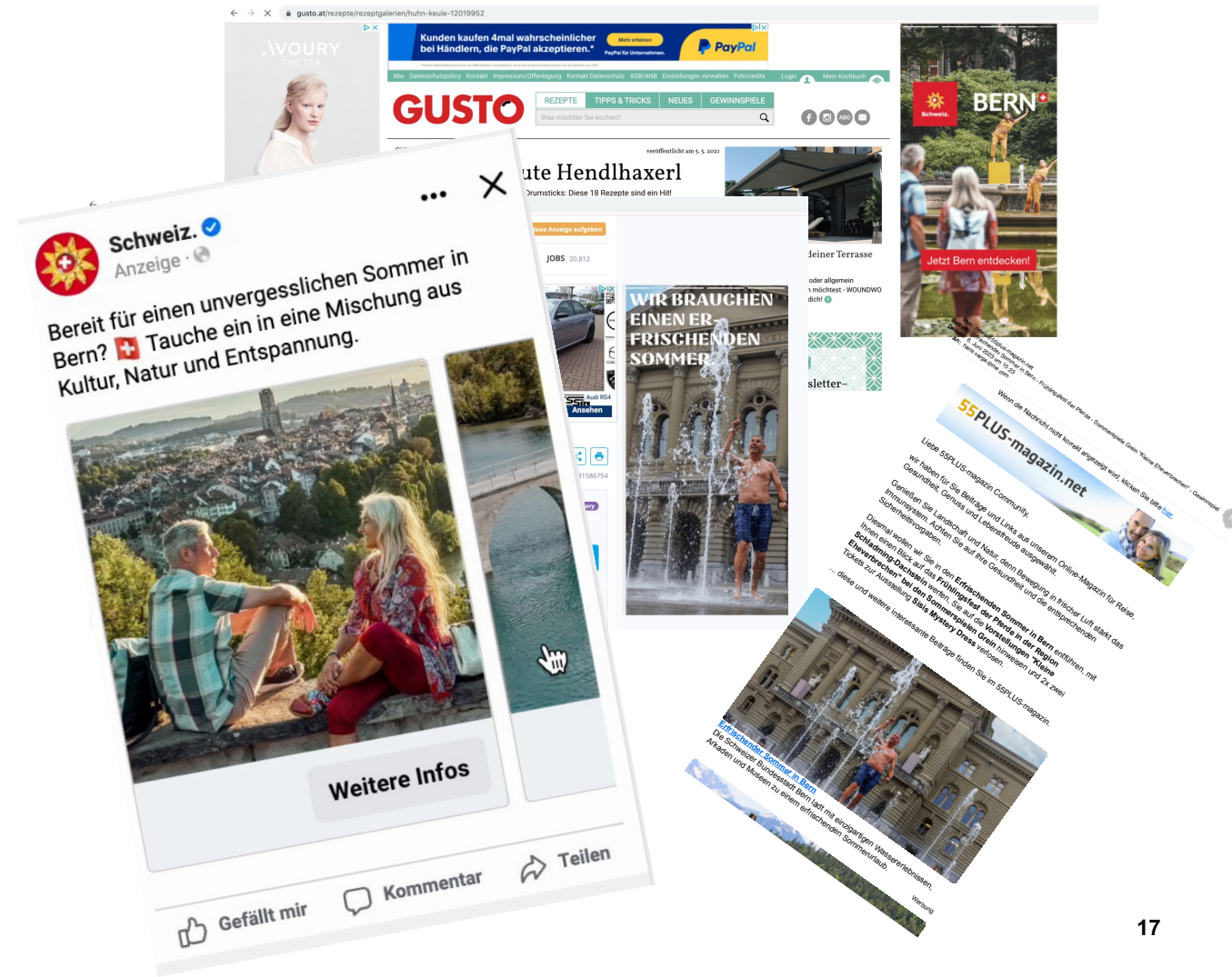




Switzerland.

Austria: Digital campaign “Summer in Berne”.

- Digital campaign for promoting summer in Berne with the main topics bike, water & culture.
- Promotion with Native & Display Ads in the Austrian Content.Link network, Social Ads as well as Advertorial, Sitelink and eNL contribution from 55plus-magazin.net.
- Marketspecific microsite on MySwitzerland.com
- Date: 1.-21. June 2023
- Contacts: total 5'388'882 AIs, 31'000 clicks





Switzerland.

Austria: Group media trip to Geneva.

- On the occasion of this year's new SWISS flight connection VIE-GVA, we organized a city break media trip to Geneva
- Highlights: Pre-visiting "Portail de la science du CERN" which will be opened on 7 October 2023 & Initium watchmaking workshop.
- Date: 23.-25. June 2023
- Participants: 6 Austrian media representatives for the following medias:
 - Kleine Zeitung
 - Kronen Zeitung
 - Die Presse
 - Kurier
 - TIP / Profi Reisen Verlag
 - 55plus-magazin.net





Switzerland.

Austria: B2B promotion for Pilatus and STS.

- Online advertising of Pilatus News via the Austrian travel trade medium "tip".
- The STS Excellence Program has been advertised for B2B in "tip" and "Traveller".
- The advertorials have been included within the NL of both travel trade media.
- Dates:
- Pilatus: 29.05.-04.06.2023 + 12.-18.06.2023
- STS: 05.-11.06.2023 + 26.06.-02.07.2023
- Contacts:
- Pilatus: 47'000
- STS: 65'000

The image displays two screenshots of online advertising. The left screenshot shows a page on tip.at with the headline "Eine neue Ära am Pilatus" and a sub-headline "Die Pilatus Bahnen AG bietet mit ihrem vielseitigen Freizeitangebot am Pilatus '2132 Möglichkeiten über Meer'". Below the headline is a photograph of a cable car on a mountain. The right screenshot shows a page on Touristik with the headline "Swiss Travel System Excellence Program - Jetzt registrieren" and a sub-headline "Es muss nicht immer New York oder Mallorca sein. Bereits eine Fahrt über die Landesgrenzen...". Below the headline is a photograph of a train in a mountainous landscape.

advertorial

Eine neue Ära am Pilatus



Die Pilatus Bahnen AG bietet mit ihrem vielseitigen Freizeitangebot am Pilatus "2132 Möglichkeiten über Meer".

Pilatus Kulm Hotels
Ein einmaliges Erlebnis ist auch eine Übernachtung auf 2132 Meter über Meer. Nirgendwo leuchten die Sterne intensiver und sind die Sonnenaufgänge spektakulärer als auf Pilatus Kulm. So nah bei Luzern und doch in einer ganz anderen Welt.

Weitere Informationen unter: www.pilatus.ch/trade

Advertorial

• pilatus, pilatus bahnen, schweiz, schweizer bahnen, seilbahn, zahnradbahn, aktivurlaub

advertorial

Swiss Travel System Excellence Program - Jetzt registrieren



Es muss nicht immer New York oder Mallorca sein. Bereits eine Fahrt über die Landesgrenzen...

Lernen Sie das Swiss Travel System Excel ich noch heute registrieren. Das prestigie reichste durch die verschiedenen Landes Grenzen Sie innerhalb kürzester Zeit zum ÖZ mehr über die spannende Rundreise der Welt.

Jetzt Swiss public transport expert werden - HER geht's zur Registrierung

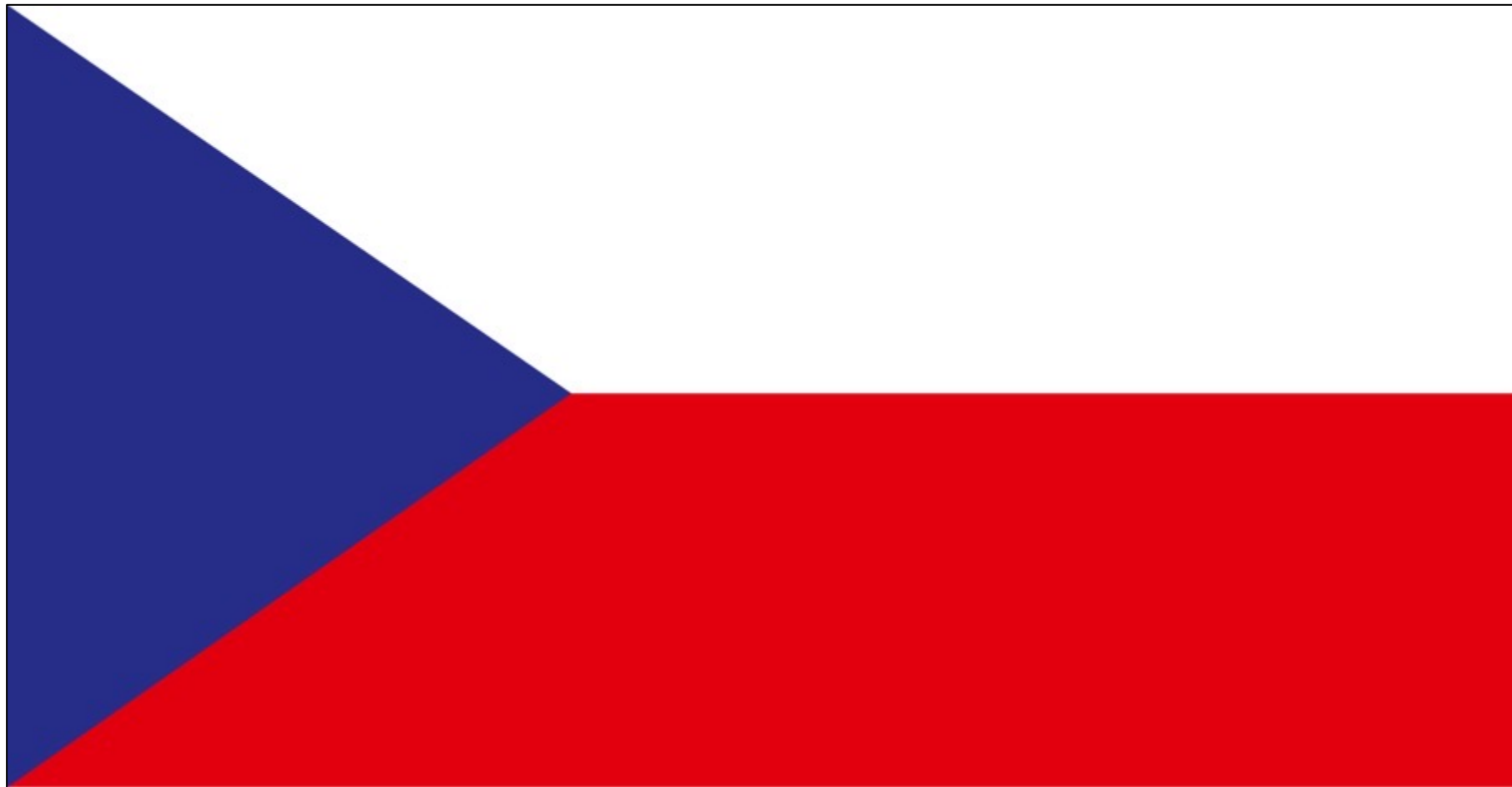
Advertorial

• schweiz, swiss travel system excellence program, e-learning, swiss travel system, agents, schulung, online-schulung, destinationsschulung

Czech Republic.



Switzerland.

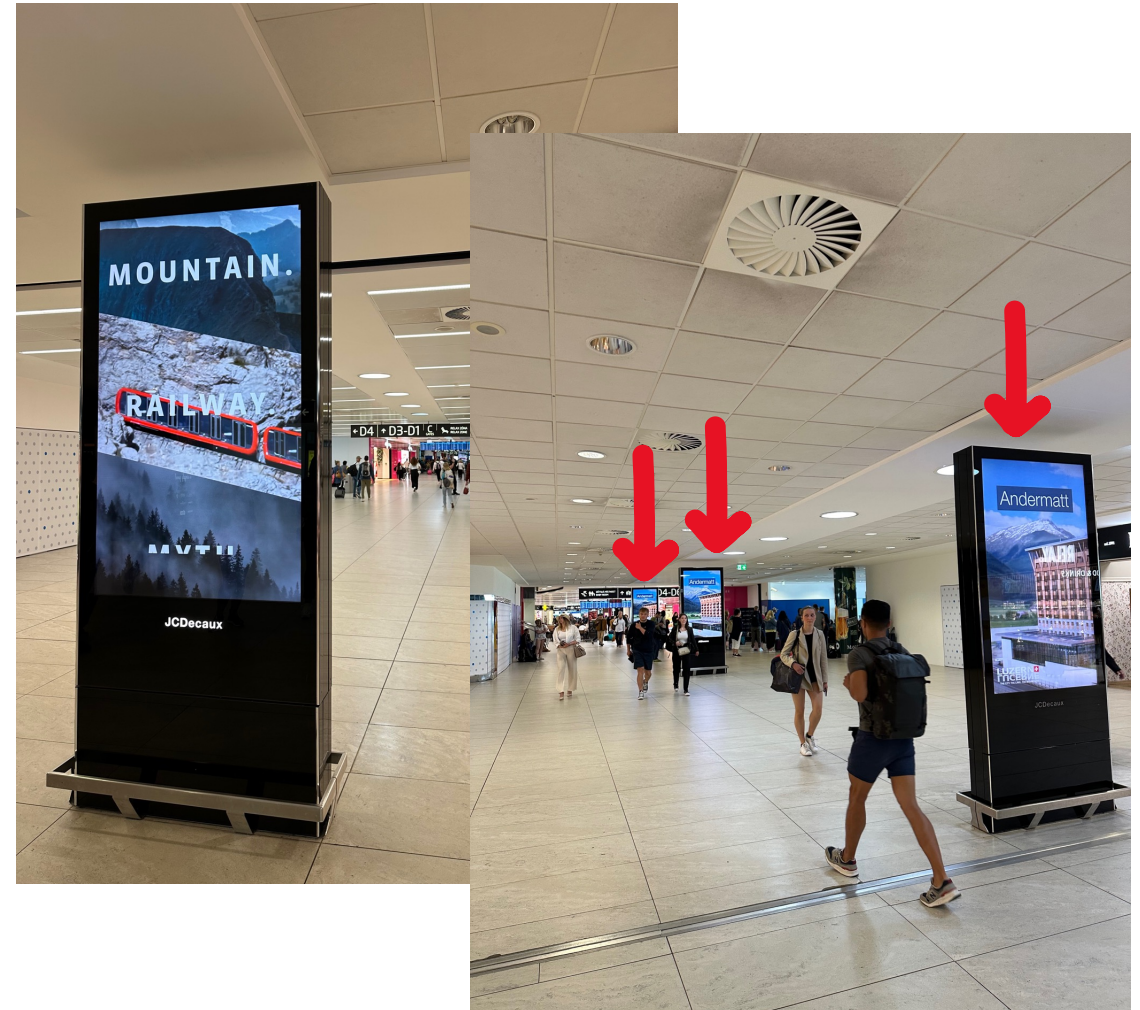




Switzerland.

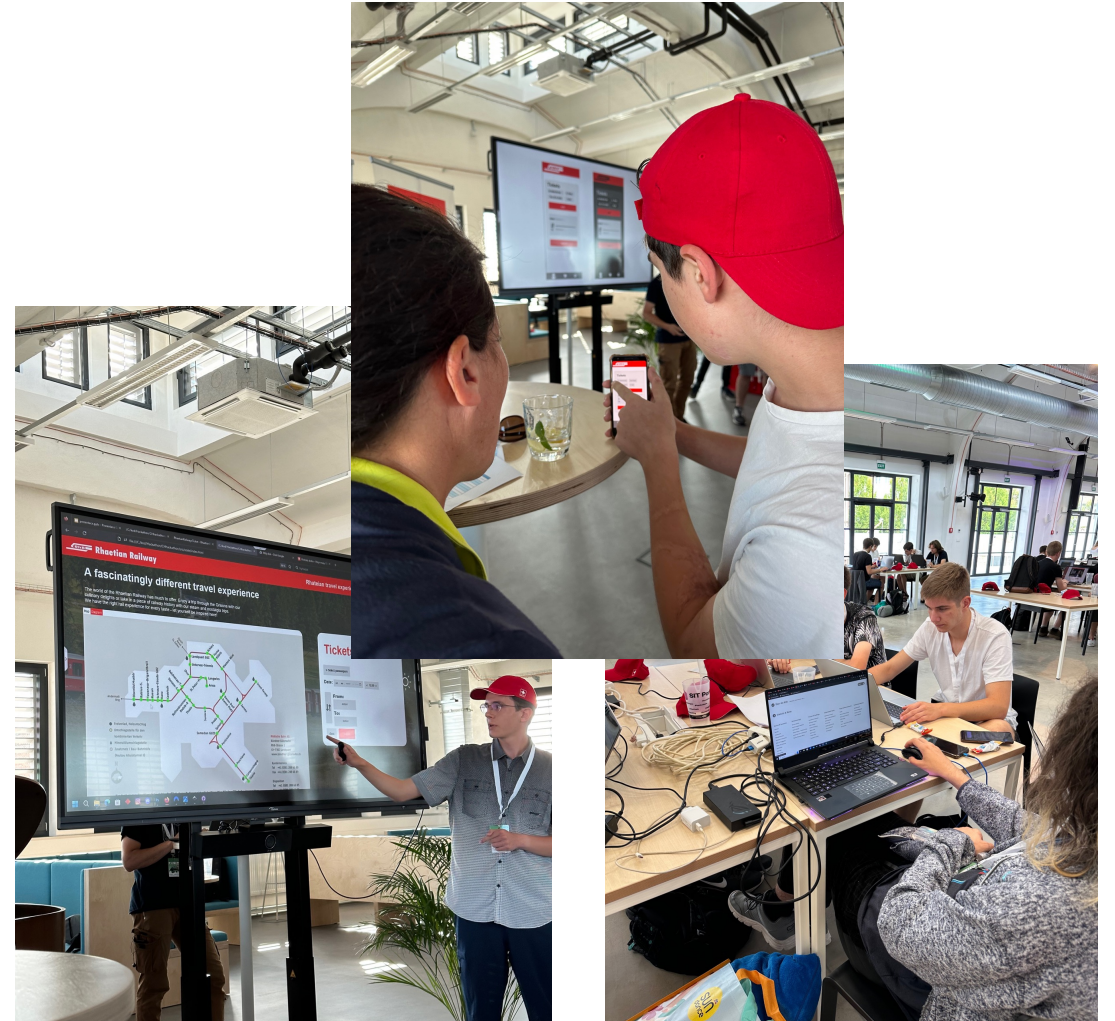
Pilatus and Lake Lucerne Region at Prague Airport.

- Prague, May – June 2023
- 2 months video promotion in departure hall of Terminal 2 (Schengen flights) at Prague Airport Václav Havel focused on Pilatus Bahn, Lake Lucerne Region (Lucerne, Rigi, SGV, Titlis Andermatt).
- Video played always parallel in 3 different video displays (99,6 x 177,1 cm).
- 1.500.000 Marketing Contacts



Hackathon / Ideathon 2023.

- Pilsen, 27. – 28. 6. 2023
- 24 hours programming contest for high-school students with task by partners. Event organized together with EDA and Nestlé CZ.
- ST partnership in form of task for students to project and create new website and mobile app for RhB.
- RhB teams prepared in 24 hours time limit **functional examples of brand new RhB mobile app and new website!**
- 370.000 Marketing Contacts, 40 students in 8 contest groups (5 RhB groups and 3 Nestlé groups)



Poland.



Switzerland.



Switzerland.

Future activities.

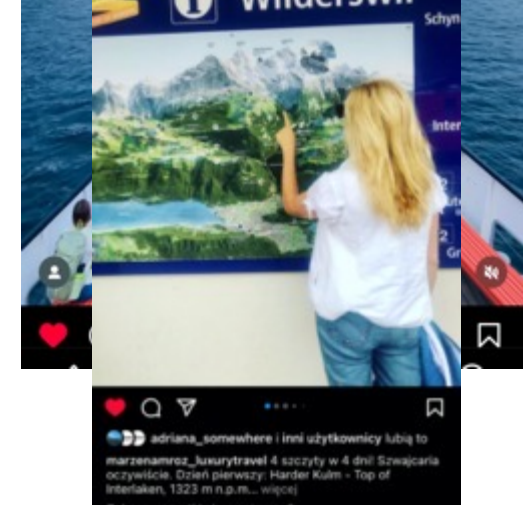
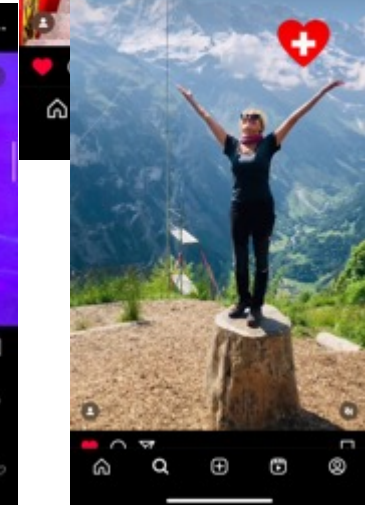
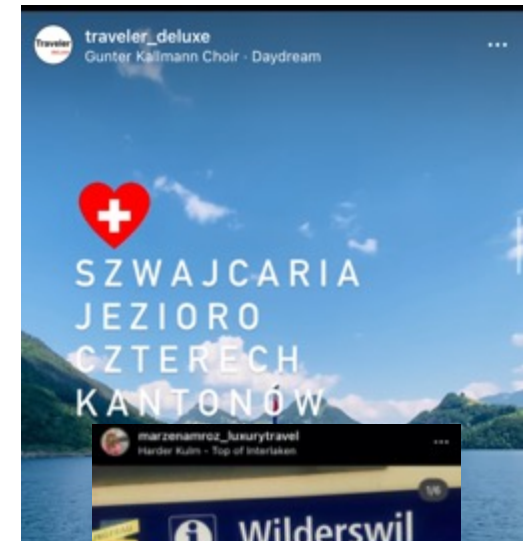
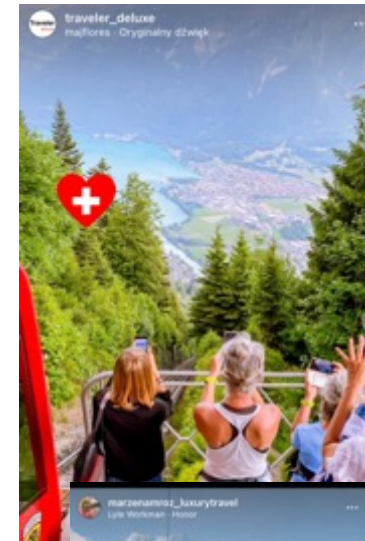
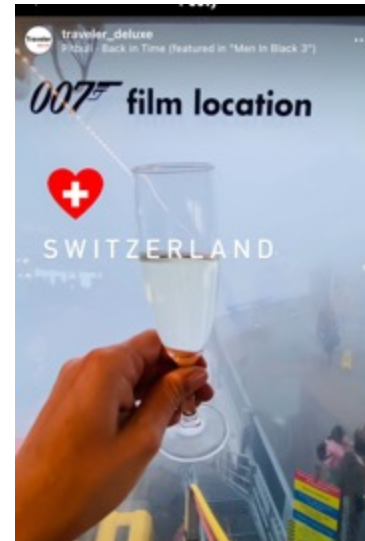
- Group media trip biking women, with former World champion and Olympic silver medalist (2x) Maja Włoszczowska, August
- Promo of eGuide GToS
- TVN trip, September
- *Edyta and Friends* trip, September
- STM Geneva, September
- Contest winner trip, September
- Autumn promotion in SoMe



Switzerland.

KMM: Group media trip Swiss Peaks.

- 13 – 17 June
- 5 journalists representing magazines, portals and freelance
- Program including Schilthorn, Pilatus, Titlis and Harder Kulm
- Focus on cable cars and cogwheel trains
- SoMe during the trips, reach 132'000

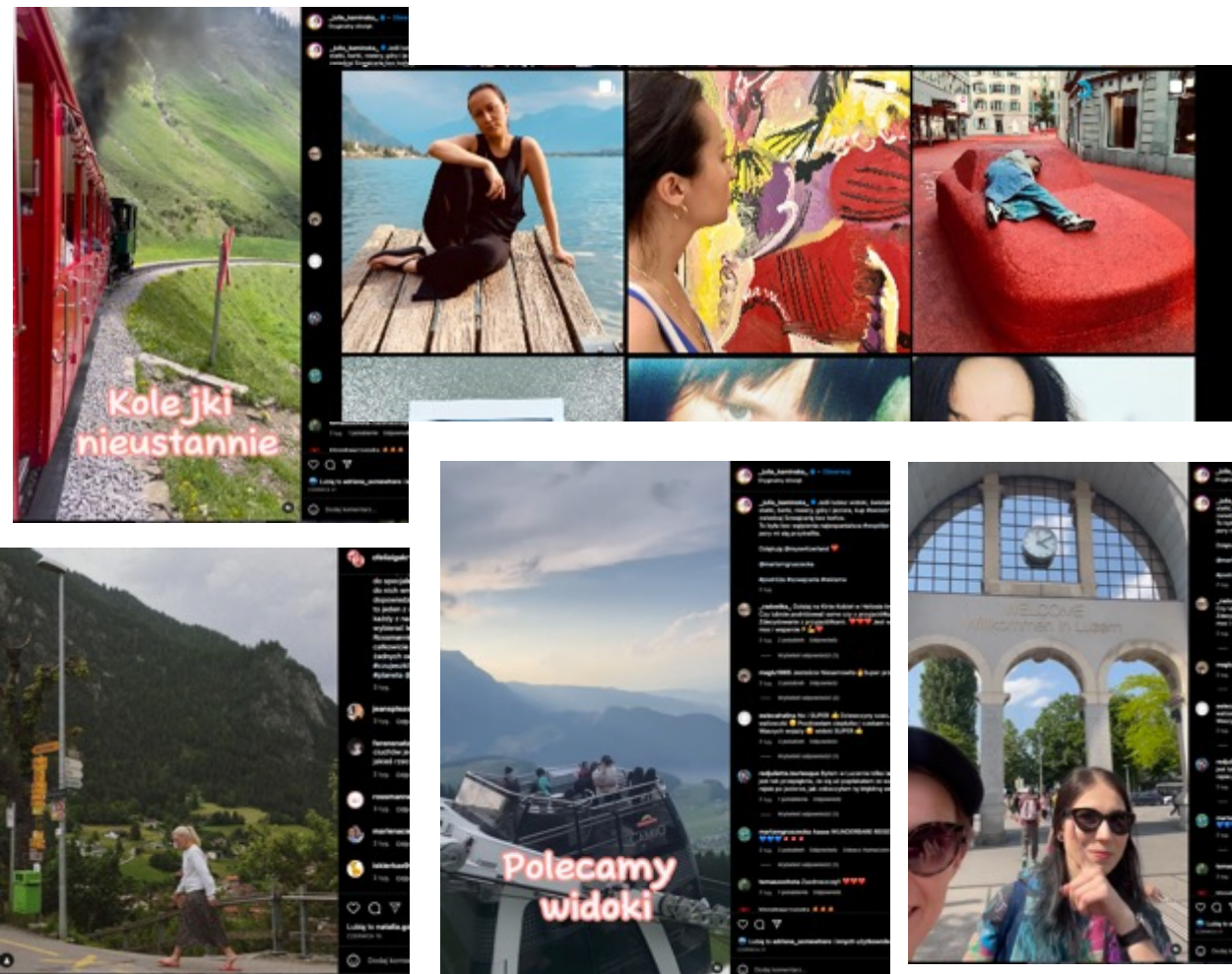




Switzerland.

KMM: Artists on Grand Train Tour.

- 3 different 4-day trips
- Between 4-11 June
- 3 musicians on GTToS
- 6 pax
- Panoramic train rides
- SoMe during and after the trip, reach 470'000
- Content for video to be presented at 2 summer music festivals

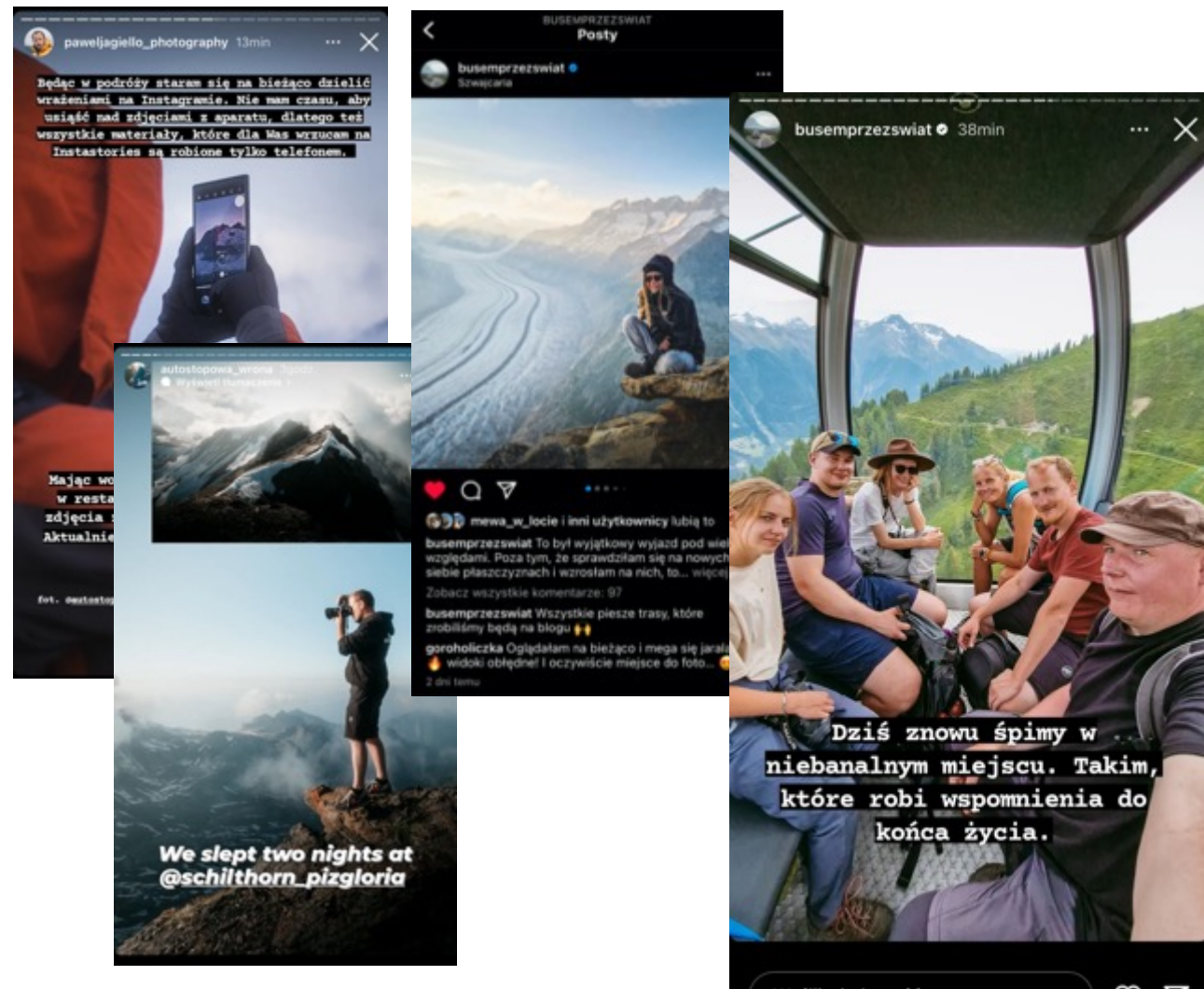




Switzerland.

KMM: Photo project, Magic Mountains (I).

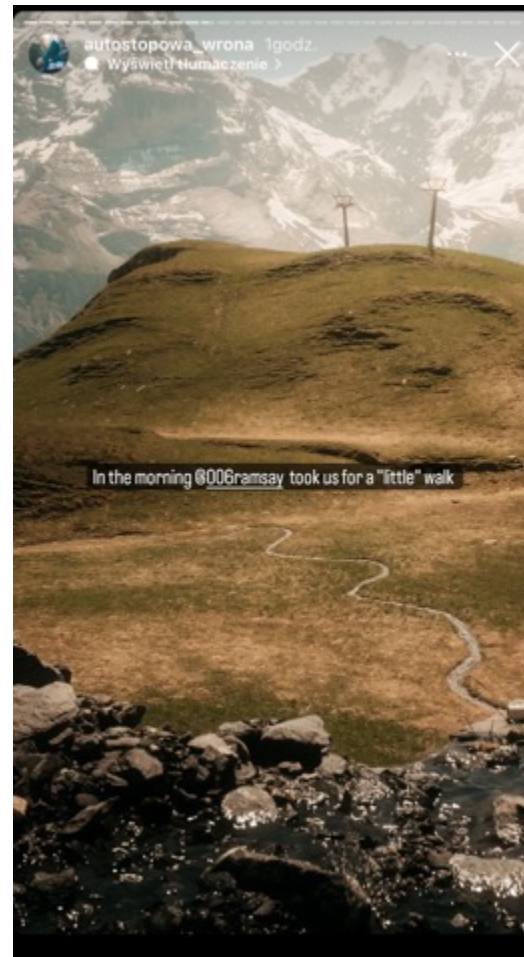
- 24-29 June
- 5 pax, 3 photographers and 2 contest winners
- Visit to Schilthorn, Aletsch Arena and Zermatt
- Focus on landscape photography
- Publications during the trip in SoMe (Instagram, InstaStories), results will follow



KMM: Photo project, Magic Mountains (II).



Switzerland.

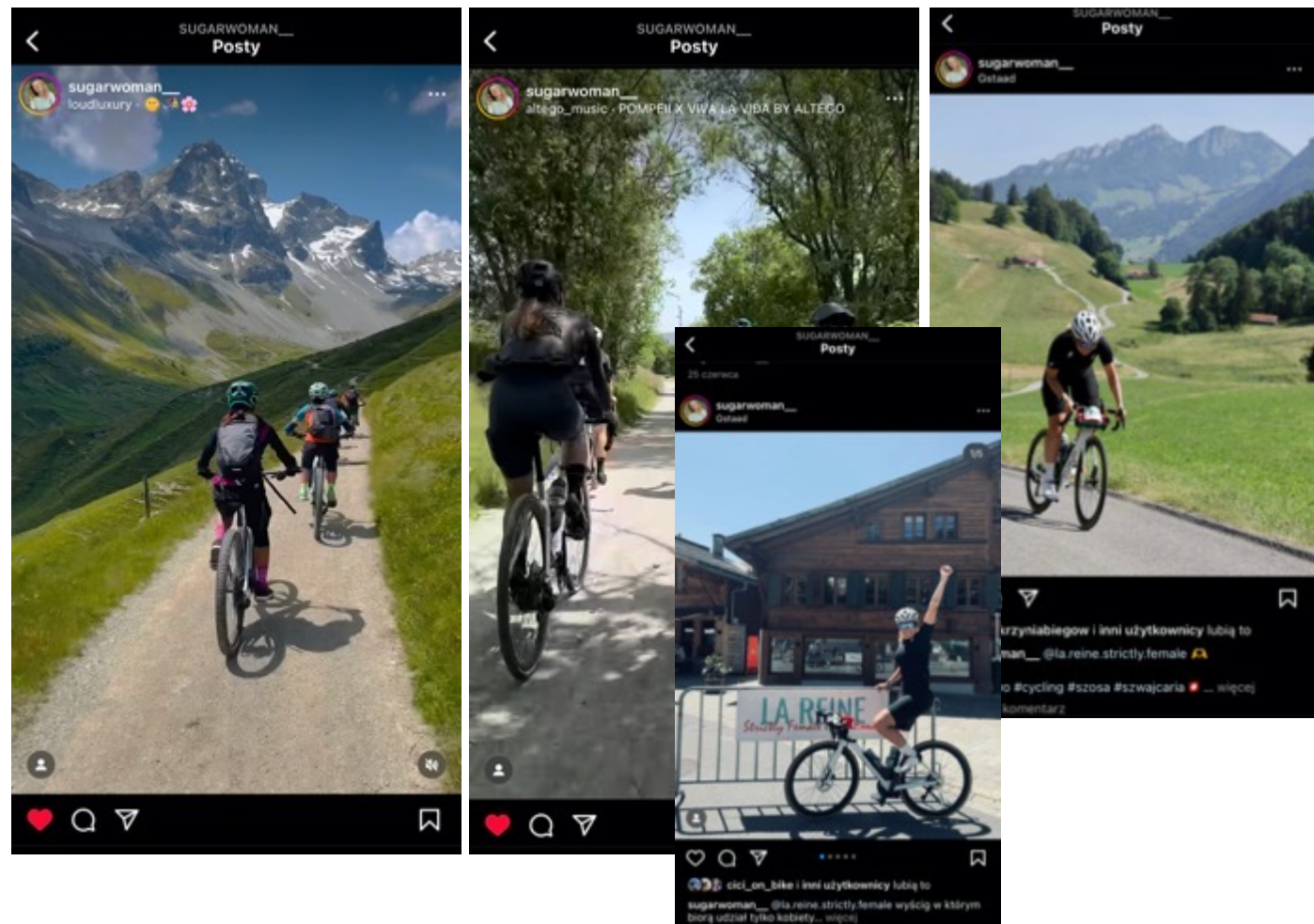




Switzerland.

KMM: International media trip, 100% women.

- 19-24 June
- Part of the project 100% women cycling
- 1 pax from Poland, Maja @sugarwoman__
- Posts and SoMe communication during and after the trip
- SoMe reach 370'000

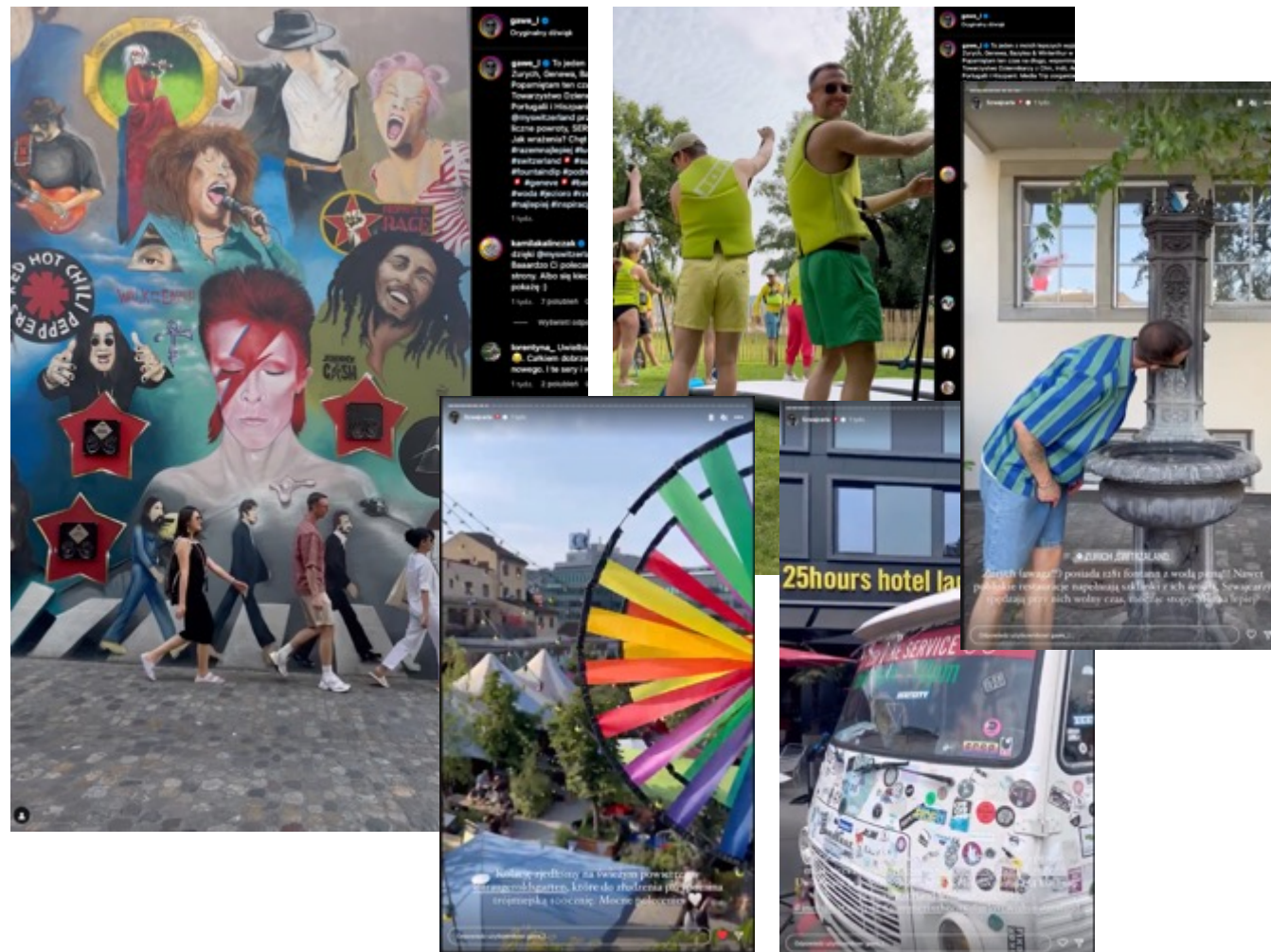




Switzerland.

KMM: International media trip, Swiss Cities.

- 25-30 June
- Swiss Cities and water
- 1 pax from Poland, Gaweł @gawe_l
- Posts and SoMe communication during and after the trip, reels
- SoMe reach 132'000





Switzerland.

Campaigning & Activ.: Advertorial in *Business Traveller*.

- 2 pages advertorial
- Bimonthly edition June-July
- Topics: summer, GToS, GTToS, cities
- QR codes to our guides online
- ST maps insert
- 20'000 copies, 300'000 reach
- Supported by online activities
- SoMe activities, reach 52'000



Campaigning & Activ.: Advertorial in *Zwierciadło*.

- 1 page advertorial in monthly magazine
- One of the biggest women's magazines
- QR codes to our e-guides
- ST summer GToS map insert
- 120'000 copies, 620'000 reach



Grand Train Tour of Switzerland.
Niezapomniana podróż po Szwajcarii.

W SERCU ALP

SZWAJCARIA. TU JEZIORA SĄ WSPANIALE TURKUSOWE, WIOSKI BAJKOWO ŚLICZNE, MIASTECZKA PRZYJEMNE DO ZWIEDZANIA, A GÓRY OCZAROWUJĄ SWOIM MAJESTATEM. PYSZNY SER, CZEKOLADA, RAJ DLA MIŁOŚNIKÓW WĘDRÓWEK, ROWERÓW, SPACERÓW. TU WAŻNE JEST PODRÓŻOWANIE W STYLU SWISS SUSTAINABLE, Z DBAŁOŚCIĄ O PRZYRODĘ, UWAGNIE I Z MNÓSTWEM PRZYJEMNOŚCI.

GRAND TRAIN TOUR
- podróż po Szwajcarii
Przejdź przez najpiękniejsze zakątki Szwajcarii. Alpy, jeziora, miasta i historię przez Alpy.

GRAND TOUR
- Szwajcaria samochodem
Specjalnie wytyczona trasa przez stary miasteczka, jeziora, górskie panoramy, widok 22 jezior.

SZWAJCARSKIE MIASTA
Budowle, uliczki, otoczone górami, pełne atrakcji dla każdego. Ciekawe miasto, historia, niesamowite widoki i bliskość natury.

MojaSzwajcaria.pl

Swiss tainable

SWISS

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



Switzerland.

Branding 100% Switzerland

10-11 June

Topic: summer on Grand Tour of Switzerland

Reach: 2'890'000, 6'900 clicks



Campaigning & Activ.: Article on *wysokieobcasy.pl*.



Switzerland.

Online article with focus on interesting and surprising facts about Switzerland

Article shared in daily *Gazeta Wyborcza* (leading newspaper) newsletter with 248'000 recipients and with 28'327 recipients of women's

magazine *Wysokie Obcasy*
Article promoted in SoMe of *wysokieobcasy.pl*



Davos, Szwajcaria (Fot. Ewa Tomkowska)

KOBIETY W PODRÓŻY

Siedem ciekawostek o Szwajcarii, które mogą Was zaskoczyć

Ewa Tomkowska 15.06.2023

Szwajcaria to nie tylko kraj czekolady, serów czy zegarków. Sprawdź, czego być może nie wiesz o tym państwie.



Campaigning & Activ.: Articles from supplement online on *wyborcza.pl*.



Switzerland.

2 articles from our print supplement published online

Topics: Swisstainable and train rides

Reach 36'800, views 68'230

Gazeta Wyborcza
Sponsowane (demo)

Ekspres Bernina jest jedną z dwóch najbardziej znanych linii Kolei Retyckich (druga to Ekspres Lodowcowy), a w tym roku świętuje złoty jubileusz. Jest najwyższą położoną linią kolejową w Europie i najbardziej stromą na świecie, żeby pokonać trasę przez granię Alp, wjechała w 55 tuneli i na 196 mostów.




WYBORCZA.PL
Pół wieku z legendą na torach
Przejazd luksusowym pociągiem Bernina to doświadczenie podróży...
Dowiedz się więcej

56 komentarzy 27 udostępnień

Gazeta Wyborcza
Sponsowane (demo)

Szwajcaram natura „zrobiła się” sama – w końcu kraj leży w górach, nad jeziorami – ale gdyby nie ludzie, nie wyglądałoby wciąż tak, jak wygląda. Dbają o nią w wielu aspektach: miasta są czyste, wodę można pić z kranu, transport nie truje, w górach nie ma śmieci, krajobrazu nie psują reklamy. Wymyślił test, jak podrzować, żeby jej nie zadeptać.



WYBORCZA.PL
Zabierz tylko zdjęcia, zostaw tylko ślady
Swisstainable - świadomie i w szwajcarskim stylu.
Dowiedz się więcej

247 3 komentarzy 35 udostępnień

Campaigning & Activ.: Content in magazine *Książki*.



Switzerland.

Article about train rides in Switzerland
One page advertisement in bimonthly magazine *Książki* with Roger Federer on Grand Train Tour, including QR code with link to YouTube movie

14'500 copies with reach 45'000

The image shows three promotional materials for the Grand Train Tour in Switzerland. On the left is the cover of the bimonthly magazine 'Książki' (Books), featuring Cormac McCarthy and Madonna. The cover text includes 'Czy da się uratować plażę', 'Na rower i do pociągu - po ulgi i relaks', 'Książki MAGAZYN DO CZYTANIA', 'Cormac McCarthy thrillerem wieńczy dzieło', 'OLGA TOKARCZUK: czego nas uczą ekscentrycy', 'Rozmowy z PAMUKIEM, SOLNIT I KUANG', 'Jak robić nic i nie zwariować', 'Sponsorka numeru: Madonna', and '20 kryminalów wszech czasów'. On the top right is a photo of a red Swiss train on a stone bridge with the text 'Wsiąść do pociągu, byle fajnie'. On the bottom right is a full-page advertisement for the Grand Train Tour featuring Roger Federer, with the text 'Potrzebuję niezapomnianej podróży pociągiem.' and 'Potrzebuję Szwajcarii.'.

Campaigning & Activ.: Contest – women’s travelling.



Switzerland.

Contest “Discover in active way”
self-promotion

Wyborcza.pl and
Wysokieobcasy.pl

Online, SoMe

Reach 720'000

The collage features several key elements:

- Facebook Post:** A post from 'wysokieobcasy' dated 18 min ago. The text reads: "KONKURS: 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. Czekają atrakcyjne nagrody". The image shows a person with arms raised against a sunset, with a white ship's wheel icon and the text "KOBIECY W PODRÓŻY".
- Main Banner:** A large banner with a mountain landscape. Text: "ODKRYWAJ ŚWIAT AKTYWNIENIE Wygraj wyjazd do Szwajcarii lub czytnik InkBOOK Calypso Plus WEZ UDZIAŁ". It includes the "KONKURS" logo and the "INKBOOK" logo.
- WYBORCZA.PL Banner:** A banner showing a red train on a bridge over a forest. Text: "KONKURS ODKRYWAJ ŚWIAT AKTYWNIENIE Wygraj wyjazd do Szwajcarii lub czytnik InkBOOK Calypso Plus WEZ UDZIAŁ".
- Advertisement Text:** A block of text titled "[OGŁOSZENIE]" from 'wysokieobcasy'. It repeats the contest details: "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 do 28 maja do godz. 23:59." Below the text is a photo of a red train on a bridge and a "Dowiedz się więcej" button.
- Other Images:** Smaller images showing a woman on a horse, a person climbing a tree, and a woman on a boat.

Campaigning & Activ.: Activities after media trip GTToS. Switzerland.

Media trip GTToS organised in May

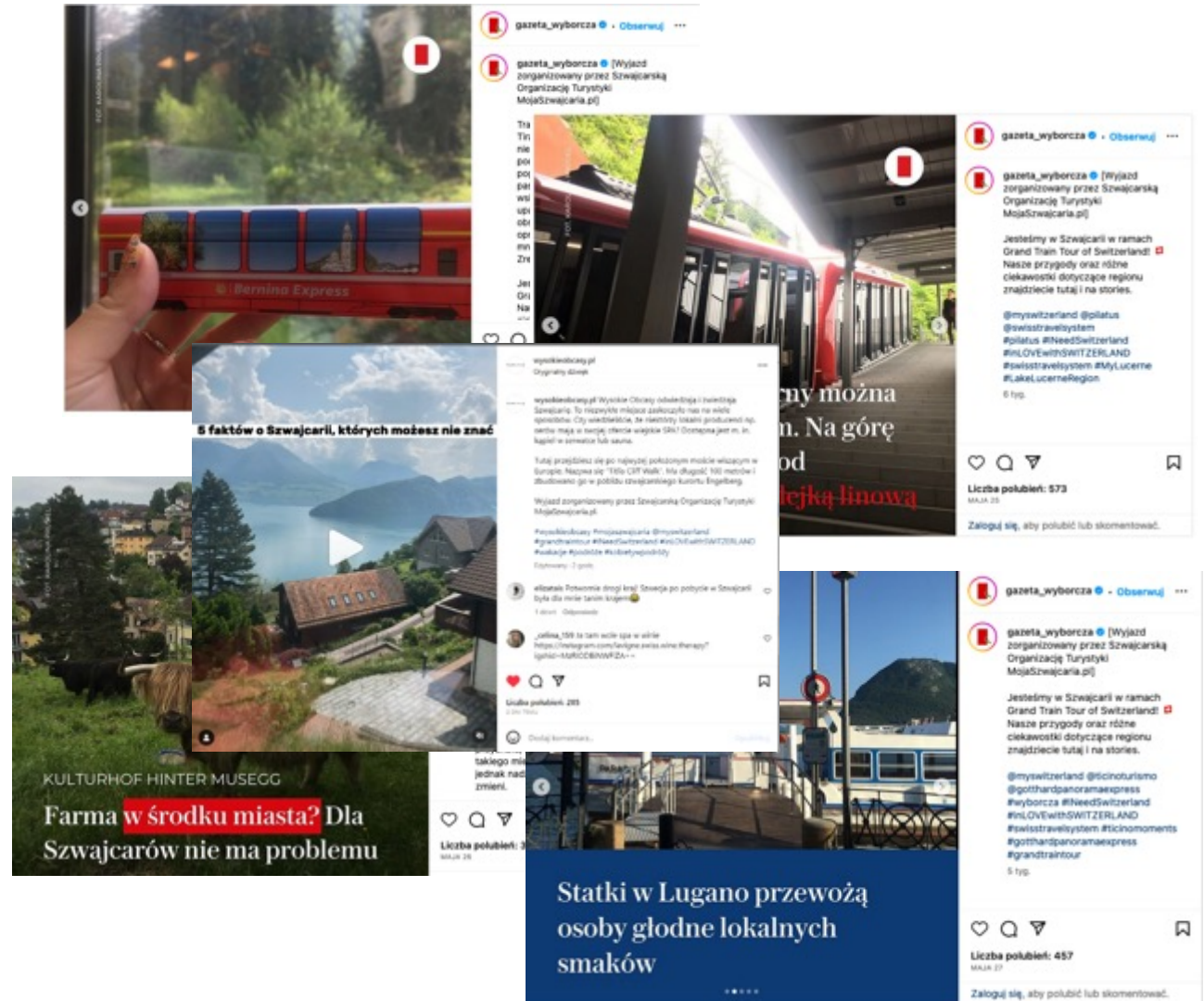
Agora – publishing house: print, online, radio, SoMe

Wyborcza.pl, Złote Przeboje, Wysokie Obcasy

Publications after return – posts in Social Media (mainly Instagram) and stories

Reel with reach 27'000

Reach 460'000



Campaigning & Activ.: Online campaign summer (I).



Switzerland.

Display on main portals (*onet*, *wp*, *interia*, *gazeta*), 1'608'000 views

Native placed in prominent spots. Views 3'535'000

Total views of native and display around 5'150'000

SEM with 7'570 views, CTR 20,68%

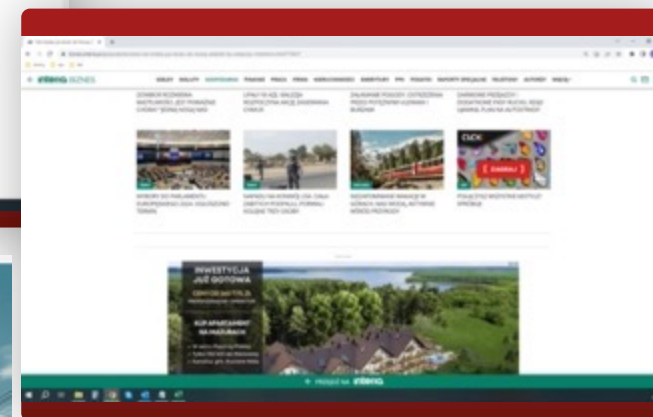
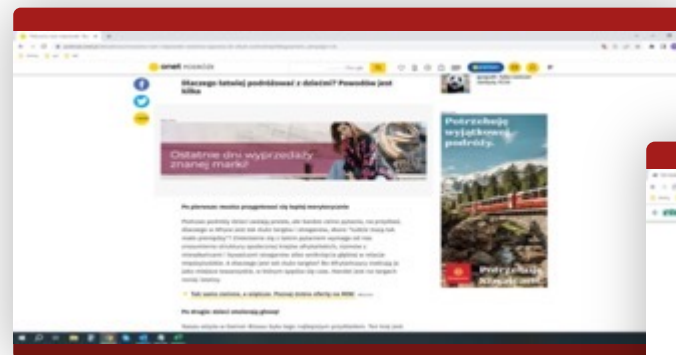
Commercial break reach 1'508'000

Media reach 315'000

Video with 427'000 views

Mailing 328'000 impressions

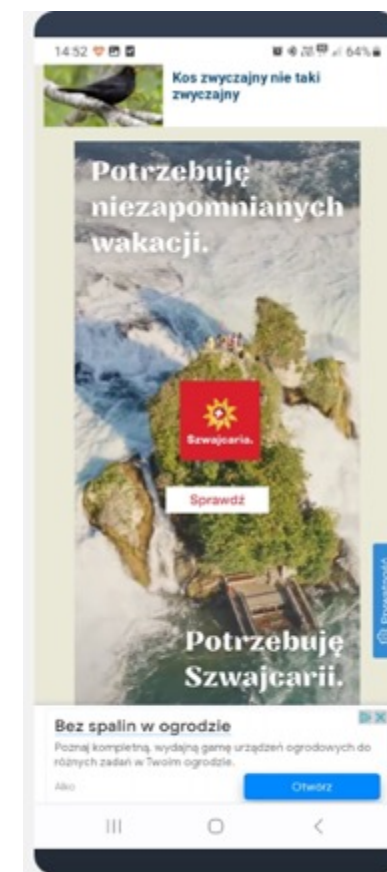
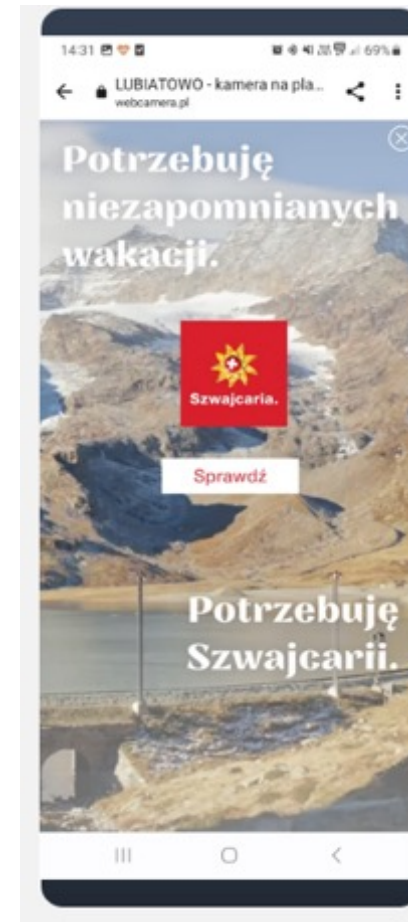
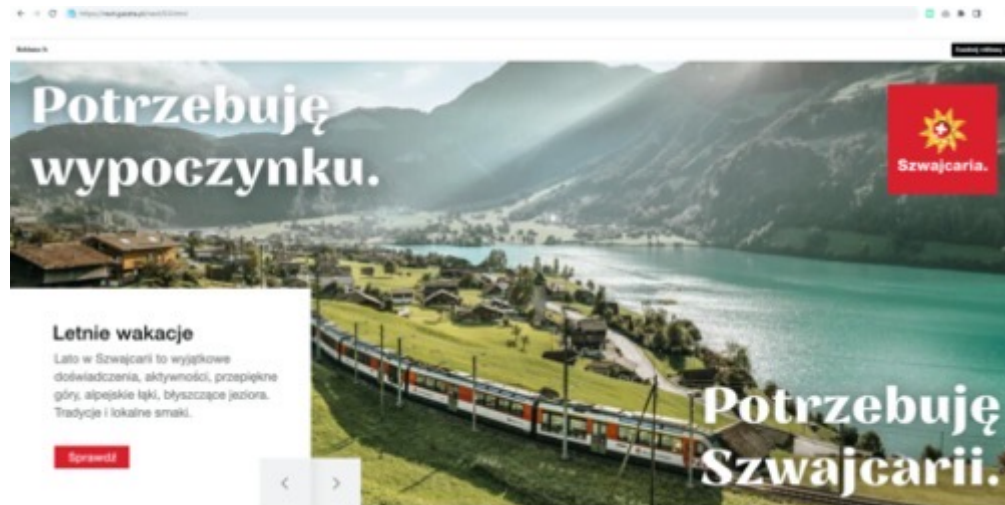
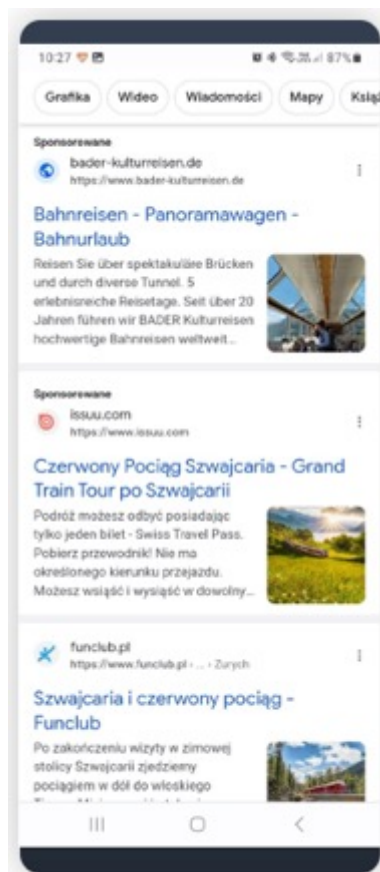
MMS, 34'000 recipients



Campaigning & Activ.: Online campaign summer (II).



Switzerland.



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



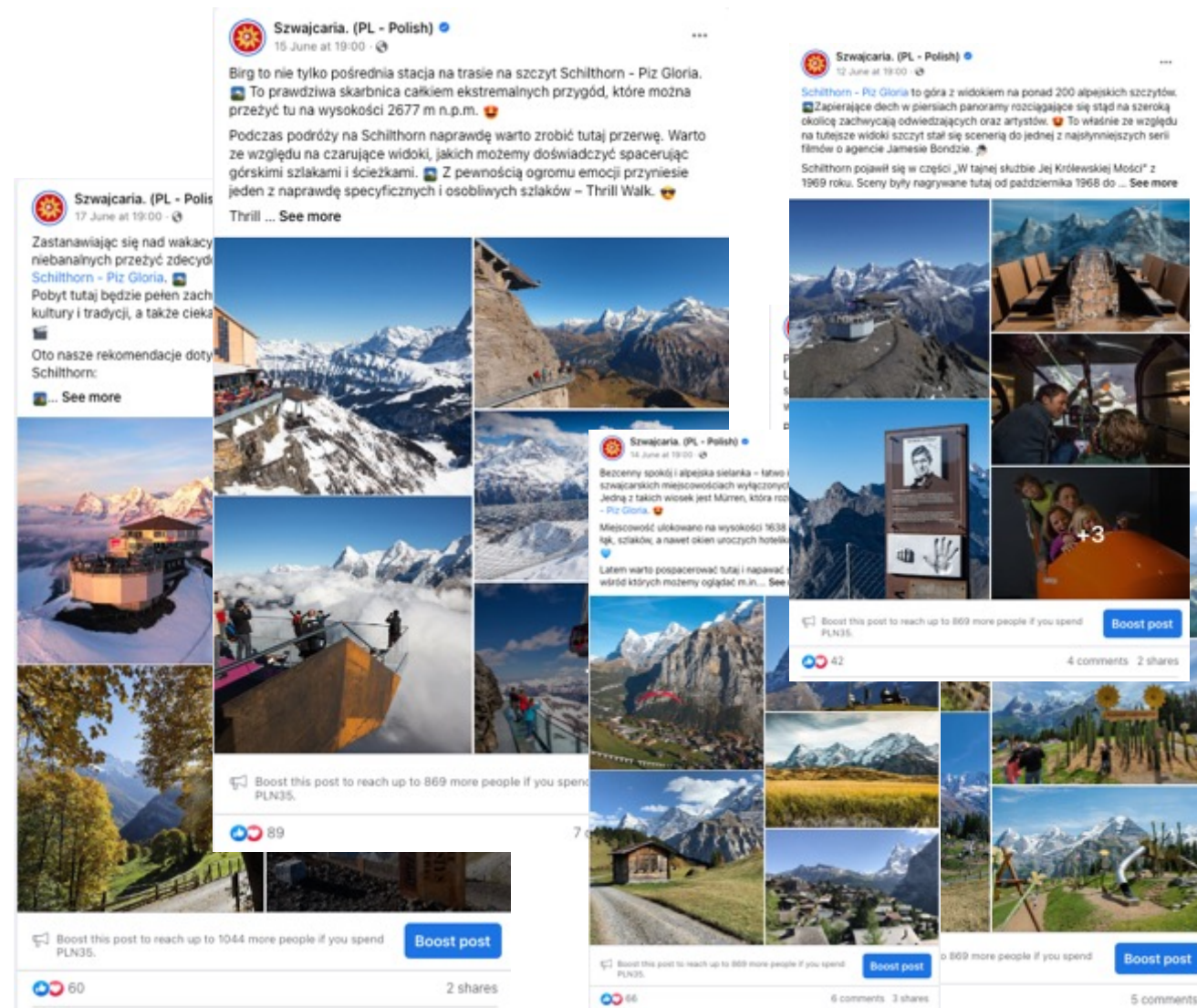
Switzerland.

Schilthorn week

Organic posts published every day

Inspiration and ideas for active time
and attractions in the region

Reach around 73'000



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



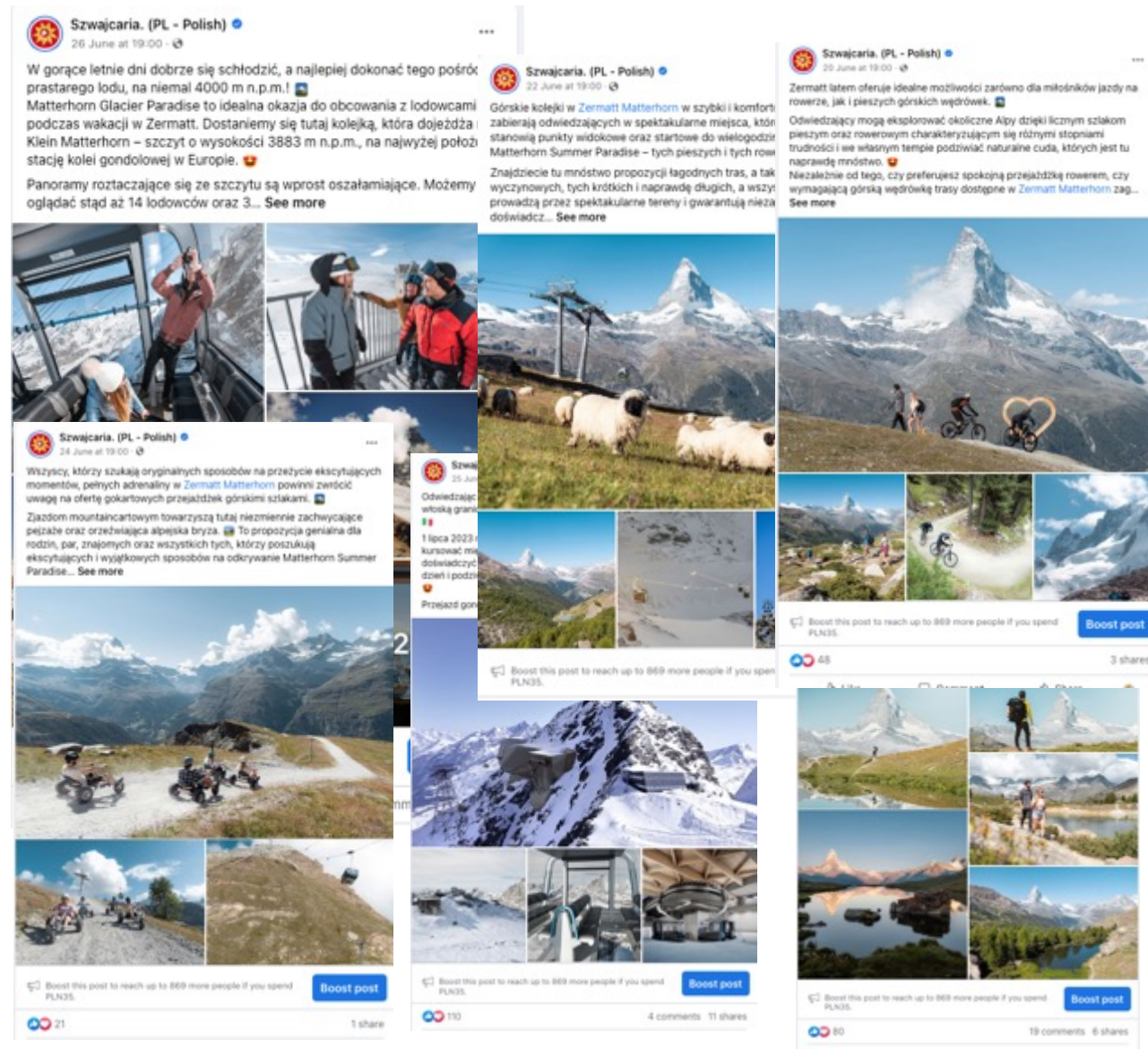
Switzerland.

Zermatt week

Organic posts published every day

Inspiration and ideas for active time
and attractions in the region

Reach around 110'000



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

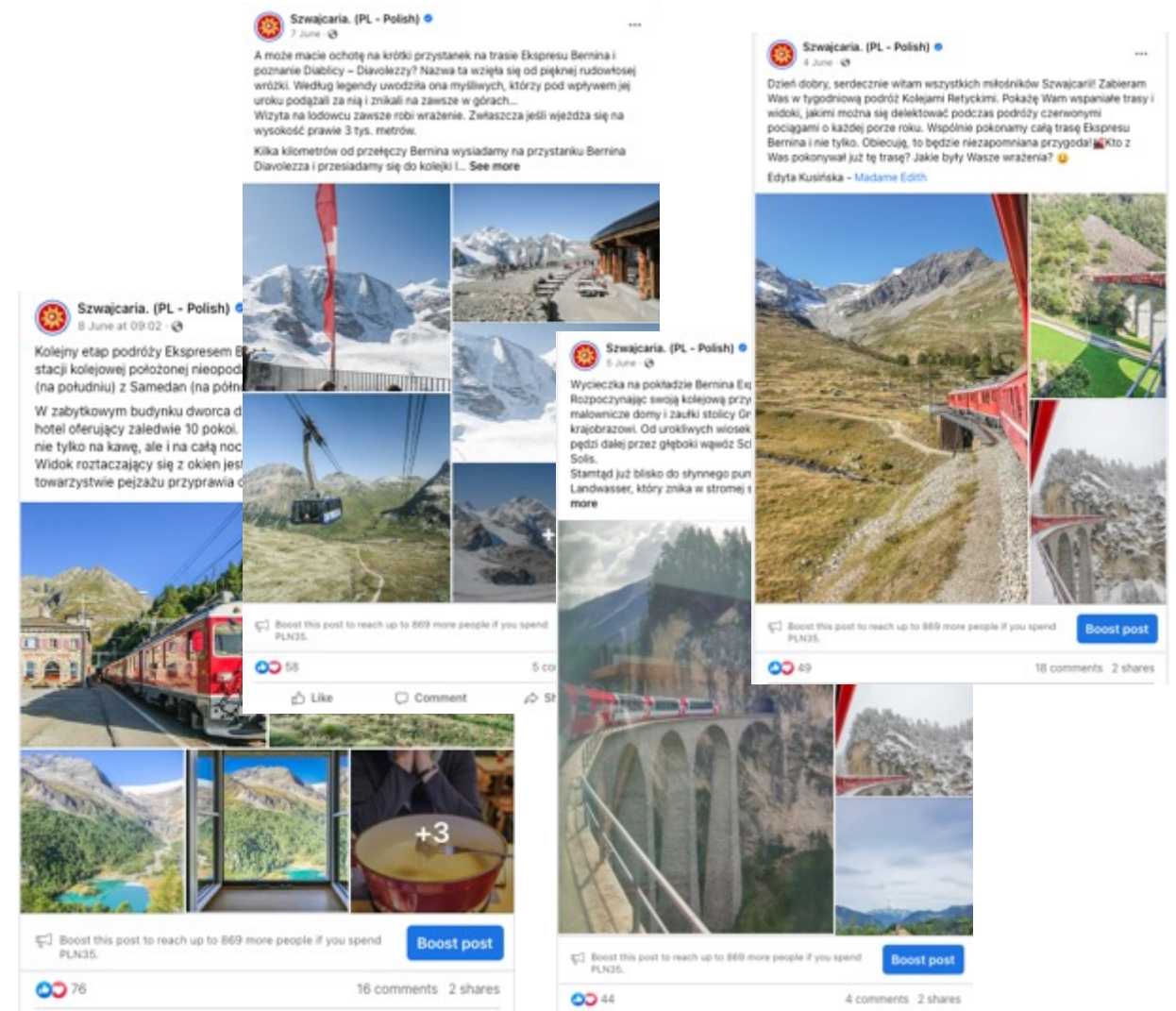


RhB week

Organic posts published every day

Inspiration and ideas for active time
and attractions in the region

Reach around 82'000



Campaigning & Activ.: Facebook ST activities.



Switzerland.

Regular paid posts with focus on summer, cities, our guides

May - June

Topics 100% women pictures and videos, GToS, GToS, summer outdoor and cities, Swisstainable

Reach so far 1'200'000

The image displays three screenshots of Facebook sponsored posts from the official page 'Szwajcaria.' (Switzerland). The posts are in Polish and promote various outdoor activities and scenic views in Switzerland.

- Post 1 (Left):** Promotes cycling in the mountains. Text: "Szwajcaria ogromnie wspiera i gorąco motywuje Kobiety do spełniania marzeń oraz przełamywania siebie, dlatego tr...". It features a main image of three women with bicycles on a mountain trail and a grid of smaller images showing lakes and mountain views. Engagement: 51 reactions.
- Post 2 (Middle):** Promotes summer activities. Text: "Lato w Szwajcarii jest p atrakcji, jak różnorodna Wśród tutejszych lic". It features a main image of a lake and a grid of smaller images showing various outdoor scenes. Engagement: 82 reactions.
- Post 3 (Right):** Promotes the Grand Train Tour of Switzerland. Text: "1280 km zachwycających tras widokowych - Grand Train Tour of Switzerland to niezapomniana podróż przez ...see more". It features a main image of a train through a valley and a grid of smaller images showing scenic views. Engagement: 82 reactions, 3 shares.

Campaigning & Activ.: ST Facebook stories.



Switzerland.

Regular stories on ST Facebook
Different topics, stories for
partners

Interaction with viewers

Zermatt/Schilthorn/Engelberg

Summer in Switzerland, outdoor

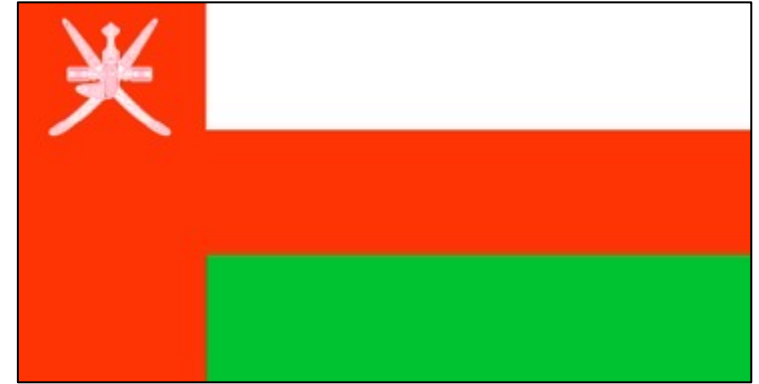
Avg. weekly reach around 9'000



GCC.



Switzerland.



Handover-Event: Farewell Matthias & Welcome Livio.

- Date: 12 June
- Content: Farewell Matthias & Welcome Livio
- Participants: 50 key personalities.
- Invited media trades, travel agents, relevant partners (Swiss Airline, EDA, SBC, etc.)





Switzerland.

Campaigning: Interlaken & Jungfrau Radio campaign.

- Date: 29 May – 9 June
- Content: MiB: Interlaken & Jungfrau Region
- Sweepstake.
- In total 184 radio spots, sweepers, promos, RJ mentions on Emarat FM, Emarati radio station.
- Contacts: 9'200'000 Mio
- Partner: Made in Bern, Interlaken & Jungfrau

emaratfmradio
Abu Dhabi Media

Switzerland Tourism.

إمارات FM

حالة السفر في الصيف!
تعرف عندك فرصة تربح
سفرة لسويسرا
بس تابع
برنامج أعلى مسا
من 5 لغاية 9 يونيو
و جاوب على الأسئلة
واربح

2 ليالتين في انترلاكن
مع فطور لشخصين

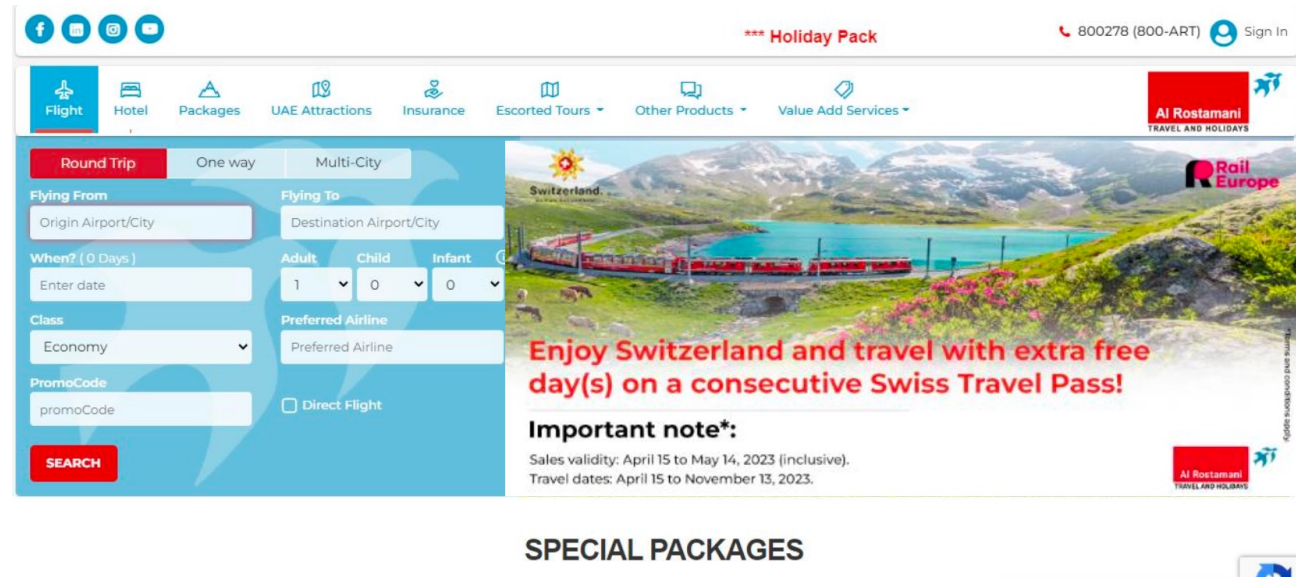
2 تذكرة سياحية على
الخطوط السويسرية

2 ليالتين في يونغفراو
مع فطور لشخصين

فائز واحد - يتم الاعلان عنه يوم الجمعة
09 يونيو 2023

KAM/Campaigning: STP AI Rostamani campaign.

- Date: 15 April - 31 May
- Content: Swiss Travel Pass
- Four newsletters:
 - B2C newsletter
 - Open rate: 28.5% and 23.8%
 - B2B newsletter
 - Open rate: 85%
- Social media media campaign:
 - Impressions 641'221, Clicks 3'361
- 50 radio spots (Luv FM and Big FM)
- Total contacts: 3'144'582
- Partner: STS and RailEurope





Switzerland.

Campaigning: Swisstainable Guide.

- Production and distribution of Swisstainable brochure.
- Time: June issue
- Distribution of 10,000 Inspiration guides thru Emirates Woman Magazine.
- Featuring all Swiss Destinations, special sections on hotels, nature, service pages, visa, STS and Swisstainable.
- Languages: English and Arabic.
- Partner: All

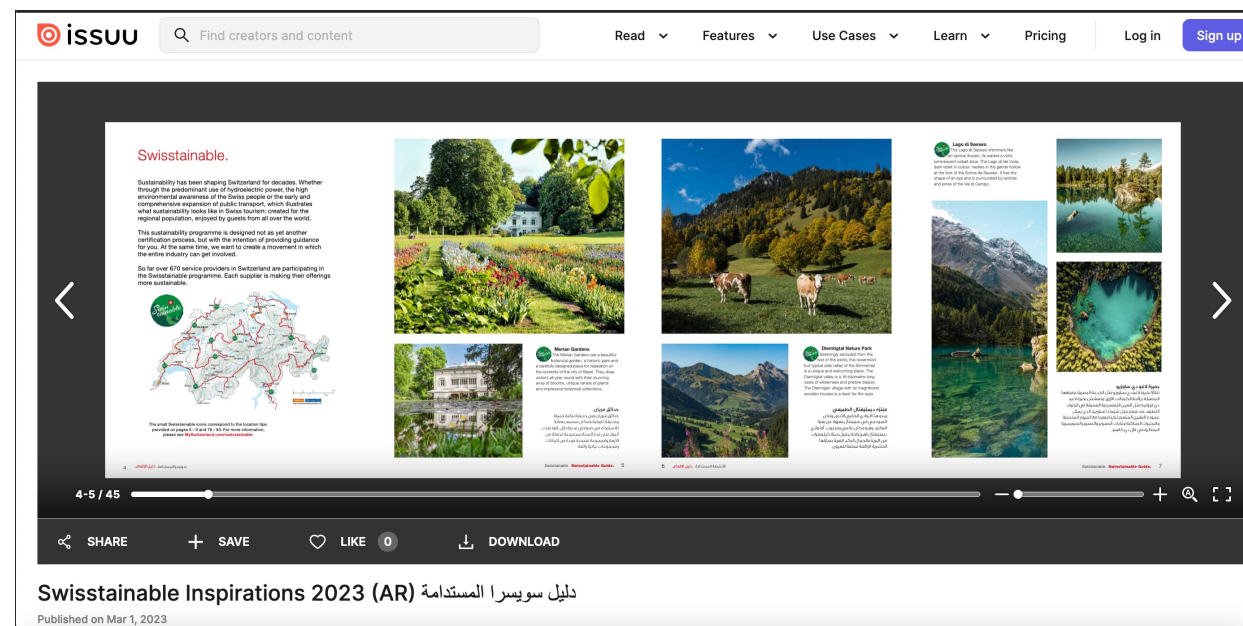




Switzerland.

Campaigning: Swisstainable via Issuu.

- Date: 22 MAY – 31 JUN, 2023
- Partnership with 7awi to Generate 100,000 Arabic speaking users for Issuu version of Swisstainable brochure.
- 241,080 page views / reads
- 111,335 unique page views / reads
- 39.83% bounce rate
- Partner: all





Switzerland.

Campaigning: Families brochure.

- Production and distribution of Family brochure.
- Contains 9 family hotels in 8 different regions.
- Distribution via Hia in June Issue
- Languages: English and Arabic.
- Quantity: 10,000 copies
- Partner: Geneva, Vaud Region, Crans-Montana, Zermatt, Interlaken, Davos Klosters, Lake Lucerne Region, Zurich.





Switzerland.

Campaigning: Luxury and lifestyle brochure.

- Production and distribution of luxury and lifestyle brochure.
- Contains 17 luxury hotels in 12 different regions.
- Distribution via Kul Al Usra in June Issue.
- Languages: English and Arabic.
- Quantity: 10,000 copies
- Partner: Geneva, Vaud Region, Interlaken, Gstaad, Graubunden, Lugano.





Switzerland.

Campaigning: Luxury digital campaign.

- Date: 16 – 21JUN
- Facebook campaign promoting luxury segment in different regions.
- Impressions: 1,773,895
- Clicks: 9,309
- Reach: 740,878
- Lugano

سويسرا (SA, AE, TN - Arabic) Sponsored

هذه المدينة الصغيرة العالمية هي كنز للثقافة والتسوق والطعام الجيد.

myswitzerland.com
لوغانو ، مدينة صغيرة
لوغانو- هي البلدة الأكبر حجماً في من...

[Learn more](#)



Switzerland.

Campaigning: Luxury digital campaign.

- Date: 28 MAY– 3JUN
- Facebook campaign promoting luxury segment in different regions.
- Impressions: 1,081,815
- Clicks: 43,497
- Reach: 446,089
- Graubunden

سويسرا (SA, AE, TN - Arabic)

احجز إجازة صيفية فاخرة في وجهة العطلات الأولى في سويسرا -
قم بزيارة غراوبوندن!

myswitzerland.com
الصيف في جبال الألب السويسرية [Learn more](#)

Like Comment Share



Switzerland.

Campaigning: Luxury digital campaign.

- Date: 6 – 10JUN
- Facebook campaign promoting luxury segment in different regions.
- Impressions: 1,267,563
- Clicks: 43,931
- Reach: 597,888
- Gstaad

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

استكشف منطقة جشتاد - جوهرة سويسرية مخفية!

طبيعة نقية [Learn more](#) اداق فاخرة

428 4 comments 8 shares



Switzerland.

Campaigning: Luxury digital campaign.

- Date: 10 – 16JUN
- Facebook campaign promoting luxury segment in different regions.
- Impressions: 856,689
- Clicks: 52,608
- Reach: 359,329
- Geneva

سويسرا (SA, AE, TN - Arabic) Sponsored

استعد لقضاء صيف فريد واكتشف جنيف! استكشف مجموعة واسعة من الأنشطة الفريدة مثل التجديف بالكاياك أو الذهاب في جولة بالدراجة عبر مزارع الكروم!

myswitzerland.com
جنيف غير متوقعة

Learn more

KAM: Luxury Newsletter.

- Date: 12 JUN
- Recipients: 2,793 KAMs
- Opened: 32.3%
- Click rate: 4.1%
- Click-to-open rate: 12.8%
- Partner: Geneva, Vaud Region, Interlaken, Gstaad, Graubunden, Lugano



Switzerland can make you feel better

Charm, atmosphere and pure relaxation are the insignia of the Swiss Luxury Hotels and destinations. They offer luxury that is as hospitable as it is exclusive.

Hospitality and tradition blend seamlessly with modern infrastructure and distinguished elegance, inspiring architecture and refined design. Indulge your senses, sample the finest cuisine and buy exclusive brands in stylish shops surrounded by beautiful landscape and green nature.

[Explore Now](#)



Switzerland.

Campaigning: Luxury Hotel digital push.

- Date: 19 – 22 JUN, 23
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 477,498
- Clicks: 4,612
- Reach: 426,821
- Beau-Rivage Geneva Hotel

The image shows a screenshot of a Facebook sponsored post. At the top, there is a profile picture of the Switzerland logo, the name 'سويسرا (SA, AE, TN - Arabic)', a verified badge, and a 'Sponsored' label. The main text in Arabic describes the hotel's luxury and services. Below the text is a link: <https://shorturl.at/bipLU>. The central image is a photograph of the Beau-Rivage Genève hotel building, a grand multi-story structure with a prominent sign on the roof, situated on a hill overlooking a river and a city. At the bottom of the post, there is a 'سويسرا' logo, the text 'Local & travel website', and a 'LEARN MORE' button.

سويسرا (SA, AE, TN - Arabic)
 Sponsored

لطالما سعى Beau-Rivage Genève لجذب أولئك الذين يبحثون
عن الفخامة الكلاسيكية والسحر والخصوصية، وبفضل خدمته المتقنة
ووسائل الراحة الحديثة، أصبح واحداً من أكثر العناوين تميزاً في
سويسرا.
<https://shorturl.at/bipLU>

سويسرا
Local & travel website



Switzerland.

Campaigning: Luxury Hotel digital push.

- Date: 3 – 28 JUN, 23
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 823,989
- Clicks: 6,718
- Reach: 568,321
- Grand Resort Bad Ragaz

 **سويسرا. (SA, AE, TN - Arabic)**   

يجعل فندقين من فئة الخمس نجوم وينبوع حراري ومجموعة واسعة من الخدمات الصحية منتجج **Grand Resort Bad Ragaz** مكاناً رائعاً للاسترخاء الخاص بالجسم والعقل والروح. كما وتشهد 6 نجوم ميشلان و 75 نقطة غولت-ميو على التميز من ناحية الطهي الأصيل.
<https://bit.ly/3WhHlId>



سويسرا.
Local & travel website 



Switzerland.

Campaigning: Luxury Hotel digital push.

- Date: 12 – 77 JUN, 23
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 857,406
- Clicks: 5,644
- Reach: 670,445
- Grand Hotel Villa Castagnola

سويسرا (SA, AE, TN - Arabic) Sponsored

يعد فندق **Grand Hotel Villa Castagnola** ، الذي يتّمتّع بعضوية فنادق الصغيرة الفاخرة، فندقاً مصنفاً بـ 5 نجوم فاحراً في لوغانو والذي يقع في حديقة استوائية مذهلة تطل على البحيرة. كما ويوفّر الفندق 72 غرفة، منها 30 جناحاً وأجنحة جونيور، وثلاثة أجنحة من غرفتي نوم ذات سحر استثنائي، بإطلالات رائعة على البحيرة والحديقة. كما يضم الفندق ثلاث مطاعم وسبا جميل.

<https://shorturl.at/yzFRZ>

سويسرا.
Local & travel website

LEARN MORE

28



Switzerland.

Campaigning: Luxury Hotel digital push.

- Date: 10 – 14 JUN, 23
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 675,349
- Clicks: 5,022
- Reach: 501,519
- Eden Roc Hotel

 سويسرا (SA, AE, TN - Arabic)   

بعد التجديدات الواسعة التي أجريت في عام 2022، يقدم **Eden Roc** ذو الخمس نجوم والمعلم الفني "بيل ايبوك" مباشرة على شواطئ بحيرة لوسيرن، 136 غرفة أنيقة، بما في ذلك 48 من أكبر أجنحة المدينة.

<https://shorturl.at/akpVY>



سويسرا.
Local & travel website 



Switzerland.

Campaigning: Family Hotel digital push.

- Date: 7 – 11 JUN, 23
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 656,999
- Clicks: 5,905
- Reach: 518,397
- Victoria Jungfrau Grand Hotel & Spa

سويسرا (SA, AE, TN - Arabic) Sponsored

Victoria-Jungfrau Grand Hotel & Spa, يقع في مركز إنترلاكن، ويطل على جبل يونغفراو الشهير عالميًا. وتوفر المطاعم النابضة بالحياة والأصلية والسبا الذي يبلغ مساحته 5500 متر مربع تجارب لا تُنسى للعائلات وكذلك الأزواج. تتميز الغرف والأجنحة الحديثة بجمعها بين الفن المعماري التاريخي بطريقة مثيرة للاهتمام. أما في فصل الصيف، تعتبر بار وتراس فيكتوريا بمثابة الوجهة الأكثر إثارة في إنترلاكن.

<https://shorturl.at/defBZ>

سويسرا.
Local & travel website

LEARN MORE



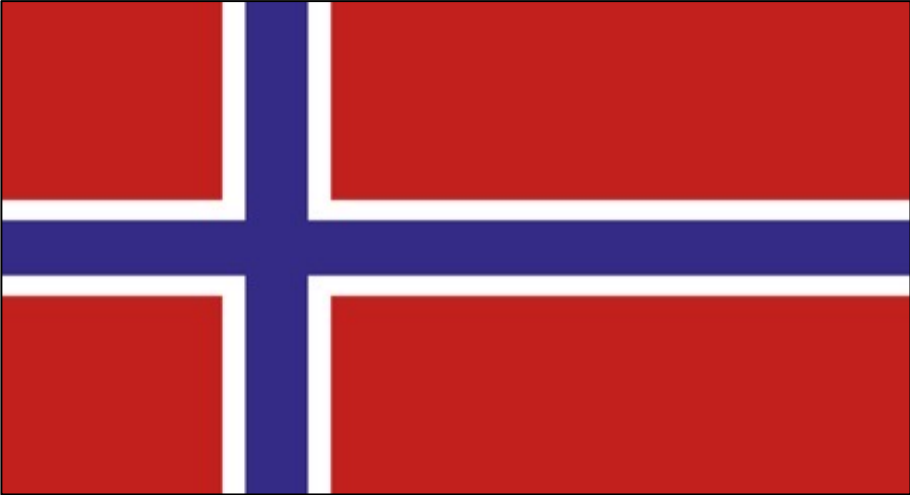
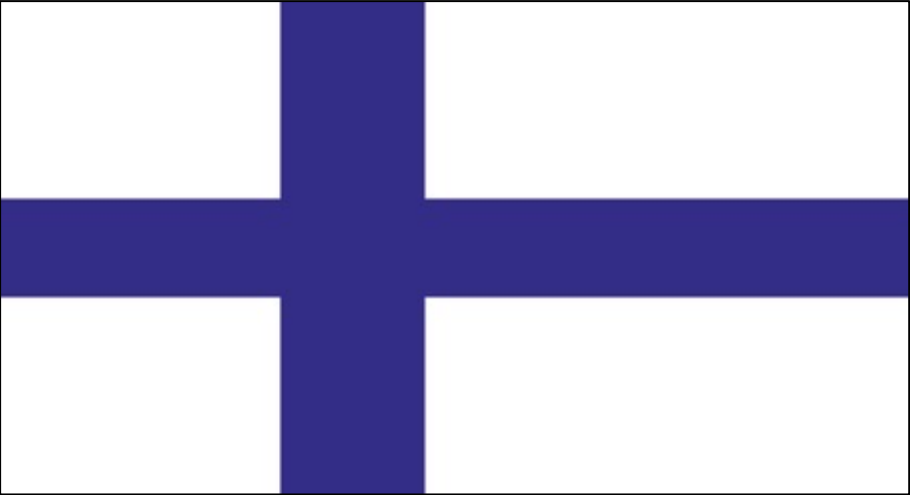
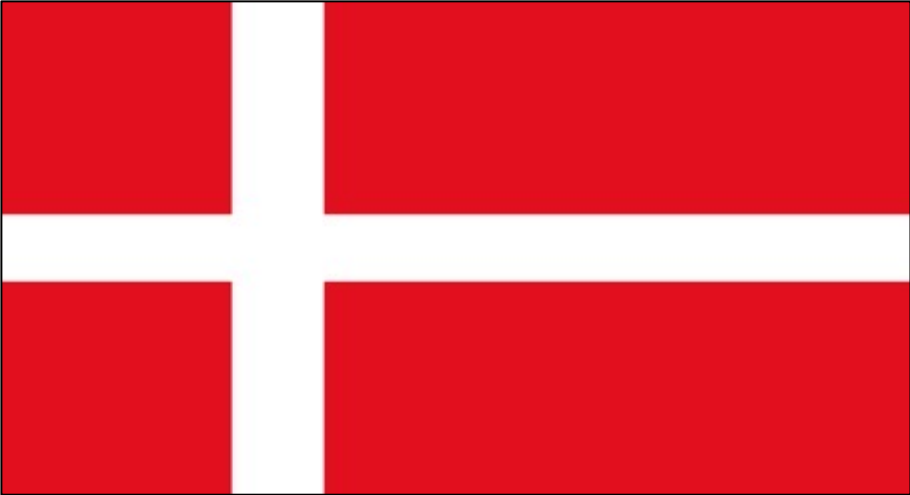
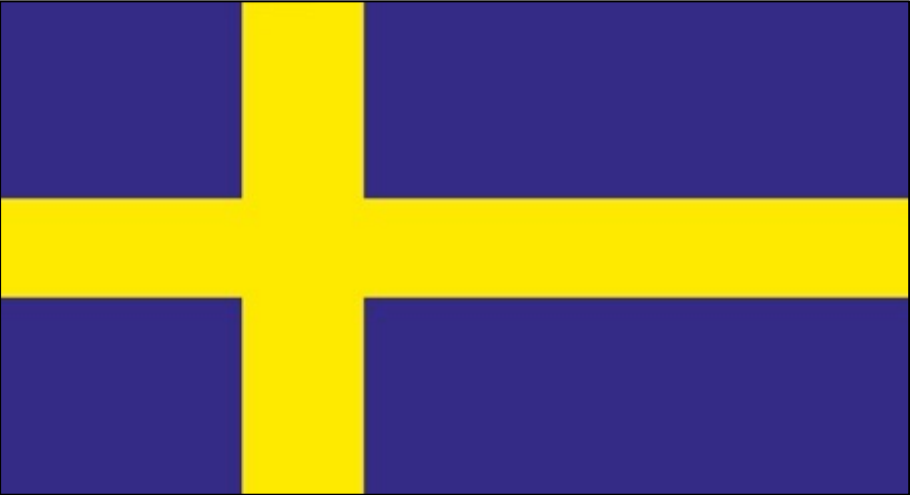
Switzerland.

KMM: Media Trip from UAE & Qatar.

- 3-7 June.
- Partners: Davos & Zermatt.
- 5 Journalist: Business Class Magazine, Al Watan Newspaper, Emarat AlYoum online, Al Bayan Newspaper & Al Khaleej Newspaper.



Nordics.





Switzerland.

SE: 100% women media cycling trip.

- Explore Switzerland on two wheels - 100% women cycling tour exploring different regions in Switzerland on different types of bikes
- Female participants from all over the world
- Destinations: Engadin/St Moritz, Locarno, Gstaad
- Focus: explore the cycling paradise Switzerland in all its variety – in female only setting



SE: 100% women media cycling trip.

- Participants from the Nordics:
- Laura Petri [@Laurapetri](#)
 - danish bike influencer and community builder
 - 46'200 followers
 - 9 posts, 18'00 likes total/
 - Av. post impression 13-19'000
 - Av. story impression: 8-10'00
 - 10 stories/day
- Caroline Strömberg [@carolinestromberg](#)
 - Swedish pro skier/bike influencer/community builder/freelancer
 - 4'700 followers
 - 8 posts
 - Article will follow on Sweden's biggest bike website www.happyride.se





Switzerland.

SE - Media Partnership Vagabond.

Print advertorial and digital Native in Vagabond.

- The article was written and produced by inhouse studio.
- Vagabond Vagabond is the leading travel magazine in Sweden.

Activation:

- Print Advertorial - 2 pages article about summer and outdoor activities in Ticino. – 143'000 readers
- Digital Native – 3'000 guaranteed readings
- Topic: Summer and fall activities in the region
- Campaign Period: 06.7-06.08.2023



Välkommen till soliga Ticino

Soligt, vackert, god mat och fullt av äventyr. I schweiziska Ticino har man samlat det bästa av livets goda. Här finns upplevelser för alla sinnen!

FÖRMÅNGA SVENSKAR en dold pärla. För de som varit där en plats man gärna återvänder till igen och igen. Den vackra kantonen Ticino i sydöstra Schweiz ligger precis vid gränsen till Italien. Med sitt läge där Alperna möter Medelhavet, är Ticino en blandning av kulturer och natur som erbjuder det bästa av två världar. Här talar befolkningen italienska – ett arv från medeltiden då regionen tillhörde olika italienska furstehus – och livsstilen är skönt avslappnad med drag av "La Dolce Vita".

Inflyttade författaren Hermann Hesse skaldade en gång lyriskt om sin nya hembygd Ticino: "Här är fantastiskt rikt och vackert och här finns allting från Alperna till sydliga breddgrader". Och den berömda Nobelpristagaren hade så klart helt rätt. För på vilken annan plats kan du vandra genom en avlägsen dal eller över en gnistrande glaciär på morgonen för att lite senare under dagen ta igen dig under en palm vid Luganosjön och avsluta dagen med en välsmakande middag mitt bland folkvimlet på Piazza Riforma i Lugano? Med en fond av höga berg är det precis detta som kantonen Ticino i sydöstra Schweiz erbjuder sina besökare.

En paradys för naturälskare

Ticino har mängder av spännande aktiviteter runt om i kantonen. Infrastrukturen är precis som i övriga delar av Schweiz högklassig och även avlägsna delar av Ticino kan enkelt nås tack vare

ett väl utbyggt nät av bussar, tåg och linbanor. Med över 4 366 kilometer stigar och vandringsleder så utgör kantonen med sina berg och dalar ett paradys för naturälskare. Och tack vare Ticino Ticket, som du får utan kostnad när du bor på hotell, vandrarhem eller camping, åker du helt gratis i kollektivtrafiken och får dessutom rabatt på bergbanor, båtturer och stora turistattraktioner. Ticino satsar på hållbar turism!

Föredrar du att ta dig runt på cykel så har du kommit till rätt plats. Cykling har länge varit stort här – VM i mountainbike hölls i Ticino redan 2003 på Monte Tamaro – och det beror bland annat på kantonens perfekta förutsättningar för cykling. Många professionella cyklister har flyttat hit på grund av det gynnsamma klimatet och de goda träningsmöjligheterna.

En klassisk deckargata

Många av aktiviteterna i Ticino passar utmärkt för barnfamiljer. Vad sägs till exempel om lamapromenader i soliga Ascona-Lo-carno? Under en halvdag promenerar man genom fantastisk natur och får bekanta sig med sina fyrbenta och mjuka följeslagare. Lamor är följsamma och lyhörda djur med en fin personlighet och en lama-promenad är en minnesvärd upplevelse för både ung som gammal. Lite mer dramatiskt är det på berget Monte Tamaro. Här får man vara med och lösa det uppdikade mysteriet om Pietro Bernasconis plötsliga bortgång. Blev den ställföreträ-

China.





Switzerland.

KAM: 2nd Key Partner Briefing.

- **Date:** 02.06.2023
- **Description:** Update on general market recovery, news and forecast. Guest speaker Ting Ting Liu from Mafengwo. Update on upcoming activities including Summer Kick-off and water events, C-Trip campaign, Trade Roadshow and the Grand Train Tour in Taiwan.
- **Results:**
 - Participants: 39

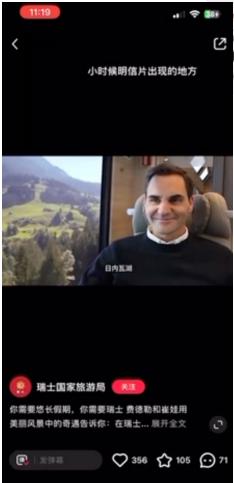
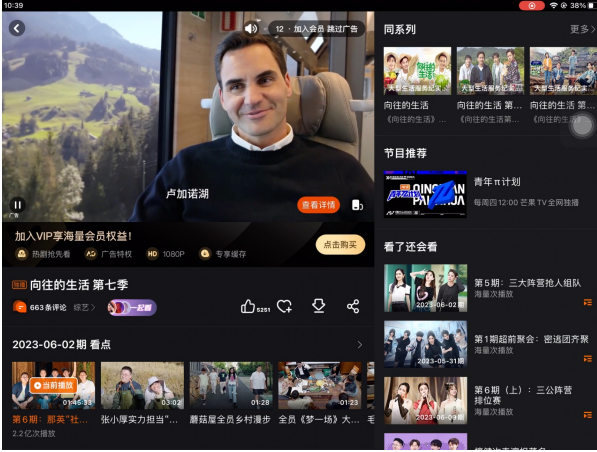
The screenshot displays a video conference interface. On the left, a video feed shows Ting Ting Liu, identified as the General Manager of International Partnerships at Mafengwo. The central part of the screen shows a presentation slide for Mafengwo (马蜂窝), a leading Chinese online travel agency (OTA). The slide features the Mafengwo logo and a smartphone displaying the app's interface, which includes sections for '热门目的地' (Popular Destinations) and '正在旅行' (Traveling Now). Below the app image, a text box describes Mafengwo's services, emphasizing personalized trip planning, user-generated content, and a seamless booking experience. On the right side of the conference, three other participants are visible in smaller video feeds: Mona Liu, Matthias Sutter, and Daniela Chiani. At the bottom right, there are icons for a chat window (RF) and a participant count (+23).



Switzerland.

C&A: Roger Federer Campaign GTToS.

- **Date:** 05.06.23 – 19.06.23
- **Description:** Digital Campaign on Mango TV (Pre-Rolls), Weibo and RED (Social Ads) driving primarily awareness and engagement. The campaign was more efficient than anticipated (less costs, higher KPI)
- **Results:**
 - **Media Spend:** 939'596 CNY (CPM: 36.52 CNY)
 - **Impressions:** 34'311'521
 - **Qualified Interactions:** 2'645'225
 - **Clicks:** 310'487 (Ave CTR: 1.46%)
 - **Engagements:** 2'334'738





Switzerland.

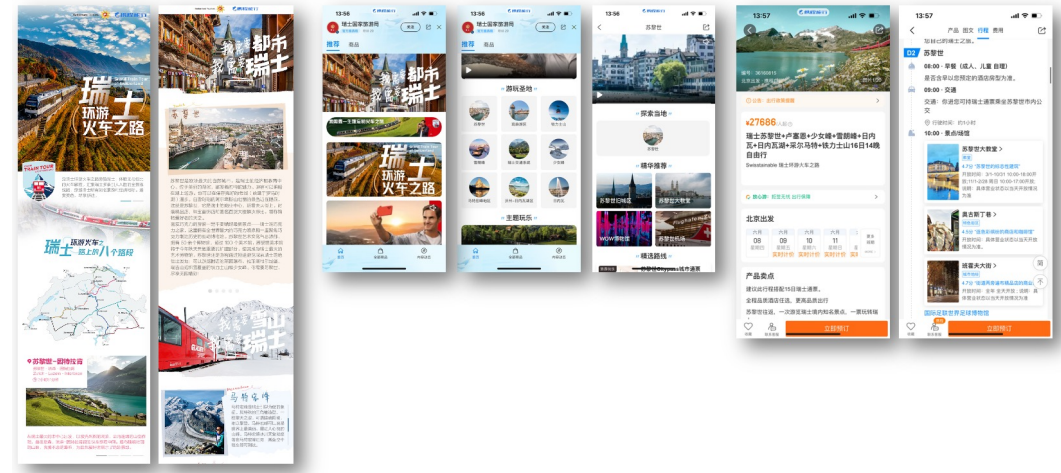
KMM: Summer Kick off Event 2023 Shanghai.

- **Date:** 8 June
- **Description:** Summer kick off event invite media KOL and VIP on boat in Shanghai, launch summer city topic and experience bund cruise tour, feeling touch summer city splash.
- **Partners:** Zurich / LLR / Ticino / Vaud / BLS / Geneva / Rhb / SWISS / STS / Kambly / Victorinox / Swissmooch / Swisswine / SEG
- **Result:** 50pax+



C&A: C-Trip Campaign.

- **Date:** Starhub 30 April 2023 – 29 April 2024, Digital promotion 8 June – 30 July
- **Description:** Cooperation with the leading OTA C-Trip to pave the way for more individual travel from China as well as extending the length of stay. Showcase partner destinations, promote GttoS and swisstainable campaign. Product sales is an additional plus for this campaign. Awareness and branding push on C-Trip's owned and paid third party platforms, including Red Book, Douyin, Qiyi, the C-Trip app etc.
- **Partner:** Zurich / LLR / Titlis / JR / Schilthorn / Valais / Vaud / Gevena / STS
- **Budget:** 50'000 CHF
- **Result:** Starhub official account followers until 6 July 21175, rest promotion figures tbc





Switzerland.

KAM: Suzhou Seminar.

- **Date:** June 12
- **Description:** Euro Fair trade seminar Suzhou, invite KA from Shanghai and Suzhou about sustainable travel topic. ST has prestation and attend panel discussion to share Swisstainable content.
- **Result:** 30pax



KAM: Fosun holiday Seminar.

- **Date:** June 29
- **Description:** Fosunholiday joint organize with Fosun group member company Foryou Club, Fosun oneworld and Lifestyle by fosun, hold seminar for promote Ski theme. ST speech for present winter content.
- **Partner:** Davos / Laax / Titils / JR / Schilthorn / Andermatt / Valais /Zermatt / Crans-montana
- **Result:** 50pax





Switzerland.

KMM: Special supplement Xin Min Evening News.

- Xin Min News is one of the top local daily newspaper in Shanghai area
- Special supplement on newspaper plus XinMin New APP, wechat official account and other social media channel
- Extra distribute in Jinan District Travel Info Centre from June 10
- Result:
 - Hard copy 2000pics
 - E-vision circulation 300,000

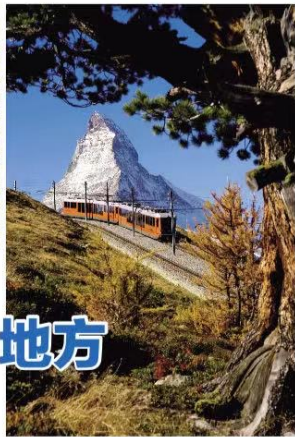
新民晚报

欧洲旅游专刊

2023年6月 07版



瑞士国家旅游局大中华区主任 常典娜 Daniela Chiani
“我们期待与您一起享受这个美丽的夏天！”



瑞士 一个你不能擦肩而过的地方

在中国,提起瑞士,有人说那儿有美丽的阿尔卑斯雪山,有人想起经历了几个世纪的传奇——瑞士手表,也有人提及美味的巧克力和奶酪……的确,这个西欧中部的袖珍小国承载了太多的传奇。来瑞士,领略自然本色和人类文明发展到极致的完美与和谐;来瑞士,在依然纯净如初的新鲜空气里为自己洗去那困扰都市的尘嚣,来瑞士,敞开心扉,深呼吸。

瑞士共有4种官方语言,包括:德语、法语、意大利语、罗曼什语,并非每个瑞士人都懂得上述的4种语言,人们会因居住不同地区而使用不同语言。一般来说,瑞士人通常最少也懂得2至3种语言。瑞士德语和德国的德语有很大不同,而在瑞士境内不同地区的德语也带有各地的方言口音。英语在瑞士境内被广泛使用,因此各地的指示牌或路标会使用3-5种不同的语言标示。

气候总体上较为温和,7-8月份的白天气温为18°C-28°C,1-2月为-2°C-7°C,春天和秋天的白天气温为8°C-15°C。北部高山绵延,气温不会太热或太凉,气温升降亦随海拔高度变化而受影响;而南部因地中海影响较为温暖湿润。由于气候和海拔的变化,在瑞士可以找到大量种类繁多的动植物群。

瑞士四季分明 春天愉快地漫步于绿意盎然的大地上,夏天阿尔卑斯山的高山花草,争奇斗艳地盛开,披上一层层金黄色外衣的秋日,以及白雪皑皑的冬天景致,不同的季节,不同的景致,让你充分感受四季之美。

瑞士的夏天可以用惊艳来形容——海拔4000米以上的山峰白雪皑皑,溪流湍急,令人惊叹的小路看不到尽头。无论徒步还是骑行,无论山间、水上,还是空中,如果喜欢充满活力的生活,瑞士就是您的不二之选。在瑞士,徒步是探索大自然的绝佳方式,可以选择城市周边的远足,或是深入深山山峰的探险,瑞士瑰丽的自然景观一定能给您留下难忘的深刻印象。

除了欣赏自然风光,我们还要参与其中,亲自去体验瑞士。群山取代了办公室,野生动物取代了无线网络,小木屋取代了计算机,听自己内心的召唤,回归自然!

瑞士不仅以自然景观闻名,它的城市也是旅游爱好者的天堂。复苏后的第一个夏季,瑞士国家旅游局特别推出“我要去清爽夏日,我要去瑞士”主题,推广苏黎世,日内瓦,琉森,提契诺州及日内瓦湖区。

河流、湖泊、瀑布,瑞士被誉为欧洲的水塔。欧洲最大的河流均发源于瑞士,瑞士众多的湖泊不仅作为景观,也是瑞士人的日常生活。无论是最大的湖泊或者较小的山间湖泊,亦或是贯穿城市的河流,您都可以享受一场放松的畅游。瑞士还拥有大量河流,流经迷人的村庄和城镇。这些河水非常干净,在河里游泳是很多地方的夏日流行,比如苏黎世和日内瓦。

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水畔度假 瑞士就像整个欧洲的水上度假胜地。处处都可看到各种独特的湖边和河畔游泳设施。其中许多都坐落在市中心,比如水上度假胜地城市度假屋苏黎世的SLIP

站式索板(SUP),日内瓦市中心可以欣赏到Jet d'Eau喷泉及其新的“Anneau Aquatique”

环平台的美景。从历史悠久的拉沃 Lavaux 村庄到令人敬畏的罗什德内 Rochers de Naye 山峰和日内瓦湖的原始水域,参观蒙特勒里蒙特拉就像走进了一张明信片。沉浸在戏剧性景观的中心。

湖和沙滩 搭乘因特拉肯游船,可饱览两湖岸边的前置的湖泊,美丽的木里村和白雪皑皑的雄伟山峰感受如诗如画的瑞士。意大利语区的提契诺州感受地中海氛围。马焦雷湖的海滩提供各种水上运动,如滑水板或立式索板。餐厅、酒吧为度假体验锦上添花。如果您有时候渴望一个凉爽的世外桃源般的孤岛,瑞士也可以满足您的这个需求。这些迷你天堂可以便捷地乘船到达。

喷泉之旅 在瑞士的很多城市小镇都有喷泉及雕塑,独特的设计和有趣的故事吸引着游客。夏季除了提供游客饮水,还有特别的城市喷泉沐浴,喷泉花盆大赛等精彩体验。跟随喷泉之旅地回来打卡吧。

水畔餐厅 琉森的夏日水上酒吧游客可以在这座城市众多的夏日酒吧享用一杯清爽的饮品,同时欣赏琉森绝佳的美景。日内瓦湖畔有众多可欣赏湖景的露台酒吧。城市屋顶上也有美食之选,下班后在高处一边啜饮放松的饮料一边欣赏日落及夕阳水景。在瑞士的很多城市里,你会发现湖河流潺潺依偎着城市。

瑞士国家旅游局“环游瑞士”主题包括“瑞士环游火车之路”和“瑞士环游之路”两大产品。其中“瑞士环游之路”专注于路上驾驶环游瑞士的宣传概念,该线路覆盖13个旅游地区,远离高速公路,投身最美线路。而对于不想自己开车的游客,“瑞士环游火车之路”把轻松舒适的公共交通工具与宜人的风景地合在一起,仅需一张瑞士旅行套票,即可方便领略所有精华美景。

瑞士是艺术爱好者的天堂。世界闻名的艺术作品在这个小而紧凑的国家随处可见。瑞士的艺术博物馆联盟就是最好的例子。瑞士各大艺术、设计、摄影博物馆共同邀请游客们体验这种轻松而独特的文化之旅——在这些美丽的博物馆里亲近自然。在瑞士,不仅可以欣赏无与伦比的风光,享受特有的美食,还能参观各具特色的博物馆,绝对物超所值。

瑞士拥有多种语言文化,因此餐厅情调各异,烹饪技术也多种多样,但大致而言由于受到法国、德国及意大利等邻国的影响,各个地区都拥有自己独特的风味美食。由于大量外国人的移民亦带进不少其他国家的特色饮食,所以在瑞士除了可以品尝各种瑞士本地的地道美食外,其它国家的美食也能享受到。Enjoy your meal! En Guete! Bon Appetit! Buon Appetito! Bun Appetit!

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Switzerland.

KMM: Sina SHA lifestyle campaign.

- Date: 12 June – 11 July
- Description: Sina Shanghai raise a lifestyle campaign on weibo about summer holiday family topic. Weibo + H5 + Voting
- Result: tbc



在高山湖泊中畅游，观察野生动物或乘坐雪橇沿着山坡飞驰而下。不论喜欢在森林边缘享用烧烤、在餐厅享用美味，还是喜欢在家庭旅馆或帐篷中过夜——无论想要什么，想去哪里，想做什么：瑞士为所有的家庭都准备好了合适的活动体验。

新浪上海 23-6-12 10:05 来自微博网页版 已编辑 发布于上海

【新浪上海旅游策划 #爱玩爱吃爱生活# 亲子同行，快乐加倍】
第三期：“大手牵小手一起游世界”（上篇）
沿着童年的方向出发，陪小小的他，看大大的世界
选出你心中的亲子旅行目的地，留下最难忘的记忆，戳网页链接 参与投票，解锁专属于你们的亲子旅行。[比耶]关+转，抽取幸运儿获得JD卡~抽奖详情



KAM: Webinar June.



- **Date:** 20th of June
- **Description:** Monthly webinar training
- **Partner:** Davos / Laax / Rhb
- **Result:** 110 participants online

瑞士. 

瑞士达沃斯-克洛斯特斯/瑞士莱克斯
雷蒂亚铁路培训课程

直播时间: 5月20日 15:00

课程摘要:
瑞士达沃斯-克洛斯特斯
莱克斯 -- 一场和大自然的约会
伯尔尼纳景观列车, 冰川列车及复古列车

嘉宾信息:

 Fredi Michel 先生 瑞士达沃斯-克洛斯特斯 莱克斯地区经理	 Hong 江洪先生 瑞士莱克斯 销售经理	 Jacky 朱军先生 雷蒂亚铁路公司中国区代表 中国区市场总监
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抽奖礼品:
达沃斯-克洛斯特斯精美礼品
(礼品由达沃斯-克洛斯特斯提供)



扫码参与抽奖



Switzerland.

Award: TRUE tourism real-estate Evaluation awarding event.

- Date: 27 June
- Description: True Travel Recover Summit. Tourism real estate ultra evaluation. Switzerland Tourism award as “2023 most promising overseas tourism bureau”
- Result: 200pax participants in awarding ceremony





Switzerland.

KMM: Int'l media trip Summer in the cities.

- Date: June 25-30
- Description: KOL NinaNini join International media trip topic summer cities
- Partners: Zurich / Basel / Geneva
- Result: 1pax





Switzerland.

Promotion: “So Swiss” in Suzhou.

- **Date:** 15 June
- **Description:** Swiss Consulate Showcase at Suzhou Xi Jiao University. ST present Swisstainable, Summer city splash. ST join Sustainable lifestyle speeches, exhibitions etc
- **Partners:** SWISS
- **Results:** 300+ visitors

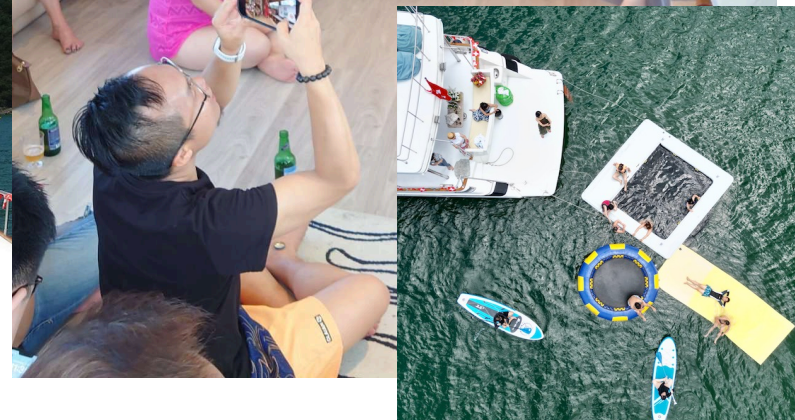




Switzerland.

KMM: Summer Campaign – HKG.

- **Date:** 21.06.2023
- **Description:** invited KMM & KAM for ½ day yacht trip under the theme of “City Splash” for water fun
- **Partners:** Kambly, Rausch & STC
- **Budget:** Summer Campaign
- **Result:** 25 KMM+KAM+Partners





Switzerland.

KMM: Summer Campaign – Guangzhou.

- **Date:** 27.06.2023
- **Description:** invited KMM & KAM for Summer gathering and SUP experience under the theme of “City Splash”
- **Partners:** Kambly, Swissmooch & Victorinox
- **Budget:** Summer Campaign
- **Result:** 20 KMM+KAM



KMM: Summer Campaign – Beijing.

- **Date:** 29.06.23
- **Description:** invited KMM & KAM for Summer gathering and SUP experience under the theme of “City Splash”
- **Topics:** Water in the City
- **StraPa:** Appenzeller Bier, Victorinox, Swissmooh, Kambly, Swiss
- **Partners:** STS, RhB, Ticino, LLR, Vaud, MRAG, Zurich, Jungfrau, Geneva
- **Budget:** Summer Campaign
- **Result:** 55 KMM+KAM





Switzerland.

Promotion: Europe Travel Carnival Switzerland Tourism Booth.

- **Date:** 10 – 12 June
- **Venue:** ReMention Shanghai
- **Description:** Cities & Culture, Swisstainable, ST booth, Theme presentations, on-site livestreaming, panels etc
- **Partners:** Kambly, Victorinox, Swiss Mooh
- **Results:** 2'000+ visitors





Switzerland.

Promotion: Photo Exhibition Suzhou.

- **Date:** 17 June
- **Description:** Suzhou 1990 Library
- **Topics:** ST speech on summer city splash, swisstainable.
- **Results:** 100+ visitors



SCIB: Accorhotel China Showcase.

- Date: 13 & 15 June
- Place: Beijing & Shanghai
- Separate booth for SCIB for promotion Switzerland.
- More than 150 participants, incl. end consumers and agents per city.
- Discussion and update with local agents.





Switzerland.

Health: STM Health Edition.

- **Date:** 25 - 30 June
- **Description:** Buyers from Beijing Santa Lucia Health, Beijing Mexigan Medical Consulting, Shanghai Jia Hui Health, participate STM Health Edition in Engerberg Kempinski, and post tour of clinics visit.
- **Results:** 3





Switzerland.

KAM: Swiss media interview Caissa Touristic Mono-Switzerland group.

- **Date:** 27 June
- **Description:** SRF/NZZ interview and filming Caissa Touristic 17 days mono-Switzerland group in Zermatt
- **Results:** tbd



C&A: SBB Mini-Programme on WeChat (Free Space).

- **Date:** 01.02.23 – 31.05.23
- **Description:** Digital Display Ads on the mini programme to promote the destination Switzerland with the Roger Federer Visuals
- **Results:**
 - **Impressions:** 240'574
 - **Clicks:** 1'874
 - **CTR:** 0.74%





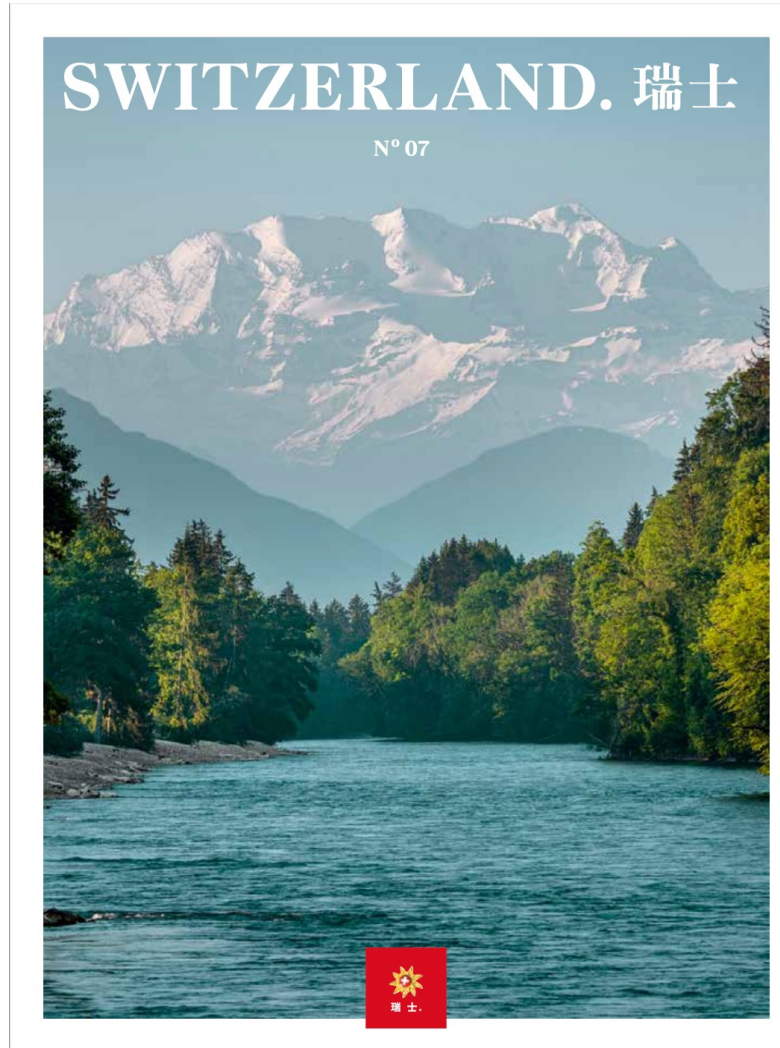
Switzerland.

Production: 2023 Summer Magazine.

Description:

- HQ design, translation for Chinese
- 86P, focus on summer/water theme
- Printing ready in Beijing warehouse
- Digital version on miniapp

Results: hardcopy 1,500



Production: 2023 Health Magazine.



Switzerland.

Description:

- New design, translation for Chinese
- 126p, medical facilities by regions
- only online version, miniapp

Results: tbc





Switzerland.

KAM: Yiqifei B2B workshop_South China.

- **Date:** 28.06.2023
- **Description:** invited 80+KAM from South China for 2.5 hours event under the title “Switzerland by train”.
- **Partners:** STS, RE
- **Budget:** ST/STS/RE Common Budget
- **Result:** 80+ trade / 940+ online



KAM – Sales Visit Changsha and Guangzhou.

- **Date:** 15 Jun @ Changsha
 - **Description:** visited 5 KAM (Groups, Incentive & Tailor Made)
 - **Result:** exchange with 15+ operation staffs, great potential on Tailor Made
-
- **Date:** 28 Jun @ Guangzhou
 - **Description:** visited 4 KAM (Groups & Tailor Made) with STS (Una)
 - **Result:** exchange with 10+ operation staffs, mainly for updates & networking



Korea.



Switzerland.

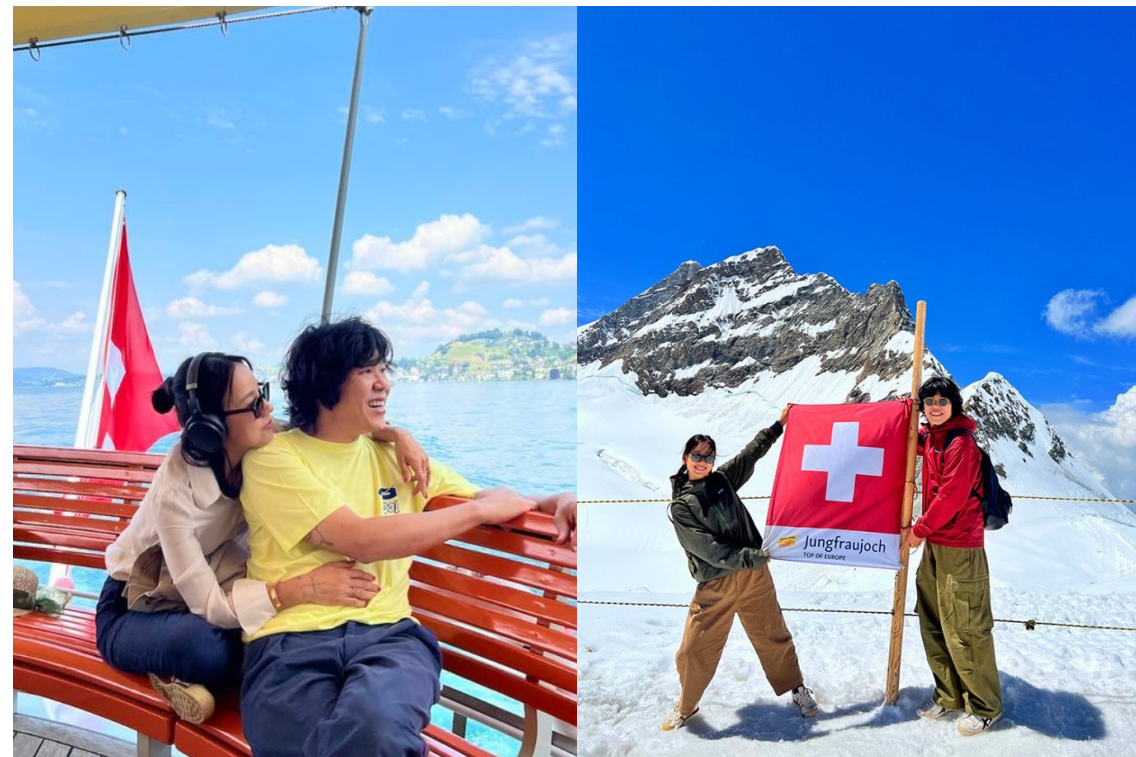




Switzerland.

KMM: Media Trip with Celebrities Summary.

- Title: Media Trip with Celebrities
- Background
 - Hyori Lee, who is a highly influential Korean singer, record producer, activist and television presenter, visits Switzerland for Art Basel with her husband, Sangsoon Lee, who is also a well-known musician in Korea
 - To promote LLR / Jungfrau Region and Art Basel by generating media coverages and buzz on SoMe channels through celebrity's & ST owned Instagram postings
- Period: 8 June – 15 June
- Destinations : Zurich, LLR, Rigi, Jungfrauabahn, Interlaken, Basel





Switzerland.

KMM: Media Trip with Celebrities Result.

Media Exposure

- Media Coverage: 155 articles
- Media Contact: 103,785,750

Digital Exposure

- Hylee Lee
- IG @lee_hylee : 71.3K (as of Jul 5)
- 10 postings
- 10 stories
- Likes: 1,196,000
- Comments: 6,151

"한 편의 화보"...이효리♥이상순, 결혼 10주년 기념 여행

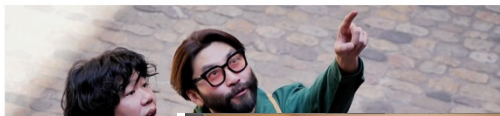
기사일력 | 2023-06-11 12:42
가수 이효리, 이상순 부부가 결혼 10주년을 맞아 스위스 여행을 떠났다.



10일 이효리는 "아주 오랜만에 돌아"라는 글과 함께 여러 장의 사진을 게재했다. 공개된 사진 속에서 이효리, 이상순이 스위스에서의 데이트를 즐기고 있는 모습이 영을 즐기며 자연스럽게 포즈를 취하고 미소를 발산하는 등 달달한 분위기를 형성하며 또 다른 사진 속에서는 이효리가 이상순으로부터 선물 받은 보이는 척고 귀아 보이는 이들을 웃음 짓게 했다. 해당 게시물을 본 김완선은 "들이 어쩔 이리도 잘 어울리는지, 넘 이빠"라는 댓글을 달았다. 효리야"라며 호응해 했다. 한편 이효리와 이상순은 지난 2013년 결혼해 올해로 10주년을 맞았다. 또한 이효리 단에 출연해 어린 시절의 추억을 소환하며 시청자들에게 재미와 감동을 선사하고

이효리♥이상순, 노홍철과 스위스 바젤 '아트 바젤' 참석

기사일력 | 2023-06-15 14:21
이효리, 이상순 부부가 '아트 바젤' 공식 행사에 참석했다.



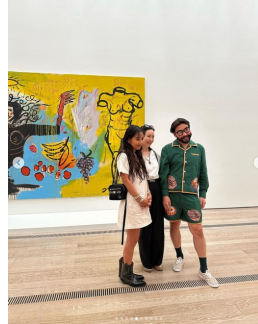
스위스 바젤은 스위스에서도 가장 예술적인 도시이다. 바젤 현대 미술관부터 바젤의 제1, 제2, 제3 미술관, 그리고 미술관 등, 각 4개의 미술관과 박물관이 도심 곳곳에 자리하고 있다.

이번 예술의 도시 바젤에서는 매년 열리는 세계적인 아트 페어 '아트 바젤(Art Basel)'이 예술을 사랑하는 전세계 사람들이 가장 좋아하는 이벤트이기도 하다.

스위스관광공회와 공식 초청으로 가수 이효리, 이상순 부부가 '아트 바젤' 공식 행사에 참석했다. 이번 바젤은 세계 최고의 갤러리들과 예술가들의 만남의 장소로, 바젤에 공장에 위치한 미술 박물관이 열린다. 세계적인 건축가, 제프 쿤스도움이 디자인한 홀이 세계에서 제일 멋진 작품으로 꼭 둘러보게 된다. 이번 '아트 바젤 2023'에는 세계 정상급 갤러리 26개 이상이 모여 다양한 작품을 선보인다. 대중에게는 당일 10시부터 19시까지 매일 오전 11시부터 오후 7시까지 개방된다.



lee_hylee Art Basel
lee_hylee art basel
fondationbeyeler
buaaaang 편인지도 몰라서전망대로 아무도 안들고 있는데 나만 들고있네... * * * * * 효리씨야! 만나서 너무 반갑고있네! * * * * *
lee_hylee333 미치광이신공 손님이 생다니는진 재밌어요!
yoonpai 언니와를 스위스 할 거고 싶었는데... 무뎌
paricass_officials의 27,327명이 좋아합니다



lee_hylee Art Basel
lee_hylee art basel
fondationbeyeler
buaaaang 편인지도 몰라서전망대로 아무도 안들고 있는데 나만 들고있네... * * * * * 효리씨야! 만나서 너무 반갑고있네! * * * * *
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yoonpai 언니와를 스위스 할 거고 싶었는데... 무뎌
paricass_officials의 9,727명이 좋아합니다

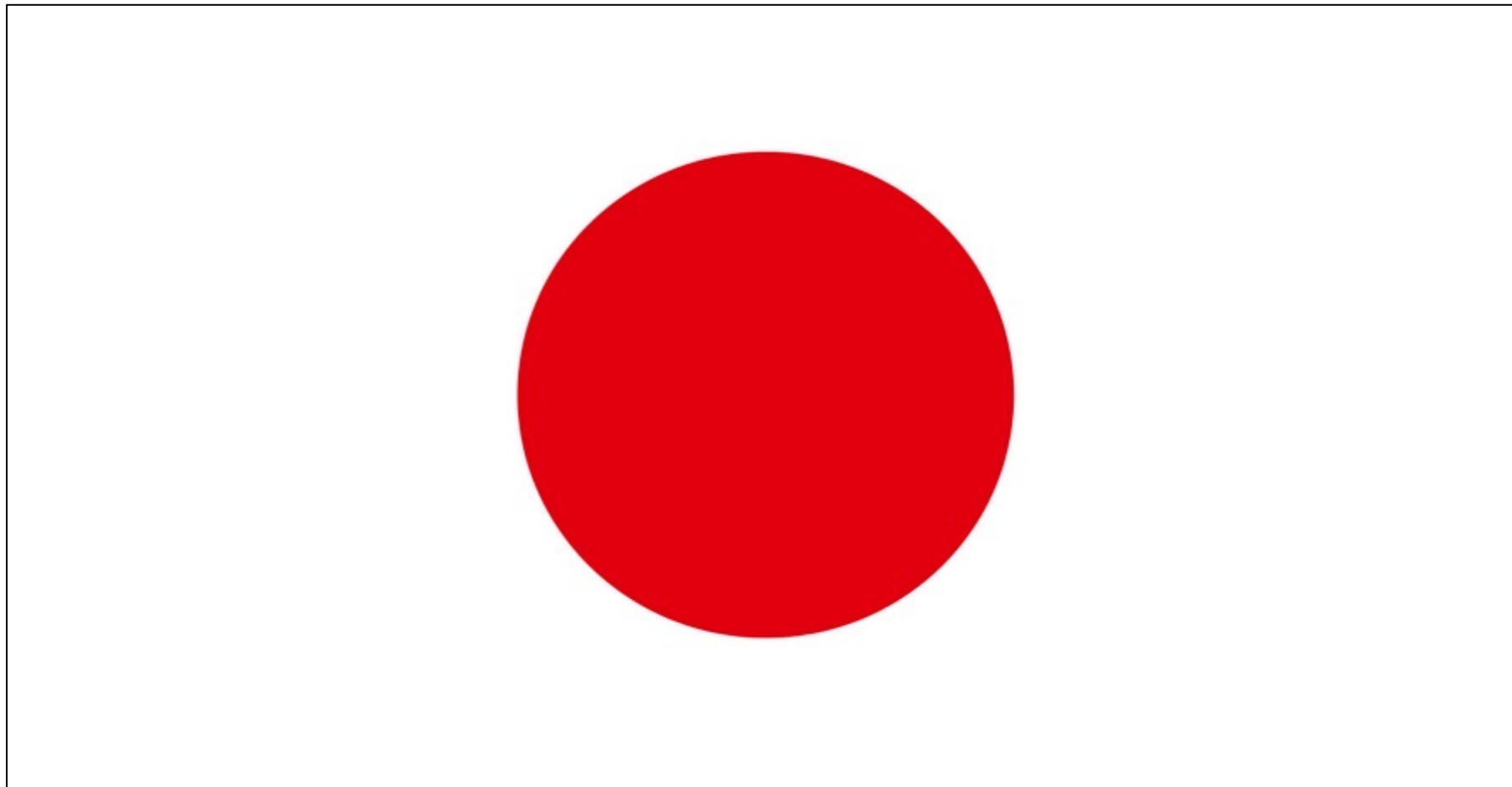


lee_hylee Art Basel
lee_hylee 스위스를 여행하는 스위스 여행객들이 너무 귀여운데 언. 여행의 추억에 누구에게 다뤄도 감사할까. 그리고 감사해요.
myswitzerland의 30,227명이 좋아합니다

Japan.



Switzerland.

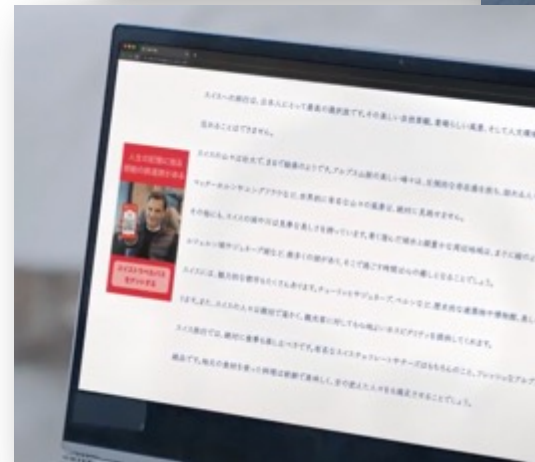
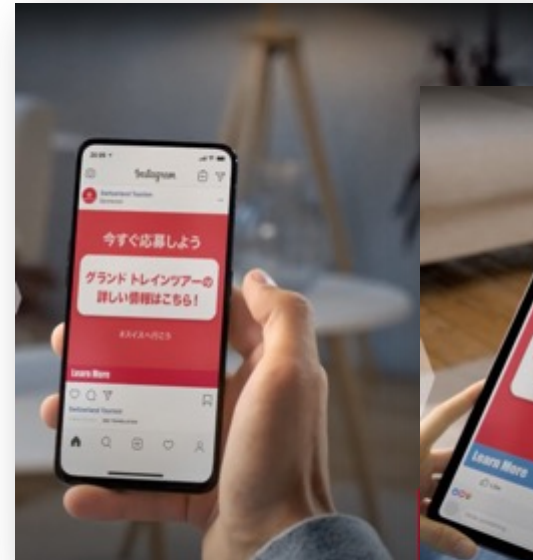




Switzerland.

Recovery – GTToS Display and Meta campaign.

- Two-phased online display and meta ads campaign.
- 15.4.- 25.06.2023
- 1st wave pushed the Swiss Travel Pass promotion using the RF visuals.
- 2nd wave pushed the GTToS using the general GTToS visuals.
- Campaign reached 2.8mio impressions and 11'872 qualified reactions.





Switzerland.

C&A – Kawaii Campaign influencer trip.

- First part of the ‘Kawaii’ Key Partner campaign.
- Trip of Influencer @fumixparis in search of the most ‘Kawaii’ (japanese for sweet/cute) things in Switzerland.
- Trip covered the key partners GEX, Schilthorn and STS
- Content will be used for an online campaign targeting the millennial market.





Switzerland.

C&A – Basel Art Ambassador trip .

- Trip of art Ambassadors Yuka Numata and Sharar Lazima to Basel for the Art Basel and discovery of the city in summer.
- Dates: 10-15 June 2023
- Second trip within the art ambassador project.
- The content created will be used for an online campaign targeted at young japanese art lovers.

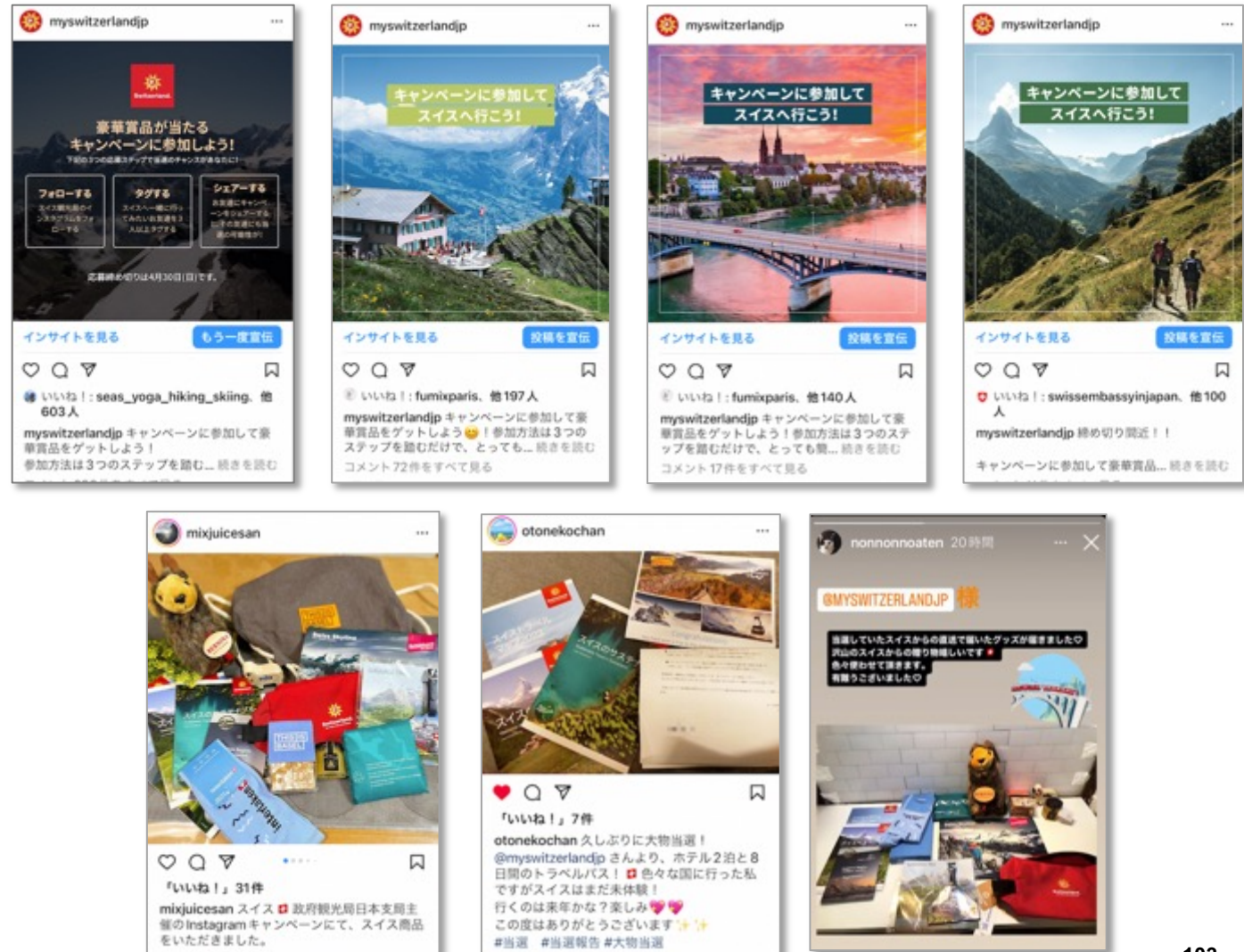




Switzerland.

C&A – Instagram Contest Campaign

- Instagram contest campaign to grow followers @myswitzerlandjp.
- Period: 20 Mar. – 30 Apr. 23
- Fan growth: 508 (44% fan base growth)
- Total reach: 38'070
- Total impressions: 90'492
- Integration of digital partners for the key visual and prizes.





Switzerland.

KMM - Magazine 'ELLE'.

- 'ELLE' is the monthly women's magazine.
- Circulation: 94'000 copies
- Pages: 1/2 page
- Issued: 28 May 2023
- Article about Hôtel des Horlogers of Audemars Piguet in Brassus in Vaud Region as the sustainable and design hotel.



2



1

MOUNTAIN
Switzerland
HÔTEL DES HORLOGERS
by Kyoko Sekine

サステナブル先進国の快哉、アバンギャルドな森のホテル

スイスはジュラ山脈の南端、フランスとの国境に近いヴァレ・ドゥ・ジュー(ジュー谷)に、2022年春、スタイリッシュなブティックホテル「オテル・デ・オルロジェ(時計職人のホテル)」が登場。高級時計として知られる「オーデマピゲ」本社横に造られる「オーデマピゲ」本社横に造られ、環境認証Minergie-ECO®で保証された四つ星のブティックホテル。もとは1857年創立の「オテル・ドゥ・フランス」だった。建物は回廊のように地形に合わせて設計され地元産木材や石など天然素材で作られた。シンボルモダンな全50室。レストラン、ラ・ターブル・デ・オルロジェではフランスのミシュラン三つ星シェフ、エマニュエル・ルノーが腕を振るう。スイスらしさに溢れる上質なホテルだ。

1 季節ごとにジュー谷の美しい風景を堪能できる。2 ホテル外観。全50室とスイートは、「スイス時計の職人気質をもって謙虚に真摯に取り組んだ」そう。3 リスーの森に囲まれた客室。室内は自然素材を主役にエレガンスを追求。4 スタイリッシュなバー・オルロジェ。

オテル・デ・オルロジェ
Route de France 8,1348 Le Brassus, Switzerland
パレーゲストルーム CHF393~
www.hoteldeshorlogers.com



Switzerland.

KMM - Magazine 'Nodule'.

- 'Nodule' is the monthly travel magazine.
- Circulation: 50'000 copies
- Pages: 3 pages
- Issued: 31 May 2023
- Article about Mt. Niesen and episode of Swiss painter Ferdinand Hodler by the famous train journalist Mr. Kan Sakurai.





Switzerland.

KMM - Magazine 'Co-Trip'.

- 'Co-Trip Magazine' is the travel magazine which issues 3 times a year.
- Circulation: 80'000 copies
- Pages: 1/4 page
- Issued: 13 June 2023
- Article about 'Meet the Sheep' in Zermatt.

スイス
Switzerland

※文：末武千恵（オフィス・ポストイット）



マッターホルンを眺めながら
リップフェルゼー近くをハイキング

アルプスで出会う 黒い鼻のかわいい動物

スイスのマッターホルンの麓にある町ツェルマツト。ヨーロッパ有数のリゾートで、夏はハイカーたちでにぎわいます。町の周辺には総延長400kmにもなるハイキング

コースが広がっていて、終始マッターホルンを眺められるコース、美しい湖を訪ね歩くコース、花に囲まれて歩くコースなど、バラエティに富んだハイキングを楽しむことができます。ハイキング中にぜひ探してほしいのが、ふわふわの毛で覆われた体の、顔と足首の先だけが黒い「ヴァレーの黒い鼻のヒツジ」です。6月終わりから9月中旬までツェルマツト周辺の山に放牧され、広いアルプスを動きまわっているヒツジで

すが、確実にこのヒツジたちに出会う方法があります。というのも多くのヒツジたちにはGPSが取り付けられていて、ツェルマツト観光局のウェブサイトで確認すると彼らの居場所が分かるようになっていいます。この夏はアルプスへかわいい動物に会いに行ってみてはいかがでしょうか？

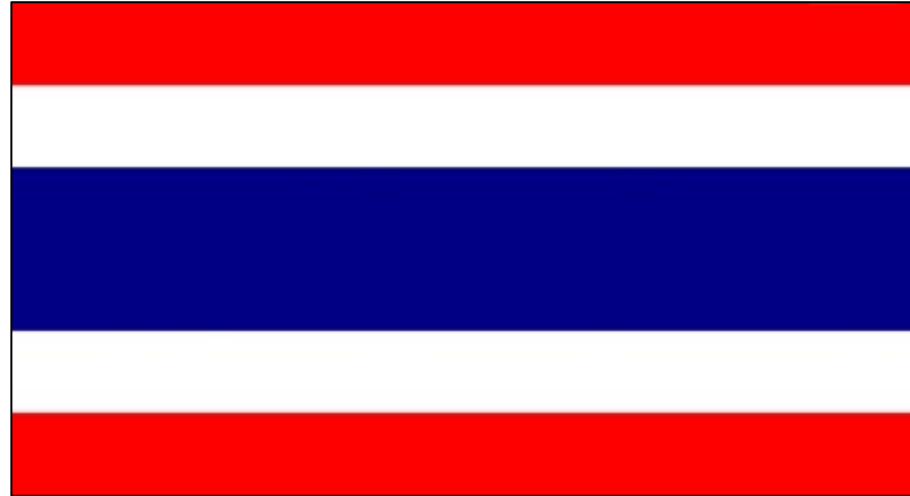


「ヴァレーの黒い鼻のヒツジ」はスイス南部のヴァレー州が原産の希少種

South East Asia.



Switzerland.





Switzerland.

STS: Summer Newsletter to Trade

- 1 June
- Market: SEA
- Target: Communicate Summer news incl. Bike + Train, Promote STP and GTToS offerings. Highlight outdoor activities accessible by trains.
- Goals: Continually refresh and expand existing database. Engagements with agents.



Hike, Bike or hop on a magical Ride. Summer is here!

Dear travel agent partners & friends of Switzerland,

Sing to the sunshine, dance with the Rhine, having a fun time, totally sanguine; floral dress fits, accessories glitz, glowing Aperol spritz - **Summer is for falling in love.**

STS: STP Summer season SinChew.com.my

- 1 - 30 June
- Market: MY, Chinese language readers
- Target: Promote STP for Summer season and GTToS offerings.
- Goals: Advertorials on website, social posts on FB and IG. Reach >7mio monthly web visitors, 2.5mio followers on FB, 450k followers on IG. >80 STP sold.

#瑞士环游火车之路
#grandtraintour
#瑞士交通系统...see more



如何一票在手
玩转整个瑞士?

SINCHEW.COM.MY
15天的瑞士旅行通票最超值，搭配一等舱火车

STS: Support SCIB SIN CGK KUL roadshows



Switzerland.

- 25 – 29 June
- Market: SG ID MY
- Target: Support Dominique SCIB roadshows in SIN JKT KUL. Promote MICE offerings on Trains and Boats. Network with MICE agents.
- Goals: At least 1 MICE event on Train or Boat in Switzerland.



MY: KOL Charles Kuay Summer Media Trip

- 4 – 9 June 2023
- Charles Kuay – micro blogger, writer, radio/tv host
- Partners: Interlaken/JJ, Davos



MY: KOL Desmond Tey Summer Media Trip

- 6 – 12 June 2023
- Desmond Tey – TV host & producer
- Partners: Zermatt, Matterhorn Region, Schilthorn



MY KAM: Summer Campaign B2B presentation



Switzerland.

- 14 June 2023
- Presentation at MATTA Travel Exchange
- 100 agents participated
- Partners featured: STS, LX, Lake Lucerne Region, Bucherer, Graubunden, Interlaken Region, Matterhorn Region





Switzerland.

KMM (Thailand) – Coconuts / Soimilk.

Circulations: 229K+

- Partners featured: Zurich (Lindt)
- https://www.soimilk.com/lets-try-lindt-home-of-chocolate-a-heaven-for-chocolate-lovers-in-zurich?fbclid=IwAR2XvwiKax-Tn4y2Ygg4BJ15yiWjVmvx_YluoKczDABVqn9Cy6t69jlsIXw





Switzerland.

KAM Fam Trip (Lifestyles with QE & KOLs)

- 6-16 June 2023
- KA: Quality Express x3
- KOLs: Noona, Joonior, Loi Story
- Partners
 - Graubuenden
 - Zurich
 - GEX
 - Lucerne (Pilatus, Rigi, SGV)
 - Montreux & Lausanne
 - Aletsch Arena



SCIB: KAM SEA Roadshow 2023

- 23-30 June 2023
- Locations: Singapore, Malaysia, Indonesia, Thailand
- Participation: 44
- Partners
 - Zurich & sub-partners (Dolder grand & Marriott)
 - Lucerne
 - Vaud (Lausanne)
 - DW





Switzerland.

SCIB: KAM Asia Trophy get-together dinner 2023

- 30 June 2023
- Location: Digital Delicious, Bangkok Thailand
- Participations: 17
- Partners active participation:
 - Zurich & sub-partners (Dolder grand & Marriott)
 - Lucerne
 - Vaud (Lausanne)



RIS Swiss Society Bangkok event 2023

- 10 June 2023
- Location: Carlton hotel, Bangkok
- Participations: 100+

Graduation Ceremony and Maturaball
2023



Australia.



KAM: Virtuoso On Tour.

- Switzerland at the first Virtuoso On Tour roadshow in Sydney
- Switzerland booth “Chalet style” with deckchairs re-used from Bondi Festival
- 270 Virtuoso advisors Australia wide attended the event
- 2-day event with a total of 72 presentations to small groups of Virtuoso consultants
- Huge demand for Rail product which results in dedicated webinar series with STS
- Networking event on the first evening



India.



Switzerland.





Switzerland.

KAM / KMM: Networking event at the Consul General's Residence (7th June 2023).

- Networking evening to welcome Simon & Sara to India
- Attendees: Key trade accounts and media contacts
- Mr. Martin Maier (Consul General) highlighted the importance of India & Switzerland's close relationship
- Simon & Sara presented "Swisstainable" and the way forward for tourism in Switzerland.
- Total No. of attendees: 48

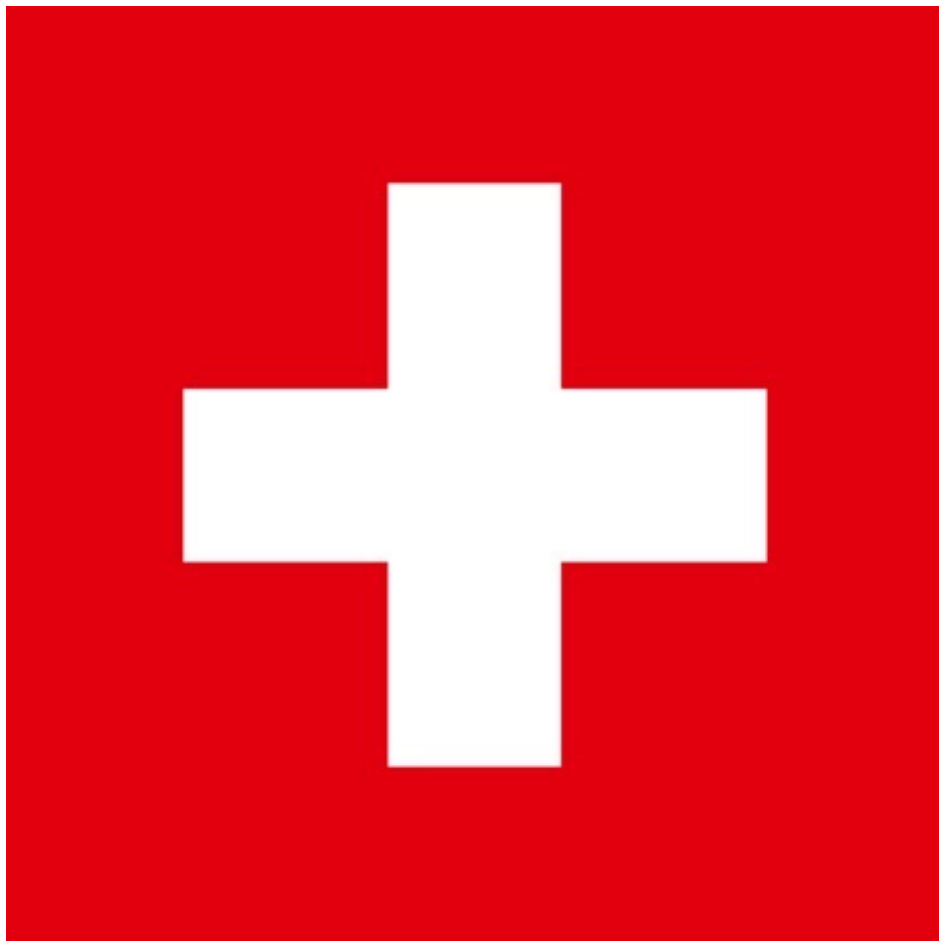


Markets West.

Switzerland.



Switzerland.



ST Swisstainable Summerspecial.



- Integration in Schweizer Illustrierte & Illustrié
- Publication: 23.06.2023
- German/French
- Print Circ. 187'000 / Reader: 760'000
- Online/SoMe campaign: 405'000 visitors/fans
- 37 pages, incl. Freespace Interview M. Nydegger
- SBB, J3L, Zürich, Basel, Luzern, Fribourg, Engadin/Val Müstair, ST Hotel, Jungfraubahnen, Kambly, WHES, Mammut, out & about, Europcar, Rausch, SCM, Raiffeisen, Responsible Hotels



RailAway Travel Magazine - Summer/Fall 2023.



Switzerland.

- Leisure magazine by SBB/RAW
- Circ. DE 110'000 / FR 60'000 / IT 30'000
- Distribution: on trains & train stations Jun - Sep 2023
- Monothematic issue on “Swisstainable”
- Content co-creation: 8 pages sustainable stories Cities, 100% Women & Hotels
- Co-Sender with Cover Logo & back cover ad





Switzerland.


Integration in daily newspaper.

- 2.5 page print spread in 10 daily newspaper
- Publication: 24./25. June 2023
- Circ. 810'000 / Reader: 2'040'000
- German/French/Italian
- Topics: Summer, Hiking, e-Bike
- Fribourg, Lugano, Zürich, Visana
- Tages-Anzeiger, Berner Zeitung, Le Matin Dimanche, St. Galler Tagblatt, Luzerner Zeitung, Aargauer Zeitung, Bz Basel, Walliser Bote, Corriere del Ticino, La Domenica.

Sommer in der Schweiz.


Den Schweizer Sommer geniessen.

Die warmen Sommertage in der Schweiz geniessen. Neues erleben und Unbekanntes entdecken. Ob zu Fuss oder auf zwei Rädern, weit weg von der Zivilisation oder mitten in der Stadt – Sommerferien in der Schweiz bieten grenzenlose Möglichkeiten.



Zürich – die Stadt am Wasser.

In Zürich ist der nächste Sprung ins Wasser nie weit entfernt. An heißen Sommertagen sorgen Bäder entlang der Flüsse und am See für Abkühlung. Wer ein Badegewässer sucht, wird an der Limmat fündig, sei es an Oben- oder am Unteren Latten oder im Flussbad Au-Höngli. Der Schanzengraben mit städtischer Promenade ist ein Ort der Erholung, und die Bellevue, etwas ausserhalb des Stadtzentrums, lässt richtig Ferien-Feeling aufkommen.



Welsch, was ig meine?

Wie verhalten wir uns – oder doch nicht? Erleben Sie jetzt Emgibi im Luganer Gäu mit dem Viarese-Biosphären-Milieu Park und Christian Stückli. Mit etwas Glück erkunden Sie die Schweiz in diesem Sommer mit einem neuen E-Bike von Thomson. Menschen und E-Bike geniessen auf www.visana.ch

Visana – viel mehr als ein Koerker- und Unfallversicherung. Praktisch und bequem, die Versicherungen aus einer Hand. www.visana.ch

Urlandschaft am Schwarzsee.

Oberhalb vom Schwarzsee in der Region Fribourg führt eine Flusswanderung durch die ein Dübälchen-gelagerte Landschaft Brecca mit dem Naturerlebnis Eweiscastrund. Es geht an Kalksteinwänden vorbei und über grüne Auen, auf denen Kibitz als wachsendend grünen. Entlang des Wegs werden Wanderrinnen und Wanderer in einer der gemächlichen Buntstein, auch Reppa genannt, mit lokalen Köstlichkeiten bestirnt.

Von Lugano in die Höhe.

Vom mediterranen Lugano zur Bergwelt hoch, 21 Kilometer und 1400 Höhenmeter – der Aufstieg zur Capanna Morcia Bar hat es in sich. Mit dem E-Bike ist die Route leicht gut machbar und die Absteigung leicht auch. Die neu erbaute Hütte bietet ein unvergleichliches Panorama. An heißen Tagen reicht die Fahrt bis nach Maland, zum Monte Rosa-Museum und zu den Ränder und Berner Alpen. Am besten lässt sich die Aussicht bei einem Tessiner Plätsli geniessen.

Nachhaltige Sonderangebote: Hotel und ÖV-Reise.

* Mehr unter sbb.ch/swissustainable

ZWEI NÄCHTE AB CHF 199.-

Informationen finden Sie unter www.sbb.ch/swissustainable oder 0800 100 200

Schweiz.

Swiss Sustainable unterwegs



ZÜRICH

SBB CFF FFS

BeNeLux.





Switzerland.

Luxembourg. Meetings. Annual business dinner.

- 08.06.2023
- Le Sud
- Theme: Swisstainable & water
- Key-note speaker: Timo Bausch
certified water sommelier
- 30 guests corporate meeting
planners: finance, insurance,
banking, law
- 5 Swiss partners: *Crans-Montana, Davos,
Pilatus Bahnen, Radisson Blu Andernatt, Swiss
Int. Air Lines*



Luxembourg. Meetings. Annual business dinner.



Belgium. Meetings. Switzerland Meeting Trophy.



Switzerland.

- 22.-25.06.2023
- Engadin St. Moritz - Zurich
- Team Belgium: 7 participants
- The “Spice Team Belgium” won the trophy this year





Switzerland.

Belgium. Meetings. BBT workshop.

- 26.06.2023
- Albert in Brussels
- Speed date workshop followed by dinner
- Mainly agencies, few corporate & associations
- 120 registrations/100 participants
- 5 Swiss partners: *Geneva CVB with Manotel Geneva, Lausanne Moevenpick Hotel, Pilatus Bahnen, Zurich Marriott Hotels*
- 2 concrete RFP's



Netherlands. KAM. Incento.

- 01.-03.06.2023
- FAM-Trip in cooperation with touroperator Incento train specialist
- Participants: 1 employee from Incento and 10 Travel agents
- In cooperation with STS, MoB, Lausanne and Interlaken
- Programme:
 - Day 1 – City tour in Thun and overnight in Hotel Seepark
 - Day 2 – Traveling by GoldenPass to Montreux, traveling by boat to Lausanne staying overnight in Lausanne
 - Day 3 – Lausanne City tour including a visit at the Olympic Museum
- Almost instant result; two travel agents booked within a week already two train trips to Switzerland by Incento





Switzerland.

Netherlands. Promotion. Exclusive Digital Campaign Bern.

- 01.-30.06.2023
- Exclusive campaign “Remember the orange wave at the Euro08 in Bern”
- Campaign with DPG media house in the sports section of ADR Nieuwsmedia, NU.nl, volkskrant.nl, parool.nl, sportnieuws.nl and nusport.nl
- 1.534 Mio. Impressions
- 8'091 visits on the Bern's Euro08 landing page

AD NIEUWS WEBWINKEL

Bob van Riel 30-05-23, 11:29

Laatste update: 30-05-23, 14:04

f t w

Advertentie

Terug naar de Euro08 BERN

Vanaf de Bundesplatz lopen we naar de Zytglogge, en dan over de Korenhuisbrug

ONTDEK MEER

De Amerikaanse krant *The New York Times* dook in de soms schimmige wereld van de anonieme kopers van beroemde kunstwerken en traceerde de gang van zaken rond deze beroemde Van Gogh. De speurtocht leidde naar belastingparadijzen en een gevallen Chinese miljardair

3:0 tegen Italië

Wat een voorfaller was dat! We vieren dit met een 3-gangen maaltijd. In het Italiaanse restaurant, natuurlijk, waar anders. En ook restaurant is hier geschikt dan. Nu op de Korenhuisplatz en dus vlak naast de Korenhuisbrücke, de mijnsz van de omgekeerde formuuz? Wij bevelen de legendarische Fritto mees aan om mee te beginnen (2:0), gevolgd door een originele Neapolitaanse pizza (2:0) en een vrieskost dieke naar keuze als afsluiter (3:0).

ANDAMBI

4:1 tegen Frankrijk

Vier keer, 4:1 vooz paff! Ô hie, de Nederlandse bal belandde vier keer in het doel tijdens de wedstrijd tegen de Franzen! Wie zouden bang in vier Bernes kantoren. De 10 score bij het Atlas Transjapan. Hier wordt jaarlijks 3.000 herbarien hier gefotoveert! Ge vorder naar de Berheller OnTag in de Berhvegenen. In de huidige gewoelke kinder acaden 10 soorten tagline gevevent. Als je de dring overneemt, wacht loerface Au Tappete op je met een uitgebreide selectie van microbruweries uit de hele wereld. We vieren 4:1 in de Berhellen op de Berhvegenplatz - vlak van het Stalle de Suisen.

LEKER BORGOPPEN

Italy.



Switzerland.





Switzerland.

KMM: Top coverage on DOVE Travel.

- Date: June
- What: 3-pages article on DOVE Travel Magazin, issue of June
- Area: National
- Contacts: 405.000
- Partners involved: Geneve Tourism





Switzerland.

KMM: TV crew Donnavventura (Rai 2).

- Date: 21.05. – 05.06.2023
- What: 3 episodes about Grand Tour of Switzerland with hybrid Jeep for Swisstainable experiences on Rai 2
 - Product placement with Rausch products
 - 61 posts, 123 stories, 3 reels on IG & FB (606.497 reach, 629.932 impressions)
 - On air on Rai 2 and raiplay.it (11.06 / 17.06 / 18.06.2023, 4.1 M contacts)
- Partners involved: Basel, Jura, Lucerne, Made in Bern, Ticino, Valais
- StraPa: Rausch





Switzerland.

KMM: Individual media trip Rome.

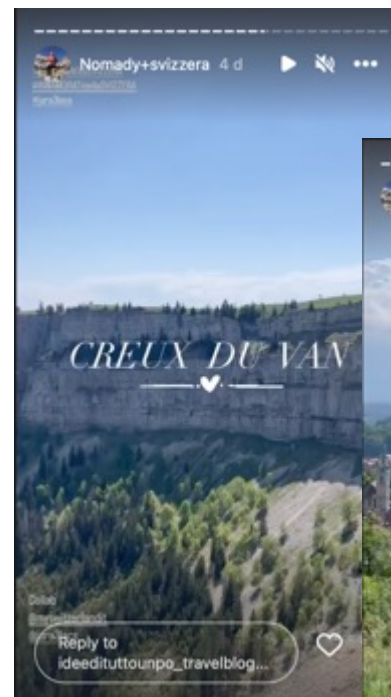
- Date: 22.05. – 02.06.2023
- Participant: Graziano Caponago
- Destinations: Albula, Bern, Bergün, Brig, Fribourg, Interlaken, Kandertal, Laupen, Oeschinen, Spiez, Kandertal, Zurigo



Switzerland.

KMM: Individual media trip North Italy.

- Date: 27.05. – 02.06.2023
- Participants: Monica Liverani and Davide Loreti
- In collaboration with Nomady Camp
- Partners involved: Jura, Luzern Tourismus, Made In Bern, Ticino Turismo, Valais, Vaud Promotion





Switzerland.

KMM: Individual media trip Lausanne.

- Date: 02. – 04.06.2023
- Focus: Lausanne
- Participant: Federica de Luca for Travel Quotidiano
- Partners involved: Lausanne Tourism

KMM: Group media trip Zurich and Basel.

- Date: 11. – 14.06.2023
- Destinations: Zurich and Basel
- Participants: 6 journalists
- Organized by Prohelvetia, ST only provided tickets



Switzerland.

KMM: Individual media trip North.

- Date: 16. – 19.06.2023
- Itinerary by Vespa to Interlaken (via Furkapass and Grimselpass), Gruyere and Martigny
- Participant: Valerio Boni
- Partners involved: Fribourg, Made in Bern, Valais



Switzerland.

KMM: Group media trip Ticino.

- Date: 22. – 24.06.2023
- Focus: Family activities
- Participants: 7 journalists from Rome and Florence
- Partners involved: Ticino Turismo





Switzerland.

KMM: Group media trip Crans Montana.

- Date: 22. – 24.06.2023
- Focus: Crans Montana and water sports
- Participants: 5 journalists
- Organized by Crans Montana, ST only provided tickets



Switzerland.

KMM: Individual media trip Rome.

- Date: 26. – 29.06.2023
- Focus: Engadin for families
- Participant: Micol Passariello for Harper Baazar
- Partners involved: ESTM

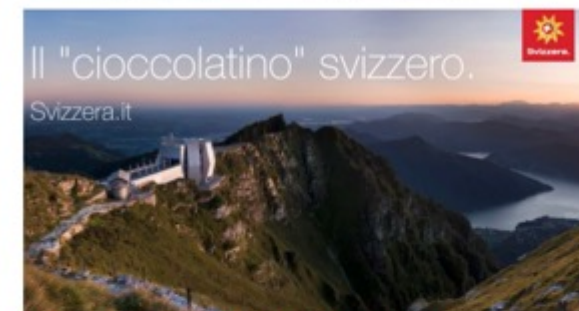


Switzerland.

KAM: E-Newsletter Trade “Il Cioccolatoino”.

- Date: 26.06.2023
- What: Exclusive E-Newsletter for Monte Generoso with focus on summer news
- Opening rate: 16.7%
- Partners involved: Monte Generoso

[Info](#) camping@montegeneroso.ch events@montegeneroso.ch



Ticino: alla scoperta del Monte Generoso!

Con l'unica ferrovia a cremagliera del Ticino, l'iconico Buffet Bellavista, il Fiore di pietra di Mario Botta a 1704 metri e il Camping sulle rive del Lago di Lugano, il Monte Generoso è la destinazione green più completa del Ticino.

Grazie alla sua posizione privilegiata tra Svizzera e Italia, è meta ideale per un'escursione di giornata per famiglie, gruppi e individuali.

Durante il viaggio in treno lungo 9km si può ammirare la natura cangiante e una vista mozzafiato sul Lago di Lugano. Arrivati in vetta al Monte Generoso, da dove partono 51 km di sentieri, il panorama a 360° spazia dagli Appennini alle Alpi.

All'interno del Fiore di pietra, visitatori ed escursionisti possono deliziare il proprio palato sia al ristorante self-service con terrazza che al ristorante panoramico con servizio al tavolo e piatti e vini del territorio.

Da non perdere l'occasione di provare una giornata di Digital Detox! Lasciando il proprio smartphone alla stazione di Capolago, si riscoprono profumi, colori e gusti grazie ad un'insolita sensazione di benessere!

[Scopri di più](#)

[Unsubscribe here.](#)



Switzerland.

KAM: Fam Trip Berner Oberland Pass.

- Date: 15. – 17.06.2023
- Fam Trip to discover the Berner Oberland Pass
- Focus: Berner Oberland Pass
- Excursions in Adelboden, Sentiero dei Fiori, Blau See
- Partners involved: BLS, TALK





Switzerland.

Campaigning & Activation: PromoSvizzera Campaign – 2nd wave “Spring”.

- Period: 10.05 – 10.06.2023
- What: Promotion of the extra 20% discount on SMART & SMART2 fares with Trenitalia to visit Swiss cities and museums with Eurocity
- Activities on **Trenitalia** channels
 - Dedicated landing page on Trenitalia.com – 33.728 visits
 - Slider / banner in homepage and landing page
 - Trenitalia.com – 5.722 clicks
 - Newsletter to Cartafreccia subscribers – send out 12.05.2023 – 160.000 deliveries / open rate 12%
 - Visual with Michelle Hunziker at ticket counters, self service, Freccia Lounge/Freccia Club



20% di sconto sui treni Eurocity con il codice **PROMOSVIZZERA23**.
 Raggiungi comodamente la Svizzera e i suoi paesaggi in primavera, godendoti il panorama dal finestrino!
 Viaggia a bordo dei treni Eurocity da e per **Bellinzona, Lugano, Lucerna, Zurigo, Berna, Basilea, Montreux, Losanna, Ginevra** e tante altre località.
 Acquisti entro il 10 giugno un biglietto SMART o SMART2: insurance il codice **PROMOSVIZZERA23** potrai usufruire di un extra sconto del 20%.

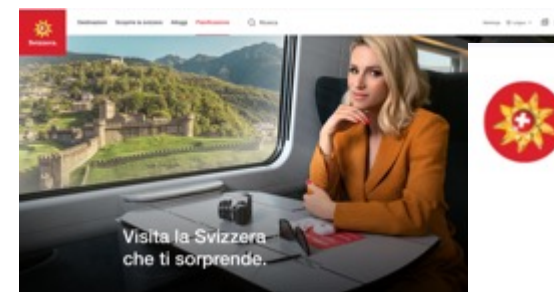




Switzerland.

Campaigning & Activation: PromoSvizzera Campaign – 2nd wave “Spring”.

- Activities on **ST** channels
 - Dedicated landing page on MySwitzerland (Svizzera.it/intreno)
 - Marketing contacts (paid social media, digital campaign, out of home) – 12.000.000 contacts
 - Organic social media push – 3.000.000 impressions
 - Earned media contacts (print, online & TV) 2.700.000

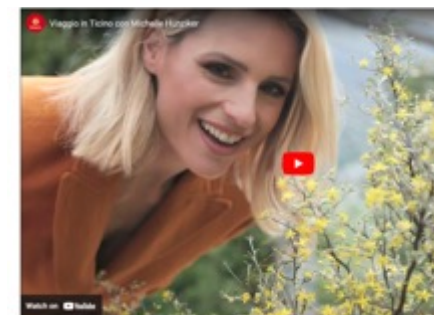


In treno Eurocity a prezzi scontati con PROMOSVIZZERA23

Un viaggio in Svizzera ti sorprende sempre: dietro ogni angolo ti nascondono tesori storici e naturalistici come la Fortezza di Bellinzona, il giardino Linnaeus, o i numerosi parchi e giardini che decorano il volto della città insieme ai laghi e ai fiumi dalle acque pulite e balneabili. Faj come Michèle e parti in treno a bordo di un'express Eurocity con il codice PROMOSVIZZERA23, puoi risparmiare il 20% sul prezzo dei biglietti Smart e Smart+ il 15 giugno 2023.

Come? Acquistalo entro il 10 giugno i biglietti dei collegamenti Eurocity da Milano, Bologna, Genova e Venezia per le principali città svizzere e, in base di acquisto, inserisci il codice PROMOSVIZZERA23. Prima viaggio fino al 10 giugno 2023. Il codice è utilizzabile per acquisti presso le biglietterie di stazione in Italia, nei siti e sull'app di booking o nelle agenzie di viaggio online.

[Prenota ora](#)



Svizzera T... @MySwitz... · May 11
Scopri la Svizzera che ti sorprende: visita Basilea e con il codice **PROMOSVIZZERA23** puoi beneficiare di uno sconto del 20% sui biglietti SMART dei treni Eurocity in partenza dall'Italia! Prenota ora, la promo è valida fino al 10 giugno 2023.



myswitzerland.com
Prenota il tuo viaggio a Basilea.

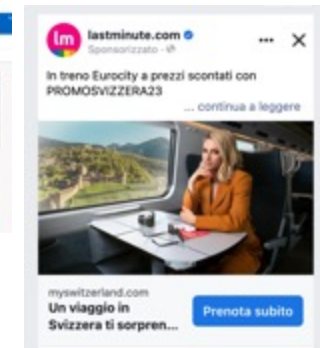
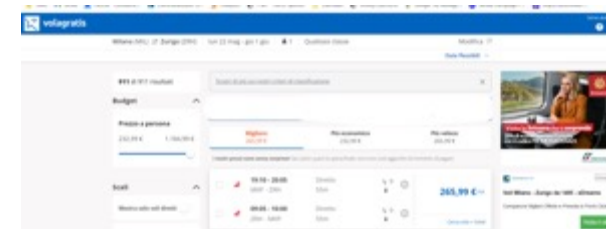
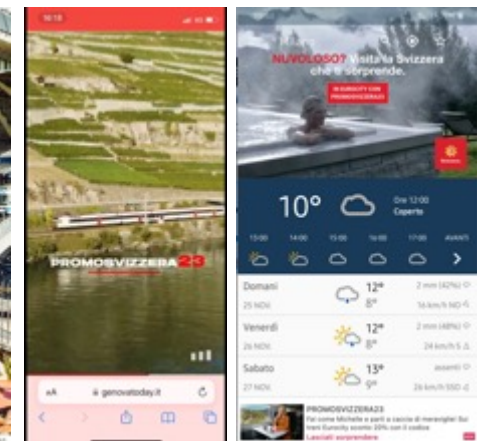
6 12 103



Switzerland.

Campaigning & Activation: PromoSvizzera Campaign – 2nd wave “Spring”.

- Activities on **third** channels with link to [Svizzera.it/intreno](https://svizzera.it/intreno)
- 10.05 – 10.06.2023
 - Video adv on Youtube (Sportnet) – 351.800 video views
 - Display adv on Libero/Virgilio – 4.000.000 impressions
 - Display adv on Citynews network – 1.500.000 impressions
 - Native adv on 3B Meteo App – 750.000 impressions
- 19.05 – 10.06.2023
 - Display adv on Lastminute 693.000 impressions
 - Stories and posts Lastminute IG & FB – 15.800.000 impressions
- 30.05.2023
 - Adv Page on lifestyle magazine Vogue – 748.000 readers
- Partners involved: STS, Swiss Cities, Ticino T.





Switzerland.

Campaigning & Activation: Advertorial on La Freccia Magazine.

- Period: June
- What: 2-pages advertorial on monthly Frecciarossa board magazine LA FRECCIA
- Focus: Grand train tour, Swiss Travel Pass and Eurocity trains
- Circulation: 100.000 copies on board, 5.000 copies at events
- Readers: 262.500
- Partners involved: STS





Switzerland.

Campaigning & Activation: Native advertising on viaggi.corriere.it.


- Period: June
- Digital promotion of Geneva on viaggi.corriere.it
 - 1 native article
 - 1 launch with newsletter
 - 1 post on FB (120.000 followers)
 - 1 story frame on IG (204.000 followers)
- Partners involved: Geneva Tourism

DOVE CON SVIZZERA TURISMO

Ginevra, estate insolita sul lago. Tra relax in spiaggia, crociere e sport sull'acqua

Francesca Pace
22 Giugno 2023

La bella stagione trasforma Ginevra in un'autentica riviera da vivere a ritmo slow. Dove rilassarsi sulla sabbia, praticare sport e fare crociere tra borghi pittoreschi affacciati sulle rive. Per scoprire la laboriosa città svizzera da tutta un'altra prospettiva



Vita all'aria aperta, relax in spiaggia, nuotate, sport sull'acqua e picnic nel verde. È l'atmosfera che si respira a Ginevra in estate, quando il lago Lemano trasforma la città svizzera in un luogo che ricorda le riviere marine. Ed è proprio qui, attorno al lago e alle sue acque limpide e tranquille, che Ginevra ha definito il proprio stile di vita slow senza alcun contrasto con l'immagine ufficiale di città d'affari internazionale.



Switzerland.

Campaigning & Activation: Trip to Interlaken region with Michelle Hunziker.

- Date: 31.05. – 01.06.2023
- What: Trip with Michelle Hunziker to Interlaken and Jungfrauoch
 - Stay in Interlaken at Hotel Victoria Jungfrau and ride to Jungfrauoch Top of Europe
 - Content production
 - Interview with CHI Instagram TV, Telezüri and Schweizer Illustrierte
 - Daily stories on Michelle's Instagram about backstage and various location
- Contacts: 2.608.159 impressions
- Partners involved: Interlaken Tourismus, Jungfrauabahn





Switzerland.

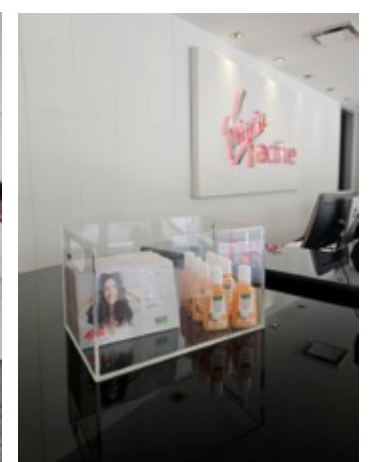
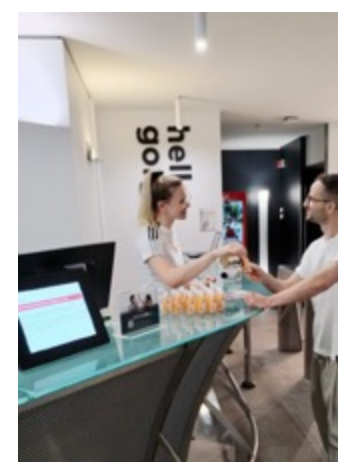
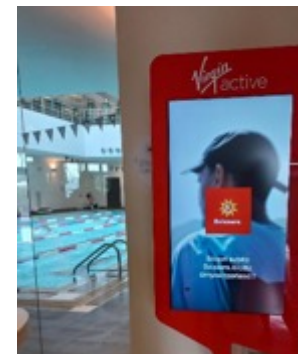
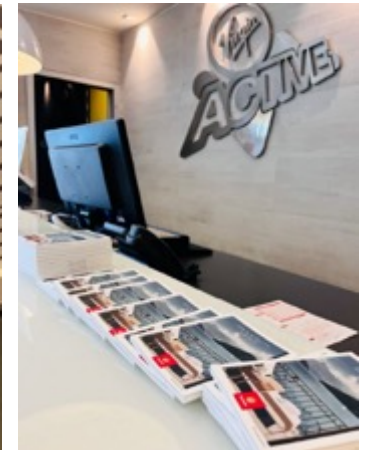
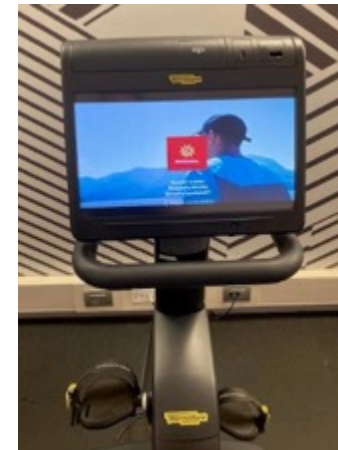
Campaigning & Activation: OOH campaign at Swiss Corner in Milano.

- Period: 05.06. – 18.06.2023
- What: Out of home campaign at Swiss Corner in Milano to promote Summer in Swiss cities
- 9 Visuals on the lightboxes and 1 video on the ledwall
- 500.000 impressions
- Partners involved: Basel, Bern, Geneva, Lausanne, Lucerne, STS, Winterthur, Zürich



Campaigning & Activation: Swiss Cities campaign with Virgin Active.

- Period: 05.06. – 18.06.2023
- What: Presence in 40 Virgin Active Gym Clubs in Italy to promote Summer in Swiss Cities.
 - 30s videos on cardio machines and maxi touchscreens at the club entrances (508.537 visitors, 12.072 views)
 - Content on Concierge Page with link to svizzera.it/città landing page (200.000 impressions, 40.000 sessions)
 - Newsletter to the database of Virgin Active with link to svizzera.it/città landing page (116.934 recipients, open rate 48.36%, click rate 2.01%)
- Partners involved: Bern, Basel, Geneva, Lausanne, Lucerne, Lugano, Zürich
- StraPa: Rausch





Switzerland.

Campaigning & Activation: PR event at Elite Beds Gallery in Milano

- Date: 06.06.2023
- What: PR event at Elite Beds Gallery in Milano to present the Grand Tour of Switzerland to their exclusive clients
- Partners involved: Swiss Cheese Marketing, Swiss Wine





Switzerland.

Campaigning & Activation: E-Newsletter June.

- Date: 06.06.2023
- What: ST E-newsletter June
- Focus:
 - Swiss Bike Hotels (35 clicks)
 - PromoSvizzera Eurocity (111 clicks)
- Total clicks 694
- Opening rate 30.31%
- Link

I consigli dei nostri partner.



Scelti per te: Swiss Bike Hotels

Energia, comodità e relax: le condizioni perfette per godersi al meglio la vacanza su due ruote. Trovi la pista ciclabile proprio fuori dalla porta d'ingresso, il servizio di noleggio e riparazione, la lavanderia e tutte le informazioni necessarie.

Scopri le offerte



PROMOSVIZZERA23 ultima chiamata!

Ancora pochi giorni per assicurarsi i biglietti Eurocity scontati del 20% verso le principali città svizzere; piccole grandi realtà in grado di sorprendere per bellezza, natura e cultura. Lasciati sorprendere dalla Svizzera che non ti aspetti.

Parti subito!



Switzerland.

Campaigning & Activation: Advertising with “Teatro alla Scala” Milano.

- Date: 07.06.2023
- What: 2-pages advertising in the ballet program Gala Fracci at “Teatro alla Scala” Milano
- Distribution of 5.000 copies to all guests on location
- Partner: Vaud Promotion



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 sull'ago ed è il monumento storico più visitato della Svizzera.

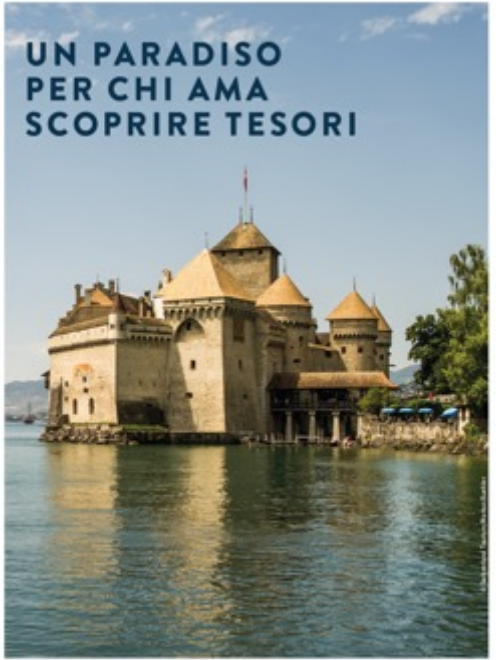
L'offerta culturale riguarda tutte le espressioni antiche. Plateforme 30, il nuovo polo museale di Losanna, riunisce sotto un unico cappello i tre musei cantonali: il Musée cantonale del design e delle arti applicate (contemporanei), il Photo-Elysee (museo della fotografia) e il SICA (museo cantonale delle belle arti), oltre alle collezioni delle fondazioni Toms Paroli e Félix Vallotton. Plateforme 30 non è solo un museo ma un vero e proprio quartiere di Losanna con ristoranti, negozi e spazi esterni dello stile originale. Queste strutture sono conosciute in tutto il mondo e accolgono ogni anno un gran numero di visitatori. Plateforme 30 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 at Golf Club Acquasanta.

- Date: 11.06.2023
- What: Golf competition in Lazio region sponsored by ST
- Where: Golf Club Acquasanta
- Contacts: 100
- Distribution of ST brochures
- Partners involved: Appenzeller Bier, Garda Hotel Crans Montana, RhB, STS, Swiss Cheese Marketing, Victorinox





Switzerland.

Campaigning & Activation: Influencer Trip Bern Region.

- Date: 18. – 22.06.2023
- What: Influencer trip to Bern Region with Angelica Massera (396.000 followers) and her family (husband & 2 kids)
- Content: 4 posts, min. 4 stories and 1 TikTok video
- Partners involved: Bern Welcome, BLS, Interlaken, Made in Bern, STS, SWISS





Switzerland.

Campaigning & Activation: Influencer Trip Geneva (Swiss Cities Campaign).

- Period: 23. – 25.06.2023
- What: Influencer trip for Swiss Cities Campaign to Geneva with Giovanni Arena (497.000 followers)
- Content: 2 IG reels, min. 12 stories and 1 TikTok video
- Partners involved: Geneva Tourism





Switzerland.

Campaigning & Activation: Advertising with “Teatro alla Scala” Milano.

- Date: 24.06.2023
- What: 2-pages advertising in the ballet program Romeo e Giulietta at “Teatro alla Scala” Milano
- Distribution of 5.000 copies to all guests on location
- Partner: Vaud Promotion



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MYVAUD.CH



UN PARADISO
PER CHI AMA
SCOPRIRE TESORI

VAUD+

Campaigning & Activation: Swiss National Day Event at Istituto di Cultura Roma.

- Date: 27.06.2023
- What: Swiss National Day Event at the Istituto di Cultura Svizzero in Rome, organized by Swiss Embassy
- Participants: 800
- Partners involved: Appenzeller Bier, RhB

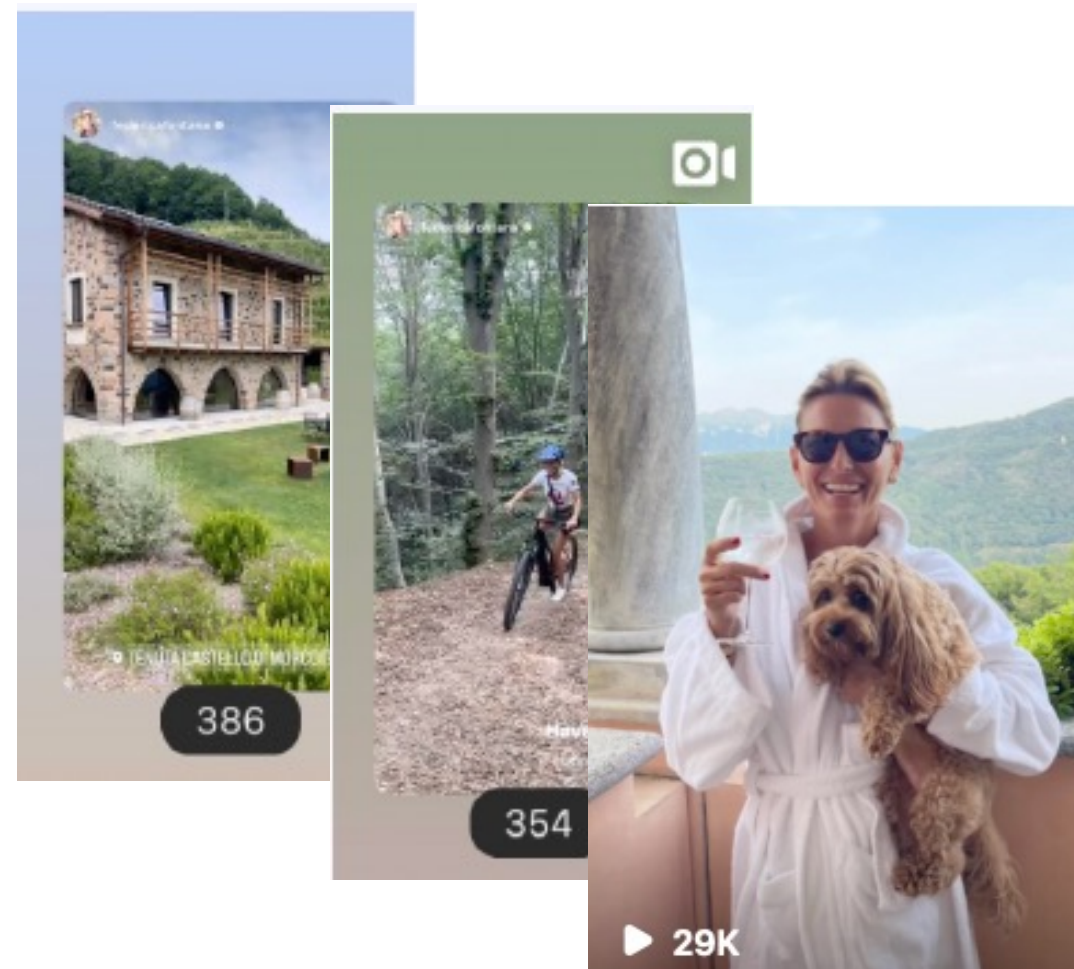




Switzerland.

Campaigning & Activation: Influencer Trip Lugano Region.

- Period: 27. – 28.06.2023
- What: Influencer trip to Lugano Region with Federica Fontana (316.000 followers)
- Content: 1 reel and min. 4 stories
- Partners involved: Lugano Region





Switzerland.

Campaigning & Activation: Matterhorn Alpine Crossing with Michelle Hunziker.

- Date: 30.06.2023
- What: Moderation of the opening event of the Matterhorn Alpine Crossing by ST ambassador Michelle Hunziker
 - 14 stories on Michelle Hunziker's Instagram profile (5.7 M followers)
 - Over 40 media results on Italian media in the one week (123 M unique users)
 - Over 500 participants at the opening event
 - Content production for the partner (video spot)
- Partners involved: Zermatt Bergbahnen





Switzerland.

Campaigning & Activation: Matterhorn Alpine Crossing with Michelle Hunziker – Stories.





Switzerland.

Campaigning & Activation: Matterhorn Alpine Crossing with Michelle Hunziker – Media results.

LA STAMPA

“Un brivido bianco”: il primo viaggio sulla nuova altissima funivia tra Zermatt e Cervinia

Abbiamo provato in anteprima il Matterhorn Alpine Crossing a quasi 4000 metri tra il Piccolo Cervino e la Testa Grigia sul Plateau Rosa. Ecco il racconto. Oggi l'inaugurazione con le autorità presentata da Michelle Hunziker, domani l'apertura ufficiale al pubblico

MAX CASSANI

30 Giugno 2023 | 1 minuti di lettura
Aggiornato 01 Luglio 2023 alle 09:54



Il taglio del nastro con i rappresentanti delle funivie di Zermatt e Cervinia, madrina Michelle Hunziker

CORRIERE DELLA SERA Cronache Login



L'INAUGURAZIONE 1 luglio 2023 - 01:40

Cervino, aperta la funivia dei record: la più alta d'Europa, «in volo» fino alla Svizzera

di Andrea Pasqualetto inviato a Cervinia

[f](#) [t](#) [in](#) [w](#)

Sospesi nel vuoto fra una cima e l'altra. Di qua si staglia imponente il Monte Rosa, di là la piramide del Cervino e, quasi 400 metri sotto, il ghiacciaio del Teodulo. Tu sei in questa cabina da 26 posti a sedere che ha pure il fondo trasparente, a un'altitudine che

la Repubblica



Italia-Svizzera, il 'nuovo' passaggio del confine: Cervinia-Zermatt si passa in funivia

a cura della redazione

Inaugurata la trifune dalla vista mozzafiato sul ghiacciaio alpino: 1,6 km di strapiombo a 3.800 metri con vista Cervino

ANSA.it

VALLE D'AOSTA

Traversata del Cervino in funivia, aperto il collegamento

Michelle Hunziker madrina all'inaugurazione



EINWEIHUNG
MATTERHORN GLACIER RIDE II
30. Juni 2023
Madrina
ANTON TOM LAUBER

Redazione Ansa
BREUIL - Giugno 30, 2023 - News



Campaigning & Activation: Matterhorn Alpine Crossing with Michelle Hunziker – Spot.

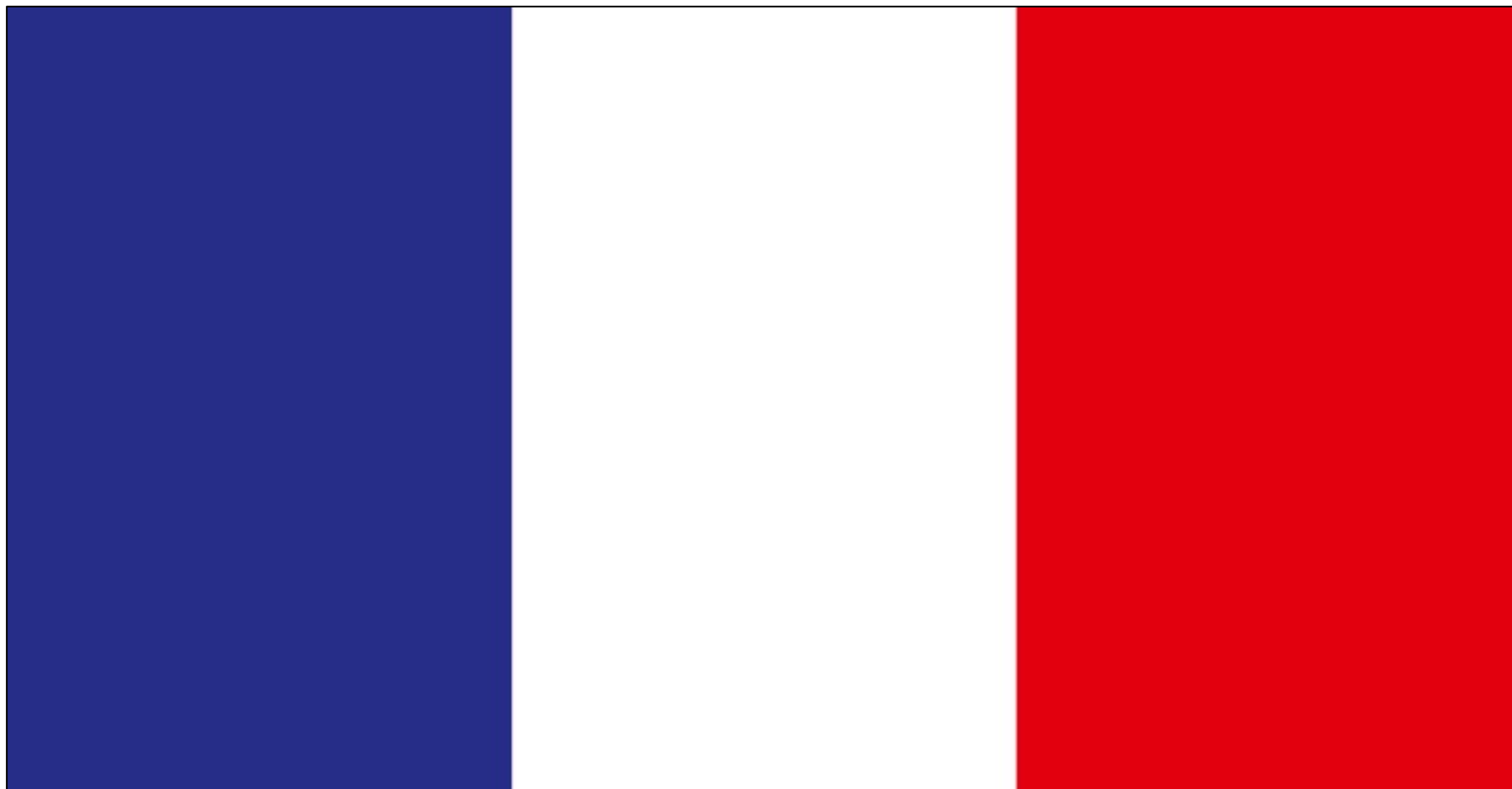


[Link](#)

France.



Switzerland.





Switzerland.

Campaign activation – Swiss Cities.

Influencer campaign

- Goal: promote the summer in the city campaign
 - 3 influencers travel to Swiss cities
 - @lapoze - Lucerne
 - @mariebucketlist - Bern
 - @brunomaltor - Lausanne/Berne
 - Creation of posts, IG Stories and TikTok on the social network accounts.
- Timing : June (reporting to follow)
- Campaign in coordination with ST HQ





Switzerland.

Campaign activation – AMOS & Connaissance des Arts.

- **Editorial Brand Content (14/06)**
 - Creation of 10 articles (1 per museum) on the Connaissance des Arts website (member of Les Echos/ Le Parisien media)
- **Mediatization (ongoing)**
 - Social via posts FB and IG stories (1 per museum)
 - NL: redirection link in the NL «Essentielle»
 - Exclusive sponsoring of the content
 - Co-branded banners redirecting toward the articles
- **Print (May 2023)**
 - Insertion of the AMOS brochure in May 2023 issue sent to 35,000 subscribers
- **KPI**
 - Guarantee of 21,000 visits to the folder and all its contents

The collage displays three key digital assets:

- Top Left:** A snippet of a website article titled "Kunstmuseum Basel, une vision encyclopédique". The text describes the Art Museums of Switzerland (AMOS) and mentions a partnership with Suisse Tourisme. A "Lire la suite" button is visible.
- Top Right:** An Instagram post from "Connaissance des Arts avec Suisse" featuring the same article snippet and a "En savoir plus" button.
- Bottom:** A screenshot of the "connaissance des arts" website profile page, showing 1055 publications, 96.7K followers, and 664 following. A red box highlights the "Partenariats" tab in the navigation menu.



Switzerland.

Campaign activation – Au Vieux Campeur Event.

- **Creation of a Swiss village in the historical center of Paris**
 - **Date:** 7th-10th of June
 - **Location :** Rue Latran, 5th arrondissement
 - **Partners :** Mammüt, BMC, Swiss Wine, Montreux Noël, Trauffer
 - **Objectives :**
 - Presenting the diversity of Switzerland via different activities and workshops
 - Inspire the visitors to visit Switzerland
 - **KPI:** 6'500 visitors





Switzerland.

Campaign activation – Soirée Suisse @ Embassy.

- **Participation of Suisse Tourisme during the “Soirée Suisse”**
 - **Date:** 22nd of June.
 - **Location :** Swiss embassy
 - **Activations:**
 - Sponsoring of the Photobooth corner
 - **KPI:** More than 500 people were invited and +/- 200 guests took a photo during the evening.



<p>PROGRAMME</p> <p>Animation musicale par Caroline Ferrara Quartet</p> <hr/> <p>SPHERY ExerCube Fitness et santé @ Salon de la tapisserie</p> <hr/> <p>FAR, Changing Tides Swiss Game Award 2022 @ Salon des Ministres</p> <hr/> <p>Photocall Le coin photo de Suisse Tourisme @ Vestibule</p> <hr/> <p>Voyages à Zurich Zürich Tourisme et TGV Lyria invitent au tirage au sort @ Jardin, vers 20h30</p>	<p>Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra</p> <p>Ambassade de Suisse en France</p> <hr/> <p>Kanton Zürich</p> <hr/> <p>Soirée Suisse 2023 Ambassade de Suisse en France 142 rue de Grenelle, 75007 Paris</p> <p> Suisse.</p>	<p>SOIRÉE SUISSE 2023</p> <p>à l'occasion de la Fête nationale suisse</p> <p>Ambassade de Suisse en France</p> <p>en partenariat avec le canton de Zurich</p> <p>22 juin 2023 Paris</p>	<p>SOIRÉE SUISSE 2023</p> <p>Roberto Balzaretto Ambassadeur de Suisse en France</p> <p>Jacqueline Fehr Conseillère d'Etat du canton de Zurich</p> <p>vous souhaitez la bienvenue et une excellente soirée.</p> <hr/> <p>Le canton de Zurich vous invite à déguster des spécialités du terroir zurichois avec une touche d'innovation.</p> <p> Délices innovants de Zurich</p>
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Switzerland.

Campaign activation – Consulats en fête.

- **Participation of Suisse Tourisme during the “Consulats en fête”**
 - **Date:** 1st of June.
 - **Location:** Lyon
 - **Activations:**
 - Animation of a stand with the distribution of brochures and give-aways
 - Oculus activity allowing the participants to discover the variety of Switzerland
 - **KPI:** More than 150 visitors
 - Post-event online article available on **Le Progrès** (+/- 250'000 visits per day)





Switzerland.

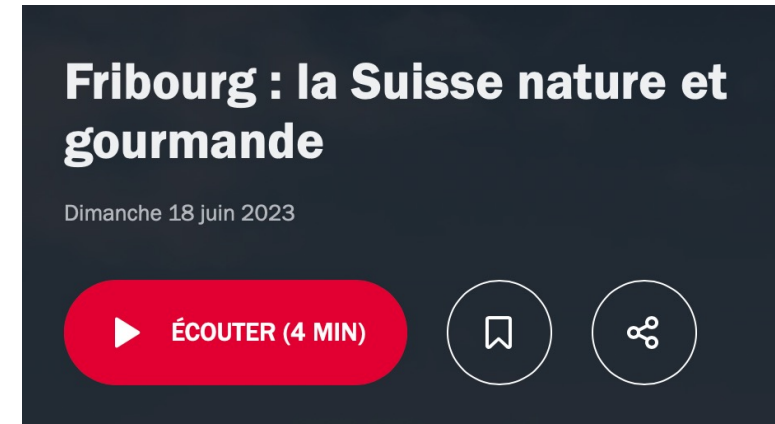
KMM – Media events.

- **Summer media launch, in collaboration with Fribourg**
 - **Date:** 1st of June
 - **Location:** Art Gallery with a cooking area where we held a fondue workshop with Marielle, chef from Les Paccots
 - **Objectif:** Presentation of the summer in Switzerland, with a special focus on the region of Fribourg.
 - **KPI:** participation of 9 key media



KMM – Radio top coverage.

- France Inter, public radio, and most listened-to channel in France.
- **10/06/2023, *Fribourg : la Suisse nature et gourmande***. Result following the media event.
- 4 minutes interview with Christophe Renevey, Union fribourgeoise du tourisme and Marielle Colliard, chef.



- KPI: 6'727'000 listeners.
- Listen to the podcast.

KMM – TV top coverage.

- **Télématin Week-end**, 1st live morning show in France, broadcasted on national TV (France 2), from 6:45 am to 9:30 am. Different topics are addressed such as global news, travel, lifestyle, and leisure.
- **09/06/2023, Gruyère** - La star des fromages suisses. Coverage about Gruyères, cheese tasting in the TV studio.
- Watch the replay (starts at minute 16)
- **Reach:** about 880'000 viewers.



KMM – TV top coverage.

- **TF1 – *Le 13h, Un barrage à grand spectacle*, 27/06/2023.**
- 4'50 minutes on the Emosson dam (focus on his historic funicular, the development of the dam, interview with climbers artificial)
- **KPI:** about 6.4 M viewers.
- [Watch the replay.](#)



SCIB – Webinar 02 : Zurich XXL.

Target: agencies & corporates

Date: 13th of June

- **A 20-minute presentation** presenting different-sized events venues in Zurich.
- **KPI: 92 interested contacts** for this webinar with a few leads to investigate
 - The usual number of participants is between 40-70
 - -> Overachievement of the objective



SCIB – The Meetings Space.

Target: UK, French and German agencies, corporates & associations

Dates: 15th to 17th of June

- **Partners:** AlpenGold and Radisson Blue Andermat
- 23 meetings
- Many new high-potential contacts (mainly for the UK market).



SCIB - 16th Switzerland Meeting Trophy.

Date: from June 22nd to 25th

Target: 6 French agencies

- The team France “Ricolos” won the 2nd place
- The 6 agencies were accompanied by Franziska Lüthi during their trip to St. Moritz and Zurich



SCIB – Newsletter 03.



Switzerland.

Target: subscribers of our DB clients

Date: 29th of June

E-news sent to 2'226 contacts

- **Content:** Swisstainable offers (hotels, convention centers, trains)
 - Unique openings: 561
 - Open rate: 25.51 %
 - Click rate: 2.55 %
 - Bounced: 13 hard, 14 soft
 - Unsubscribed: 3
 - 1 lead



Nos idées estivales pour vos événements #RSE.

Une des grandes tendances de l'année de la filière « Event » est très clairement la durabilité & la RSE. Cette notion apparaît quasi systématiquement dans vos briefs maintenant.

Nous avons donc décidé de vous inspirer avant la pause estivale avec quelques nouveautés et sujets la concernant.

Saviez-vous que la Suisse est un pays naturellement durable depuis longtemps, que les normes en matière d'aménagement du territoire y sont très strictes et que les Suisses ont été des pionniers dans le recyclage, le bio ou encore l'énergie solaire ?

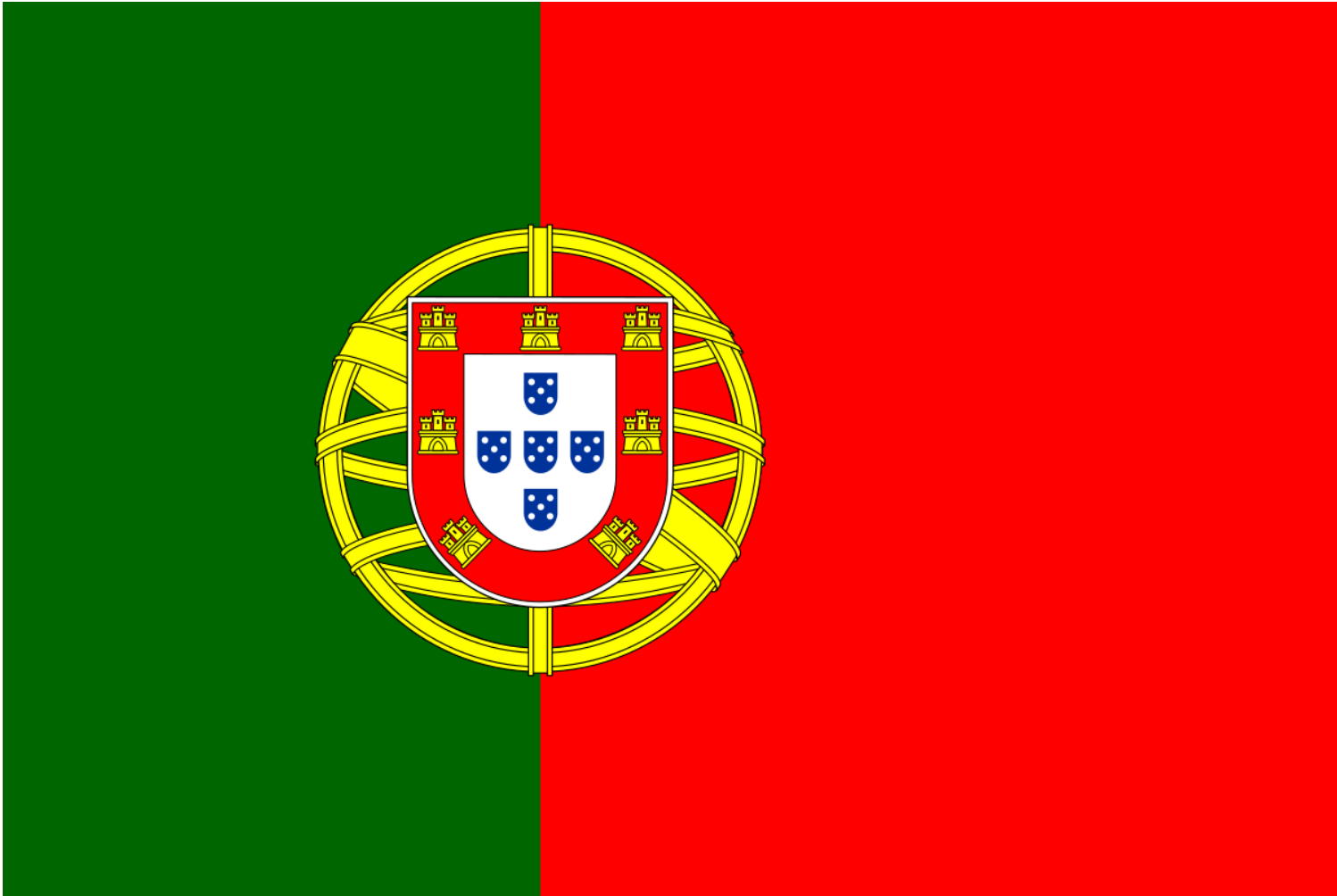
Nous vous proposons de découvrir ici quelques-unes de nos offres "Swisstainable", qui vous permettront d'organiser des événements en accord avec les valeurs RSE dès la rentrée.

Nous nous relayerons tout au long de la période estivale afin de vous conseiller et de vous épauler dans vos projets si nécessaire. N'hésitez pas à nous solliciter !
Passez un bel été !

Franziska Luthi & Myriam Turrisi

Suisse Convention Bureau - Paris

Portugal.





Switzerland.

Content Creator @Valeryia_Gogunskaya.

- Content Creator, and longboard dancer, Valeryia Gogunskaya, visited **Lavaux** and the **Montreux Riviera**. She was accompanied by a videographer who produced an original and high quality video.
- In only a few days, her reel on Instagram have already **reached 145'000 accounts**. The video was also shared by Montreux Riviera Tourism.
- Due to health reasons, the rest of her trip (Sion, Interlaken, Walensee and Zurich) had to be cancelled and postponed.

Timing: June 2023

Marketing contacts: 145'000



Followers: **520'000**

Average reach: **700'000**

Engagement rate: **2.9%**

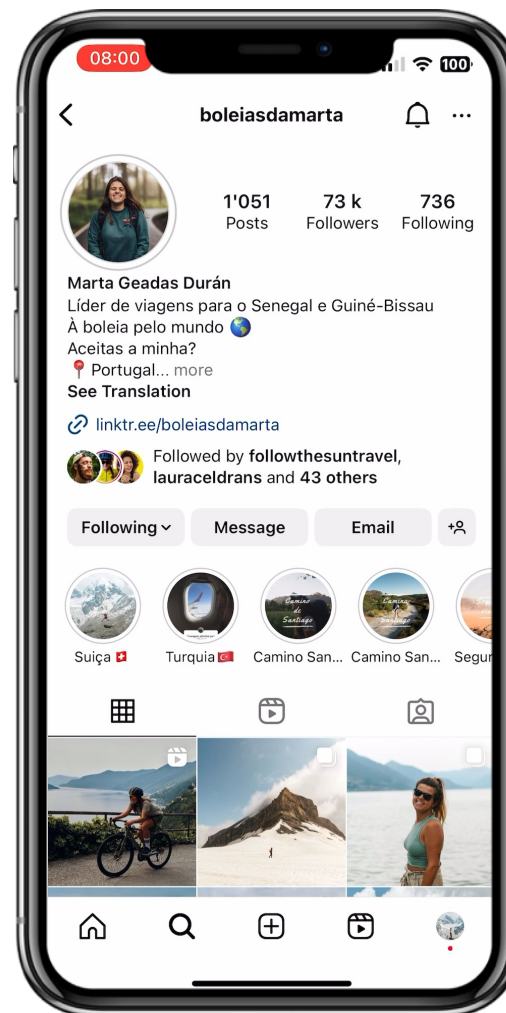


Switzerland.

100% Women Cycling @BoleiasDaMarta.

- Content Creator, Marta Durán, a solo adventure traveller, participated in the International media trip **100% Women Cycling** and produced several reels and photos.
- In only a few days, her posts on Instagram have already **reached 90'000 accounts**.
- In total, she produced **7 posts and reels, 89 stories** with a permanent highlight of Switzerland.

Timing: June 2023
Marketing contacts: 90'000



Followers: 73'000

Average reach: 40'000

Engagement rate: 2.7%

Spain.



Switzerland.



Switzerland.

Family Travel Guide with WildKids.

- This family belonging to our Modern Heidis has just launched a detailed guide to Switzerland with more than 300 suggestions for family activities
- It is the first guide in Spanish dedicated to families where all the regions are integrated with gps tracks and online maps
- Promotion through our SoMe channels, Media & B2C NL and distribution of copies to a selection of journalists





Switzerland.

TVE Mediatrip @ Fribourg Region.

- «Aquí la tierra» is an informational show that focuses on gastronomy, sustainability, crafts and nature highlighting the native elements of each area
- It is broadcast every night before the news, reaching one of the highest audiences of TVE, the first national channel in Spain
- A crew traveled to film three different reports on the production of milk chocolate, Gruyère AOP cheese and the breeding of native Swiss races of sheep and goats
- The first report has already been broadcasted on television on June 27th





Switzerland.

KMM: Top coverage @ La Vanguardia.

- Print and online report on the Glacier Express in the Magazine, the Sunday supplement of La Vanguardia newspaper
- La Vanguardia, published in Barcelona, is one of the most important newspapers in the Spanish market

M | PAISAJES



GLACIER EXPRESS

El tren rápido más lento del mundo serpentea los Alpes suizos: son ocho horas de trayecto para certificar la grandeza de un paisaje inigualable...

Texto y fotografías: SERGI REBOREDO

Es un expreso y todo lo contrario. En el tren rápido más lento del mundo, ya desde sus comienzos, lo que permite destacarse ante un paisaje de postal, o de postales, dependiendo de la época del año. Montañas de vértigo, espejos de agua, bosques espinos, valles con sus caseríos. Ese es el escenario. En invierno, los vapores rojos serpentean entre la nieve. En primavera, se imponen las flores y el verde. Puntualmente.

El Glacier Express inicia su trayecto en Zermatt, en unas ocho horas recorre 291 km y atravesará 11 túneles, un recorrido inigualable. Vistas del monte Cervino que discurre hacia al norte hasta llegar a Brig. Una vez allí gira al noroeste por un tramo del valle del Ródano y vuelve a descender hacia Andermatt antes de encaramarse de nuevo hasta el puerto de Oberalp, el punto más elevado del recorrido, a 2.033 m de altitud. Desde aquí bordea el río Visperten, atravesando Dibens, Mastèr hasta llegar a Coira.

El primer tren parte cada día durante el verano de Zermatt a las 7.32 h. Los días siguientes trenes, los únicos que funcionan durante el invierno salen una hora más tarde, continúan hasta St. Moritz, recorriendo un tramo precioso. Toda la línea cuenta con una vía estrecha, y una parte de ella, de 23,9 km, usa un sistema de pñón y cremallera tanto para subir pendientes pronunciadas como para controlar las bajadas.

El tren parte de Zermatt a las 8.52 h. Esta comuna del cantón del Valais de apenas 6.000 habitantes está orientada al turismo, y sin embargo, la circulación de los vehículos de motor está prohibida y ha sido sustituida por carruajes de caballo y taxis eléctricos. La población está acurrucada en un fastuoso valle protegido por cuarteles que superan los 4.000 m de altura y sigla la montaña del Cervino, la montaña más famosa de los Alpes por su forma piramidal. Desde Zermatt, el tren comienza un descenso paulatino desde los 1.604 m de altitud hasta los 670 m de Brig. Una alforfata verde cubre el prado en el que aparecen dispersos los típicos caseríos de madera del Valais, arrojando en ocasiones algunas iglesias barrocas y el palacio Stockalperschloss, de construido del siglo XVII. Del cantón del Valais se pasa al de Uri a través del Furka, un túnel construido en el año 1902, de 15,4 km de longitud, en el cual las vistas de exterior se suceden a ritmo durante unos 15 minutos. En los terrenos de primavera y otoño, el Glacier Express se sirve de otro alimento: las semanas gastronómicas terminan. En ellas se puede disfrutar de delicados platos tradicionales y momentos típicos del cantón homónimo. La nieve, que hasta la primavera bien entrada la primavera en esta parte del recorrido, da paso de nuevo a veranos prados, y el tren confía un suave descenso por el impresionante desfiladero del Rin hasta llegar a Coira.

Son las 14.15 h y el tren se detiene en un curtidero de la estación, puerta de entrada al cantón de los Grisons y al parque nacional de Sion. Los viajeros del recorrido son impresionantes. De Coira a St. Moritz, final del trayecto, aún faltan dos horas, pero el paisaje es tan fascinante, una colección entería de postales, que el tiempo pasa volando...

Dobles ventanas
El tren panorámico alcanza St. Moritz desde Zermatt en ocho horas

Arriba y abajo
El Glacier es el expreso más lento recorre 291 km en ocho horas

Primavera
Una vista aérea del hotel Waldhaus am See y el lago de St. Moritz

Zermatt
El monte Cervino en el Valais, es un símbolo suizo por antonomasia

MAGAZINE

MODA / BELLEZA / PROTAGONISTAS / BUENAVIDA / EXPERIENCIAS / CASA / DISEÑO / VIAJES / Mascotas / COMPRAR

10 Días Kia.

Del 8 al 19 de junio.



El tren expreso más lento del mundo circula entre los Alpes suizos

ESPECIAL VIAJES/SOBRE RAILES

Las ocho horas de trayecto del Glacier Express entre Zermatt a St. Moritz certifican la grandeza de un paisaje inigualable



VER IMÁGENES

El Glacier Express a su paso por Sion, en los Alpes suizos, con el nombre Carriero como bien ostenta (Sergi Reborredo)

SERGI REBOREDO
@SERGI0023

No son más de ocho horas las que tarda este tren panorámico en recorrer emblemáticos parajes de los Alpes suizos, pero resultan más que suficientes para darnos cuenta de la grandiosidad y belleza de este rincón de Europa por el que transita el Glacier Express desde hace casi un siglo.

A pesar de apellidarse "expreso", no se trata en absoluto de un tren de alta velocidad, sino más bien, todo lo contrario. Su lentitud —que figura como señal de identidad desde sus comienzos— permite deleitarnos ante un paisaje de postal, a cada kilómetro. Lo más impresionante y cambiante según las estaciones. Montañas vertiginosas, idílicos espejos de agua, espesos bosques de abetos y pinos, valles salpicados de caseríos conforman el escenario.

Les también
Rutas panorámicas para descubrir Suiza en tren



En invierno, los vagones rojos acristalados serpentean por montañas engalanadas con un espeso manto blanco. En primavera, los verdes prados y las flores se imponen en un paisaje totalmente bucólico. Por las mismas vías discurren también otros trenes locales y regionales que realizan el mismo recorrido: algunos otros tienen carácter un poco más...

10 Días Kia.
Del 8 al 19 de junio.




Timing: June 2023
Media contacts: 1'917'099



Switzerland.

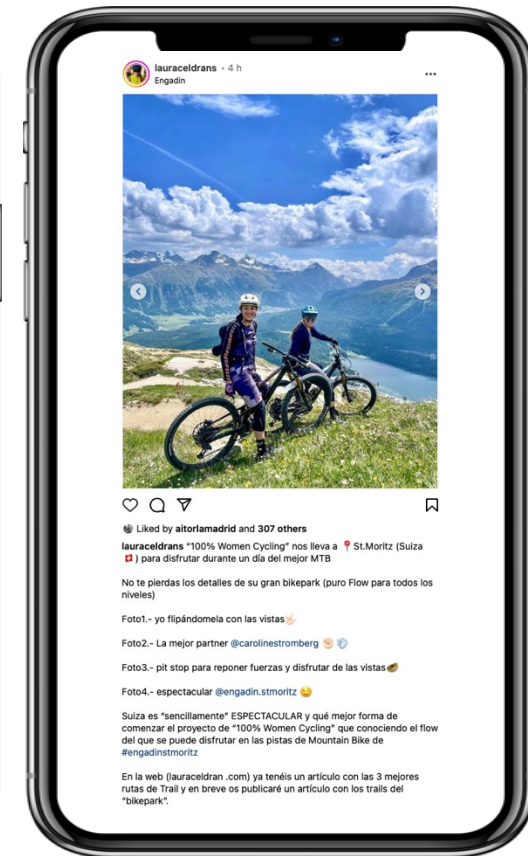
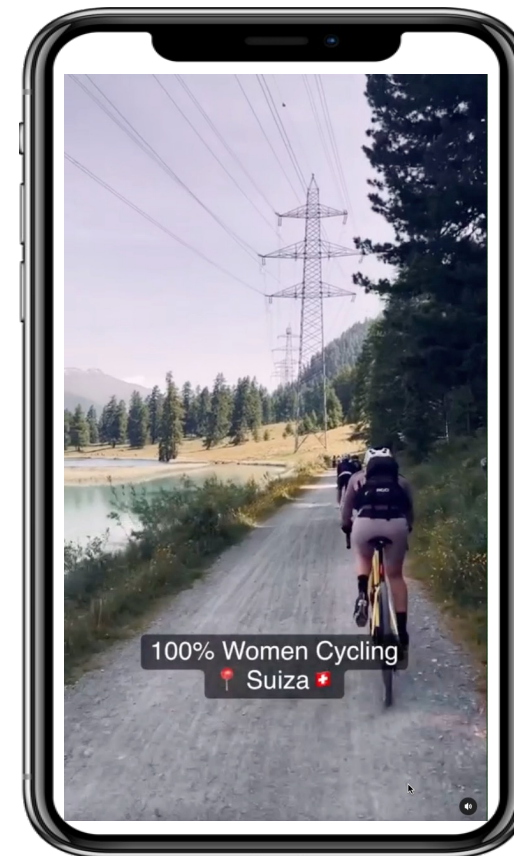
100% Women with @lauraceldrans.

- Laura belongs to our Modern Heidis family and is a passionate mountain biker and a great reference encouraging many women to participate in this discipline
- Her participation at the special international trip has been very active, publishing to date many posts & stories on her IG channel and three videos on YouTube

 195'000 followers

KRIS

Timing: 18.-24.June 2023
Marketing Contacts: 650'000





Switzerland.

Distribution AMoS booklet @ AD Magazine.

- Architectural Digest is a high-quality magazine focused on design, art and architecture
- The booklet has been distributed with a silicone teardrop glued on a double-page advertorial about the Art Museums of Switzerland
- A QR code directs to MyS.com/AMoS

SUIZA y sus tesoros artísticos

De Basilea a Zürich pasando por Ginebra, Berna o Lugano, recorremos el país helvético en busca de sus museos más fascinantes. Un enorme patrimonio cultural que merece mucho la pena descubrir.

Basilea
FONDATION BEYELER
Está situada a las afueras de la ciudad, en un edificio diseñado por el arquitecto Renzo Piano que se integra perfectamente en el entorno natural que lo rodea. Desde 1997, acoge la colección de Hildy y Ernst Beyeler, compuesta por obras de Matisse, Monet, Picasso, Mondrian, Klee, Giacometti o Bacon, entre otros. Igualmente atractivas son sus exposiciones temporales, como la actual de la artista colombiana Doris Salcedo (hasta septiembre) o la del georgiano Niko Pirosmani (de septiembre a enero).

MUSEUM TINGUELY
Contiene la mayor colección del suizo Jean Tinguely, conocido por su arte cinético y sus máquinas escultóricas. Pero el museo, diseñado por el arquitecto Mario Botta, ya es en sí mismo una obra de arte que convive en armonía con el Rin. Además, ofrece un programa que busca el diálogo con otros creadores, como es el caso de la muestra Janet Cardiff & George Bures Miller. *Dream Machines* (de junio a septiembre), compuesta por las sugerentes instalaciones de esta pareja canadiense que activan todos los sentidos de quien las observa.

KUNSTMUSEUM BASEL
Un completo viaje por la historia del arte desde el siglo XV hasta la actualidad, desde Rembrandt a Andy Warhol pasando por Van Gogh, Mondrian o Picasso, solo por

expresionismo y la abstracción), junto a interesantes exposiciones dedicadas a otros artistas contemporáneos, como Hansruud Höch, Mundos ensamblados (de noviembre a febrero). La oferta se completa con conferencias, conciertos y talleres infantiles.

Región de Lemán
MUSÉE D'ART MODERNE
Es el Musée d'Art Moderne et Contemporain, ubicado en un antiguo edificio industrial del barrio de Platinpalais. Cuenta con 6.000 obras y piezas que contemplan todos los formatos y estilos imaginables, incluyendo instalaciones, fotografía, video y performance. Muy interesantes son la exposición temporal *Écce Homo* (hasta junio), del colectivo canadiense de arte conceptual General Idea, y *été 2023* (de julio a septiembre), un programa de encuentros, actuaciones y experimentos de diferentes creadores que tendrá lugar fuera del recinto.

PLATEFORME 10, LAUSANA
Se trata de un nuevo distrito dedicado a la cultura en el corazón de la ciudad, cerca de la estación. 25.000 metros cuadrados en los que se encuentra el MCBA, el Musée y Photo Elysée, así como otros espacios de exposición, restaurantes, librerías y boutiques. Imprescindible es la visita a *Diálogo entre un pulpo y un exprimidor de limones*, un compendio de piezas contemporáneas de diseño industrial, vidrio, cerámica, grabado y joyería; así como a *Immersion*. Los orígenes (de octubre a marzo), que recoge las obras clave del arte inmersivo de 1948 a 1969.

Lugano
MASI Lugano
Situado en dos emplazamientos diferentes –en el centro cultural LAC y en el Palazzo Reali–, el Museo d'arte della Svizzera italiana supone la fusión cultural entre el sur y el norte de las Alpes. Tiene una impresionante colección de más de 6.000 obras que van desde la Edad Media hasta la actualidad. Además, ahora se pueden visitar las exposiciones *Hedi Merens*. La lógica de la inmación y Rita Ackermann. *Hidden* (ambas hasta octubre). Y próximamente, *De Duter a Wäthol*. Obras maestras de la *Graphische Sammlung ETH Zürich* (de septiembre a enero).

Encontrará mucha información sobre Art Museums of Switzerland en [MySwitzerland.com/amos](https://myswitzerland.com/amos)

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Museum für Gestaltung Zürich

Región de Zürich
Fondation Beyeler, Winterthur
La unión del Forummuseum Winterthur y de la fundación Fondation Beyeler ha dado como resultado un centro europeo único en su género, dedicado íntegramente a la fotografía. El primero presenta obras internacionales contemporáneas en exposiciones individuales o colectivas; mientras que la segunda conserva el patrimonio fotográfico suizo y muestra sobre todo instantáneas del siglo XX, como las que componen *Werner Bischof, Unseen Colour* (de agosto a enero), compuesta por piezas en color, muy desconocidas, del célebre fotoperiodista helvético.

MUSEUM FÜR GESTALTUNG ZÜRICH
Más de medio millón de piezas gráficas y de diseño están repartidas en las tres sedes que conforman esta institución: Ausstellungstrasse, Toni-Areal y el Pavillon Le Corbusier. No hay que perder la oportunidad de visitar *Game Design Today* (hasta julio), dedicada al mundo de los videojuegos; *Repair Revolution!* (hasta octubre), que promueve el arreglo de objetos cotidianos cuando se rompen en lugar de su sustitución; y *Talking Bodies*. Imágenes corporales (de noviembre a febrero), que respalda la presencia de la figura humana en el cartel ilustrado moderno.

KUNSTHAUS ZÜRICH
Es el mayor museo de Suiza, con una completísima colección que abarca obra desde el siglo XIII hasta nuestros días. Hay mucha representación del arte patrio, pero también piezas clave del impresionismo, el modernismo, el expresionismo y la abstracción americana. Igualmente interesantes son sus muestras puntuales, como *Ke-Orientations*. *Europa y las artes islámicas* o *Giacometti: Dalle Jardines de ensueto (ambas hasta julio)*. Y hay que sumarle un atractivo más: en 2023 se inauguró una ampliación del edificio diseñada por David Chipperfield.

Lugano
El viaje continúa con *Blum*, el podcast que recorre todas estas ciudades y museos en una ficción sonora llena de intriga, antigüedades misteriosas, bibliotecas milenarias, recorridos en tren deslumbrantes y huídas por la nieve recién caída. Disponible en todas las plataformas de audio.



Timing: June 2023
 Circulation : 50'000 copies
 Marketing contacts: 167'721

UK/Ireland.





Switzerland.

Autumn campaign

Launch of autumn movie in Edinburgh.

- 22nd June Launch of the autumn movie with the stars of the movie comedians Jamie MacDonald and Julia Sutherland
- 2 launches, first one for media and VIP guests
- Second launch with trade guests and Swiss partners
- Q&A with Jamie and Julia sharing their experiences of Switzerland





Switzerland.

Blum, the podcast.

- Launch event for the English version at a cinema in East London on 27 Jun
- Mix of guests: media, content creators, partners
- Interview with Marcus Hurst, Creative Director and Co-Founder of El Extraordinario, and Alex Herrmann
- Q&A session with audience and quiz
- Launch of 1st episode on 28 June
- After a successful launch, the journey continues with paid partnership with mainly Wallpaper media work

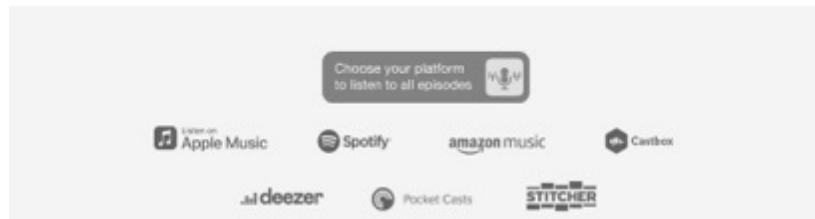


Blum, paid promotion.



Swiss art, intrigue and drama: listen to the Blum podcast

Discover [Blum](#), a fiction podcast immersed in the Swiss art world



Latest News



In a Barbie world: stay for free in the Malibu DreamHouse this summer

BY HANNAH SILVER • PUBLISHED 32 MINUTES AGO



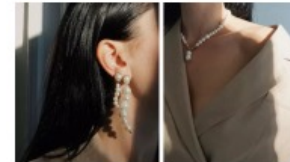
Discover Switzerland and its art museums through hit podcast drama Blum, and a city-by-city trail

BY SIMON MILLS • LAST UPDATED 2 HOURS AGO



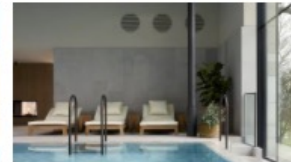
Serpentine Summer Party 2023 is a gastronomic spectacular

BY MARY CLEARY • PUBLISHED 4 HOURS AGO



Playing it cool: pearls are having a moment

BY HANNAH SILVER • LAST UPDATED 5 HOURS AGO



The Botly spa is a labour of love tucked away at Heckfield Place, UK

BY LAUREN HO • PUBLISHED 8 HOURS AGO



Astell&Kern gives its flagship portable media player a material makeover

BY JONATHAN BELL • PUBLISHED 9 HOURS AGO




Blum.

- #3 in the UK Fiction charts on Apple on 5 July. Check for updates!!
- Position placement in the 'Fiction Playlist' on Global Player
- Mention in the podcast section of The Guardian


Miranda Sawyer on podcasts and radio

Review
The week in audio: Digging With Flo; Intrigue: Burning Sun; Blum; The Ashes - review

NTS Radio fosters deep chats at the allotment, Radio 4 investigates K-pop sex scandals, a Swiss drama takes its time, or there's always the cricket...




Miranda Sawyer
@mirandasawyer
Sat 1 Jul 2022 17:00 BST




If you want a little cheering up after that, **Blum** is an interesting new drama from *El Extraordinario*. Adapted from a highly successful Spanish-language show, this is an art mystery-cum-real-life mystery story with classy recording techniques, a good script and involving intrigue. Emma, a journalist, is fascinated by Clara, an art history student who disappeared while researching her PhD on a Swiss artist, Ursula Blum. We follow Emma, following Clara, following Ursula, around various Swiss cities and museums. The start is a little slow, and occasionally the acting somewhat stilted, but the story gets more absorbing as the tension increases and Emma's reality seems to shift.


Fiction




Blum
El Extraordinario




Welcome to Night Vale
Night Vale Presents




Simon Mayo's Books of the Year
Ora Et Labora



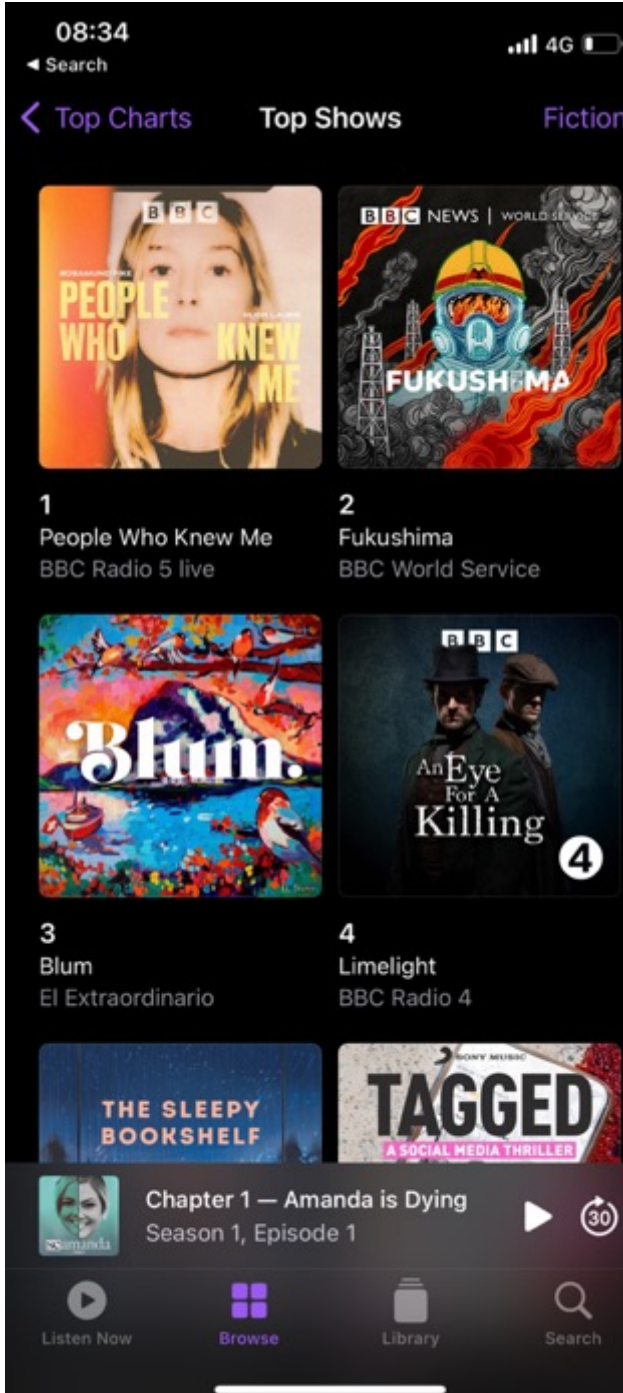
Real Dictators
NOGER



STUFF TO BLOW YOUR MIND
iHeartPodcasts



FANGASM
Alle LeFevre, Lyndsay Rush & Danny Chapman



08:34
Search
Top Charts Top Shows Fiction

1 People Who Knew Me
BBC Radio 5 live

2 Fukushima
BBC World Service

3 Blum
El Extraordinario

4 Limelight
BBC Radio 4

THE SLEEPY BOOKSHELF

TAGGED
A SOCIAL MEDIA THRILLER

Chapter 1 — Amanda is Dying
Season 1, Episode 1

Listen Now Browse Library Search



Switzerland.



Switzerland.

Waterloo Out Of Home Promotion.

- 26.06. – 23.07.2023 Waterloo activation to promote GTToS – Waterloo is Europe's biggest out of home screen
- In addition we have animated D6 sheets and run a GEO targeted online promotion





Switzerland.

Recovery - Autumn for Our Senses.

- Distribution – Main Autumn Spot:
 - Via cinema screen advertising, to targeted audience receptive to Swisstainable/ Swiss Autumn messaging - 23 June – 27 July
 - Focus - selected luxury, independent, art-house cinemas
 - Pre-roll cinema screen advertising, 75sec spot showcased on UK-wide cinema screens
 - Spot featured on cinema ad reel prior to main film (Silver placement)
- Deliverables:
 - (GAP) Guaranteed Audience Package Luxe + Film Pack add on – allowing advertiser to select specific films that profile highly against a brand's target audience





Switzerland.

Grand Alphorn Tour 19-23 June 2023.

- 20 Swiss Partners from Destinations, Transport and Hotels
- 4 cities with London, Birmingham, Manchester and Edinburgh
- Focus on Grand Train Tour with a mix of presentations, networking and social interaction
- 169 trade contacts participated in the 4 days
- Key partners Swiss International Air Lines and Swiss Travel System were present in all 4 cities
- 2 bonus events in London with a Sustainability workshop with Travel Weekly and the launch of the autumn film in Edinburgh with the comedians Jamie MacDonald and Julie Sutherland

Grand Alphorn Tour.





Switzerland.

Travel Weekly Sustainability workshop.

- Discussion: How to work in partnership with each other in furthering sustainable travel and encouraging clients to choose sustainable friendly destinations. Travel Weekly are publishing a number of editorial articles in the coming weeks
- Speakers:
 - Lufthansa Group
 - Travel Corporation
 - Cosmos&Avalon Waterways
 - NewMarket Holidays
 - Intrepid Travel
 - Hotelplan UK
 - Switzerland Tourism

Travel Weekly Sustainability.





Switzerland.

Hidden Valais fam trip 12-15th June 2023.

- Hidden Valais with focus on culinary experiences
- 6 Tour Operators and Travel Advisors
- For most it was the first time in the Valais and they all loved it
- ST Tour Guide Urs Michel





Switzerland.

Partnership with Inghams. RHS Hampton Court Flower Show.

- 3-9th July 2023
- Inghams are hosting an Alpine Chalet and Garden
- Switzerland Tourism and Swiss Travel System are partner with a holiday competition at the show and supporting activation marketing with newsletter, Social media, postcard mailing with special Swiss walking offers



North America.





Switzerland.

PROUD Experiences Workshop.

- June 5 - 7, 2023
- Los Angeles
- Leading tradeshow targeting the LGBTQ+ community
- Organized by Reed Exhibitions
- Event built on 1:1 meetings, masterclasses (educational sessions) & Networking events
- 32 one-to-one meetings
- Overall attendance: 404 (170 trade buyers & 33 journalists)



L.E/Miami 2023.



Switzerland.

- June 12 – 16, 2023
- Miami Beach, FL
- Partners: Interlaken Tourism, St. Moritz & Geneva Tourism
- Leading tradeshow for the high-end contemporary travel industry (on invitation only)
- Presence with 2 full studios, branded. The only Tourism Boards at the show
- 55 one-to-one meetings (per studio)
- Overall attendance: 1,080 (570 buyers)



KAM: Switzerland Travel Experience Canada.



Switzerland.

- **STE Road Show Canada 2023**
- 29th May – 2nd June 2023
- Montreal, Toronto, Calgary, Vancouver

- 17 Swiss partners
- 160 Qualified trade contacts
- 80 Qualified media/content contacts
- 1:1 Meetings/networking opportunities



Impressions Montréal.



Impressions Toronto.



Impressions Calgary.



Impressions Vancouver.



KAM: Study Trip Switzerland – SWISS/LHG.



Switzerland.

- **Fam Trip Switzerland**
- 21st June – 25th June 2023
- From: Montreal, Vancouver
- To: Lucerne Region, Interlaken / Jungfrau

- 10 Qualified buyers
- 1 ST employee
- 1 Group leader SWISS

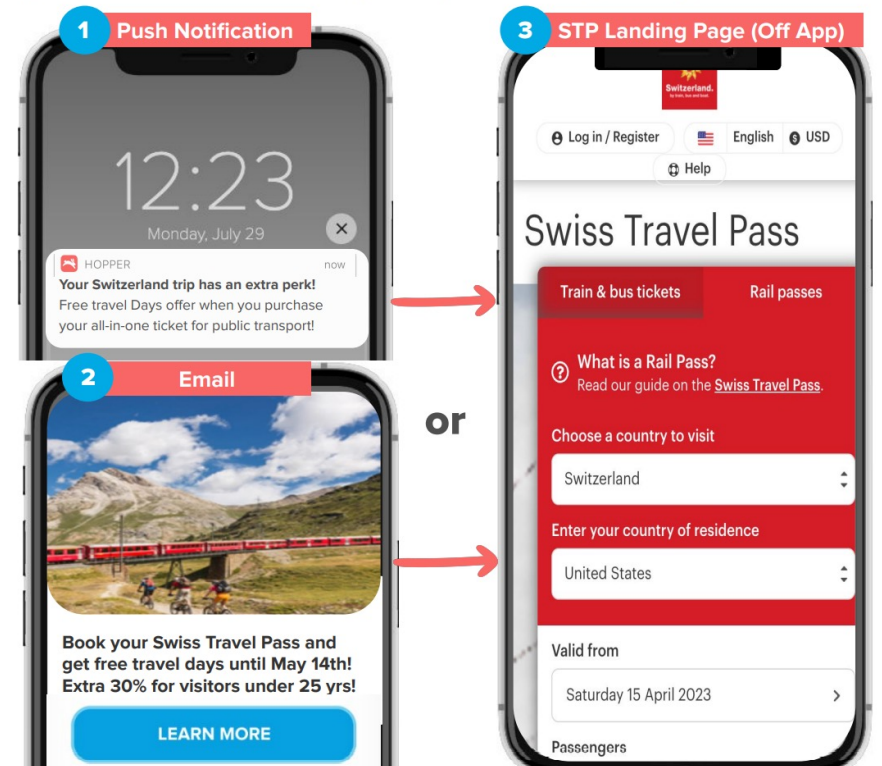


STP Free Travel Days promotion / Hopper campaign.

- April 14 - May 14, 2023
- Global promotion 4+1 day and 8+2 days
- Broad integration in MyS and distributor channels. B2C and B2B communication.
- Also packaged into ST campaign with **Hopper**: SEA, promo push notification/ e-mail marketing
- Target audience: millennials and Gen Z
- Promo results: US = best-selling market
revenue CHF 4.830.394 and 13,108 sold STPs



Campaign Flow: Maximize Impact by Combining Multiple Solutions





Switzerland.

Media Top Result: Town&Country (online).

- <http://www.townandcountrymag.com>
- Date: 23rd June 2023
- Journalist: Osman Can Yerebakan
- Title: Big Prices, Big Pieces, Big promises: An Art Basel Diary
- Circulation: 9'460'000
- Geographic focus: National
- Featured: Basel, AMOS

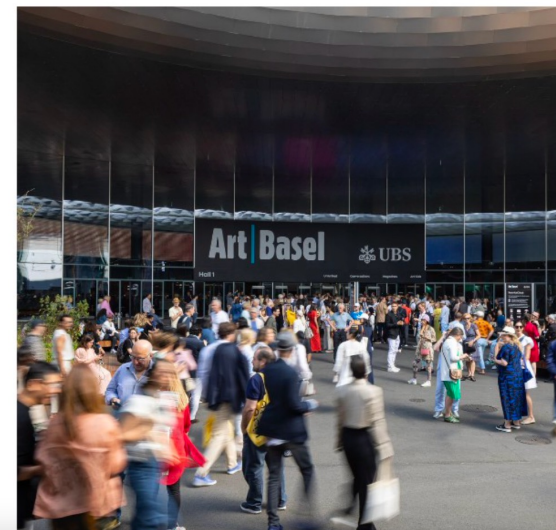
Leisure > Arts & Culture

Big Prices, Big Pieces, Big Promises: An Art Basel Diary

Inside the deals, dinners, and dramatics of the world's most important art fair.

BY OSMAN CAN YEREBAKAN PUBLISHED: JUN 23, 2023

SAVE ARTICLE



PRADA





Switzerland.

Media Top Result: ARTNews (online).

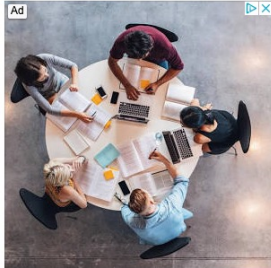
- <http://www.artnews.com>
- Date: 14th June 2023
- Journalist: Sarah Belmont
- Title: The Best Booths at Art Basel, from a poignant reflection on memory to a broken 'Clean Slate'
- Circulation: 822'000
- Geographic focus: International
- Featured: Basel, AMOS

The Best Booths at Art Basel, From a Poignant Reflection on Memory to a Broken 'Clean Slate'

BY SARAH BELMONT June 14, 2023 11:17am



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Fachhochschule Graubünden

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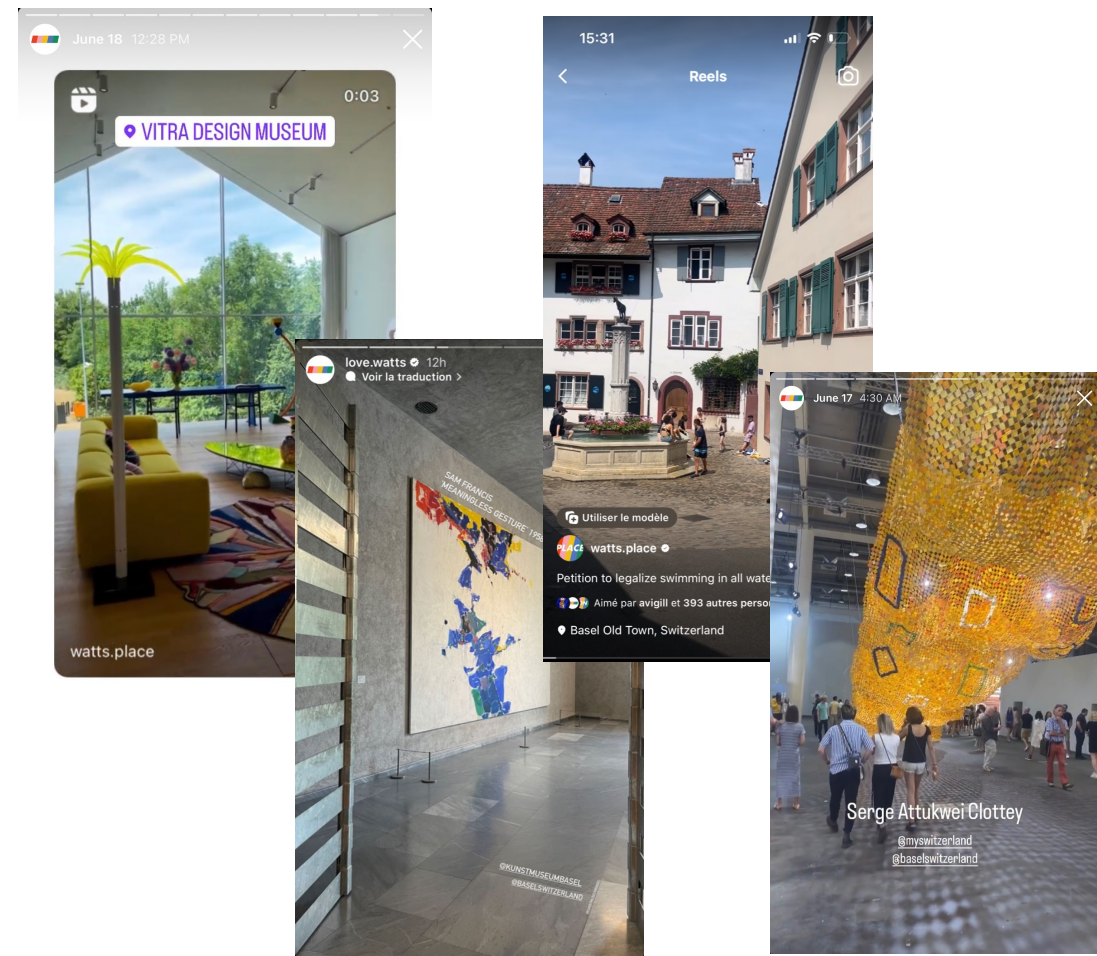
Switzerland.

KOL Jordan Watts for Basel.

@Love.Watts, @Watts.On and @Watts.Place are IG accounts created by digital curator Jordan Watson. Renown for highlights both seasoned and new art & culture happening around the world.

- @Love.Watts page which features arts and artists, creative events in different disciplines: **2M+ followers with Basel cultural activities (Liste, Volta, Art Basel, AMOS)**
- @Watts.Place: page which features places and spaces around the globe. **450K+ followers with Basel touristic activities**

Impression: 1'500'000



SCIB NA: IMEX Frankfurt.

May 23 – 25, 2023

- Total of 3,883 buyers from all over the world
- Total of 2,900 exhibiting companies
- 18 Swiss partners were represented at the SCIB booth
- Ovation Global Fest networking event
- SCIB NA:
 - 15 individual appointments (scheduled and walk-ins)
 - 1 NA HB group presentation
 - 14 new contacts
 - 4 new companies
 - 4 new RFPs
 - 2 potential Switzerland Refresher



SCIB NA: Incentive Research Foundation Invitational (IRF).

- IRF in Las Vegas, NV
- June 5 – 8, 2023
- Partners: SPH, VJ, Sandoz F, AlpenGold & Bucher and Dolder & Bürgenstock via LHW
- 530 attendees, 1;1.5 ratio
- Networking, sessions & Cabana Day
- Swiss Prize raised \$19.5K (value \$31K) during a live auction
- 48 new/updated contacts



SCIB NA: Webinar with Creative Group and Maritz.



- June 14 & 15, 2023
- 30-minutes customized webinar
- 12 Creative Group team members
- 6 Maritz team members together with SPH
- Journey through Switzerland with focus on CH USPs, top properties, news, activities in each partner destinations, quiz at the end of the webinar
- Intro SCIB followed by presentation SPH

Welcome to Switzerland!



3

Brazil.



Switzerland.



KAM/Digital Newsletter: Geneva

- **Highlight:** Geneva dedicated newsletter
- **02nd mailing:** June 01st and 15th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 25%
- **Newsletter link:**
 - <http://smtp.mailnewsdobrasil.com.br/email/SUICA-06-DE-24-2023/suica-06-de-24-2023.html>
- **Key partners highlighted in the content:**
 - Geneva Tourism



©Switzerland Tourism/Olivier Miche

Descubra as novidades do verão em Genebra: atividades ao ar livre, experiências culturais e muito mais!

Genebra é uma cidade acolhedora e surpreendente, onde moradores e visitantes desfrutam de uma qualidade de vida única. Esta cidade une a cultura, as organizações internacionais, as vistas incríveis do lago e os amplos parques verdes com a história medieval, a Reforma Protestante e as inovações mais impressionantes da ciência. Genebra é um vibrante caldeirão a ser descoberto e apreciado em toda a sua diversidade.

Com a chegada do verão, Genebra se transforma em um resort urbano único, recebendo os visitantes para longas conversas à beira do lago, esportes aquáticos, piqueniques nos parques, eventos de verão com dança e música ao vivo, além de cinemas ao ar livre e muito mais.

Em nossa newsletter especial de junho, apresentamos as novidades culturais, tesouros escondidos e bons motivos para desfrutar de Genebra no verão.

Equipe Switzerland Tourism Brasil

KAM/Digital Luxury Newsletter: The Woodward Geneva

- **Highlight:** The Woodward dedicated luxury newsletter
- **Mailing:** June 09th and 28th
- **Mailing:**
 - 700 mails for luxury travel agents
- **Opening rate:** 58.63%
- **Newsletter link:**
<http://smtp.mailnewsdobrasil.com.br/email/SUICA-08-DE-24-2023/suica-08-de-24-2023.html>
- **Key partners highlighted in the content:**
 - The Woodward Geneva

> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER



©The Woodward Geneva

Descubra um verão excepcional no The Woodward Geneva!

Com a chegada do verão, é hora de desfrutar de momentos inesquecíveis em destinos exclusivos. E não há lugar melhor para aproveitar essa estação do que o Hotel The Woodward, localizado no coração de Genebra.

O Hotel The Woodward evoca um senso de modernidade que acentua a arquitetura Belle Époque do edifício do século 19. Simultaneamente clássico e contemporâneo, discreto e vibrante, inspirado pelo mundo e ainda profundamente enraizado na história de Genebra, proporciona uma experiência única aos seus hóspedes. Com vistas deslumbrantes para o Lago Genebra e os Alpes, incluindo o Mont Blanc, este é o refúgio perfeito para relaxar e rejuvenescer.

No The Woodward, seu cliente terá acesso a uma variedade de serviços excepcionais para que sua estadia seja memorável.

O hotel oferece experiências gastronômicas surpreendentes para os paladares mais exi-



Switzerland.

KAM: Switzerland Travel Mart (STMH) - Health edition 2023

- **25-30 June 2023**
- Kempinski Palace Engelberg
- 03 buyers from Brazil: Vera Moller, Teresa Perez Tours (Luxury travel trade); Nadime Alves, Credit Suisse (Family office); Dr. Joao Daher, Cosalud (Medicine/ Doctor)
- 14 Swiss health suppliers
- One-to-one appointment and networking opportunities for the brazilian buyers to meet swiss tourism partners within health tourism segment
- Post convention tours: Preventive medicine program (2 buyers) and Acute medicine program (1 buyer)



KMM: Media Trip Zurich Art Weekend & Lucerna. Versatille Magazine.

Between June, 8th and 13th

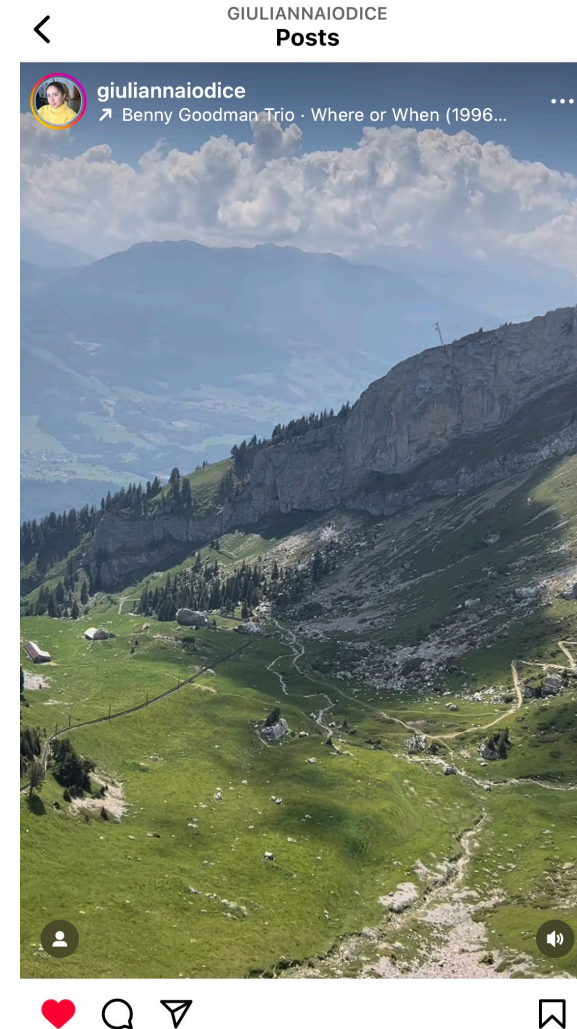
Versatille Magazine

- Printed version: 20K copies per day.
- Online version: 594K Page views per month.

Journalist invited: Giulianna Iódice.

ST Brazil supported: Flights, STP and programm.

Forecast for the media publication: August.



KMM: Media Trip Health Tourism Jornal de Brasília

Between June, 9th and 11th

Brasilia's newspaper (the main newspaper of the Brazilian capital).

- Printed version: 23K copies per day.
- Online version: 12MIO Page views per month.

Journalist invited: Marcelo Chaves.

Media Trip focused on Health Tourism involving interview with specialists and sight inspection at the clinic.

Trip supported by: Swiss Medical Network.

Forecast for the media publication: July.



KMM: Media Trip Swisstainable by Design

Jornal de Brasília

Between June, 11th and 17th

Brasilia's newspaper (the main newspaper of the Brazilian capital).

- Printed version: 23K copies per day.
- Online version: 12MIO Page views per month.

Journalist invited: Marcelo Chaves.

International Media Trip organized by ST HQ covering St. Gallen, Schaffhausen, Lucerne and Interlaken.

ST Brazil supported: Flights and STP.

Forecast for the media publication: July.

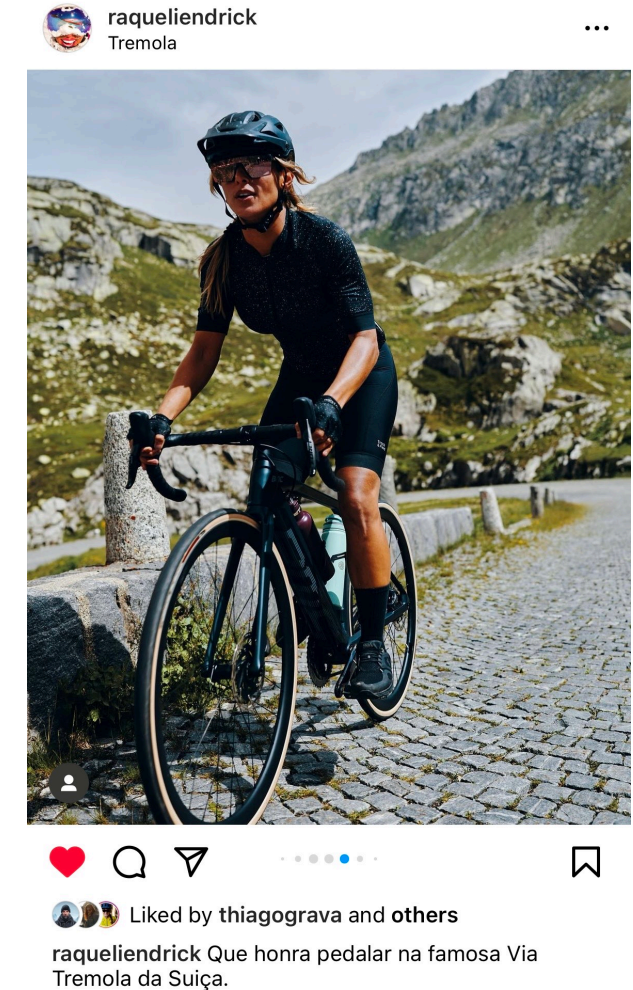


KMM: Media Trip Women Cycling @raqueliendrick

Between June, 18th and 25th

Brazilian digital influencer representing Brazil at the Women Cycling Media Trip @raqueliendrick 34k followers International Media Trip organized by ST HQ ST Brazil supported: Flights and STP.

- 10 feed posts
- 115 stories



Campaigning & Activation: Raclette with Forbes Brazil.

14 June 2023

- Get together traditional Swiss raclette dinner organized for Forbes Brazil.
- Objective: reinforce our collaboration towards HNWIs from Brazil (media).
- Switzerland Tourism team presence:
 - Fabien Clerc, Market Manager
- Presentation of Switzerland by Market Manager, with focus on gastronomy, wine, touring and health.





Switzerland.

Campaign & Activation: Dinner with VIP Guests.

June, 20th

- Dinner offered by ST to 11 women from Agrobusiness region in visit to São Paulo city.
- Event offered in partnership with Assessorato travel agency – Key Partner.
- Buergenstock Resort offered a voucher including 2 overnights for a lucky draw.
- Dinner at Donna Restaurant.
- *Gift bag*: Post card containing a qr code to MySbr, chocolate Lindt, travel organizer Victorinox, balm Nescens.
- ST presence: Fabien Clerc, Natália Leal.





Switzerland.

Campaign & Activation: Dinner with VIP Guests.





Switzerland.

KMM: Media trip return CNN

June, 3rd

- Media trip around to Switzerland covering: Zurich, Grindelwald/ Jungfrau, Luzern/ Engelberg/ Titlis, Vevey and Gruyère
- 3rd episode broadcasted in June.
- Audience – 5MIO
- Online coverage: website and social medias (Instagram and Youtube)
- [Click here](#) to watch the 3rd episode



Press Release: Summer



June, 30th

- Press release highlighting the Summer season.
- Mailing: 600 journalists

PORTAL SHOW VIP

[HOME](#) [SOBRE](#) [COLUNISTAS](#) [FAÇA PARTE](#) [CONTATO](#)

Página Inicial > ZURIQUE APRESENTA ATRAÇÕES PARA O VERÃO 2023

ZURIQUE APRESENTA ATRAÇÕES PARA O VERÃO 2023

Portal Show Vip - Junho 30, 2023

Um cruzeiro pelo Lago de Zurique por ilhas que são reservas naturais, visita a um museu dedicado às árvores, explorar uma vinícola no coração da cidade ou drinques e cinema ao ar livre, são alguns dos passeios imperdíveis

Alguns dizem que o verão é a melhor estação para explorar a maior cidade da Suíça que é incomparável quando se trata de combinar a vida cosmopolita com a natureza.

Localizada na extremidade norte do Lago de Zurique e atravessada pelo Rio Limmat, Zurique é um destino perfeito para ser explorado de **barco** que neste verão lança novas embarcações movidas eletricamente nas quais os passageiros podem apreciar a vista da pitoresca Cidade Antiga e do Lago de Zurique através do telhado de vidro de onde quer que estejam sentados.

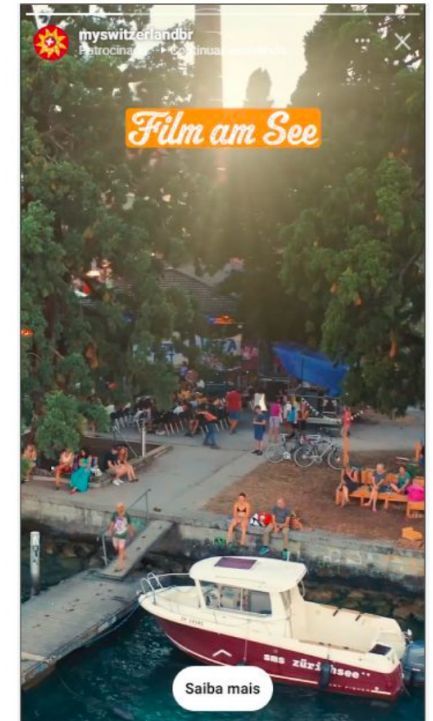
É de barco também - operados pela **Lake Zurich Navigation Company**, que se chega a idílica Ufnau situada na parte superior do Lago de Zurique. Reserva natural, a ilha está sob posse da Abadia de Einsiedeln desde o ano de 965. Lá é possível visitar igrejas medievais e desfrutar do acolhedor restaurante Haus zu den zwei Raben, com os deliciosos e frescos "Fischchnusperli" (pedaços de peixe empanado) e outras iguarias culinárias.

Museu Enea Tree

Campaign and Activation: Digital Campaign Summer Season in Zurich.

June.

- Meta Campaign to promote Zurich during the summer
- Total of impressions: 1'815'910
- Reach: 793'165
- Clicks on link: 103'733
- Investment: CHF 2'920





Switzerland.

Campaign & Activation: Destination Wedding Constance Zahn

June.

- 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)

The screenshot shows the Constance Zahn website interface. At the top, there is a navigation bar with 'HOME | SOBRE | CONTATO' and social media icons. The main content area features a 'CZ BRIDAL GUIDE' section with search filters for 'Categoria', 'País', and 'Cidade'. Below this is a featured article titled 'Tasting dinner Constance Zahn e champanhe Taittinger' dated '31 DE MAIO DE 2023'. A red box highlights a banner with the text 'I need the perfect destination wedding' and an image of a couple in a scenic mountain landscape. Other elements include a 'COMPRE AQUI' button and a 'NOIVAS' section.