

International.



Switzerland.





Switzerland.

Global Accounts: European Tourism Association (ETOA) Board Meeting in Lake Lucerne Region.

Learnings:

- Limited hotel capacity across Europe (not only in Switzerland)
- Hotels less willing to sell to groups
- Paris Olympics July 2024: high demand next summer
- Interest in Swisstainable, spring/fall and increased length of stay

Some of the biggest tour operators in Europe, North America and Asia



Global Accounts: Swisstainable Study Trip with The Travel Corporation (TTC).



- TTC launched their first 100% Swisstainable itinerary in March and it's selling very well.
- Training the travel trade is crucial as they sell trips to clients.
- 35 travel advisors from Australia, the Philippines, Singapore, Malaysia, the U.S., Canada and South Africa, and 4 journalists
- Dates: July 22-28, 2023



Health Travel: Central Asia and The Caucasus.



Switzerland.





Switzerland.

STM Health and post-convention trip.

- June 25 – July 1
- 9 representatives from medassist companies visited CH
- Agents from Azerbaijan, Kazakhstan, Uzbekistan and Armenia
- 14 meetings each participant at the workshop
- 8 clinics visited in Basel, Zurich, Zihlschlacht, Geneva and Lausanne
- excursion to Mount Titlis & Geneva eTuk Tuk experience





Switzerland.

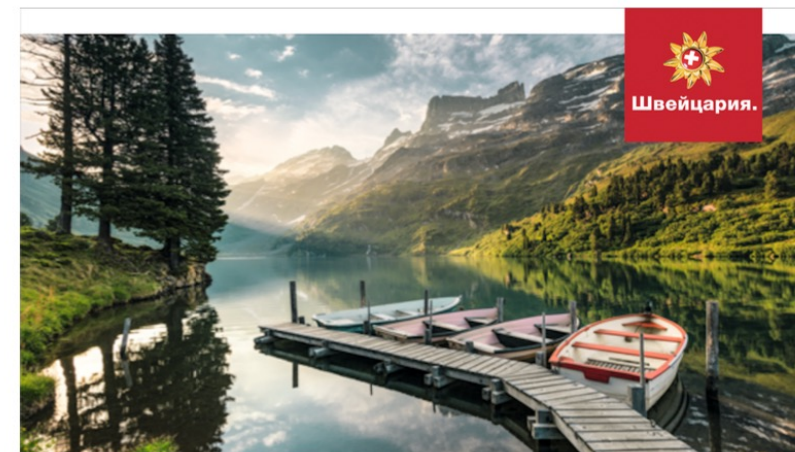
Health Travel: CIS E-newsletter.

- July 28
- B2B E-Newsletter
- Theme – Mental Health
- Links to MySwitzerland.com and Health brochure pdf
- Sent out to 685 addresses in CIS states
- Open rate: 8.12%
- Click rate: 0.8%

Здоровье - это целая философия.

Если сообщение отображается некорректно, [кликните здесь](#)

[> Клиники и мед.центры](#) [> Области медицины](#) [> Блог о здоровье](#)



Швейцария поможет вам почувствовать себя лучше

В период стресса каждому из нас требуются небольшие тайм-ауты, чтобы восстановиться. Однако иногда одной поездкой на выходные дни не обойтись. Человеку, страдающему от переутомления, тревоги или депрессии, необходима смена обстановки и квалифицированная медицинская помощь. Швейцария может стать подходящим местом для восстановления.

Сегодня поговорим о психическом здоровье.

С уважением,

Наталья Варт
Офис по туризму Швейцарии

Руководитель проекта "Медицинский Туризм" в странах СНГ



Switzerland.

Promo: Health advertorial, Uzbekistan I.

- Tashkent, Uzbekistan
- Health advertorial in the luxury magazine “Anatomica”
- 4 pages
- Summer 2023 issue
- 3000 copies
- Partners presented: Hopital de la Tour, Hirslanden Group
- In cooperation with local partner Avrud Travel



Avrud Travel
english travels

Здоровье – это не только хорошее самочувствие и возможность наслаждаться жизнью. В Швейцарии отлично понимают, как важно заботиться о себе, и умеют это делать. Рассказываем, кому лучше доверить заботу о здоровье, почему стоит выбрать именно Швейцарию и как найти оптимальный вариант.

ПОЧЕМУ СТОИТ ОТПРАВИТЬСЯ ЗА ЗДОРОВЬЕМ В ШВЕЙЦАРИЮ?

Факты красноречивы: более половины иностранных пациентов выбирают лечение в Швейцарии из-за высокого качества услуг и квалификации врачей. Помогать гостям оптимизировать образ жизни, поддерживать здоровье и физическую форму, найти лучшее решение сложной проблемы – все это очень важно для швейцарских врачей. Оценить состояние здоровья с помощью инновационных методов диагностики, определить источник проблем и разработать индивидуальные рекомендации – за этим едут в Швейцарию те, кто всерьез заботится о себе.

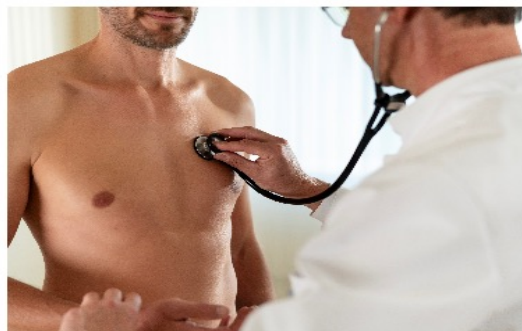
Швейцарские клиники отличаются не только взвешенным подходом, направленным на максимально эффективную работу. Повсеместно применяются инновационные программы, в том числе профилактические и оздоровительные. Особую роль играет точность анализов и медицинского обследования, которое проходит каждый пациент. Бурное развитие превентивной медицины, а также достижения в генетике позитивно отражаются и на стоимости программ. Те исследования, которые раньше были крайне дорогостоящими, теперь стали стандартом медицины.

РЕЦЕПТ ДОЛГОЛЕТИЯ

Регулярные обследования или чек-ап — это проверка состояния организма с учетом возраста, пола, наследственности и возможных проблем со здоровьем. В Швейцарии очень удобно проходить обследование, это можно сделать быстро, эффективно и без очередей и негативных эмоций. Врачи рекомендуют начинать регулярные медицинские осмотры после 30 лет, когда в организме происходят первые возрастные изменения. После 40 лет по статистике резко возрастает риск развития ряда заболеваний, в том числе весьма серьезных. Изменение образа жизни, коррекция питания и образа жизни помогает решить ряд проблем, а советы врачей помогут и дальше сохранять здоровье. После 60 лет нужно быть особенно внимательным к выявлению и лечению болезней на ранней стадии. В более старшем возрасте на первый план выходит сохранение качества жизни и активное долголетие.

Людам с хроническими заболеваниями или вредными привычками (например, курением) рекомендуется проводить регулярные чек-апы, включающие больше обследований. Еще один секрет хорошего самочувствия — умеренное употребление алкоголя и постоянный контроль веса. В целом, рецепт здоровья до самой старости — это прежде всего правильный образ жизни плюс регулярные чек-апы.

Ассортимент программ широк, в них легко запутаться, но швейцарские врачи помогут сделать правильный выбор. В клиниках есть русскоязычные сотрудники и переводчики, а с оформлением документов и визовой поддержкой помогут координаторы клиник или сотрудники агентств медицинского туризма.



Hôpital de La Tour рядом с Женевой предлагает своим пациентам высококлассное медицинское обслуживание с подбором индивидуальных схем лечения. Персонал больницы окружает пациентов вниманием и искренней заботой. Сильная команда врачей совместно разрабатывает оптимальную тактику обследования в каждом конкретном случае. Особые программы разрабатываются для пациентов отделений спортивной медицины, ортопедии, онкологии, бариатрии и многих других. Еще одно востребованное направление в Hôpital de La Tour — инновационные курсы профилактики и оздоровления организма.

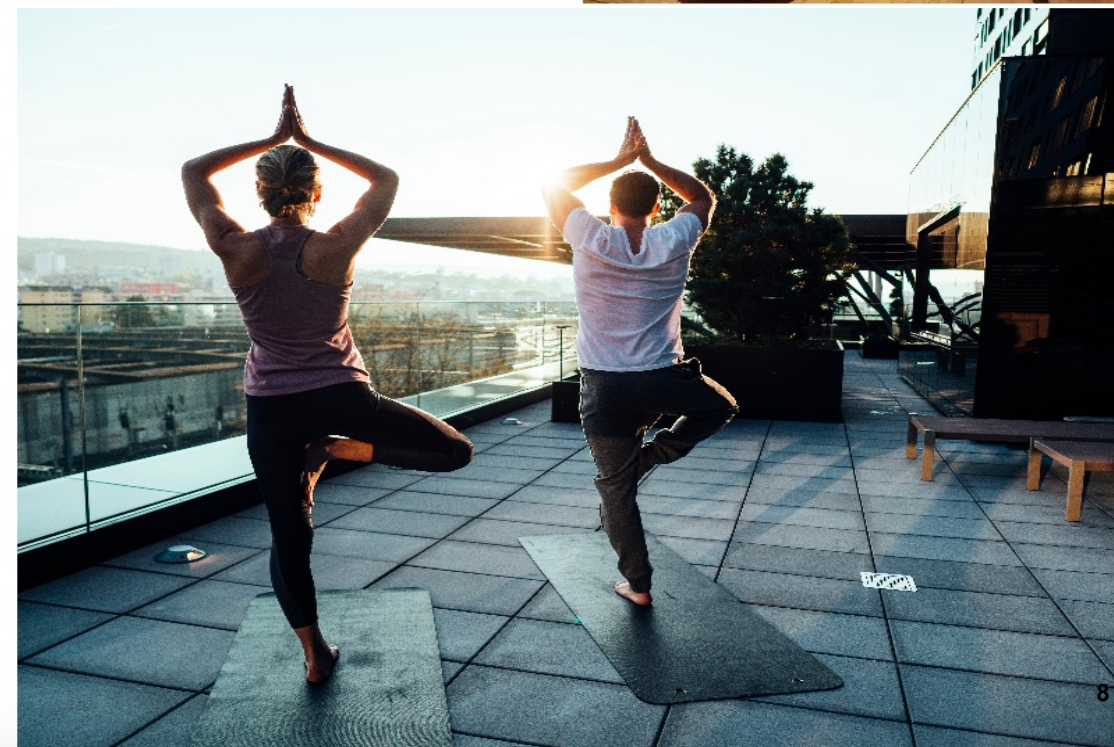


С ЗАБОТОЙ О ГЛАВНОМ

Сердечно-сосудистые заболевания занимают первое место среди самых серьезных болезней во всем мире. Профилактический осмотр рекомендуют начинать с 45-50 лет, а при наличии жалоб или не очень хорошей наследственности — значительно раньше. Сеть клиник Hirslanden предлагает полный спектр медицинских услуг в области кардиологии, начиная с профилактики и индивидуальной диагностики и заканчивая лечением и последующим уходом на самом высоком уровне.

Высокое артериальное давление может быть коварным, оно часто остается незамеченным. Изменения в образе жизни, правильное питание и физические упражнения могут помочь решить проблему. Если давление не удается снизить только этими методами, специалисты назначают курс лечения. В распоряжении клиник Hirslanden — лучшие врачи и самое современное оборудование. Среди главных принципов — индивидуальный подход к диагностике, ведь одни и те же исследования не всегда необходимы для каждого пациента.

Ведущие клиники предлагают услуги телемедицины — рекомендации лучших врачей по телефону или видеосвязи. Онлайн-консультации позволяют быстро получить экспертное заключение или "второе мнение" и определиться с дальнейшими действиями.





Switzerland.

Promo: Health advertorial, Uzbekistan II.

- Tashkent, Uzbekistan
- Health advertorial in the travel magazine “Visit Uzbekistan”
- “Health Travel. 10 reasons to choose Switzerland” by Kathrin Zimmerman
- 2 pages
- July – August 2023 issue
- 3000 copies

Health Travel

10 reasons to choose
Switzerland

Words by **KATHRIN ZIMMERMANN**

Switzerland is the ideal destination for patients from all over the world, with renowned specialists and state-of-the-art medical facilities offering innovative treatment methods. The country's safety and security record, wonderful scenery and outstanding service attract visitors from all corners of the globe.



1. THE BEST HEALTHCARE SYSTEM IN EUROPE

The Swiss healthcare system won the gold medal in the comparison of 35 European countries and has long enjoyed an excellent reputation. Switzerland is rated the best by some distance in terms of access to medical services in particular.

2. TOP SPECIALISTS IN ALL AREAS OF MEDICINE

Switzerland possesses medical know-how of the highest quality. Doctors work closely with universities, research institutes and renowned pharmaceutical companies, giving rise to the perfect combination of theoretical knowledge and practical expertise.

3. SHORT WAITING TIMES

Switzerland has an excellent nation-wide network of high-quality hospitals, enabling it to provide prompt medical care both in an emergency and for elective procedures.

4. INNOVATIVE MEDICAL TECHNOLOGY

The technical infrastructure in Swiss hospitals is based on sophisticated cutting-edge systems: medical staff use top-class hardware and software to devise individual treatment plans for each patient.

5. TRADITION OF INTERNATIONAL HOSPITALITY

The main reasons for the growing number of international visitors are the fresh mountain air, healing thermal springs and the high standard of medicine in Swiss hospitals.

6. QUALITY, SECURITY AND DISCRETION

Thanks to the country's stable political situation and the natural reserve of its inhabitants, visitors feel they are in safe hands during their stay in Switzerland.

7. CULTURAL TOLERANCE

Sensitivity when dealing with other cultures and religions is part and parcel of everyday life in Switzerland. Swiss hospitals take great care to respect the diverse requirements of patients from other countries.

8. RELAXATION FOR TRAVELLING COMPANIONS

Recovery is not just about optimal medical treatment - you also need your loved ones beside you. Switzerland offers excellent establishments and a relaxing programme of holiday activities for travelling companions.

9. MEDICAL EXPERTISE AND MAXIMUM COMFORT

In addition to highly qualified specialists, Swiss hospitals also offer a comprehensive all-round service to satisfy the most discerning requirements.

10. SHORT DISTANCES

Switzerland's compact size means that journeys not only to hospitals but also to tourist attractions are short and uncomplicated.

Further information and travel recommendations at www.MySwitzerland.com



ABOVE
Clinic Les Alpes,
located in the Swiss
Alps near Montreux,
with incredible
views on Lake
Geneva

ABOVE
COVID-19 Medical assessment at Nescens
Clinique de Genolier, close to Geneva

LEFT
Swiss Olympic Medical
Center, Bad Ragaz

Markets East.

Germany.



Switzerland.



Switzerland.

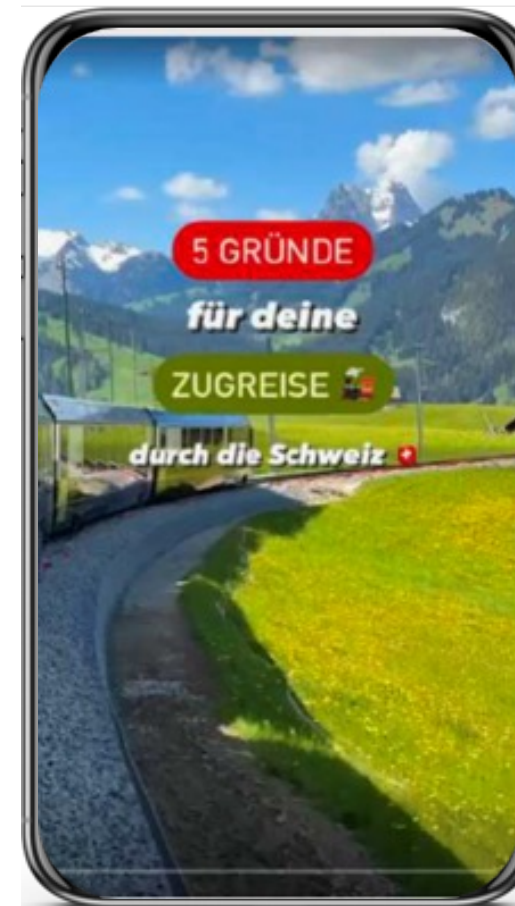
C&A: Summer Grand Train Tour.

15. June – 15 July 2023

- 2 German creators creating content in Swiss regions & panoramic trains
- Key Partner: Lucerne, Vaud, Interlaken, Ticino, STS, Deutsche Bahn, Victorinox
- Target Group: Lou, Max
- Budget: 348'000 EUR
- Distribution: Social Media (Meta & Pinterest), Paid Media, Media collaboration with FAZ.net/ SZ.de

Results:

- Impressions: 63 Mio.
- Web Sessions on MyS.com: 182'325
- Video Views: 5.6 Mio.





Switzerland.

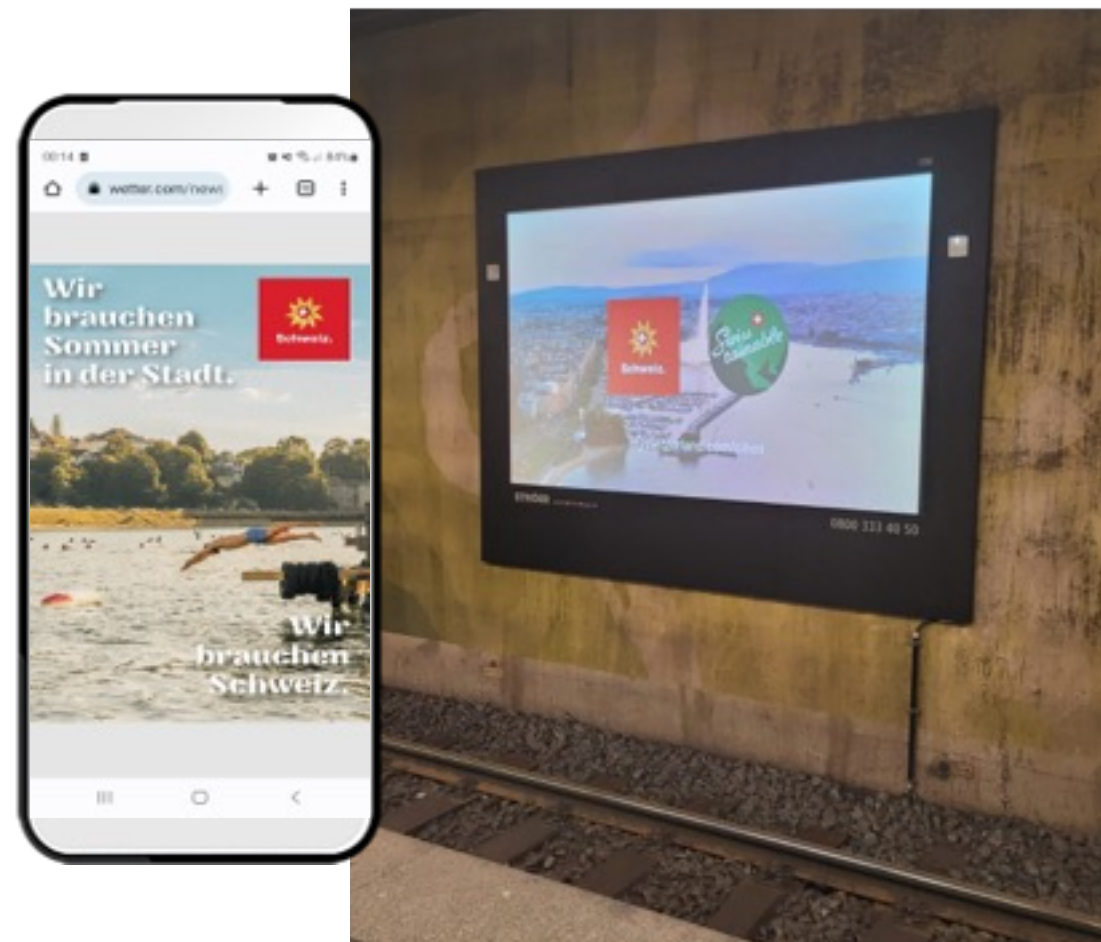
C&A: Digital out of Home Cities Recovery.

20 July – 9 August 2023

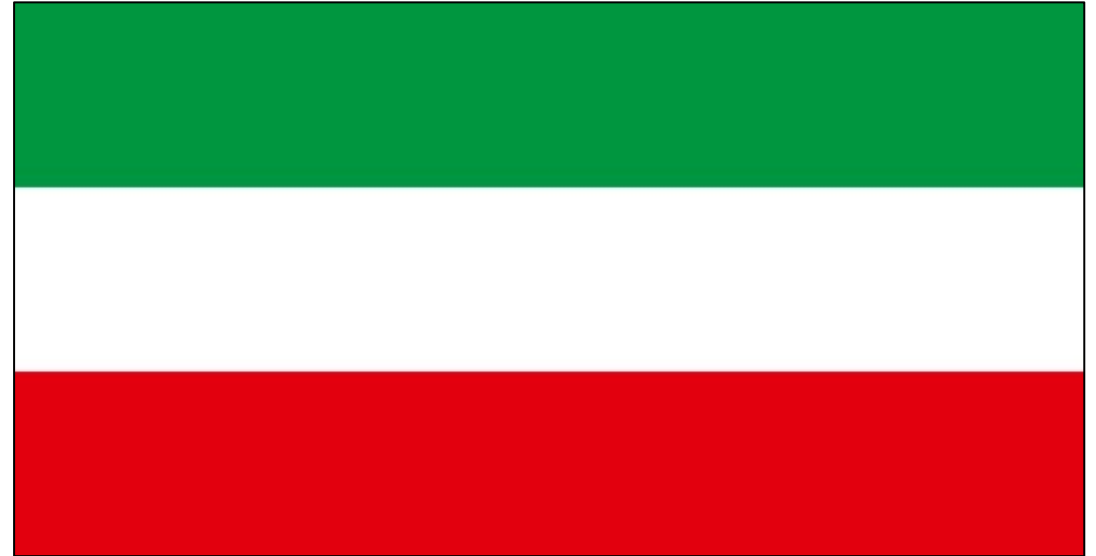
- Campaign: Digital out of Home campaign for the Swiss cities in summer plus additional programmatic mobile ad campaign
- Content: Videos from «Swiss City in the Summer»
- Target Group: Jo, Max, Lou
- Budget: Recovery 85'000 EUR
- Distribution: DooH & programmatic mobile ads in big cities in southern Germany with 6 distributors

Results:

- Impressions: 10'15 Mio.
- Clicks: 17'571 (from mobile ad campaign)



Austria/Hungary.



Austria: Corps Touristique Sommerlounge.

- Networking event for KAM and KMM VIP contacts
- Presenting Switzerland with a Moodfilm
- Quiz with raffle of 2x2 4-day Swiss Travel Passes
- Date: 5. July 2023
- Attendees: total 211





Switzerland.

Austria: 2 Raffle with Weekend Magazin.

- Activity with the free magazine Weekend.at for Basel and StraPa Rausch (Poschiavo/Pontresina)
- Advertisement via website and social media (Facebook): We want you as a Content Creator!
- 148 applications for Basel, 436 for Rausch
- "Live reporting" by the Influencers sharing their experience with their community's
- Follow-up report digital / print
- Sum of contacts both campaigns: 4'818'918
- Both campaigns started in February and will be finished end of September

GEWINNSPIEL

URLAUB DER EXTRAKLASSE
Content-Creator*innen für Reise von Schweiz Tourismus und RAUSCH gesucht!
Preis im Wert von EUR 3.500,-
Einfach bewerben unter www.weekend.at
Einsendeschluss: Mo., 15.5.2023, 18 Uhr

BASEL-CHALLENGE
Auf die besten Influencer*innen wartet ein traumhafter Städte-Trip!
Preis im Wert von EUR 2.000,-
Einfach bewerben unter www.weekend.at
Einsendeschluss: Mo., 15.5.2023, 18 Uhr

weekend
MENSCHEN • FAKTEN • EMOTIONEN • MAGAZIN

Weekend Magazin Anzeige
Die Basel-Challenge ist eröffnet, liebe Influencer*innen! Im Zuge unserer großen Verlosung in Zusammenarbeit mit Schweiz Tourismus soll der Traum, Basel einmal aus nächster Nähe zu erleben, für die besten Influencerinnen und Influencer wahr werden 🇨🇭

Weekend Magazin Anzeige
Content Creator*innen, aufgepasst! Nachher reisen, jede Region ohne Auto erreichen und den Genuss naturnaher Kosmetik von Top Qualität kommen - Schweiz Tourismus & RAUSCH machen es möglich! 🇨🇭
Um sich die einmalige Chance auf euren unvergesslichen Urlaub in der Schweiz zu sichern, einfach nachfolgendes Formular ausfüllen. Wir halten die Daumen!

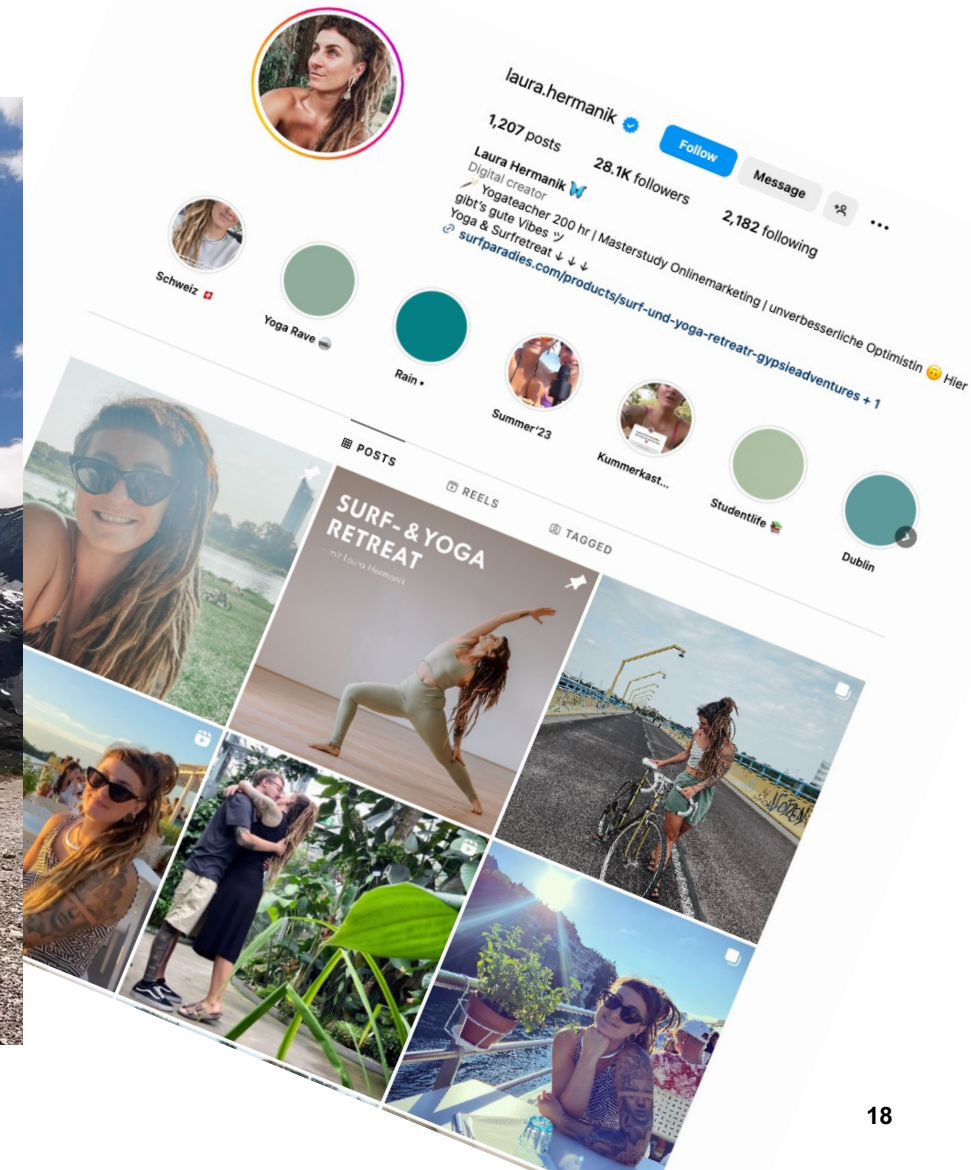
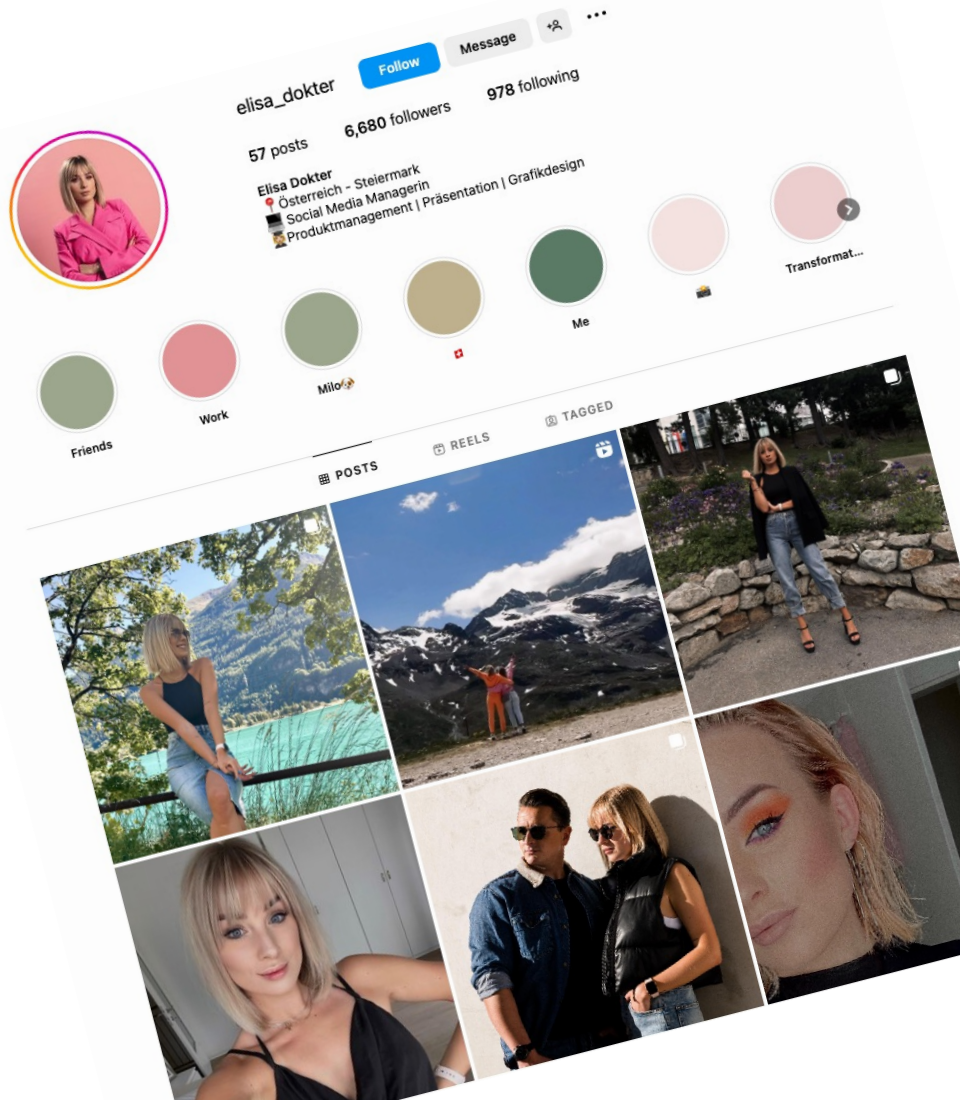
weekend.at
Content Creator*innen, aufgepasst! Mit...
Jetzt bewerben

FOTOS: SCHWEIZ TOURISMUS/RAUSCH, STRA PA RAUSCH, BASEL TOURISMUS

Austria: Winner's impressions.



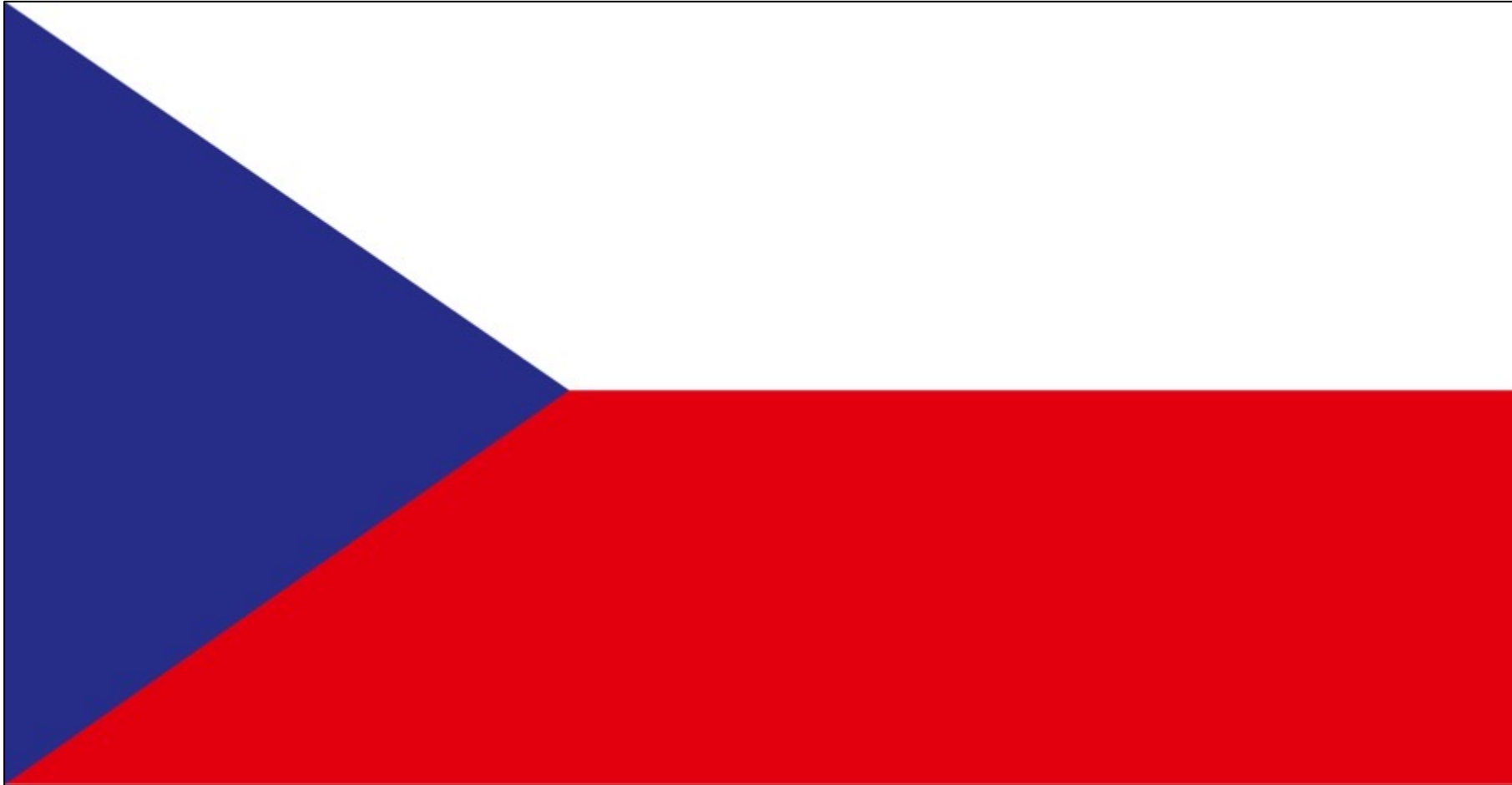
Switzerland.



Czech Republic.



Switzerland.





Switzerland.

RhB and Schilthorn at Prague Airport.

- Prague, July & August 2023
- 2 months video promotion in departure hall of Terminal 2 (Schengen flights) at Prague Airport Václav Havel focused on Rhaetian Railways and Schilthorn Cableways.
- Video played always parallel in 3 different video displays (99,6 x 177,1 cm).
- 1.500.000 Marketing Contacts



HST Golf tournament and Sales calls Davos Klosters.

- 16. – 19. 7. 2023
- Sales calls with 4 TO's organized for Davos Klosters representative in Prague an Pilsen (INEX, Toulky Evropou, Adventura, and Elite Voyage).
- DDK partnership and active participation at Swiss-Czech golf tournament of HST in exclusive golf club Beroun for its members with total of 75 participants.



RhB in premium magazine Choice.



- July 2023
- 5/1 RhB advertorial focused on summer activities and possibilities with RhB (incl. Davos Klosters, Engadin) placed in premium lifestyle printed magazine Choice.
- 27.500 Media Contacts (highly focused distribution on VIP, top managers, VIP lounges at airport etc.).



Poland.



Switzerland.



Switzerland.

Future activities.

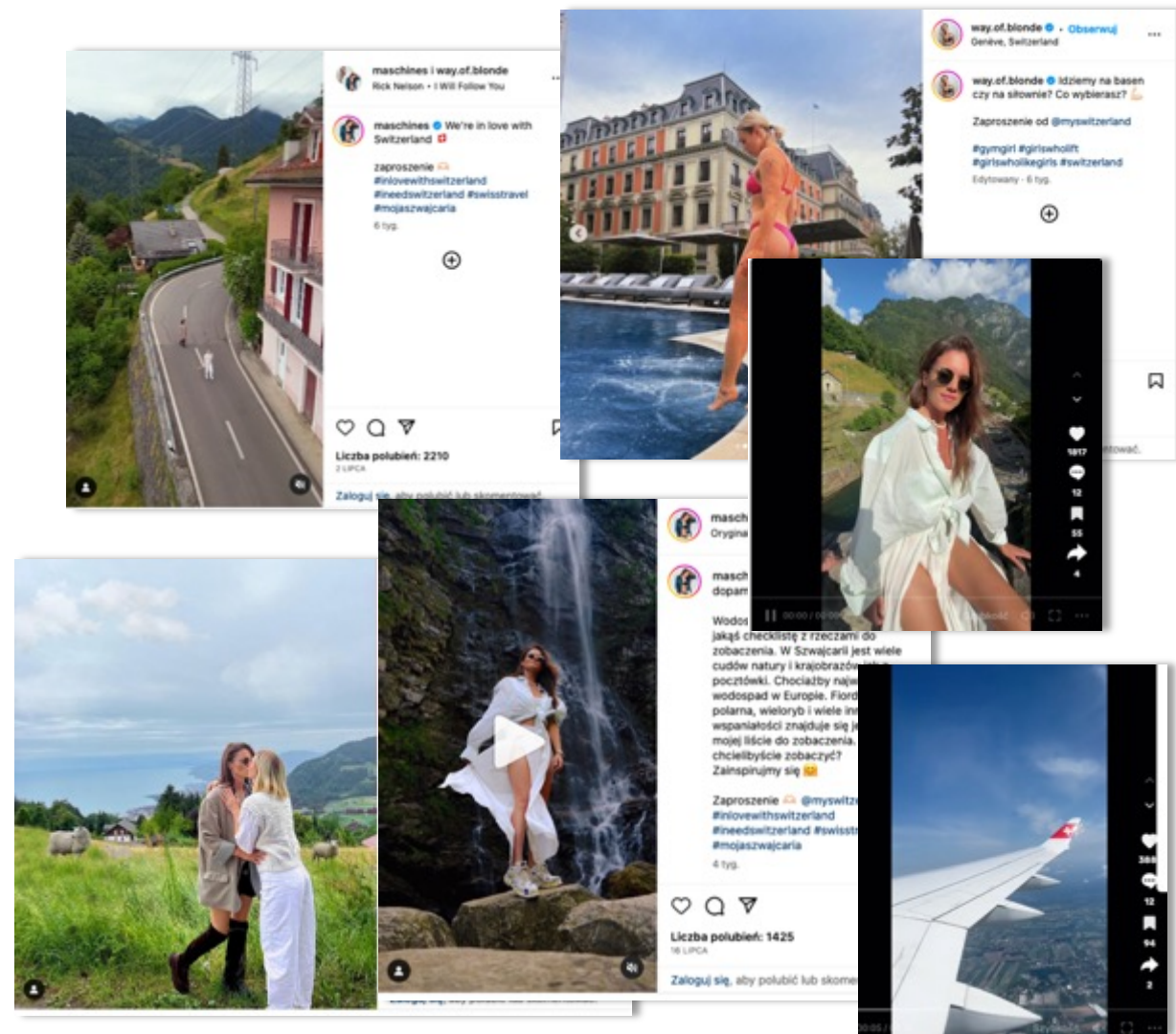
- *Madame Edith and Friends* trip, focus on autumn, September
- *Dzień Dobry TVN*, GToS, September
- STM Geneva, September
- *‘Wysokie obcasy’* women’s magazine contest winner trip, September
- Promotion on GToS with *naTemat.pl*
- Autumn promotion in SoMe



Switzerland.

KMM: media trip by girls couple.

- 29.06 – 04.07.
- Swiss cities and trains as well as outdoor activities
- A couple: @way.of.blonde and @machines
- Instagram (reach 520'000, Instastories (611'000 impressions) and Tik Tok (276'000 views) during and shortly after the trip

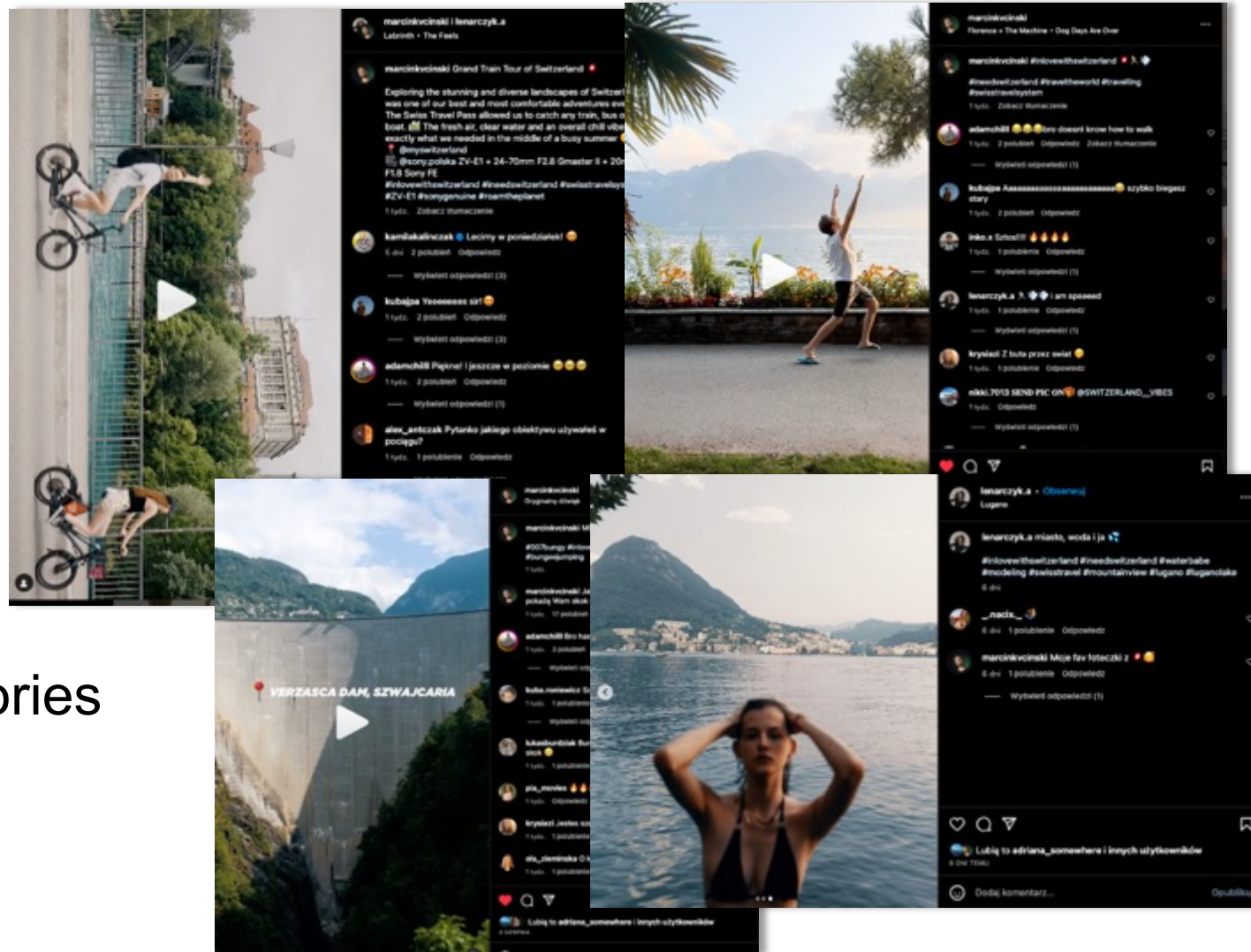




Switzerland.

KMM: media trip by *Marcin and Ada*.

- 15. – 21.07.
- 2 influencers, a couple – Marcin @marcinkvcinski and Ada @a.lenarczyk
- GToS, Swiss cities and outdoor activities
- GToS application
- Instagram, Tik Tok, posts and stories
- Reach so far 250'000

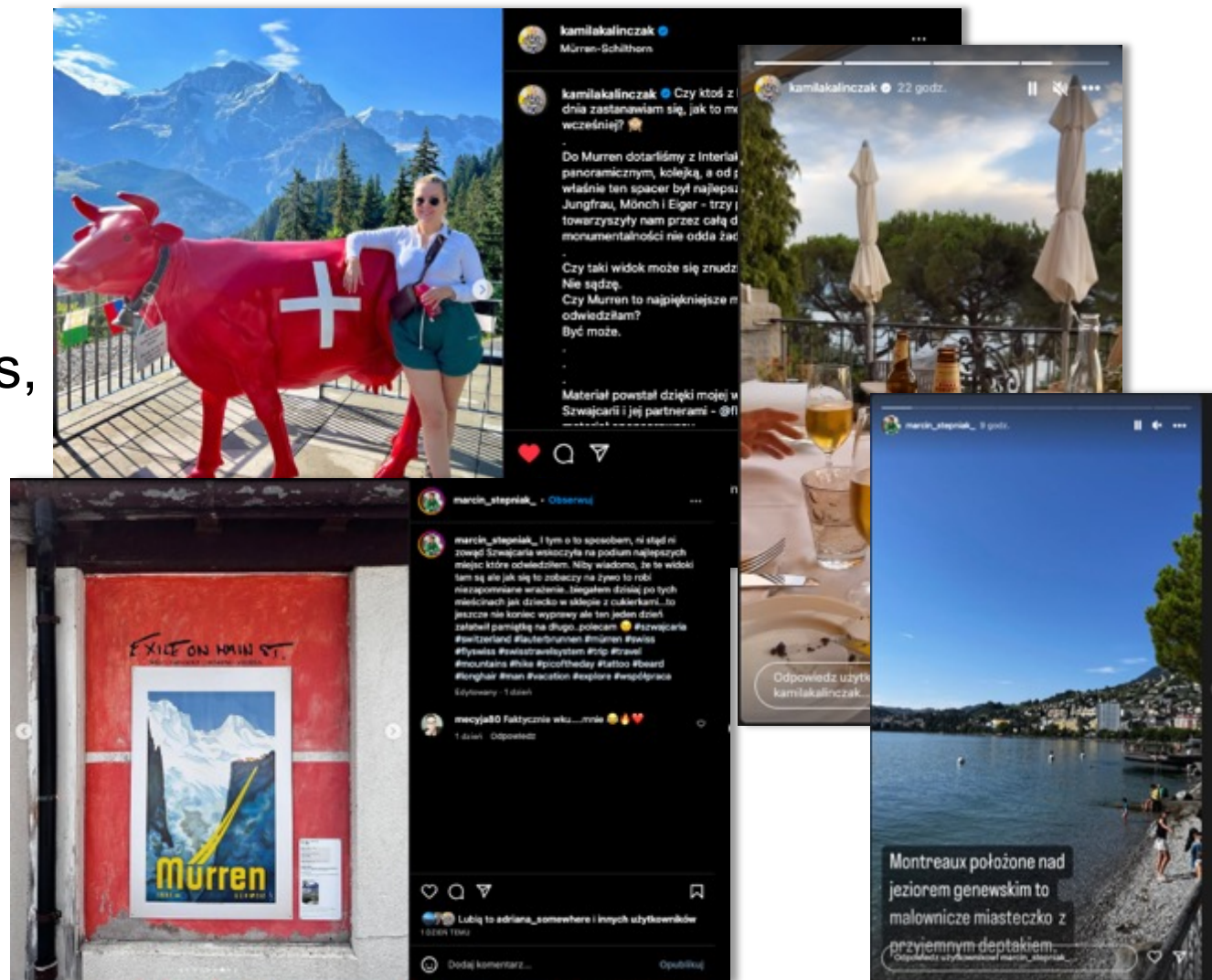




Switzerland.

KMM: media trip by @kamila.kalinczak.

- 14. – 20.08.
- Journalist and influencer with 380'000 followers
- Panoramic rides, GToS, Swiss cities, hiking
- Instagram posts and stories during and after return





Switzerland.

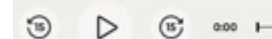
Campaigning & Activ.: publications after media trip in May.

- Two articles with video content from the trip
 - Ticket for a train which converts sometimes into a boat
 - Why locals and tourists love Switzerland
- Podcast on *wyborcza.pl*:
 - What is surprising in Switzerland
- Podcasts on *zloteprzeboje.pl*:
 - Dziennik z podróży



Czy Szwajcaria to raj wymyślony?

PODCAST #10 MICHAŁ NOGAŚ 31.07.2023



Michał Nogaś rozmawia z Agnieszką Kamińską, autorką książki "Sewa wymyślony". Etykieta światowej prymuski przylgnęła do Szwajcarii nie ląkach naprawdę hasają fioletowe krowy. Tu bez obaw można zostawić się wody prosto z ulicznej fontanny. Kiedyś "szwajcarskość" reklamow to zbiór walorów, takich jak punktualność, innowacyjność czy bezpiec skojarzeń, jakie budzi Szwajcaria, nie dziwi, lecz warto je zweryfikowa Agnieszka Kamińska, socjolożka, dziennikarka, autorka bloga FrauKu dzień żyje się w Szwajcarii, a także co warto zobaczyć podczas wakacyj Więcej podcastów na <https://wyborcza.pl/podcast>. Piszcie do nas w li listy@wyborcza.pl.

Udostępnij Poprzednie odcinki Więcej Podcastów Słuchaj na





Switzerland.

Campaigning & Activ.: *Newsweek Travelling*.

- Special in *Newsweek*
- August 21st
- 16 pages with focus on RhB, history, panoramic rides in autumn time
- 100'000 copies, reach 490'000
- On sale for 1 week
- Content presented also on *newsweek.pl*





Switzerland.

Campaigning & Activ.: advertorial in *ULTRA*.

- Bimonthly magazine for runners and outdoor enthusiasts
- 2 pages advertorial for Aletsch Arena
- Edition July – August
- Topic: trail running *Swiss Alps100* and outdoor activities in Aletsch Arena
- QR codes
- 10'000 copies, 42'000 reach





Switzerland.

Campaigning & Activ.: article/advertorial in *National Geographic Traveler*.

- Monthly travel magazine
- August edition
- 2 pages advertorial
- Topic: Grand Train Tour of Switzerland, Golden Pass Express
- 20'000 copies, 420'000 reach
- Information about our eGuide GTToS

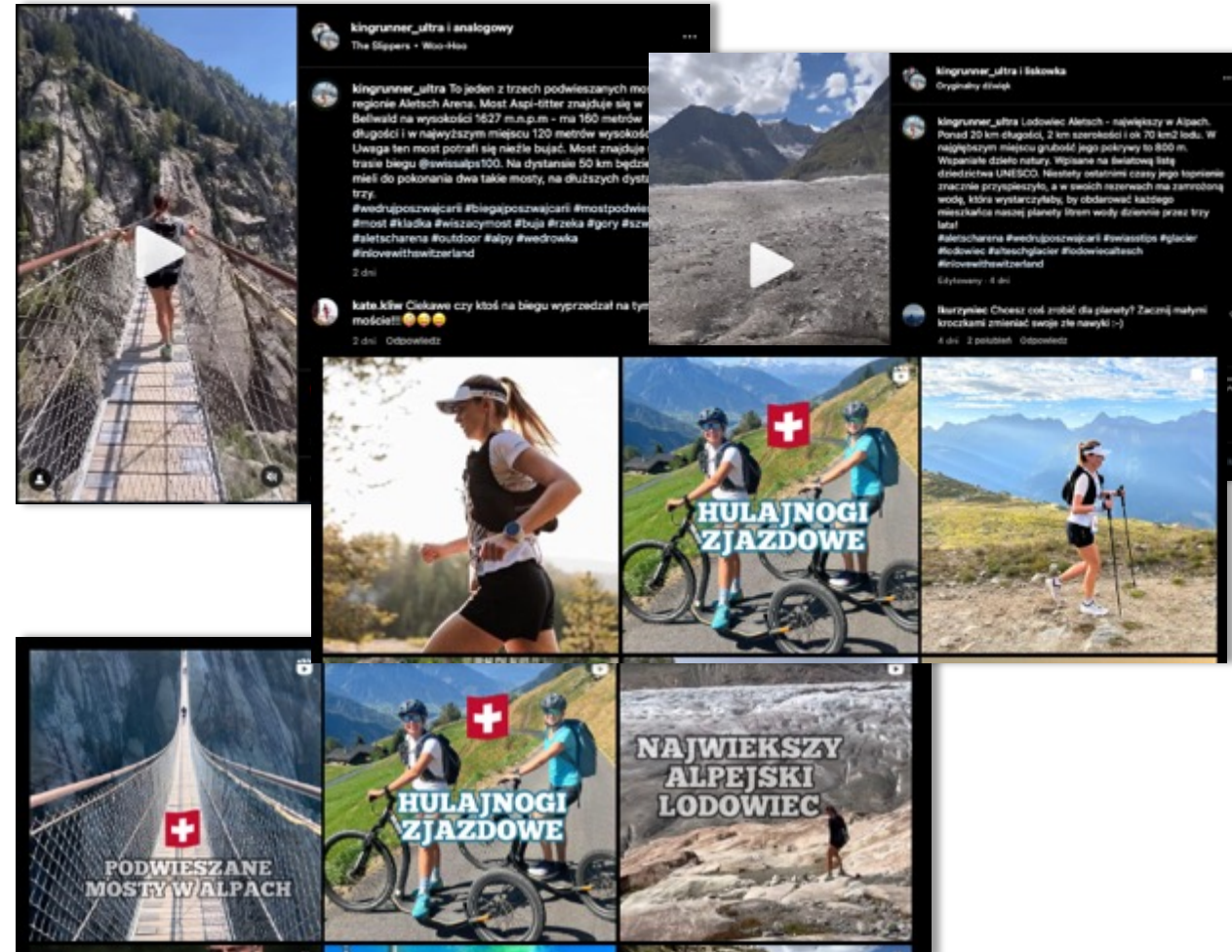




Switzerland.

Campaigning & Activ.: SoMe activities during event.

- 10. - 14.08.
- 3 pax trip to Aletsch Arena
- Participation in Vertical and 50k run
- Swiss Alps 100
- Outdoor possibilities in the region promoted
- SoMe of ULTRA magazine, runners' personal profiles

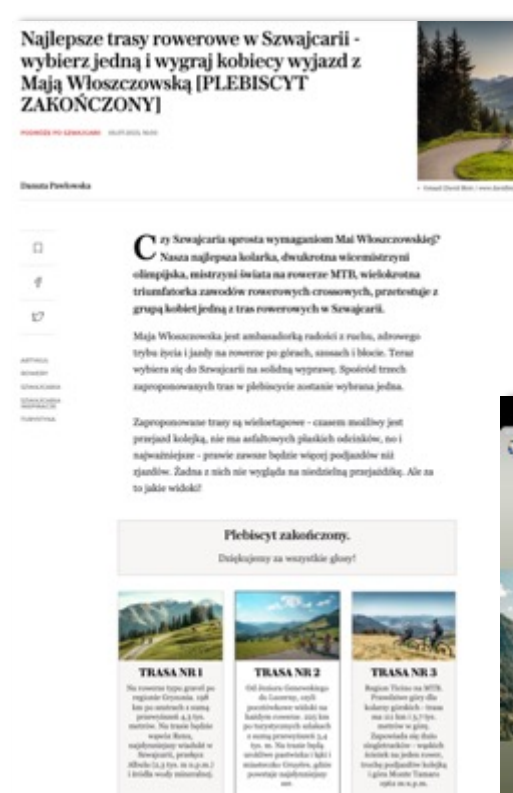




Switzerland.

Camp. & Activ.: cycling contest, *wysokieobcasy.pl*.

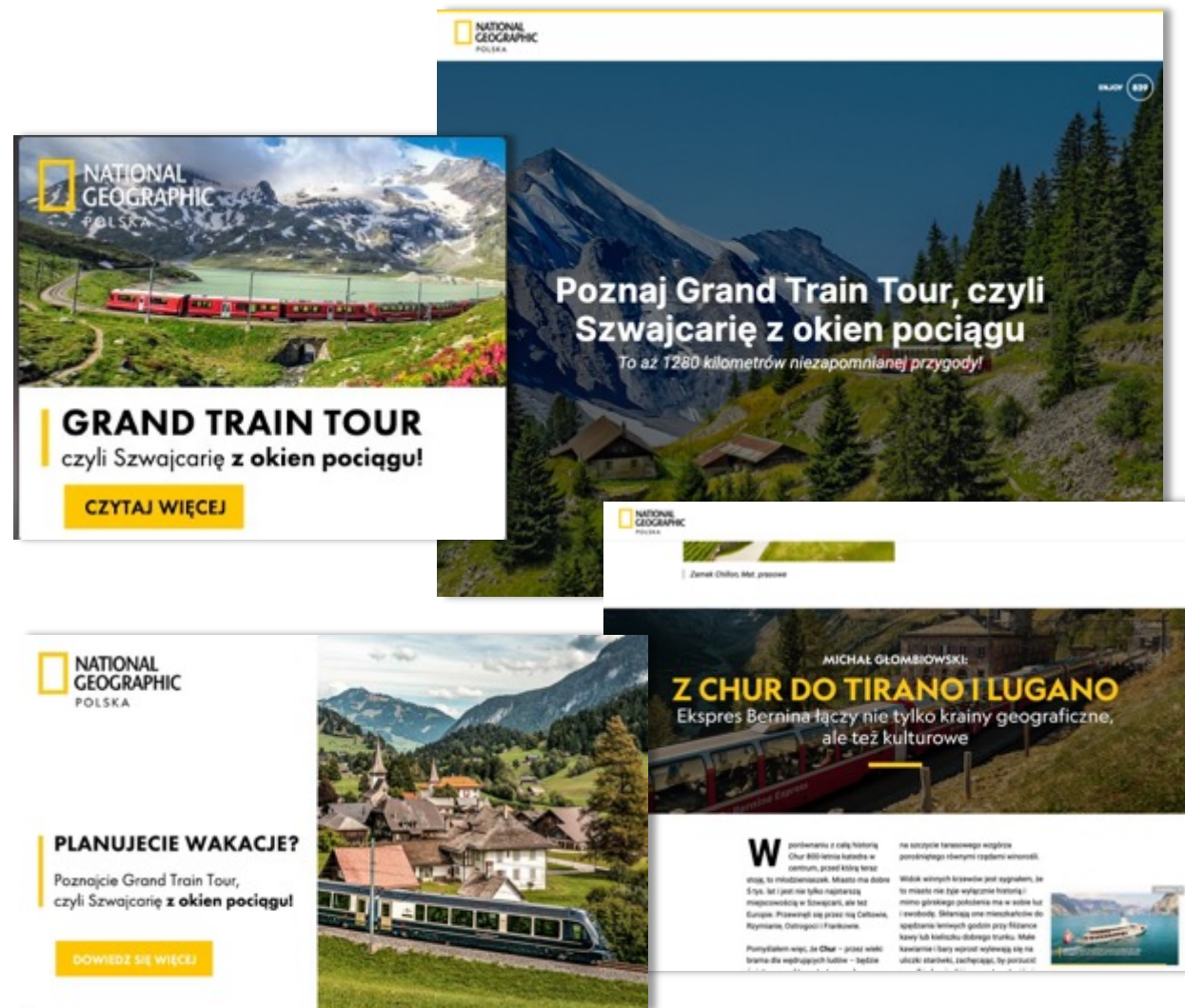
- 7. - 16.07.: Cycling women campaign with our Olympic silver medalist Maja Wloszczowska and two cycling influencers @mambaOnbike and @MinistraKolarstwa
- Activities by women's portal *wysokieobcasy.pl*
 - Article where readers voted for 1 of 3 routes in Switzerland, which a team of 6 women will take
 - Contest – win the trip and come with us
- Activities by participants promoting the voting
- 1'500 participants voting, 400 contest participants
- 20. – 24.08. - cycling trip, Lake Route No. 9





Campaigning & Activ.: eGuide GTToS promotion. Switzerland.

- Big Story on *national-geographic.pl*
- Promotion of GTToS and our eGuide
- Display promotion on NG and NGT service and main page
- SoMe promotion Facebook and Instagram of NGT and NG
- Page views planned around 3'000'000

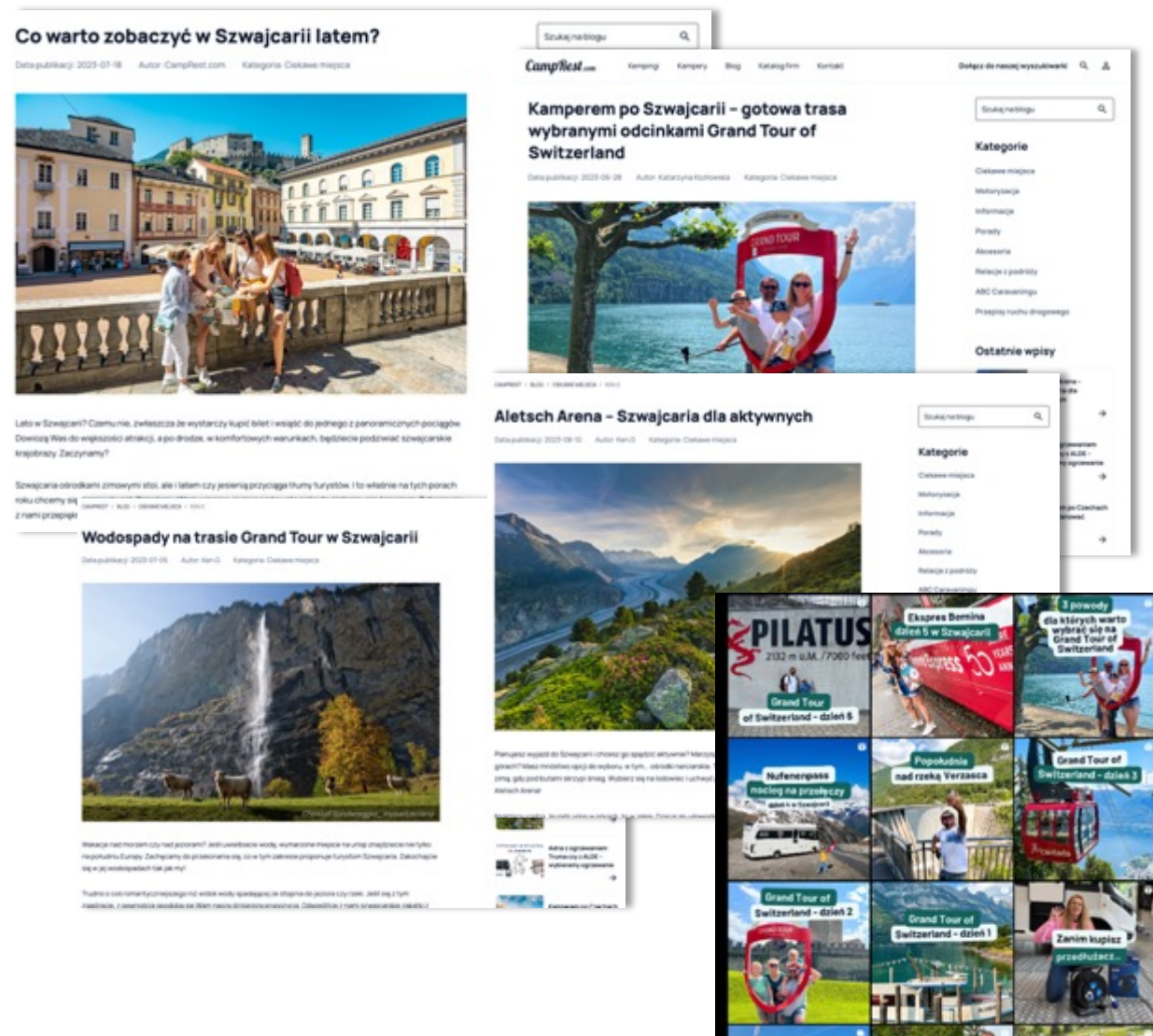




Switzerland.

Campaigning & Activ.: activities by *Camprest*.

- *Camprest* – portal for camping and caravanning fans
- 5 articles about Grand Tour of Switzerland and other recommendations
- Instagram and Facebook post and stories
- Reach 570'000 so far

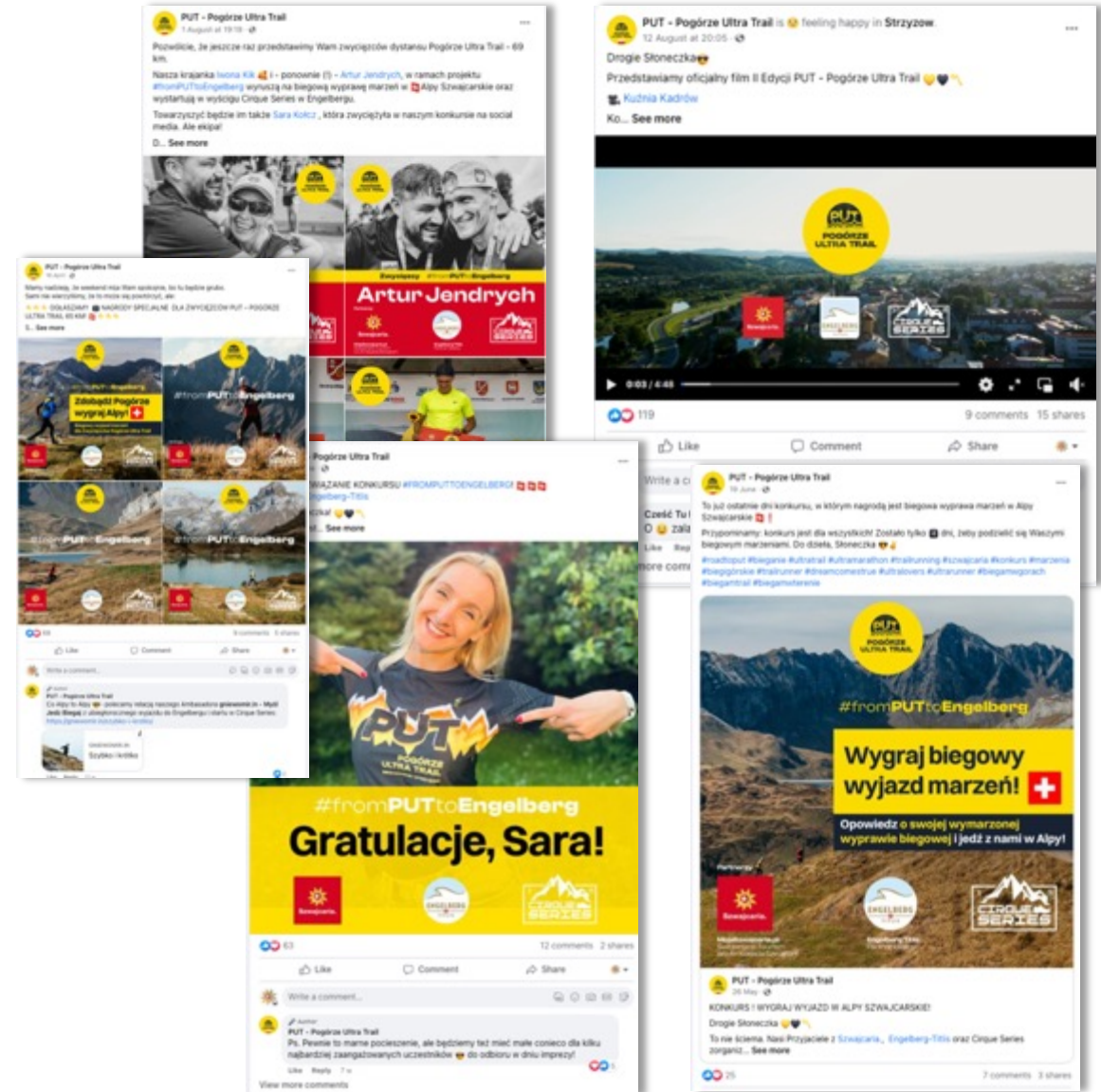




Switzerland.

Campaigning & Activ.: trail running event *PUT*.

- Trail running event in south of Poland, *PUT*- Pogorze Ultra Trail
- Main prize for best man and woman: starting package in Engelberg, Sept.
- Online contest and online activities promoting event and Swiss run (SoMe)
- Maps and ST materials distributed during the event also in the starter package for each participant

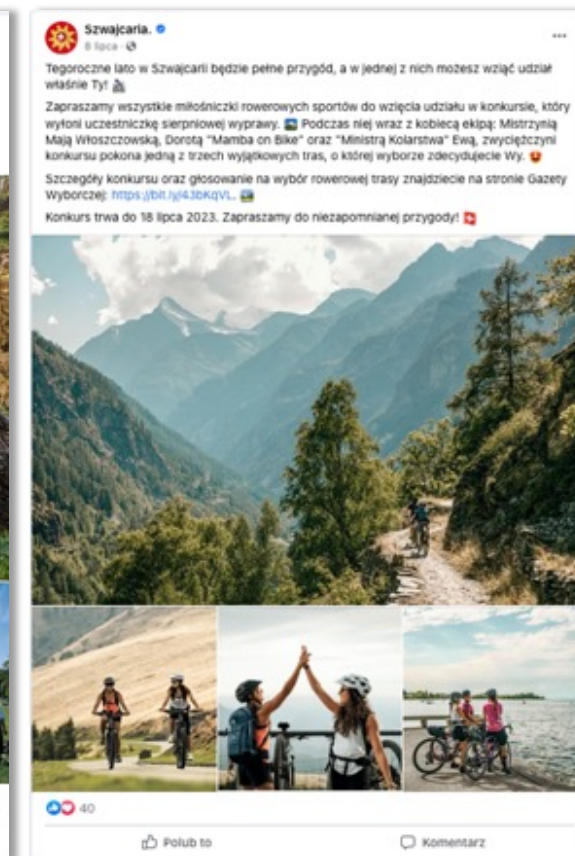
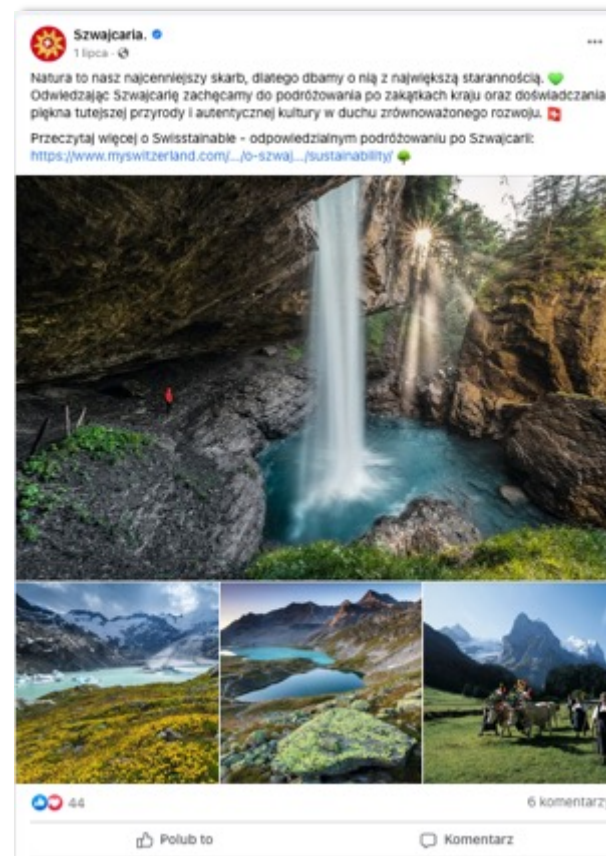




Switzerland.

Campaigning & Activ.: ST Facebook activities.

- Sponsored posts on MyS Facebook
- July - August
- Topics: Swisstainable, Biking women, cities, GToS
- Reach so far 420'000

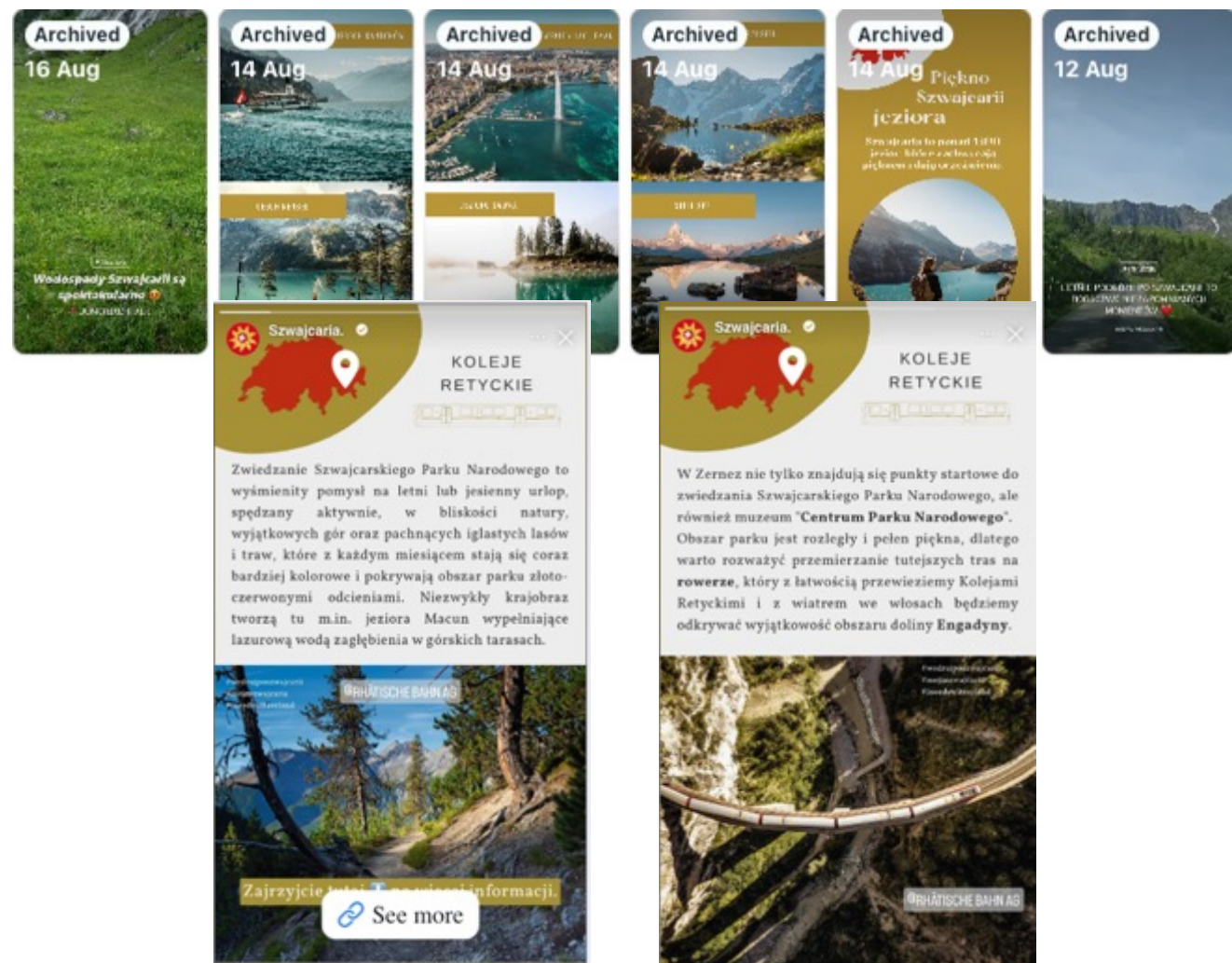




Switzerland.

Campaigning & Activ.: ST Facebook stories.

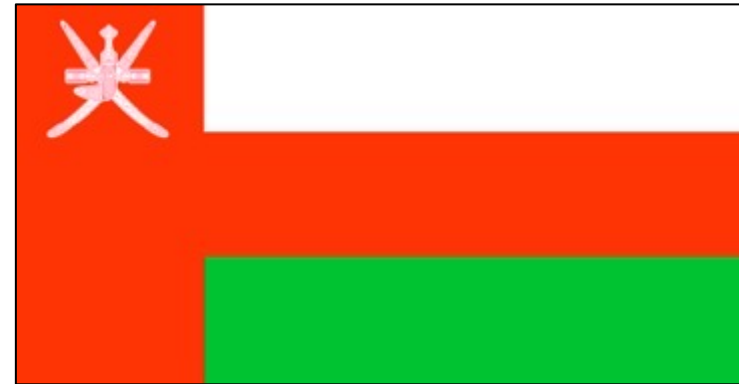
- ST Facebook stories
- One week for each partner
- Interaction with viewers
- Engelberg/Pilatus/RhB
- Summer in Switzerland, outdoor
- Avg. weekly reach around 9'000



GCC.



Switzerland.



KAM/Campaigning: Luxury Promotion Al Rais Travel – UAE.

- Date: 1 June - 31 July
- 50 radio spots in Al Khaleejiya Radio (contacts: 2.5Mio)
- 15'000 flyers: distributed thru Al Khaleej Newspaper.
- Landing page on Al Rais Holidays website (reach: 10'000)
- Total marketing contacts tbc
- Partners: Zurich & Davos

Explore & Experience

SWITZERLAND

04 Nights / 05 Days



Switzerland.

الريس للسفريات
AL RAIS TRAVEL








Ultimate Luxury Experience

 <p>Bad Ragaz Hotel Grand Resort Bad Ragaz</p> <p>PER PERSON AED 10,450</p>	 <p>Geneva Fairmont Grand Hotel Geneva</p> <p>PER PERSON AED 7,050</p>	 <p>Interlaken Victoria-Jungfrau Grand Hotel & Spa</p> <p>PER PERSON AED 14,350</p>	 <p>Montreux Hotel Royal Plaza Montreux</p> <p>PER PERSON AED 4,550</p>
 <p>Davos Grischa - Das Hotel Davos</p> <p>PER PERSON AED 4,400</p>	 <p>Gstaad The Alpha Hotel Gstaad</p> <p>PER PERSON AED 13,200</p>	 <p>Lausanne Hotel Lausanne Palace</p> <p>PER PERSON AED 6,500</p>	 <p>St. Moritz Kulm Hotel St. Moritz</p> <p>PER PERSON AED 7,750</p>

» Package rates are starting from per person on sharing basis
 » Hotels city taxes direct payment not included
 » 1st Class Swiss Travel Pass for 4 Days
 » Booking terms & conditions apply

 HOTEL

 BREAKFAST

 SWISS TRAVEL PASS

For booking inquiries please Call/WhatsApp any Al Rais Travel Outlets

HOLIDAYS : 04 355 7700 : 050 482 7102	TRAVEL SHOP : 04 352 0200 : 056 188 6624	WAFI MALL : 04 396 0988 : 056 188 6608	CALL CENTRE : 04 393 2288 : 054 581 0780
ABU DHABI : 02 645 4050 : 058 969 8122	FUJAIRAH : 09 223 1112 : 056 188 6607	AL KHALI : 04 330 6011 : 056 188 6603	SHARJAH : 06 572 4421 : 056 188 6682




 AlRaisHolidays
www.alraisholidays.com



Switzerland.

KAM/Campaigning: Family Promotion_Cozmo Travel – KSA.

- Date: 1 June - 31 July
- E-mailers to the Cozmo customers database
- Flyers Distribution
- Social / GDN, YouTube campaign where the destination will be featured on Cozmo timeline, stories and promoted content.
- Total marketing contacts tbc
- Partners: Geneva, LGR, Lucerne, Zurich, Ticino, CransMontana, GRF, Made in Bern

cozmo
travel

3 Nights
**Luxurious
Geneva**

Inclusions ✈️ 🏨 🚗 🧑

SAR **4799***
per person on
double Sharing Basis

*T&C Apply

050 473 4693 ✉️ ksholidays@cozmotravel.com

KAM/Campaigning: Summer Promotion_ITL – KSA.

- Date: 1 June - 31 July
- 30 radio spots on MIXFM
- 21 Newsletters
- 40 Social media paid ads
- Total marketing contacts tbc
- Partners: Geneva, LGR, Lucerne, Zurich, Ticino, CransMontana, GRF, Made in Bern



جنة مصغرة زاخرة بالأصالة



٥ أيام بدءاً من ٣,٢٨٠ ريال* سعودي للشخص

إقامة ٤ ليالي في فندق مُصنّف بفئة ٤ نجوم
فطور يومي

بطاقة السفر السويسرية صالحة لمدة ٤ أيام

يبدأ السعر من: للشخص الواحد إقامة مشتركة في غرفة مزدوجة،
رهنًا بالتأجير كما قد يخضع لتكاليف موسمية إضافية، وهذا لا يشمل
تكاليف بطاقة السفر، رسوم التأشيرات (الفيزا)، تأمين السفر، الجولات الاختيارية،
صرايب المحبّة وغيرها من الخدمات التي لم يرد ذكرها أعلاه.

احجز الآن



خطوط الشويط

٩20022523 holidays.ksa@ITLWorld.com +966 581 770155



Switzerland.

KAM/Campaigning : Family Promotion_ ITL – Kuwait.

- Date: 1 June - 31 July
- 20 newsletters
- 39 Social media paid ads
- Total marketing contacts tbc
- Partners: Geneva, LGR, Lucerne, Interlaken, Zurich, Ticino, CransMontana, Zermatt, GRF, Jungfrau Region, Davos



Switzerland.

Campaigning: Moshaya Family trip.

- Date: 3-8 JUL 2023
- The Moshaya family visited Switzerland to highlight Zurich and Davos
- Youtube video views: 1.7 Mio
- Instagram: 34'563 likes and 514 comments
- Instagram post reach: 366k
- Instagram and Snapchat Stories views: 260k
- Total contacts: 2.3 Mio
- Partner: Zurich, Davos and Europcar





Switzerland.

Campaigning: Emirati Influencers trip.

- Date: 21-28 JUL 2023
- Two micro-Emirati influencers: Zainab AlSawalhi (zainabalsawalhi) and Farrah AlAydi (farrahescapes) visited Switzerland to highlight Davos, Lucerne, Gstaad and Montreux.
- Farrahescapes Instagram: 74'085 likes and 1'609 comments
- Zainabalsawalhi Instagram: 58'388 likes and 2'009 comments
- Total: 132'473 likes and 3'618 comments
- Partner: Davos, Lucerne, Gstaad and Montreux





Switzerland.

Campaigning: MBC Trip.

- Date: 14-21 JUL 2023
- The MBC crew with Haya Yasmeen and Sara Murad visited Switzerland to highlight Lucerne and Geneva.
- Total marketing contacts tbc
- Partner: Lucerne, Geneva, Buergenstock Resort and Four Seasons Geneva



Campaigning: Emirati Chef in Geneva.

- Date: 21-28 JUL 2023
- Emirati chef visited Geneva.
- Total marketing contacts tbc
- Partner: Geneva

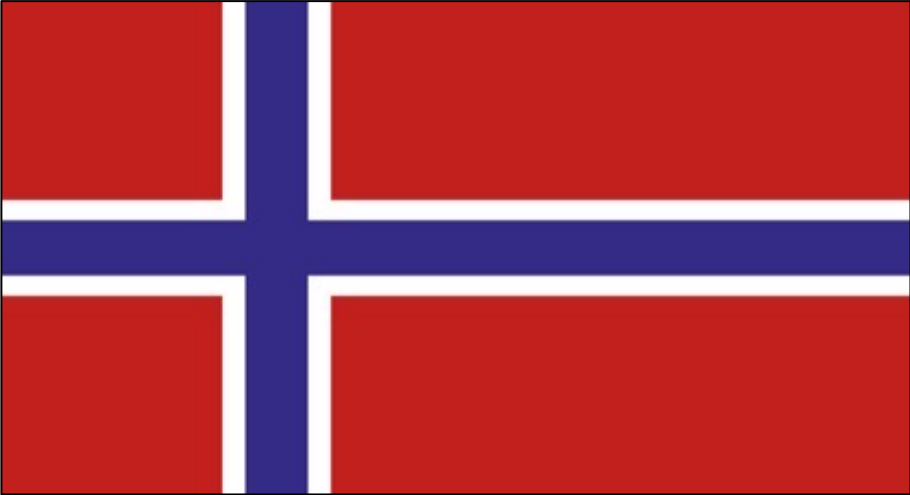
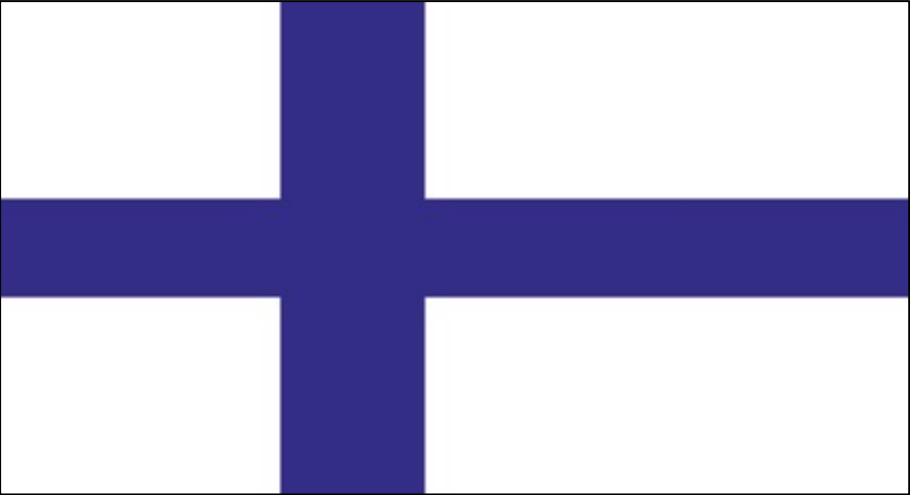
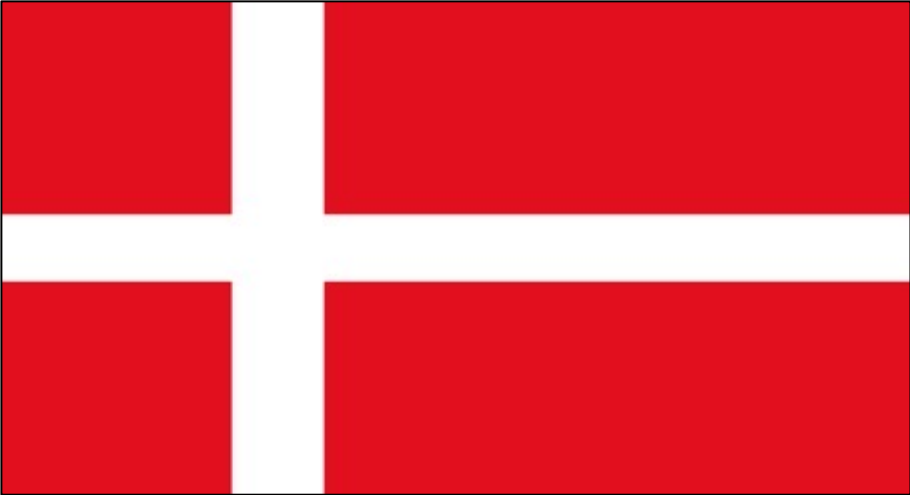
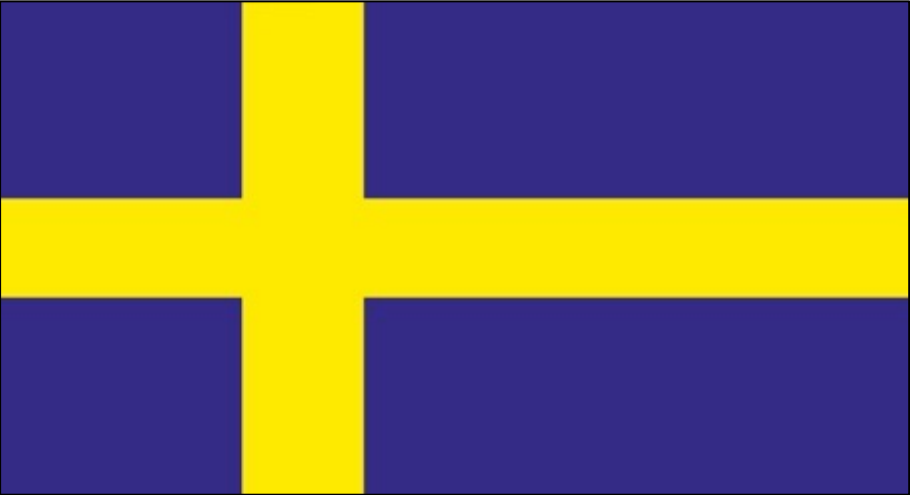


Campaigning: VIP trip in Lugano.

- Date: 26-29 JUL 2023
- The influencer Noha Nabil visited Lugano.
- Total marketing contacts tbc
- Partner: Ticino and Lugano

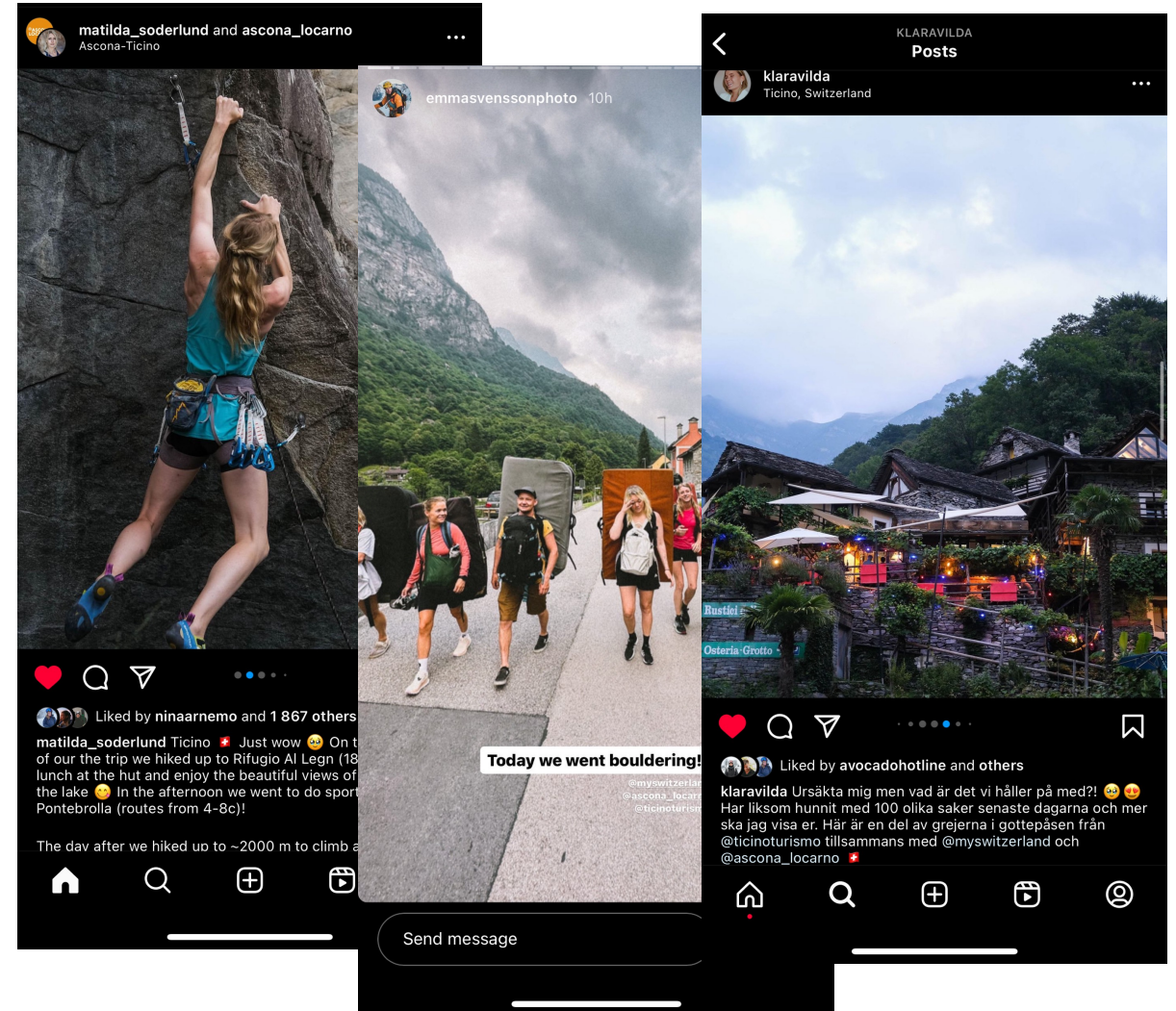


Nordics.



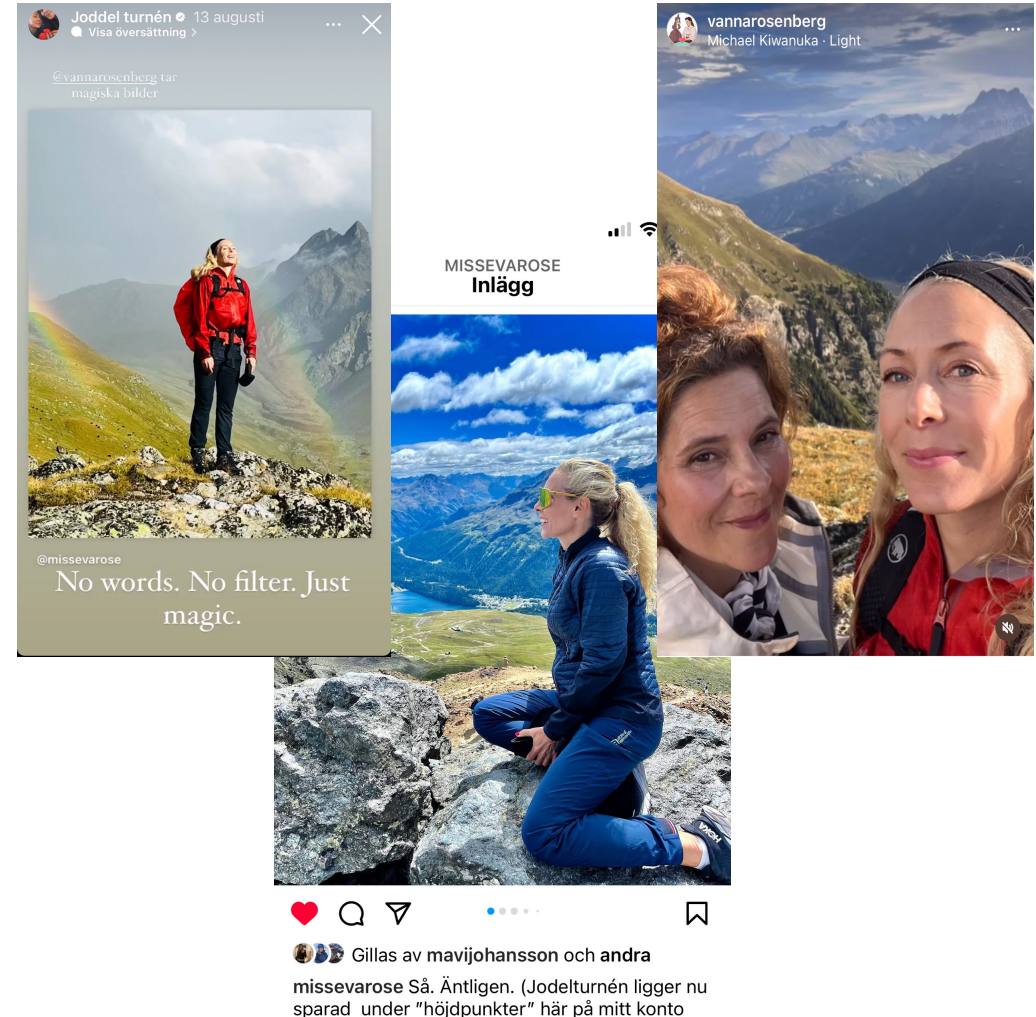
SE: Climbing Camp/Influencer trip.

- Date: 15-19JUL
- A female climbing camp – a mix of Swedish influencers, all with climbing interests. (8 participants total)
- Hosts:
 - Emma Svensson: Prof. photographer and adventurer 33.4K followers
 - Matilda Söderlund: Prof. climber 105K followers
- Partner: Ticino, Ascona/Locarno
- KPI: Total 404'000 followers, Reach: 2Mio



SoMe - "Jodel Tour" by Eva & Vanna.

- Date: 9-13AUG
- The Swedish actress Eva Röse visited the Engadin together with her colleague Vanna Rosenberg and had five magic days with activities from dawn to dusk, in every corner of Upper Engadin. Their daily motto was: "When you take the wrong train or the wrong direction, the only thing that happens is that you become richer in beautiful experiences and memories."
- Reach: 3,675,000
- Destination: Engadin, Graubünden.

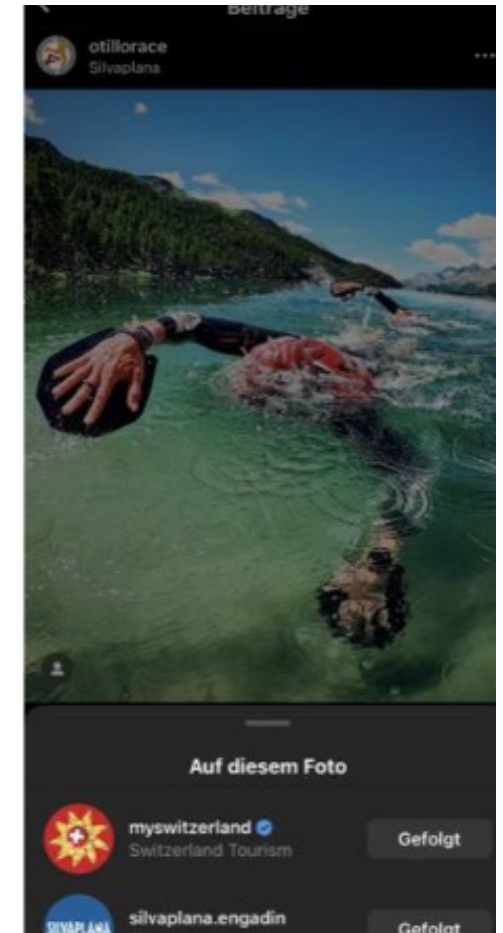




Switzerland.

Oetilloe – digital content cooperation.

- 1MAY-31JUL
- Oetilloe is promoting their “swimm-run-swimm” event in Engadin via inspiring content on their social media channel linking with ST.
- Reach: 167’964
- Partner: Engadin, Graubünden



KAM - Individual Fam Trips.



Switzerland.

Market	Dates	Company	Participant	Destination/s
SE	14-17/7	Travel Beyond	Eric Astering	Schaffhausen Bad Ragatz St Moritz Bernina Express Lugano Gotthard Pano. Expr-
DK	31/7 - 8/8	Nyhavn Rejser	Kim Carlsson	Basel Bern Luzern
DK	22 - 28/8	Grøn Rejs	Lau Holmelin	Interlaken Grindelwald



China.



Switzerland.



KAM: Swisstainale x Reborn Webinar.

- **Date:** 3. August 2023
- **Description:** Introduction of Swisstainable programme and ‘how to’ travel guide to Switzerland among the travel trade all over Mainland China. Followed by a short Q&A
- **Partners:** LX, RhB, STS,
- **Results:**
 - **Participants:** 453



ST Travel TV 2023 – 4.



- **Date:** August 07th 2023
- **Partner:** Lucerne, Titlis
- **Result**
 - Audiences: 7'540
 - STC shop visitors imported from live streaming: 21'717
 - Page visited imported from live streaming: 43'805





Switzerland.

KMM: Radio: FM103.9 Summer Switzerland.

- **Date:** 10th August 2023
- **Description:** 1-hour-radio, FM103.9
Beijing Communication Radio
- **Topics:** Summer + Water
- **Partner:** Zurich, Lucerne, Rigi,
Schaffhausen, STS
- **Result:**
 - Contacts: 155,000





Switzerland.

World Winter Sports Expo Alliance.

- **Date:** 10th of August 2023
- **Place:** Beijing
- **Description:** Panel discussion at the Media Conference of the World Winter Sports Expo Alliance 2023, introducing the winter destination Switzerland and a potential future partnership between China and Switzerland.
- **Result:** Exposure to media representatives and interviews in TV and online media





Switzerland.

China Outbound Tourism Recovery Salon by Beijing Business Daily.

- **Date:** 17th of August 2023
- **Place:** Beijing
- **Description:** China Outbound Tourism Recovery Salon by Beijing Business Daily. Discussing the potential and development from the perspective of NTOs, airlines and the travel trade.
- **Result:** media reporting, exchange and discussion among KA/KM/NTO
- **Participants:** 30 guests





Switzerland.

KMM: Swisstainable.

- **Date:** 14. August 2023
- **Market:** Taiwan
- **Description:** Coverage of the ST x Kuoni Tumlare Swisstainable event in Taipei
- **Partners:** LX, Jungfrau Region

NEWS 新·聞·集·錦

“Green” is in the Swiss DNA 永續旅遊怎麼做? Kuoni Tumlare邀請專家分享!

Kuoni Tumlare於7/21舉辦「SWISSTAINABLE」活動，吸引近30位旅行同業參與，幾十年來，可持續發展一直影響著瑞士，可說是瑞士DNA中的一部分。在《旅遊競爭力報告》中，瑞士的「環境可持續性排名第一」，獨特別天由與會貴賓們分享「瑞士」可持續旅遊的態度。



左圖：(左起)瑞士航空公司台灣總經理安郁坤、瑞士空姐協會代表黃麗華、瑞士國家旅遊局大中華區主任常典、KUONI TUMLARE行銷總監Raymond Long、KUONI TUMLARE台灣總經理彭麗芳。右圖：近30位旅行同業親身參與活動。

瑞士航空將採用更多節油飛機

瑞士航空台灣總經理安郁坤首先分享，瑞士從2020年起，以碳中和方向成長，航空運輸業認真履行其社會責任的願度，其以「四大支柱型策略」，包括：技術進步、新飛機、新發動機和替代燃料；基礎設施的改善、優化機場基礎設施和空域使用；運營措施，优化的路線/速度和地面流程；經濟工具，具有市場立基的系統。

安郁坤表示，到2030年，瑞士航空將有至少190架節油飛機投入使用，將降低煤油消耗，並使每次飛行的碳排放量減少多達30%。

技術進步對現有機隊的現代化至關重要，例如AeroS-HARK是一種仿生薄翼，它能夠模仿魚鰭的皮膚，並優化特定位置的流動空氣動力學，從而減少摩擦的產生；瑞士國際航空將成為世界上第一家使用全新AeroS-HARK技術的客運航空公司，從而進一步減少碳排放和燃料消耗。

瑞士國家旅遊局大中華區主任常典表示，永續不等於更多遊客體驗瑞士，也不等於舒適感減少、花費增多，而是為了讓旅客體驗「更瑞士」。「Sustainability made in Switzerland」目標是成為世界上旅行可持續最佳的目的地，可持續的旅行並不意味著不做，

而是帶著更多的意識和欣賞去旅行，使遊客的旅行更加可持續。

Swisstainable計畫的3個級別：

Level 1: 承諾。企業沒有認證或其他可持續發展證書，希望致力於可持續商業管理，並進一步發展其業務以實現可持續發展。

Level 2: 參與。企業至少有一個可持續發展領域擁有認證或其他證書，致力於可持續發展的企業管理和持續的進步發展。

Level 3: 領先。已經擁有全面和公認的可持續性認證的企業，考慮涵蓋可持續發展的所有方面並由獨立定期審計的認證。

常典表示，該計畫正式啟動約1.5年後，現在可以信賴的旅遊企業超過1,800家，這些服務分布在眾多不同的服務提供商類別中，最具代表性的是酒店、美食、非酒店住宿和DMO。目標是在未來將該計畫擴展至基於整個旅遊業，並在一段時間內獲得大量額外的計畫合作夥伴。(文、攝影=唐佩展)



Kuoni Tumlare的「Swisstainable」永續旅遊活動。

10項思維 教您如何在瑞士可持續旅行

「Swisstainable計畫」是一個以現有可持續發展認證為基礎的整體計畫，旨在為旅客和服務提供提供多指導和方向。

- 選擇更綠色的線路。**雖然航空業是全球二氧化碳排放的主要來源，但旅客仍然可以做出可持續的選擇：瑞士國際航空公司正在通過對SAF(可持續航空燃料)的投資，引領向「淨零排放」航空轉型，計劃到2030年將排放量比2019年減少50%。
- 沉浸式體驗。**旅行的美妙之處在於忘記方向，完全沉浸在當地風俗、傳統和生活方式中。像瑞士人一樣旅行：發現瑞士各種豐富多彩的體驗。
- 停留更久。**停留時間越長，每日旅行的影響越小，瑞士有數不盡的美景供選擇。像當地人一樣發掘不為人知的山谷、精緻的小鎮和生活。
- 離群出行。**瑞士是一個四季皆宜的旅行目的地，錯開旺季，探索春花爛漫的瑞士城市或著秋高氣爽的自然風光。
- 選擇瑞士可持續住宿。**在瑞士可持續旅行專案中，旅客可以找到各種預算範圍的住宿和酒店。

- 品嚐當地食物，體驗當地的飲食文化。**瑞士各處都有不同的地區特色菜，幾乎每個地區都有可持續生產的農貿市場或餐館。
- 不留下痕跡。**在瑞士有超過6萬5,000公里的徒步路線，瑞士人熱愛戶外，並遵守不成文的規定：踩在路線上，尊重野生動物，不留任何垃圾和痕跡。
- 購買本地產品。**產品完美體現了瑞士的精良、精湛、設計和品質。「瑞士製造」已經成為了信譽保證的商標。
- 重複使用，減少，再循環。**瑞士人絕對是回收的冠軍。回收站，確保正確分類，隨身攜帶水瓶——除非特別標註，水龍頭或噴泉的水均可飲用。
- 氣候友好型交通。**瑞士擁有世界上最密集的鐵路交通網絡之一，深受通勤族和遊客喜愛。搭乘各種氣候友好型交通工具：公車、遊船、鐵路火車。例如琉森湖上的鑽石號遊船，是瑞士第一艘「氣候中和」(climate neutral)認證的定航遊船。



Switzerland.

Agency Briefing – Charlotte Travel.

- **Date:** 16 Aug 2023
- **Market:** HKG
- **Description:** tailor made, high-end Travel Agent, most of the clients are local foreigners with profession
- **Results:** 12 staffs in total and 10 joined the briefing, lots of questions on luggage delivery, STS and longer stay advises. GToS & MyS.pro were introduced

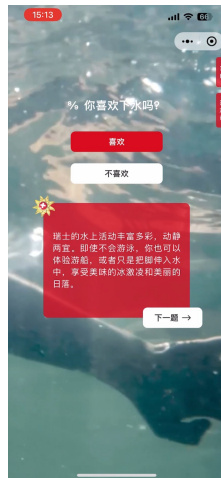
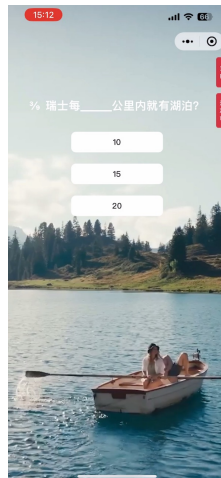




Switzerland.

C&A: City Splash – WeChat Mini Game.

- **Date:** August - September
- **Description:** Launch of the interactive mini-game to introduce the Swiss cities as summer destinations and give an overview of the best activities surrounding the topic of water in the Swiss cities.
- **Partners:** Lucerne, Zurich, Geneva, Ticino, Bern, Zurich, Lausanne
- **Results:** ongoing



KMM: National Geography Traveler CN media exposure.



- **Description:** Nature topic on NG Traveler magazine, 6pages
- **Results:** Top Coverage, with circulation 970,000

瑞士 / 将山野刻入基因中

“近山则仁，近水则智”，在人类千年的历史长河中，山水始终是文明的重要载体。在阿尔卑斯山脚下，有这样一座美丽的山村——瑞士的因特拉肯。这里，山水相依，景色宜人，被誉为“瑞士的九寨沟”。

自然教育的意义

在瑞士，自然教育是学校教育的重要组成部分。通过自然教育，孩子们可以了解自然、热爱自然、保护自然。自然教育不仅是一种教育方式，更是一种生活态度。在瑞士，自然教育已经渗透到社会的方方面面，成为瑞士文化的重要组成部分。

自然教育的实践

在瑞士，自然教育有多种形式。一种是户外自然教育，通过徒步、登山、露营等活动，让孩子们亲身体验大自然。另一种是室内自然教育，通过博物馆、科技馆等场所，让孩子们了解自然知识。此外，还有自然教育基地、自然教育中心等形式，为孩子们提供系统的自然教育课程。

融入四季山野

在瑞士，每个州或城市都会根据自身条件由政府或合作社负责，修建打猎小屋。在白天，它们是孩子们的乐园，也是他们了解自然的好去处。在夜晚，它们是孩子们的避风港，也是他们休息的地方。打猎小屋的修建，不仅是为了保护自然，也是为了让孩子们更好地了解自然、热爱自然、保护自然。

自然教育的意义

在瑞士，自然教育是学校教育的重要组成部分。通过自然教育，孩子们可以了解自然、热爱自然、保护自然。自然教育不仅是一种教育方式，更是一种生活态度。在瑞士，自然教育已经渗透到社会的方方面面，成为瑞士文化的重要组成部分。

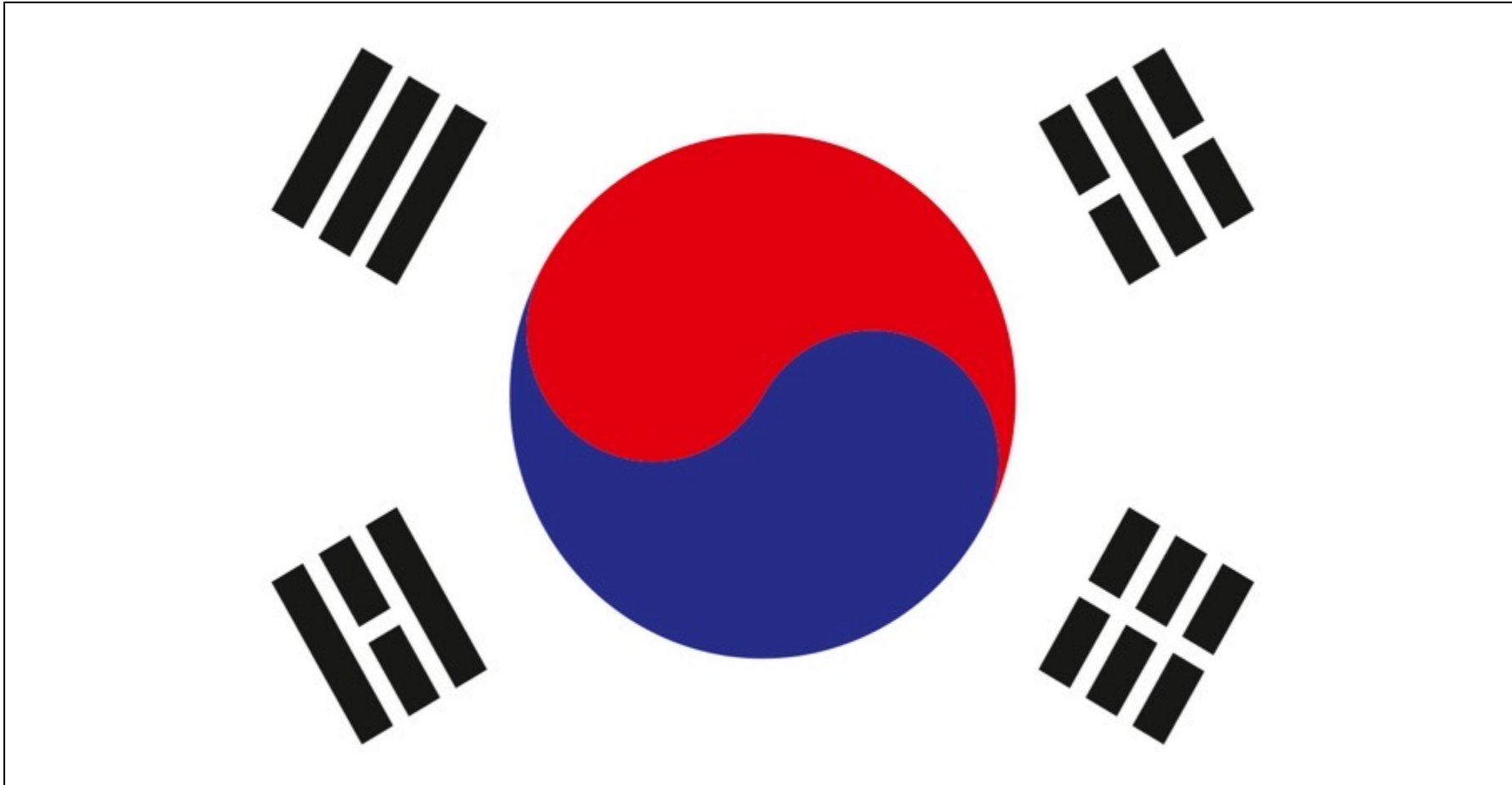
自然教育的实践

在瑞士，自然教育有多种形式。一种是户外自然教育，通过徒步、登山、露营等活动，让孩子们亲身体验大自然。另一种是室内自然教育，通过博物馆、科技馆等场所，让孩子们了解自然知识。此外，还有自然教育基地、自然教育中心等形式，为孩子们提供系统的自然教育课程。

Korea.



Switzerland.



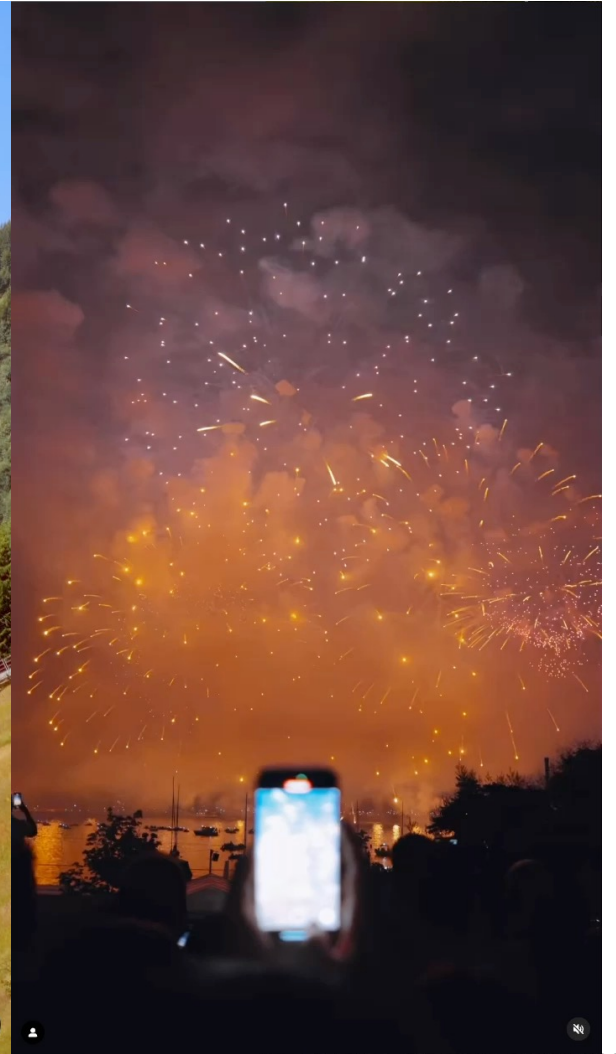
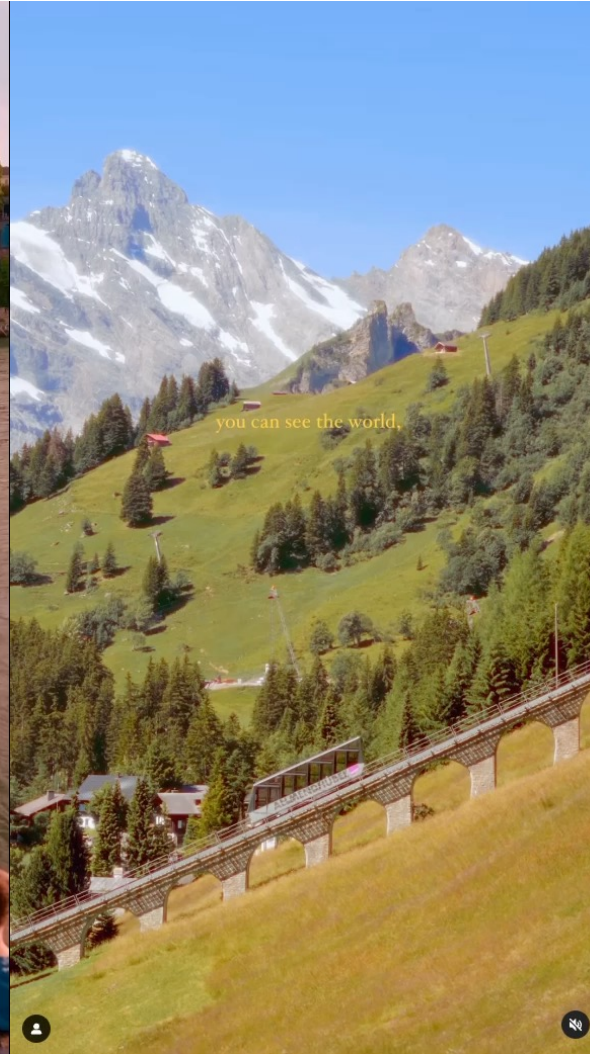
C&A: Influencer Trip 2023.



- Title: Influencer Trip 2023
- Background
 - 4 Korean influencers visit major destinations in Switzerland to generate creative and vibrant travel contents
 - To boost up travel needs of KR audiences by using the most powerful communication channel in Korea: Instagram
- Period: 3 - 12 Aug
- Destinations : Zurich, Luzern, Jungfrau region, Interlaken, Shilthorn, Basel, Valais Region, Zermatt
- Result is in the process of collecting

The collage displays four Instagram posts from influencers in Switzerland. The top-left post is from user 'pion2k' and shows a train on a scenic mountain track with a river below. The top-right post is from user 'travel_bellauri' and shows a woman in a blue jacket crouching in a mountain meadow with a dog. The bottom-left post is from user 'seosum' and shows a woman sitting on a grassy hill overlooking a valley. The bottom-right post is from user 'saram.travel' and shows a woman sitting on a grassy hill with a dog, similar to the top-right post but from a different angle.

C&A: Influencer Trip 2023 Posting Examples.



KAM: 2023 Swiss Travel Academy.

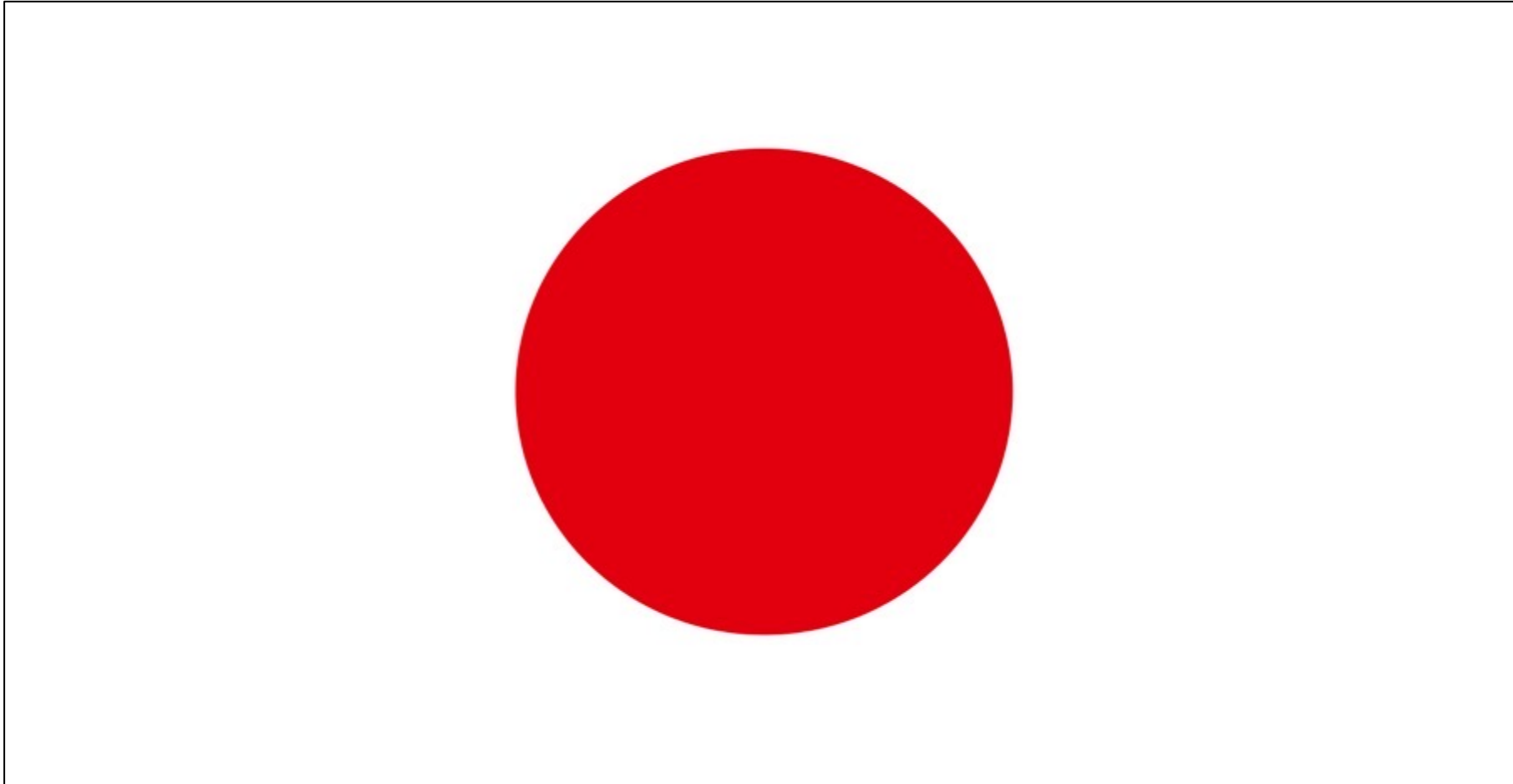
- 5th Seminar of STA
 - Date: Jul. 7th, 2023
 - Venue: Swiss Embassy in Seoul
 - 17 KAs of 17th STA participating members
- Program
 - Destination Zürich and Schilthorn Trade Presentation
 - Zürich presentation by ST
 - Schilthorn presentation by local Rep.



Japan.



Switzerland.





Switzerland.

Campaigning - 16-page advertorial in '25ans'.

- Special Book-in-Book advertorial in '25ans' magazine.
- Issued: 28 July 2023
- Contact: 87'500.
- Pages: 16 pages.
- Focus on luxury travel travel & beauty body and mind. Partners: Zurich, STS Interlaken, Jungfrau Region, Jungfrau Railway, Ticino.





Switzerland.

Campaigning - Swiss Swimming Camp.

- Swiss National Swimming Team trained in Fuji City for the World Aquatics Championships in Fukuoka.
- ST displayed Sustainable panels at aquatic center during visitors days.
- Date: 2-19 July
- Venue: Fuji city Aquatics center
- Visitors: appx. 500





Switzerland.

KAM - Jungfrau Fam Trip.

- Fam and media trip to the Jungfrau Region in collaboration with Jungfrau Railways.
- 6 journalists and 4 travel agent got to experience a mono-destination trip in Switzerland with the aim of highlighting the advantages of longer stays.
- Dates: 17-21 July 2023.
- Participants: 10 pax



Campaigning – Life Partners Event.

- ‘Life Partners’ is a company providing services and luxury experiences for HNWI.
- ST organized a tourism event for their members at the Swiss Ambassador’s residence in Tokyo.
- Date: July 13, 2023
- Participants: 80 pax (high-end guests from all over Japan)
- Presentation by ST about luxury travel followed by dinner with Swiss wine.





Switzerland.

KAM – Key Account Event 1 August.

- Training and networking event with tour operators and agents on 1 August in cooperation with travel agent Spacetimenet.
- ST held presentation and covered the networking dinner at event venue Happono En.
- Date: 1 August 2023
- Participants: 48 pax





Switzerland.

Campaigning – DOOH cities campaigning.

- Start of the recovery cities campaigning with a DOOH presence at the high-income locations Roppongi Hills and Omotesando in Tokyo.
- The campaign is combined with a targeted online campaign and aims at highlighting the refreshing Swiss city summer during the ongoing heat months in Tokyo.





Switzerland.

Campaigning – in store promotion with SWISS.

- In-store promotion at the Shinjuku store of travel agent HIS.
- Presence with banner and promotion materials of ST and partners.
- Dates: 16-30 August 2023
- Visitors: approx 450 pax





Switzerland.

KAM - JATA webinar.

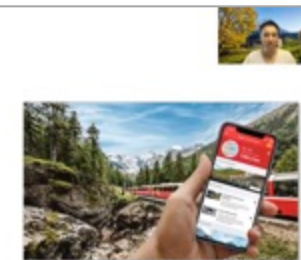
- Webinar on Switzerland for the members of the Japan Association of Travel Agents.
- Date: 4 August 2023
- Participants: 126 travel agents
- ST presented wellness tourism, Swisstainable and included partners' products.



公共交通機関の旅.

- スイス全土を公共交通機関が網羅。
- 公共交通機関で行けないところはほぼなし。
- スイストラベルシステムによるオールインワンチケット。
- 90%以上、再生可能エネルギーによる運行。

www.myswiss.jp/sts
www.mystsnat.com/en/



スイスで得られる活力の源.

- 大自然。
- アルプス。
- 氷河。
- パノラマ。
- きれいな空気。
- きれいな水。
- サステナビリティ。



アクティブな旅: ハイキング.

- スイス全土に網羅されたハイキングコース。
- トータルで地球を1.5周する長さ。
- 整備されたコース。
- 統一標識により簡単に明確な指標。
- 初級から上級まで多様なコース。
- 登山電車やケーブルカーでラクラクアクセス。
- 森林限界の先に広がる絶景。
- 四季を通じて楽しめる。



スイスで得られる好奇心の源.

- 1291年建国の長い歴史。
- 息づく伝統文化。
- 13ヶ所の世界遺産。
- 4つの公用語と4つの文化。

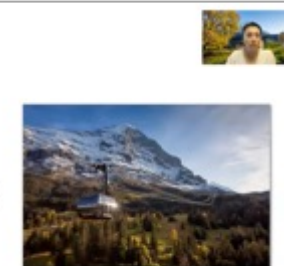
www.myswiss.jp/unesco



オフピーク秋の魅力.

- 紅葉の風景。
- 比較的安定した気候。
- 澄んだ空気で山の稜線もくっきり。
- 10月中旬まで夏ダイヤ運行。
- 秋の味覚 (ジビエ、キノコ、栗など)
- 混雑の緩和。
- リーズナブルな料金。

www.myswiss.jp/autumn/





Switzerland.

KMM - Magazine 'Skyward'.

- 'Skyward' is the in-flight magazine of Japan Air Lines.
- Contacts: 2'900'000.
- Pages: 1 page
- Issued: 1 August 2023.
- Article about scenic train travel such as GoldenPass Express, Glacier Express, Chocolate Train and lake cruises.





Switzerland.

KMM - Online 'My Navi Women'.

- 'My Navi Women' is a women's online magazine.
- Contact: 2.9 mio. contacts.
- Pages: 8 pages.
- Issued: 16 August 2023.
- Report about a summer trip from Tokyo by SWISS, train travel with STP to Thun and a relax stay in the Deltapark resort in Thun.





Switzerland.

KMM - Online 'My Navi Women'.

- 'My Navi Women' is a women's online magazine.
- Contact: 2.9 mio. contacts.
- Pages: 9 pages.
- Issued: 16 August 2023.
- Report about the visit of a drama location in Brienz, Brienz Lake cruise, Giessbach, Trauffer experience and Interlaken.
- As a result of JB media trip.

The collage consists of several overlapping magazine page thumbnails. Each page includes a photograph and a short article in Japanese. The pages feature:

- A scenic view of a lake with mountains in the background, titled 'リ・ジョンヒョクがピアノを弾いていた「ブリエンツ湖」の棧橋へ'.
- A large, multi-story building in a mountainous area, titled '青い湖と滝が見られる! 『愛の不時着』ロケ地「グランドホテル・ギースバッハ」'.
- A view of a wooden building with a large cow sculpture in the foreground, titled '世界で一つだけのスイス伝統品が作れる! 「トラウファァー・ワールド・オブ・エクスペリエンス」'.
- A view of a horse-drawn carriage on a path, titled '2日目の観光はインターラーケンの町を馬車に乗って観光。インターラーケンは「湖の国」という意味で、トゥーン湖とブリエンツ湖の間にあります。'.
- An interior view of a museum or shop with various items, titled '2階にあるミュージアムは大人10円15歳以下は無料。'.



Switzerland.

KMM - Online 'My Navi Women'.

- 'My Navi Women' is a women's online magazine.
- Contact: 2.9 mio. contacts.
- Pages: 9 pages.
- Issued: 17 August 2023.
- Report about an excursion to Jungfrauojoch, Eiger Walk hiking and Thun Lake cruise.
- As a result of JB media trip.





Switzerland.

KMM - Online 'My Navi Women'.

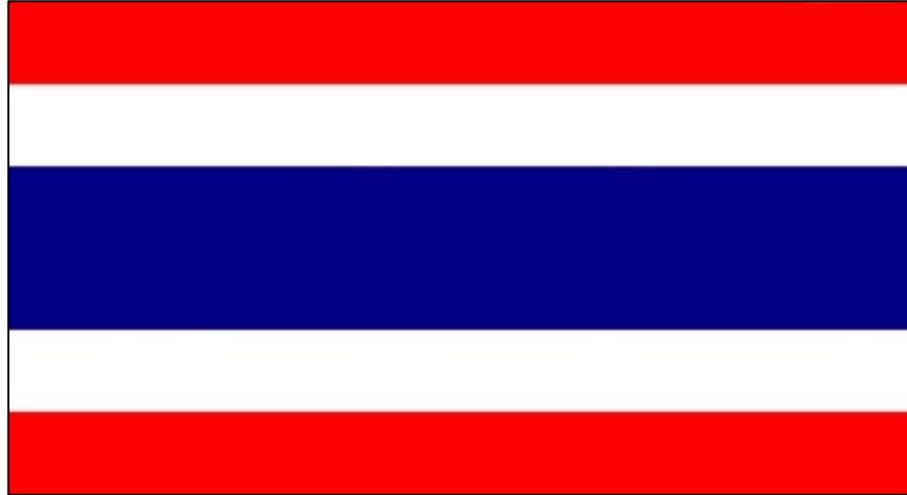
- 'My Navi Women' is a women's online magazine.
- Contact: 2.9 mio. contacts.
- Pages: 11 pages.
- Issued: 21 August 2023.
- Report about an adventure experience on Grindelwald First, an excursion to Schynige Platte and fondue dinner at Harder Kulm.
- As a result of JB media trip.



South East Asia.



Switzerland.





Switzerland.

STS: STP Newsletter to Trade.

- 8 July
- Market: SEA
- Target: Communicate upcoming festivals in Switzerland and travel tips. Promote STP and GTToS offerings.
- Goals: Continually refresh and expand existing database. Engagements with agents.



It's never crowded when we go the extra mile.

Dear travel trade partners & friends of Switzerland,

Summer has arrived, and with it comes breathtaking landscapes, exciting festivals, and an abundance of outdoor activities. Hop on the train, bus and boat, visit the museums, go to the

STS: B2B Seminar in Kota Kinabalu, Malaysia.



Switzerland.

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





Switzerland.

STS: Dynasty Travel July Roadshow Singapore.

- 16 July
- Market: SG
- Target: Seminar presentation:
 - Invite >70 VIP customers
 - Showcase Summer season in Switzerland and benefits for Outdoor travel.
 - Reconnect with Dynasty Travel
- Goals: Promote STP and GTToS, >30 STP sold.



STS: B2B Seminar in Singapore.

- 18 July
- Market: SG
- Target: Seminar presentation:
 - Invite >40 travel agents
 - Showcase Summer season in Switzerland and benefits for Outdoor travel.
 - Reconnect with SG travel agents
 - Richard RE to highlight train travel in Switzerland.
- Goals: Promote STP and GTToS, Excellence Program sign-ups.





STS: Agent gathering in Kuala Lumpur, Malaysia. Switzerland.

- 20 July
- Market: MY
- Target: Agent High Tea gathering
- Invite >20 travel agents
- Showcase Summer season in Switzerland and benefits for Outdoor travel.
 - Reconnect with MY travel agents
 - Richard RE to highlight train travel in Switzerland.
- Goals: Promote STP and GTToS, Excellence Program sign-ups.





Switzerland.

MY C&A: B2C presentation.

- 01 July 2023
- Presentation at Easy Europe Anniversary Party
- 200 consumers participated and FB Live on Easy Europe platform
- Partners featured: STS, LX, Zurich, Lake Lucerne, Titlis, Interlaken/JJ, Schilthorn, Matterhorn Region, Zermatt, Graubunden, Davos.





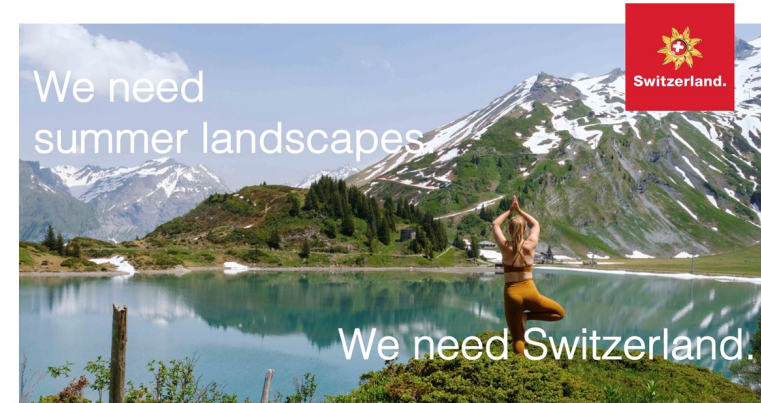
Switzerland.

SCIB SEA Carried Out Business Meetings.

- Market: Indonesia, Malaysia, Singapore, Thailand
- Corporate : Incentives
- Period: July 2023
- Carried out in CH : 04 incentives
- Grand Total Overnights: 1'119
- Grand Total Turnover: CHF 372,627
- Destination: Zürich, Bern, Lucerne, Bürgenstock, Geneva, Verbier, Zermatt.

SEA KAM – Trade Webinar Outdoors.

- 05 July 2023
- Zoom Webinar Topic: "We need to summer landscapes, we need Switzerland."
- 2 x Trade newsletters
- Participants: 180
- Partners: STS, LX, LLR, GRF



Grüezi! Bonjour! Buongiorno! Allegra!

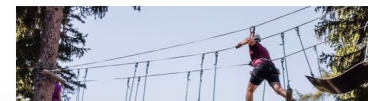
The peak traveling season is approaching to sunny Switzerland, which is also a popular time for your clients to get away for a break.

We are pleased to invite you to "**We need summer landscapes, we need Switzerland.**" **webinar.** We hope to inspire you to take away useful insights to plan your next trips to Switzerland and make you fall #inLOVEwithSWITZERLAND.

Your Switzerland Tourism, Southeast Asia Team

[Register Now](#)

Save the date and join us



Trade Webinar - SEA

Date:
Wednesday, 5. July 2023



Switzerland.

KAM Thailand – Quality Express new products.

- Development of 4 new products
 - <https://bit.ly/42wggqU3>
 - <https://bit.ly/3Co0Cs2>
 - <https://bit.ly/3oZ2YKQ>
 - <https://bit.ly/450Aakz>
- Results from Lifestyles famtrip with Thai KOLs
- Partner featured: Zurich (Lidnt), Graubunden, LLR (Pilatus, Rigi), Lausanne, Montreux

EAST EUROPE AND PILATUS NEW!

อีสเตอร์ อังการี สโลวาเกีย เชก เยอรมนี สวิตเซอร์แลนด์ 10 วัน 7 คืน

เข้าชมความงามของพระราชวังเฮินบรุนน์ และ ปราสาทปราก
เที่ยวเมืองมรดกโลก เซสตี คุมลอฟ
เดินเล่นที่ทะเลสาบคามา
นั่งรถไฟฟันเฟืองไต่เขาเพื่อขึ้นสู่เขาพิลาตุสที่ลาดชันที่สุดในโลก

พิเศษ เสน่ห์ของสวิส
TOBOGGAN RUMI ที่ยอดเขาพิลาตุส
พิเศษ เสน่ห์ของสวิส
เปิดใจสัมผัสกับสวิส

เริ่มต้น **79,900**

เดินทาง 12-21 ต.ค. 66

LINDT CHOCOLATE AND TITLIS NEW!

อิตาลี - สวิตเซอร์แลนด์ 8 วัน 5 คืน

เข้าชมโรงงานช็อคโกแลต Lindt สุดพรีเมียม

27 ร.ค. 66-03 ม.ค. 67

ขึ้นรถเช้า Rotair สู่ยอดเขาคิลิส
เที่ยวเมืองแห่งทหาว ธิเฟอร์สวิล-โจนา
ชมทะเลสาบโคโม ที่สวยที่สุดในยุโรป
ช้อปปิ้งที่เมืองหลวงแห่งแฟชั่น มิลาน
นั่งถอยหลังคำที่ความที่เมืองซูริค

เริ่มต้น **84,900**

EAST EUROPE AND GOOD NIGHT NEW!

อีสเตอร์ อังการี สโลวาเกีย เชก ลิกเทินสไตน์ สวิตเซอร์แลนด์ 10 วัน 7 คืน

ชมความงามของภูเขาโรทริ ราซีนแห่งขุนเขา
เข้าชมปราสาทแห่งปราก
เที่ยวเมืองมรดกโลก เซสตี คุมลอฟ
ส่องเรือแม่น้ำดานูบที่ บูดาเปสต์
เยือนหมู่บ้านฮิลสตัด หมู่บ้านมรดกโลก

พิเศษ เสน่ห์ของสวิส
เปิดใจสัมผัสกับสวิส

เริ่มต้น **91,900**

เดินทาง 12-21, 22-31 ต.ค. 66

SWITZERLAND Natural Wonders NEW!

สวิตเซอร์แลนด์ 8 วัน 5 คืน

ขึ้นปราสาทแห่งโรทริ ราซีน
พิเศษ เสน่ห์ของสวิส
เปิดใจสัมผัสกับสวิส

• ซูริค • นาคทาโร • สไตน์ อัน โรน
• เซนต์ กาลเลน • ทะเลสาบคามา
• ลูเซิร์น • อินเทอร์ลาเคน • ยอดเขาซิลสเรอธ
• หมู่บ้านเลาเกอร์รูเนน • นาคทชเตาบ้านาก
• เซอร์เมท • ยอดเขากรอนเนอริสเทร • เมืองเกรอซ์ • ฆาเว่ • โลซาน

เริ่มต้น **109,900**

เดินทาง 08-15 ก.ย. 66 12-19, 20-27 ต.ค. 66

KAM – Quality Express with Thai KOLs.

- Results from Lifestyles famtrip Quality Express with Thai KOLs
- Thai KOLs Instagrams: Noona 1M& Joonior 407K
- Youtube episode1: https://www.youtube.com/watch?v=LpNQVd_ER0c
- Reach: 110K
View as of 31July (2weeks airtime): 13K
- Partner featured: STS, LX, Zurich, Graubunden, Glacier express, Aletsch Arena



witzerland หน้าร้อน โคตรจะดี!!

ouple
ibscribers [Subscribe](#)

👍 427 🗨️ 🔄 Share 🎬 Clip ☰

weeks ago #inLOVEwithSwitzerland #QualityExpress #needSwitzerland
มองเห็นด้วยตาสักครั้งมาสักครั้ง เพื่อนๆชอบเที่ยวฤดูไหนมากกว่ากันลองมาเน้นพูดคุยกันได้
รู้ทาง ยังเหลืออีกเพียบให้รอดูในคลิปต่อไปน้าา รอติดตามเลย



Switzerland.

KAM – Quality Express with Thai KOLs.

- Results from Lifestyles famtrip Quality Express with Thai KOLs
- Thai KOLs: Bright (Loi_story)
- Instagram posts & reels: 94K
- Facebook: 652K followers
- Tiktok: 350K view
- Partner featured:
 - ep1: Zurich
 - ep2: Graubunden, Glacier express
 - ep3: Montreux, Lausanne, Aletsch Arena
 - ep4: Lucerne (Pilatus, Rigi)





Switzerland.

KOL - 100% Women Cycling Challenge.

- 2-12 July
- Market: PH
- Partners:
 - STS
 - Grindelwald,
 - Interlaken
 - Engelberg
 - Davos
- Goals: Promote outdoor sports,
Swiss transport





Switzerland.

SG C&A: Roger Federer EZ-Link Giveaway x GRAB Singapore.

- 20 July – 01 August
- Roger Federer limited-edition EZ-Link card giveaway with GRAB Singapore. Over 300 entries. 50 winners selected.
- Goals:
 - Promote STP and GTToS and engagement

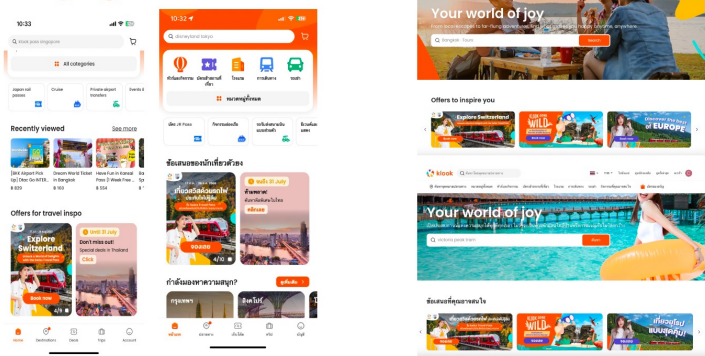
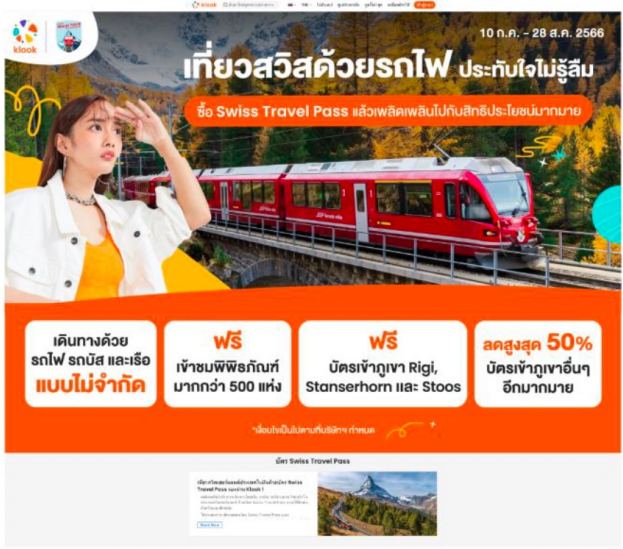




Switzerland.

TH C&A: KLOOK Campaign.

- 10 July – 10 August
- Klook campaign with social media posts, eDM, campaign page, deals page, homepage banner and app push.
- Goals:
 - Promote STP and GTToS





Switzerland.

STS: National Day greetings to Trade.

- 1 August
- Market: SEA
- Target: Communicate Swiss National Day celebration and greetings, Promote STP and GTToS offerings.
- Goals: Continually refresh and expand existing database. Engagements with agents.

✓ D&D Platform ✓ Grand Train Tour ✓ Experience Program



Dearest Switzerland. Happy National Day. 🇨🇭 🇨🇭 🇨🇭

Dear travel trade partners & friends of Switzerland,

Today, we celebrate the founding of this beautiful country and all that makes it special and

STS: B2B Seminar in Bangkok, Thailand.

- 10 August
- Seminar presentation:
 - Invite >40 travel agents
 - Showcase Summer season in Switzerland and benefits for Outdoor travel
 - Reconnect with TH travel agencies
 - Richard RE to highlight train travel in Switzerland.
- Goals:
 - Promote STP and GTToS, Excellence Program sign-ups.



STS: B2B Seminar in Saigon, Vietnam.

- 11 August
- Seminar presentation with WorldTrans:
 - Invite >40 travel agents
 - Showcase Summer season in Switzerland and benefits for Outdoor travel
 - Reconnect with WorldTrans
 - Richard RE to highlight train travel in Switzerland.
- Goals:
 - Promote STP and GTToS, Excellence Program sign-ups.



STS: Dynasty Travel Aug Roadshow Singapore.



Switzerland.

- 19 August
- Market: SG
- Target: Seminar presentation:
 - Invite >40 VIP customers
 - Showcase Summer season in Switzerland and benefits for Outdoor travel
 - Reconnect with Dynasty Travel
- Goals: Promote STP and GTToS, >30 STP sold.



STS: Excellence Talk in Jakarta, Indonesia.

- 22 August
- Seminar presentation with PanTravel:
 - Invite >30 travel agents
 - Showcase Summer season in Switzerland and benefits for Outdoor travel
 - Reconnect with PanTravel
- Goals:
 - Promote STP and GTToS, Excellence Program sign-ups.





Switzerland.

STS: B2B Seminar in Semarang, Indonesia.

- 24 August
- Seminar presentation with PanTravel:
 - Invite >30 travel agents
 - Showcase Summer season in Switzerland and benefits for Outdoor travel
 - Reconnect with PanTravel
- Goals:
 - Promote STP and GTToS, Excellence Program sign-ups.



MY: KMM L'Officiel Summer Media Trip.

- 2 – 8 August 2023
- Partners: Zermatt, Matterhorn
Region Schilthorn, Interlaken/JJ



SG: KMM L'Officiel Summer Media Trip.

- 2 – 8 August 2023
- Partners: Engelberg/Titlis, Matterhorn Region, Interlaken Region



MY: KOL Charles Kuay Summer Media Trip.

- 4 August 2023
- AI FM Radio Show titled “Summer fun activities in Switzerland”
- Partners: Interlaken/JJ, Davos



<https://fb.watch/mcDIrQSv4U/?mibextid=Nif5oz>

MY: KOL Desmond Tey Summer Media Trip.

- #SwissVlog series in Youtube
- Partners: Zermatt, Matterhorn Region, Schilthorn
- Youtube channel:
对郑下钥
@duizhengxiayao.official



MY: KOL Desmond Tey Summer Media Trip.

- 20 August 2023
- Travel Talk by Desmond in Kuala Lumpur Photography Festival
- Partners: Zermatt, Matterhorn Region, Schilthorn



MY: KOL Desmond Tey Summer Media Trip.

- 19 – 21 August 2023
- Photo display by Desmond in Kuala Lumpur Photography Festival
- Partners: Zermatt, Matterhorn Region, Schilthorn





Switzerland.

MY: KMM – The Star newspaper by David Bowden.

- Circulations: 248,599
- Readership: 1,185,000
- Total: 3 full pages
- Partners features: Ticino, Interlaken & Jungfrau Region, Lake Lucerne Region



SCIB SEA Carried Out Business Meetings.

- Market: Indonesia, Malaysia, Singapore, Thailand
- Corporate : Incentives
- Period: August 2023
- Carried out in CH : Tba incentives
- Grand Total Overnights: 1'119
- Grand Total Turnover: CHF 372,627
- Destination: Zürich, Bern, Lucerne, Bürgenstock, Geneva, Verbier, Zermatt.

SEA KAM – Trade Webinar Lifestyles.

- 16 August 2023
- Zoom Webinar Topic:
"We need to a golden holiday,
we need Switzerland."
- 2 x Trade newsletters
- Unique Participants: 252
- Partners: Zurich, Lucerne,
Graubunden



Grüezi! Bonjour! Buongiorno! Allegra!

Thank you very much for joining us on our "**We need a golden holiday, we need Switzerland.**" webinar.

We hope the webinar inspired you with some take-away insights to plan your next trips and activities in Switzerland and make your clients fall **#inLOVEwithSWITZERLAND** this upcoming autumn.

Please contact us if you need further assistance and we are happy to help you with ideas and recommendations.

Your Switzerland Tourism, Southeast Asia Team

KAM & C&A – Quality Express with Thai KOLs.

- Results from Lifestyles famtrip Quality Express with Thai KOLs
- Thai KOLs Instagrams: Noona 1M& Joonior 407K
- Youtube episode2: link
- Reach: 110K
View as of 15Aug (10days airtime): 14K
- Partner featured: Montreux, Lausanne, Lucerne(Pilatus, Rigi)

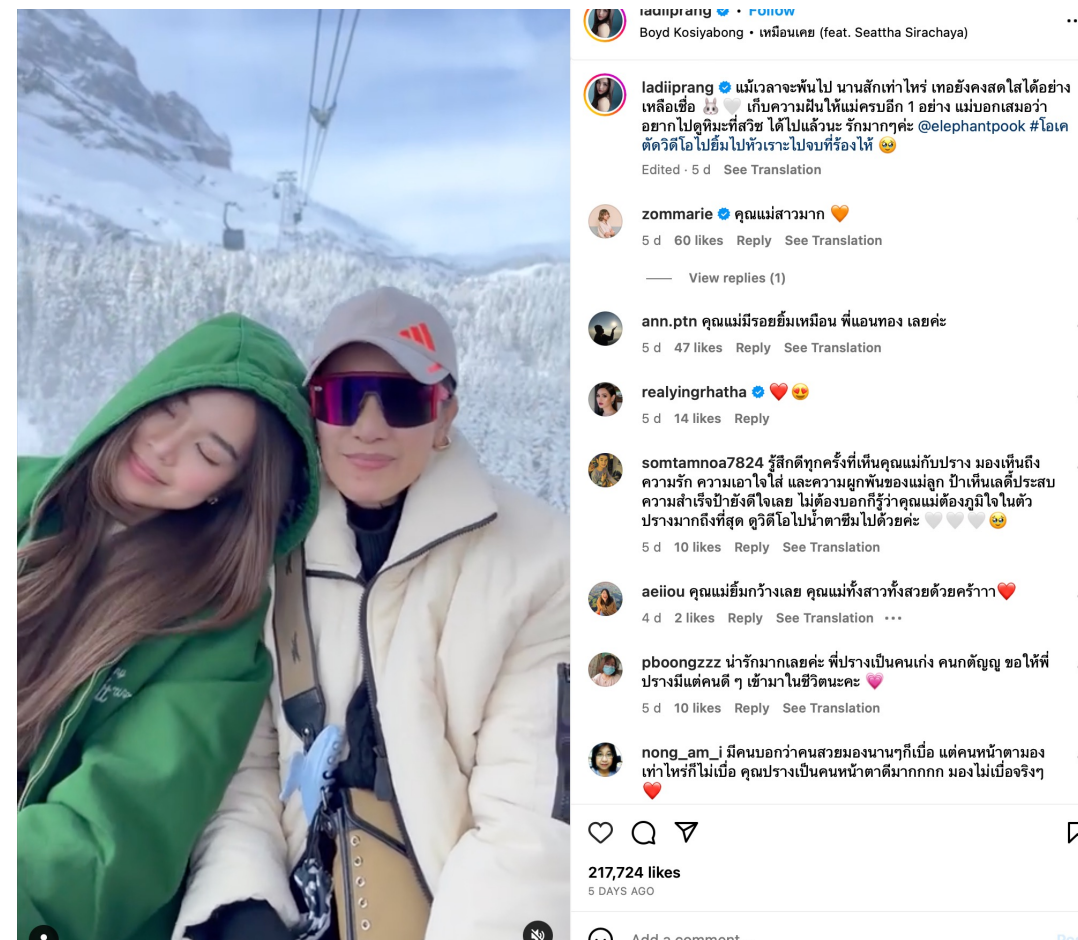




Switzerland.

TH C&A – Thai KOL Prang Kannarun.

- Reused Family campaign's Thai KOL: Ladiiprang (6M followers) content for Thai mother's day occasion
- Instagram reel post traveling with her mother: [link](#)
- Reach: 6M
- View: 1.6M
- Engagement (likes & comments): 217K
- Partner featured: Interlaken, JF, Schilthorn, Zurich



TH KMM – Power Travellers.

- Circulations: 200K+
- Read: 5K
- Audience: KingPower duty free users
- Article 8 places not to miss in Switzerland: [Link](#)
- Partners featured: JF, Lucerne, Zermatt, Lausanne, GEX, Zurich

POWER TRAVELLERS

Home > Travel Story > 8 ที่เที่ยวไม่ควรพลาดเมื่อไป เที่ยวสวิตเซอร์แลนด์

8 ที่เที่ยวไม่ควรพลาดเมื่อไป เที่ยวสวิตเซอร์แลนด์

Travel Story 17 ส.ค. 66 5,585 0



สวิตเซอร์แลนด์ อีกหนึ่งประเทศเป็นจุดหมายปลายทางหลักๆ ของนักท่องเที่ยวทั่วโลก อยากไปเที่ยวให้ได้สักครั้ง เที่ยวสวิตเซอร์

TH KAM & KMM – KTC World.

- New tour Mono Swiss product developed for KTC Credit card users
- Promotions on KTC World Facebook
Contacts: 155K+ & KTC website
- Partners featured: JF, Interlaken, Lucerne, Zermatt, Lausanne, Zurich

< KTC WORLD's post



สวิตเซอร์แลนด์
เยือนสวิตเซอร์แลนด์ ไปพจญภัยขึ้นเขาทั้ง 3

เริ่มต้น 119,900 บาท/ท่าน
จอง 18 ก.ค. 66 - 28 พ.ย. 66 | เดินทาง 13 ก.ค. 66 - 4 ม.ค. 67

ทัวร์ 8 วัน

🇨🇭 เยือนสวิตเซอร์แลนด์ เดินทางผจญภัย ขึ้นยอดเขาทั้ง 3

✈️ ทัวร์ 8 วัน
เริ่มต้น 119,900 บาท/ท่าน
ระยะเวลาจอง : 18 ก.ค. 66 - 28 พ.ย. 66
ระยะเวลาเดินทาง : 13 ต.ค. 66 - 4 ม.ค. 67

Highlight : ลูเซิร์น - กรินเดลวาลด์ เฟิช - อินเตอร์ลาเคน - ยอดเขา
จุงเฟรา - ทาช - เซอร์แมท - เคเบิลสู่อยอดเขาโคลน์เมทเทอร์ฮอร์น -
เวเวย์ - โลซานน์ - เจนีวา - เบิร์น - โซโลธูร์น - ชุก - ซูริค

ดูโปรแกรม คลิกเลย <https://ktc.promo/switzerland-fb>

ให้การเดินทางของคุณเป็นเรื่องง่าย KTC WORLD พร้อมดูแล
ครอบคลุมทุกบริการ

TH KAM: ST/STS/RE Joint marketing activity.

- 10 August 2023, Bangkok
- *Joint marketing activity – Workshop in cooperation with STS & Rail Europe*
- Participants: 40 Thai travel agents focused on rails & Rail Europe's GSA
- Active participation of ST, STS, Rail Europe & Swiss representatives Thailand based.





Switzerland.

TH Public event: Swiss National Day Reception.

- 03 August 2023
- Locations: Thailand
- Attendees: 350+ pax
- Contribution of ST for main photo backdrops, featuring partners: Interlaken & JF region



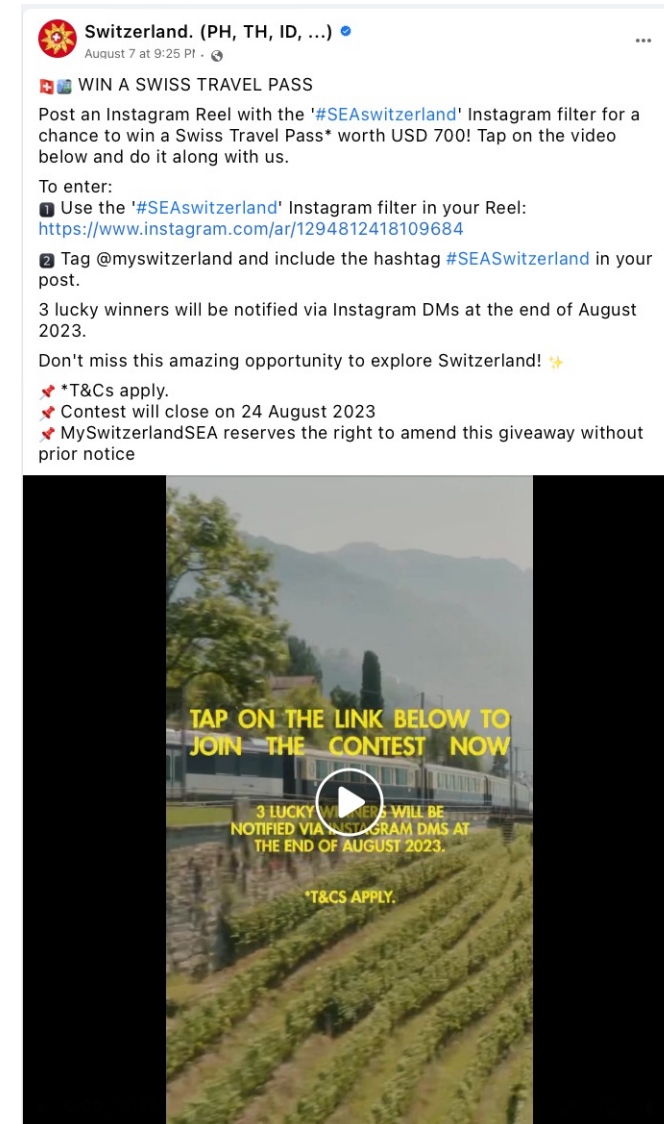
TH Public event– Thailand Tourism Festival 2023.

- 2 August 2023, QSNCC Thailand
- participated in the Opening Ceremony of Thailand Tourism Festival 2023 on behalf of H.E. Mr. Pedro Zwahlen
- Attendees: 2K+
- Visited of booths at the festival



SG C&A: ST IG Filter Contest.

- Till 31 August
- ST branded IG filter contest with 3 STPs.
- Dark post:
<https://www.facebook.com/MySwitzerlandSEA/posts/pfbid02RiuyXKtmj3yPCcf1qnAwaPtC5as4N9kd9UKViAJox3yupSsvF4LEZ2og32pE5aLhl>
- IG filter link:
<https://www.instagram.com/ar/1294812418109684/> (mobile only)
- Goals:
 - Promote STP and GTToS



Switzerland. (PH, TH, ID, ...) · August 7 at 9:25 PM ·

WIN A SWISS TRAVEL PASS

Post an Instagram Reel with the '#SEASwitzerland' Instagram filter for a chance to win a Swiss Travel Pass* worth USD 700! Tap on the video below and do it along with us.

To enter:

- 1 Use the '#SEASwitzerland' Instagram filter in your Reel: <https://www.instagram.com/ar/1294812418109684>
- 2 Tag @myswitzerland and include the hashtag #SEASwitzerland in your post.

3 lucky winners will be notified via Instagram DMs at the end of August 2023.

Don't miss this amazing opportunity to explore Switzerland! ✨

*T&Cs apply.
Contest will close on 24 August 2023
MySwitzerlandSEA reserves the right to amend this giveaway without prior notice

TAP ON THE LINK BELOW TO JOIN THE CONTEST NOW

3 LUCKY WINNERS WILL BE NOTIFIED VIA INSTAGRAM DMs AT THE END OF AUGUST 2023.

*T&CS APPLY.

Australia.





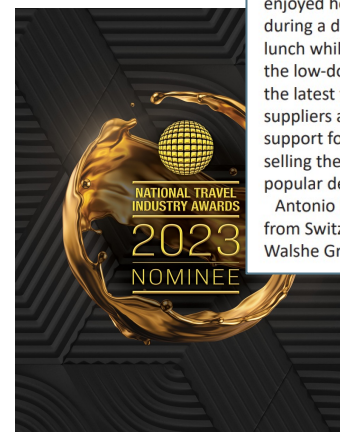
Switzerland.

KAM: Perth Trade Event with Partners.

- Lunch event in Perth for 50 travel agents. Western Australia is a lucrative market.
- Participating local partners included Swiss, Rail Europe and tour operator Entire Travel.
- Event included presentations by Switzerland Tourism and all partners.
- The event was very well received by all attendees (and partners).

Newsflash

Switzerland Tourism is nominated for the first time as **Most Popular Tourism Board** at the National Tourism Industry Awards (to be held in Melbourne Nov 2023)



India.

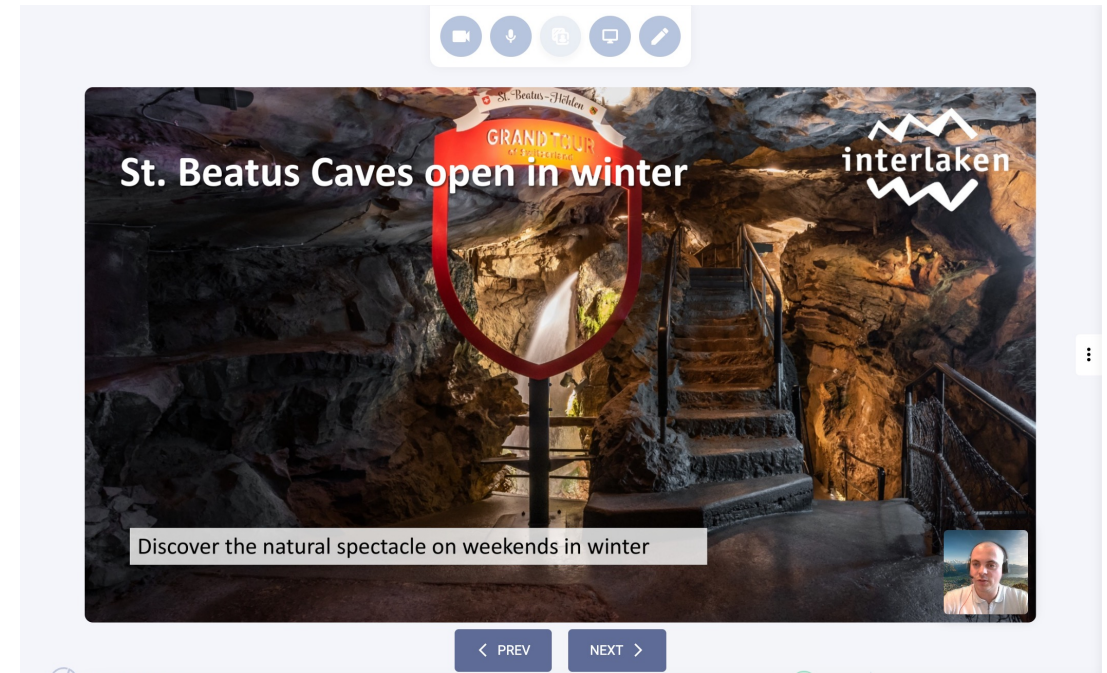


Switzerland.

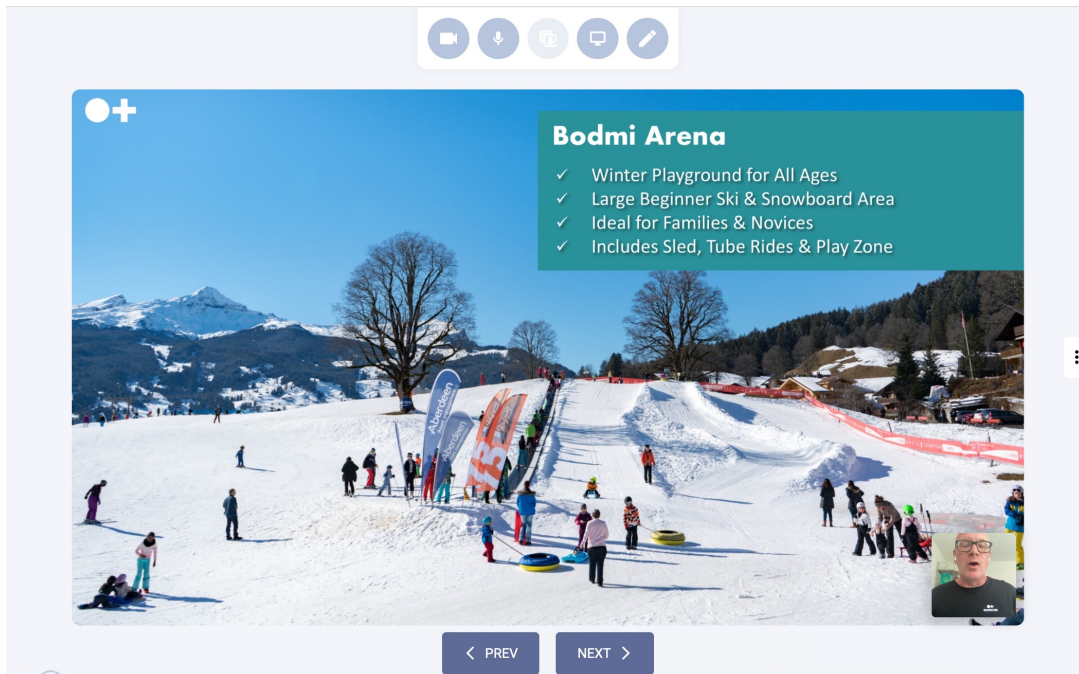


KAM: ST India Webinar – Interlaken – Jungfrau Railways – 17th Aug 2023.

- Exclusive 45 min webinar – Interlaken Tourism, Jungfrau Railways & Outdoor Switzerland
- Product presentation, showcasing the various touristic offerings, and the latest news / updates for the Indian market
- Live polls + live Q&A session + quiz at the end
- Total No. of attendees = 563



KAM: ST India Webinar – Interlaken – Jungfrau Railways – 17th Aug 2023.

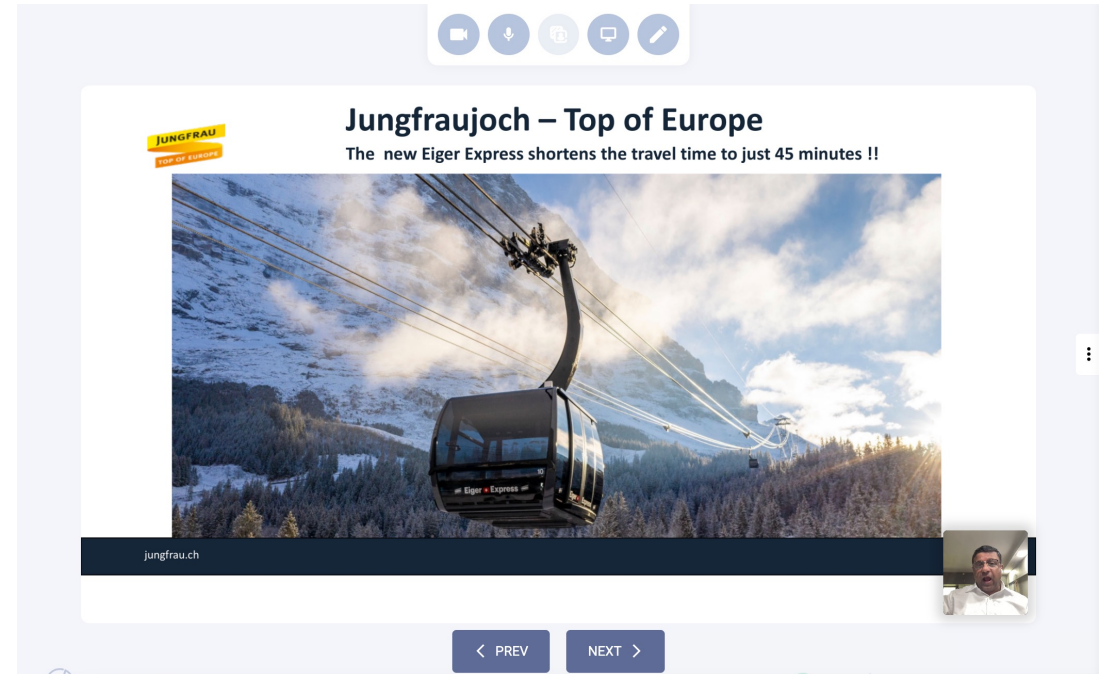


Navigation icons: video, microphone, screen share, chat, edit.

Bodmi Arena

- ✓ Winter Playground for All Ages
- ✓ Large Beginner Ski & Snowboard Area
- ✓ Ideal for Families & Novices
- ✓ Includes Sled, Tube Rides & Play Zone

PREV NEXT



Navigation icons: video, microphone, screen share, chat, edit.

Jungfrau Joch – Top of Europe

The new Eiger Express shortens the travel time to just 45 minutes !!

jungfrau.ch

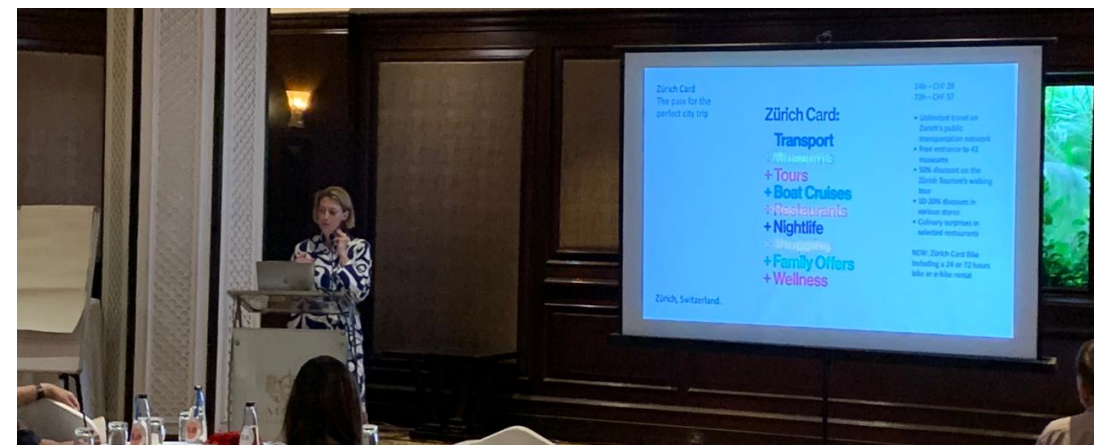
PREV NEXT



Switzerland.

KAM: Trainings in Delhi and Mumbai - 22. and 23. August 2023.

- Series of training in Delhi and Mumbai with presence of Key Partners: STS, Zurich Tourism, BLS, RhB, Aletsch Arena and MGB
- Participants received various updates on new destinations, new hotels new experiences, etc
- Attendees: 87 in Delhi, 138 in Mumbai

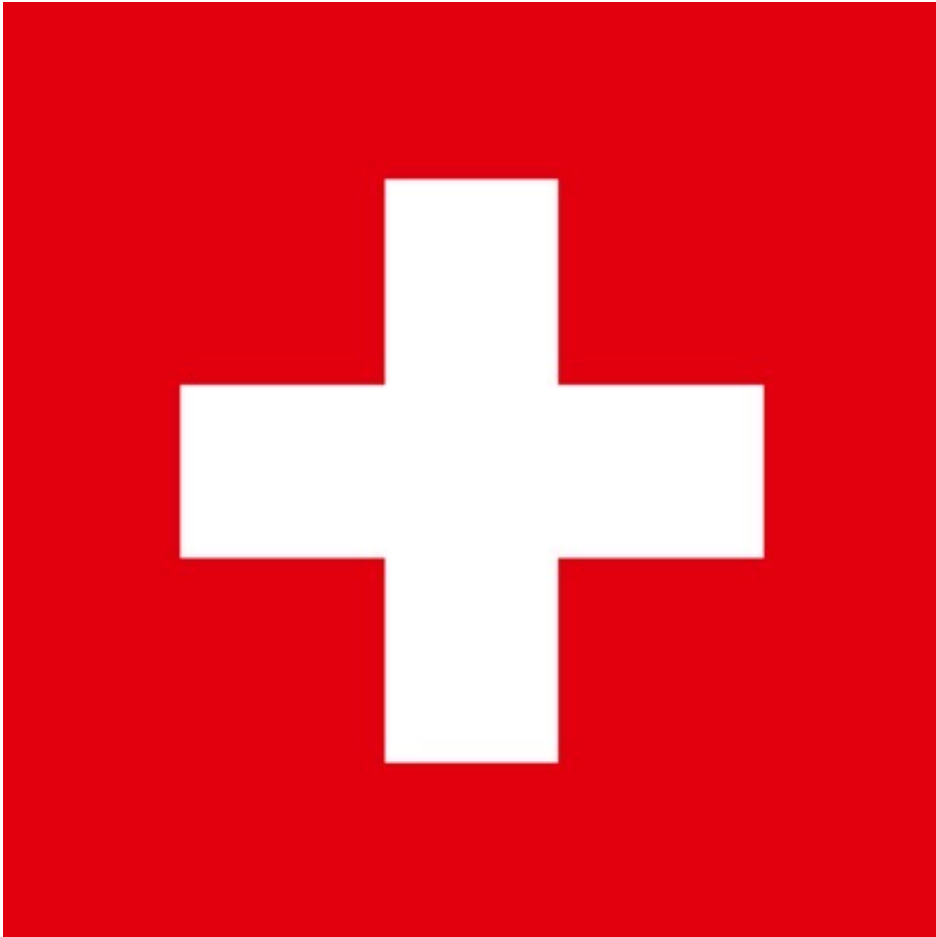


Markets West.

Switzerland.



Switzerland.



ST Swisstainable Summerspecial.



- Integration in Schweizer Illustrierte & Illustrié
- Publication: 23.06.2023
- German/French
- Print Circ. 187'000 / Reader: 760'000
- Online: 107'400 visitors per day / 0.11 % CTR
- SoMe: 72'975 reach / 0.56% CTR
- 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 creation: 8 pages sustainable stories,
Cities, 100% Women & Hotels
- Co-Sender with Cover Logo & back cover ad



QUEENS DAYS SCIOL

Die Queens Days in Sciol vereinen Mountainbike, Gravelbike und Rennrad. Die Region bietet ideale Voraussetzungen für Radfahrerinnen auf dem Chiesol. Täglich werden geführte Touren in allen drei Disziplinen angeboten. Radfahrerinnen von verschiedenen Modellen sowie lokale Guides begleiten die Touren und bieten Fahrrad- und Technik-Workshops an. Ein hochkarätiges kulinarisches Angebot und Gesprächsrunden mit der Landschaft für Zweivelder versprechen einen Event der besonderen Art!

LADIES BIKE'N'WINE MENDRESIOTTO

Traumhafte Landschaften, Sport und Genuss treffen beim Bike'N'Wine im Mendrisiotto aufeinander. Von Frühling bis Herbst finden geführte Weinreisen in einer der landschaftlich reizvollsten Gegenden der Schweiz statt. In den Perten können die Wein- und die Berg- und lokale Spezialitäten genossen werden. Das Velo und Wein können Sie sich leichter bringen machen – werden ist im Preis inkludiert, ebenso wie die entsprechende Begleitung, Degustationen und Weindegustationen.

LADIES CYCLING & WELLNESS IN BAD RAGAZ

Sport und Wellnesspausen zusammen wie Fahrradfahrerinnen und Frauen. Gibt es einen Schwimmer als auch eine ausgearbeitete Tour auf dem Rennrad oder Gravelbike mit paar Stunden in der Wellness Thematik zu verbringen? Auf der geführten Tour entdecken Sie das Region rund um Bad Ragaz. Nach der Anstrengung liegt die wohlverdiente Entspannung in der Thermal Thematik. Das 30-Grad-warme Quellwasser sorgt für ein tolles Wohlbefinden sowie die Lockerung der Muskulatur. Fahrrad- und Pilger-Tipps für das Rennrad oder Gravelbike runden das Erlebnis ab.

FRAUEN AUF DIE BERGE

7 Etappen, 7 reiche Highlights und ein Tag voller Abenteuer sind Teil einer Tour für Frauen, die sich auf die Berge wagt. Sie die Frau führt Sie durch die Berge.

BASIC MODUL

Radfahren ist ein Hobby, das Sie die Frau führt Sie durch die Berge. Sie die Frau führt Sie durch die Berge.

BIKE-EINSTEIGERIN TRIFFT WELLNESS.

Sind Sie Anfängerin und suchen Sie nach einem ersten Schritt in der Welt des Radfahrens? Dann ist das Einsteigerinnen Angebot in Davos genau das Richtige für Sie. Genießen Sie einen Tag in einer Gruppe von gleichgesinnten Frauen, an deren Seite erfahren Sie alles über das Radfahren, von der richtigen Sitzhöhe bis hin zum Flow-Rail oder einem Tag im Skills Park, auf dem Flow-Rail oder einem Tag im Skills Park, auf dem Flow-Rail oder einem Tag im Skills Park.

Alle Angebote sowie mehr Informationen, inklusive Bilder und Touren finden Sie unter www.swisstainable.com.



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 die nächste Sprung ins Wasser nie weit entfernt. An heißen Sommertagen sorgen Bäder entlang der Flüsse und am See für Abkühlung. Wer ein Badeparque sucht, wird an der Grenze freudig von den Oben- oder am Unteren Latten oder im Flussbad im Höppli. Das Schwimmparadies mit städtischer Promenade ist ein Ort der Erholung. Und die Saffierinsel, etwas ausserhalb des Stadtbereichs, lässt richtig Party-Freude aufkommen.




Weisch, was ig meine?

Wir empfehlen die – über dem Meeresspiegel 21 Kilometer und 1400 Höhenmeter – der Aufstieg zur Capanna Morcia Bar hat es in sich. Mit dem E-Bike ist die Route jedoch gut machbar und die Anstrengung lohnt sich. Die hier erhaltene Hölzli bietet ein atemberaubendes Panorama. An warmen Tagen macht die Sicht bis nach Mailand, zum Monte Rosa-Massiv und zu den Bündner und Berner Alpen. Am besten lässt sich die Aussicht bei einem Tessiner Pfaff geniessen.



Urlandschaft am Schwarzsee.

Oberhalb vom Schwarzsee in der Region Freiburg führt eine Felswanderung durch die von Dachsen geforente Urlandschaft Bessois mit dem Naturerlebnis Bressowald. Es geht an Kalksteinwänden vorbei und über grüne Auenlandschaften, auf denen Kibitzler stolz wachposten. Entlang des Wegs werden Wandern und Wandern in einer der gemächlichen Bädern, nach Pöppel genannt, mit lokalen Köstlichkeiten bestreut.



Von Lugano in die Höhe.

Vom mediterranen Lugano zur Berggipfel hoch, 21 Kilometer und 1400 Höhenmeter – der Aufstieg zur Capanna Morcia Bar hat es in sich. Mit dem E-Bike ist die Route jedoch gut machbar und die Anstrengung lohnt sich. Die hier erhaltene Hölzli bietet ein atemberaubendes Panorama. An warmen Tagen macht die Sicht bis nach Mailand, zum Monte Rosa-Massiv und zu den Bündner und Berner Alpen. Am besten lässt sich die Aussicht bei einem Tessiner Pfaff geniessen.

Mehr Informationen finden Sie unter [MySwitzerland.com/sommer](https://www.myswitzerland.com/sommer) oder Telefon 0800 100 200 (kostenlos).



Nachhaltige Sonderangebote: Hotel und ÖV-Reise.

Zwei Nächte ab CHF 199.-

Swiss Eainable unterwegs

* Mehr unter sbb.ch/swisstanable

SBB CFF FFS

ZÜRICH

Coop Swisstainable Promo.



Switzerland.

- Publication: KW 25, 20th June 2023
- Circulation: 2.7 Mio. / Readership: 3.5 Mio.
- German / French / Italian
- 6 pages
- 2 pages Swisstainable content
- 4 pages hotel content
- 37 Hotel offers
- Print version mirrored online on coop.ch
- Additional social push via digital agency
- Each booking comes with either free or 40% discount on travel with public transportation

The collage consists of several pages from the 'Swisstainable' magazine:

- Page 94: 'Unsere Empfehlungen in der Stadt'** - Lists hotel recommendations like 'HÔTEL CONTINENTAL' and 'EINSTEIN ST. GALLEN'.
- Page 92: '«Swisstain Superpreis»'** - A list of hotels offering special prices.
- Page 90: 'Warum Reisen jetzt Swisstainable ist'** - An article discussing the benefits of sustainable travel.
- Page 91: 'Das Reiseland Schweiz steht für spektakuläre Genie...** - An article about the scenic beauty of Switzerland.
- Page 93: 'Swisstainable Erlebnisse'** - A map and text highlighting various experiences across Switzerland.
- Page 94: 'Mit gutem Gewissen auf Spritztour gehen.'** - An advertisement for a sustainable travel agency.



Switzerland.

ST Swisstainable Summerspecial.

- Integration in Terre & Nature
- 6 pages (incl. Freespace: 100% Women)
- Publication: 29.06.2023
- German/French
- Print Circ. 65'000 / Readership: 300'300
- Online: 35'912 contacts / NL: 4'688 recipients
- Instagram: 5'435 Followers / 970 Clicks
- Online Banner: 677 Clicks
- Graubünden, Valais, St. Gallen



PUBLIREPORTAGE

SWISSTAINABLE, OU LES VACANCES EN MODE DURABLE



Riche de montagnes spectaculaires, de gorges sauvages et de forêts mystérieuses, la Suisse ne manque pas d'atouts pour les amatrices et amateurs de voyage, qu'ils viennent de l'étranger ou souhaitent "redécouvrir" leur pays sous un nouveau jour. Pour préserver ces paysages grandioses, pour nous comme pour les générations à venir, Suisse Tourisme a lancé un label qui surclasse les offres les plus durables : Swisstainable. Une manière de rappeler que voyager de manière responsable ne signifie pas renoncer à découvrir le monde, mais qu'on peut le faire avec plus de sobriété et tout autant de plaisir. En accord avec son temps, le label Swisstainable repose sur quatre piliers : profiter de la nature préservée, vivre de manière authentique les cultures locales, consommer des produits régionaux et s'immerger sur le long terme dans l'esprit d'un lieu. La durabilité est un enjeu central, et c'est particulièrement vrai dans le domaine du voyage. Mais en y prêtant attention, on peut faire diminuer significativement l'im-

part de activités touristiques sans pour autant sacrifier la qualité de l'expérience. Au contraire, découvrez la Suisse de manière plus écologique, plus respectueuse et plus intime, tout en vous forgeant des souvenirs inoubliables. Pour ce faire, difficile de rêver d'un cadre plus prometteur que la Suisse: transports, recyclage ou préservation de la nature, elle montre la voie d'un avenir durable dans plusieurs domaines. Petit florilège :

Mobilité
Plus de 11 000 trains circulent chaque jour sur les 3000 kilomètres du réseau national, l'un des plus denses au monde, transportant 1,1 million de passagers par jour. Même les lieux les plus reculés sont accessibles en transports publics.

Eau
Considérée comme le château d'eau de l'Europe, la Suisse recèle 6 % des réserves d'eau douce du continent. De nombreux grands fleuves y prennent leur source. On peut d'ailleurs se baigner en toute tranquillité, même dans les villes.

Protection de la nature
Vingt parcs naturels s'étendent sur un septième de la surface du pays, tandis que la loi sur les forêts veille depuis 150 ans à ce que les surfaces boisées ne diminuent pas. Pas moins de 31 % du territoire sont recouverts de forêts, et la tendance est à la hausse.

Air
C'est au milieu du XIX^e siècle que l'on a découvert les bienfaits de l'air pur des Alpes pour la santé. Près de 200 ans plus tard, la Suisse reste bien placée en matière de qualité de l'air : elle fait partie des pays présentant les plus faibles concentrations de particules fines.

Alimentation
En comparaison internationale, nous sommes ceux qui consommons le plus de produits issus de l'agriculture biologique par habitant.

Recyclage
La Suisse fait partie des leaders mondiaux en matière de recyclage et de gestion des déchets. Un exemple ? Près de 85 % des bouteilles en PET sont revalorisées.

• D'infos : www.mpsaizerland.com/swisstainable

DES VACANCES DURABLES : RÉSERVEZ ET PROFITEZ DÉS MAINTENANT

- Pour vivre des séjours inoubliables cet été et cet automne, Suisse Tourisme propose des prix spéciaux dans 37 hôtels helvétiques.
- Sont compris dans l'offre le trajet à tarif réduit en transports publics, deux nuitées avec petit-déjeuner et un repas du soir.
- Conditions et informations disponibles via le code QR



BeNeLux.



Switzerland.

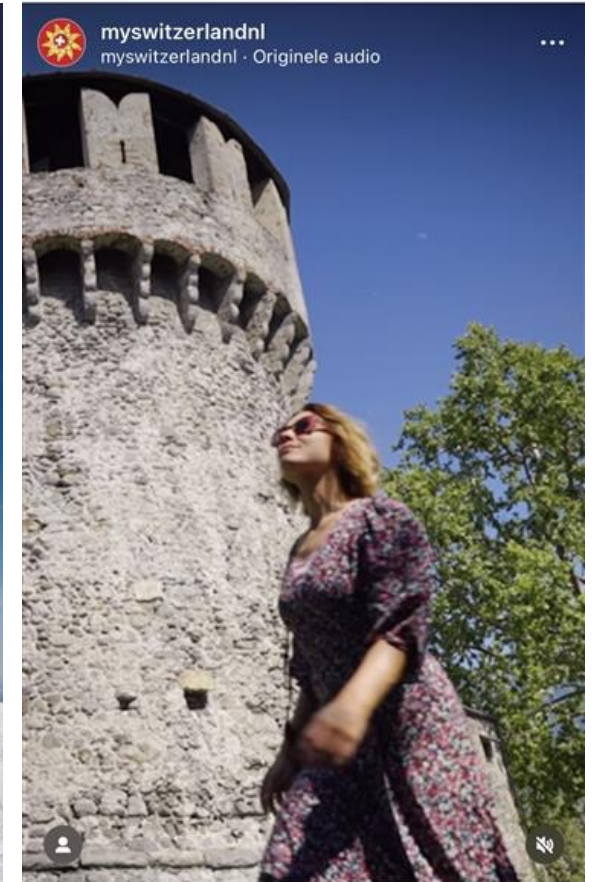


BeNe. Promotion. Swisstainable – Ambassador.



Switzerland.

- Key partner campaign for summer & winter 2023-2025.
- Collaboration with Belgian TV Host & singer Evi Hanssen as Ambassador.
- Communication in selected lifestyle magazines from Belgian and Dutch media house Roularta.
- Social media, Google ads, YouTube and VDX campaign with a dedicated landing page on MySwitzerland.com in summer (Aug-Sep) and winter (Oct-Nov).



Netherlands. Promotion. Swiss Cities and Basel.



Switzerland.

- Digital campaign for the Swiss Cities and key partner Basel in the Netherlands with DPG media group on the newspaper “De Volkskrant” website
- 3 articles about culture, water activities and Basel
- Native ads
- Date: 12.06. - 12.07.2023
- 12.8 Mio. Impressions
- 49'477 page views

Advertentie



Zoek jij deze zomer de verkoeling op?

Overweeg dan Zwitserland als zomerse citytrip. Doordat veel Zwitserse steden aan het water liggen, is een verfrissende duik nooit ver weg.

Gesponsord door:
Zwitserland Toerisme 

[LEES MEER](#)

< deVolkskrant

Advertentie van:
Zwitserland Toerisme

Cultuur en ontspanning in Zwitserland Ontdek Zwitserse steden vanuit het water



Een zomerse bestemming met de trein?
Dan moet je in Basel zijn



Switzerland.

Netherlands. Promotion. Swiss Cities.

- Print & digital campaign for the Swiss Cities with focus on Zurich, Lausanne and Basel in the Netherlands with the newspaper “NOUVEAU”
- Media trip with a journalist/influencer
- Digital marketing contacts:
 - 2 digital articles (min. 16'500 sessions)
 - Smarticles : Ca. 400'000 impressions
 - Print marketing contacts: 85'000 readers (2 paid articles and 2 editorial articles)
 - SoMe ambassador posts (10'000 followers)
- First phase 31.07.23 – 2nd phase 08.10.23

NOUVEAU SAMEN MET ZWITSERLAND TOERISME

CITYTRIP in Zwitserland

THE BEST OF BOTH WORLDS

Wie je er even tussenuit, maar twijfel je tussen cultuur of natuur? De Zwitserse steden Bazel, Lausanne en Zurich bieden beide in overvloed. *Traveljournalist Anita Willemars bezocht ze en kwam als herboren thuis.*

BAZEL: 'LAID BACK' ATMOEFFER EN VEEL MUSIEK
 Zwitserse omringert het leven in Bazel, waar het weekend van de leuke terrassen. Je kunt ook heerlijk zwemmen in de Rijn, die hier heel schoon is. Een goed uitgangspunt is het Tinguely-museum. Doe je kleren in een wasserij, dan kun je je hart ophalen in een van de vreedzaamste stranden die Bazel te bieden heeft. Ook de Museenstrasse en ga daarna even zinnen op het Plateau, waar je kunt nagenieten van het prachtige uitzicht. Ook tips de stad tellt ruim tweehonderd fontein, die zijn vooral met schoon drinkwater. In de zomer kun je er geheel volgens de traditie, zell een verfrissende duik in nemen.

ZÜRICH: HIPPE WATERSTAD
 Zürich is heel hip leeft de relaxte sfeer van een studentenstad met een prachtige oude binnenstad en hippe wijken rondom. Moderne koffiev

LAUSANNE: MEDITERRANE VIBES
 Lausanne wordt welken de 'best small city' van de wereld genoemd. De sfeer is vriendelijk en gezellig en een beetje Zuid-Europees. Het grote meer is natuurlijk een zeer mooie trekpleister. Vanaf de boulevard of een van de straten kun je je er vergippen aan een magnifiek uitzicht op de Alpen en je kunt er bijvoorbeeld, rappen, watersporten etc. Als je zin hebt in cultuur, ga dan naar Plateforme 10, een voormalige locomotiefabriek, die nu drie schitterende musea herbergt.

ZÜRICH, de Limmat

Winkel in het hippe Seefeld, Zürich

Zwijpen op het meer van Genève bij Lausanne

Uitzicht vanaf het balkon van Rue Philippe Perrin

Hotel Alma: Art Nouveau villa (met spa), in Seefeld, vlakbij het meer.

ZÜRICH
 • Zwemmen in Bad Uetzenau (combi van hip zwembad met eind-19de-eeuwse meubelstuk). Op het dak kun je genieten van de zon.
 • Flatsen. Er zijn overal fietspaden.
 • Seefeld, een hippe wijk vol conceptstores en leuke kaffeehuizen.
 • Hotel Alma: Art Nouveau villa (met spa), in Seefeld, vlakbij het meer.

LAUSANNE
 • Sappen op het meer van Genève.
 • Plateforme 10. Dit museum met bijzondere exposities op één plek.
 • Plein de la Source. Een parkje langs het meer of barretten bij een 'La Jatte de la compagnie' op heuvel vlieders.
 • Hotel: Het historische Beau Séjour Palace (5*) aan het meer. Recentelijk helemaal verbouwd, met behoud van alle barokke details.

NE Voor alle waterporten moet je goed kunnen zwemmen.

MEER INFORMATIE OVER DE ZWITSERSE STEDEN VIND JE OP MYSWITZERLAND.COM/NL-NL

"Zwitserland is niet duur, alles is gewoon van hoge kwaliteit!"

anitaswillemars

anitaswillemars "Wie je er even tussenuit de relaxte sfeer van een studentenstad met een prachtige oude binnenstad en hippe wijken rondom. Moderne koffiev

travelblogger Swiss #citybreak #weekendweg #mytraveljournalist @anitaswillemars

quilliamesk 16 s · Reponde

myswitzerlandnl 24 min · Reponde

marionbolland 3 min · Reponde · Voir la traduction

inge.maud Leuk leuk leuk! 38 min · Reponde · Voir la traduction

gabriela.constantino 22 min · Reponde

marjannesanders Heel leuk 27 min · Reponde · Voir la traduction

pedrojldias 6 min · Reponde · Voir la traduction

Aimé par mysitzerlandnl et 36 autres personnes il y a 49 MINUTES

Ajouter un commentaire... Publier

Italy.



Switzerland.





Switzerland.

Campaigning & Activation: OOH Roger Federer campaign.

- Period: 19.06 - 30.07.2023
- What: OOH Roger Federer campaign with IGP Decaux
 - 4 vintage trams with exterior full-wrap branding and interior posters
 - RF visuals (Bernina Express, Glacier Express, Goldenpass Express, Südostbahn) and QR code
- Contacts: 8.609.244
- Partners: RhB, STS



Impressions.



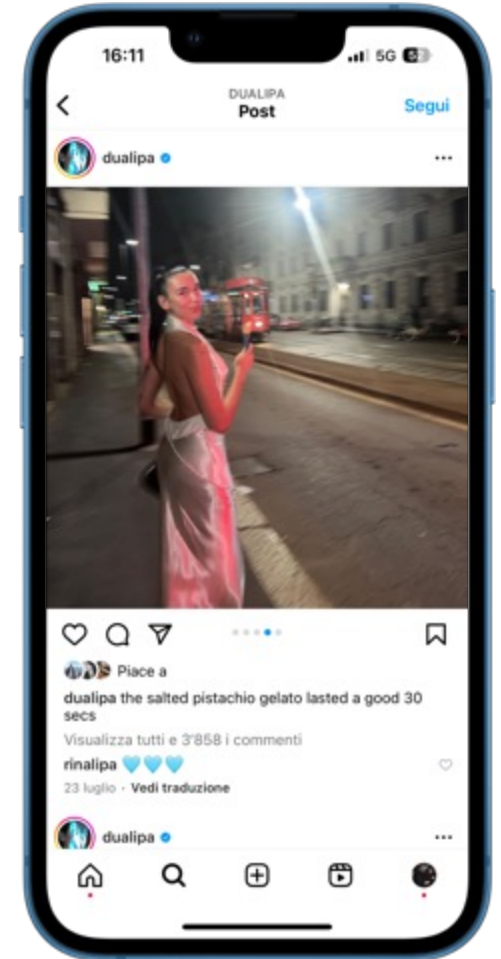
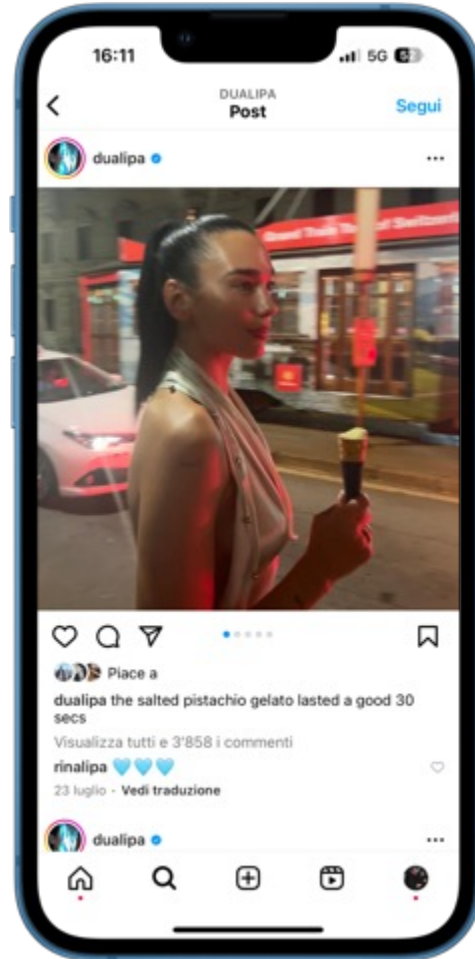
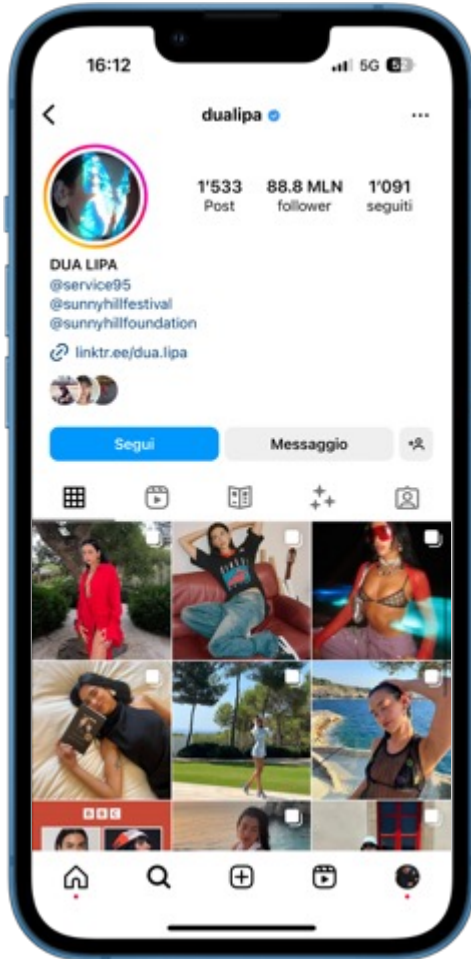
Switzerland.



A little extra 😊.



Switzerland.





Switzerland.

Campaigning & Activation: Digital campaign with Teads.

- Period: 23.06 - 31.08.2023
- What: Native Advertising campaign with Teads to promote summer activities in Valais
- Impressions: 26.793.344
- Clicks: 130.233 (partial results)
- Partner: MRAG (Aletsch Arena, Martigny Region, Leukerbad)





Switzerland.

Campaigning & Activation: Influencer trip Swiss Cities campaign.

- Period: 29.06 - 02.07.2023
- What: Influencer trip to Lucerne and Lugano with Laura Masi @ruberry (82.000 followers) as part of the Swiss Cities campaign
- Content: 1 IG post, 2 reels ([Lugano](#) & [Lucerne](#)) and 55 stories ([Link](#))
- Impressions: 58.000
- Video views: 22.000
- Partners: Lucerne, Lugano, STS





Switzerland.

Campaigning & Activation: Advertising on La Freccia Sans Frontieres magazine.

- Date: 01.07.2023
- What: Advertising page on bimonthly magazine LA FRECCIA Sans Frontierers (Italian-French magazine distributed on board of Frecciarossa trains between Milan and Paris)
- Focus: Grand Train Tour of Switzerland (Bernina Express visual)
- Contacts: 12.500
- Partners: STS, RhB



Découvrez le Grand Train Tour of Switzerland: [Suisse.com/grandtraintour](https://www.suisse.com/grandtraintour)

Campaigning & Activation: Advertising on La Freccia magazine.

- Date: 01.07.2023
- What: Advertising page on monthly magazin LA FRECCIA (board magazine on Frecciarossa trains)
- Focus: Grand Train Tour of Switzerland (Glacier Express visual)
- Contacts: 262.500
- Partners: STS, RhB



Ho bisogno del viaggio in treno della mia vita.

Guarda il video!

TRAIN TOUR

Zermatt

St. Moritz

Ho bisogno di Svizzera.

Svizzera.

Scopri il Grand Train Tour of Switzerland: svizzera.it/grandtraintour



Switzerland.

Campaigning & Activation: Digital OOH Roger Federer campaign.

- Period: 03.-30.07.2023
- What: Digital OOH Roger Federer campaign with IGP Decaux
 - 217 digital bus shelters in Bologna, Genova, Milano and Pavia
 - 170 metro displays in Brescia, Milano, Roma and Torino
- RF 15" snippet and QR code
- Impressions: 5.741.894
- Partner: STS



Campaigning & Activation: E-Newsletter July.

- Date: 04.07.2023
- What: ST E-Newsletter July ([Link](#))
- Market inputs:
 - Vacanza gratis in Vallese
 - Locarno Film Festival
- Contacts: 25.620
- Open rate: 35.28%
- Partners: MRAG, Ticino (Ascona-Locarno)

I consigli dei nostri partner.



Che spettacolo lassù in montagna

La funicolare più ripida, la prima funivia rotante, il più alto ascensore esterno: grazie alle spettacolari ferrovie di montagna e agli impianti a fune svizzeri, anche il percorso verso la cima è un'attrazione.

[Adrenalina compresa ↗](#)



Vai in vacanza gratis in Vallese!

Prenota un soggiorno di tre o più notti su vallese.ch e ricevi fino a due biglietti gratuiti di andata e ritorno con i mezzi pubblici da qualsiasi aeroporto o stazione di confine in Svizzera fino alla destinazione desiderata!

[Approfitta dell'offerta! ↗](#)



76esima edizione del Locarno Film Festival

Scopri una tra le più rilevanti manifestazioni cinematografiche d'Europa! Dal 2 al 12 agosto, come ogni anno dal 1946, a Locarno saranno presentati numerosi film accuratamente selezionati che si candideranno ai diversi concorsi.

[Maggiori informazioni ↗](#)



Switzerland.

Campaigning & Activation: Promotional video with Michelle Hunziker.

- Date: 14.07.2023
- What: Launch of the video “Sul Jungfrauoch con Michelle” on Michelle Hunziker’s Instagram channel ([Link](#))
- Views: 912.000
- Likes: 21.000
- Partners: Made in Bern (Interlaken, Jungfraubahnen), STS





Switzerland.

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

- Period: 17.-23.07.2023
- What: OOH campaign at Swiss Corner in Milano to promote Summer in Swiss cities (2nd wave)
 - 9 lightboxes with campaign visuals
 - 1 ledwall with campaign video
- Impressions: 250.000
- Partners: Basel, Bern, Geneva, Lausanne, Lucerne, STS, Winterthur, Zürich





Switzerland.

Campaigning & Activation: Influencer trip Swiss Cities campaign.

- Date: 19.-21.07.2023
- What: Influencer trip to Basel with @marta_unavaligiadisogni (103.000 followers) as part of the Swiss Cities campaign
- Content: 1 IG post, 1 IG reel ([Link](#)) and 38 stories ([Link](#))
- Partners: Basel, STS





Switzerland.

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

- Date: 24.07.2023
- What: 2-pages advertorial in the ballet program Romeo e Giulietta at “Teatro alla Scala” Milano
- Distribution: 5.000 copies to all guests on location
- Partner: Vaud



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

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

L'offerta culturale riguarda tutte le espressioni artistiche. Piattaforme 10, il nuovo polo museale di Losanna, riunisce sotto un unico cappello i tre musei cantonali: il mudac (museo cantonale del design e delle arti applicate contemporanee), il Photo Eyjée (museo della fotografia) e il MCSA (museo cantonale delle belle arti), oltre alle collezioni delle fondazioni Toms Pauli e Félix Vallotton.

Piattaforme 10 non è solo un museo ma un vero e proprio quartiere di Losanna con ristoranti, negozi e spazi esterni dallo stile originale. Queste strutture sono conosciute in tutto il mondo e accolgono ogni anno un gran numero di visitatori. Piattaforme 10 si trova nelle immediate vicinanze della stazione ferroviaria di Losanna.

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

Infine, non si devono dimenticare le celebrità che sono protagoniste di mostre vivaci e interattive. Molti, infatti, sono i personaggi che hanno vissuto e lasciato traccia nella Regione del Lago di Ginevra. Montreux, in particolare, è nota per aver ospitato grandi musicisti come i Queen, Prince e Igor Stravinskij che, in modi diversi, hanno lasciato un segno nelle loro generazioni. Il museo Queen Studio Experience di Montreux accompagna in un viaggio attraverso la carriera del Queen fino ai gloriosi anni trascorsi a Montreux. Nevry 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 Nevry 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+

Campaigning & Activation: E-Newsletter August.



Switzerland.

- Date: 31.07.2023
- What: ST E-Newsletter August ([Link](#))
- Market inputs:
 - Zurich rooftops
 - Summer in Berne
- Contacts: 15.824
- Open rate: 38.83%
- Partners: Made in Bern (Bern Welcome), Zürich



Apero al fresco sui migliori rooftop di Zurigo

Con la bella stagione ritornano gli aperitivi all'aperto! Durante speciali aperitivi panoramici sulle graziose terrazze sui tetti di Zurigo, si gode di una vista mozzafiato sulla città e sul lago.

Scopri di più



Berna si tinge d'estate

Numerose idee di escursioni, punti panoramici da sogno, eventi di grande richiamo: Berna fa battere forte il cuore. Nella città federale, non mancano nemmeno fresche oasi d'ombra e spiagge naturali incontaminate.

Maggiori informazioni

Campaigning & Activation: Advertising on La Freccia magazine.

- Date: 01.08.2023
- What: Advertising page on monthly magazine LA FRECCIA (board magazine on Frecciarossa trains)
- Focus: Grand Train Tour of Switzerland (Gotthard Panorama Express visual)
- Contacts: 262.500
- Partner: STS



Scopri il Grand Train Tour of Switzerland: svizzera.it/grandtraintour

KAM: Travel Open Day Summer Party 2022.

- Date: 06.07.2023
- What: Summer party organized by Travel Quotidiano Magicland, Valmontone (Rome)
- Focus: Summer experiences
- Participants: 80 trade representatives
- Partner: RhB



KAM: Fam trip Andermatt.

- Date: 21.-23.07.2023
- What: Fam trip to Andermatt
- Focus: Summer excursions, Radisson Blu, The Chedi Hotel
- Participants: 6 trade representatives
- Partner: Lucerne (Andermatt)





Switzerland.

KMM: Individual media trip.

- Date: 28.06 - 01.07.2023
- What: Individual media trip
centre-south Italy
- Focus: Montreux
- Participants: Enrico Pulcini and
Anna Brofferio for Radio RAI
- ST supported with Swiss Travel
Pass
- Partner: Vaud (Montreux)



KMM: Individual media trip.

- Date: 29.06 - 03.07.2023
- What: Individual media trip
centre-south Italy
- Focus: Geneva and Interlaken
- Participants: Francesca Barbarancia
and Andrea Scotto for
voicesearch.travel
- Partners: Geneva, Made in Bern
(Interlaken)

ELENCO GOOGLE MAPS

Alla scoperta di Interlaken, tra acque cristalline e picchi innevati

Francesca Barbarancia - 25/06/2023



Alla scoperta di Interlaken, tra acque cristalline e picchi innevati. Interlaken è una splendida cittadina nell'Oberland Bernese, incastonata in una pianura alluvionale fra il Lago di Thun e il Lago di Brienz, tra loro collegati in un sistema di canali che percorre la città. "Alla scoperta di Interlaken, l'itinerario sulle Google Maps Per scoprirla appieno, abbiamo creato un elenco sulle Google Maps...

[Continua a leggere >](#)



Switzerland.

KMM: Media meeting Valais.

- Date: 05.07.2023
- What: Exclusive media meeting in Rome at the historic location Stadio di Domiziano - Piazza Navona
 - Partner presentation accompanied by an archaeologist during a visit to the historical remains of the Domiziano stadium
- Participants: 29 media representatives
- Partner: MRAG



KMM: Individual media trip.

- Date: 05.07.2023
- What: Individual media trip
Northern Italy
- Focus: Lugano and its museums
(LAC, Fondazione Bally, Musec)
- Participant: Dario Bragaglia for
ilgusto.it and Artribune.com
- Partner: Ticino (Lugano)





Switzerland.

KMM: Group media trip Geneva.

- Date: 06.-09.07.2023
- What: Group media trip to Geneva
- Focus: CERN, Carouge, wine tasting in Satigny, Red Cross Museum, Reformation Museum
- Participants: 6 journalists from Veneto region
- Partner: Geneva



KMM: Individual media trip.

- Date: 11.-12.07.2023
- What: Individual media trip
Northern Italy
- Focus: Art in Lugano (Musec, Fondazione Bally, Sonnenstube)
- Participant: Andrea Battaglini for lastampa.it
- Partner: Ticino (Lugano)





Switzerland.

KMM: Media newsletter Interlaken.

- Date: 14.07.2023
- What: Newsletter to media database
- Focus: Water sports in Interlaken, launch of promotional video “Sul Jungfrauoch con Michelle”
- Contacts: 1.800
- Partners: Made in Bern (Interlaken, Jungfrauobahnen), STS



In cima al Jungfrauoch a tempi record

Solo 1 ora e mezza separa Interlaken dalla stazione ferroviaria più alta d'Europa. Si sale con la moderna Eiger Express e si prosegue in treno sul **Jungfrauoch** dove si può ammirare, durante tutto l'anno, un mondo fiabesco plasmato da neve e ghiaccio. Oltre alla terrazza panoramica dell'Osservatorio e al padiglione di ghiaccio si può visitare la galleria Alpine Sensation che ripercorre la storia della ferrovia, inaugurata nel 1912. Per il ritorno c'è la variante "tutta in treno" con cambio sulla Kleine Scheidegg e a Lauterbrunnen, nella valle delle cascate.

[Guarda il video con Michelle ↗](#)



Switzerland.

KMM: Individual media trip.

- Date: 27.-30.07.2023
- What: Individual media trip
Northern Italy
- Focus: Ticino, Andermatt, Berner Oberland, Brig, Simplon Pass
- Participant: Andrea Pistolesi for Bell'Europa
- Partners: Made in Bern (BLS), MRAG, Lucerne (Andermatt), STS, Ticino



KMM: Individual media trip.

- Date: 22.-24.08.2023
- What: Individual media trip Northern Italy to Lucerne
- Focus: Lucerne, Villa Senar, KKL
- Participant: Andrea Battaglini for lastampa.it
- Partner: Lucerne



KMM: Individual media trip.

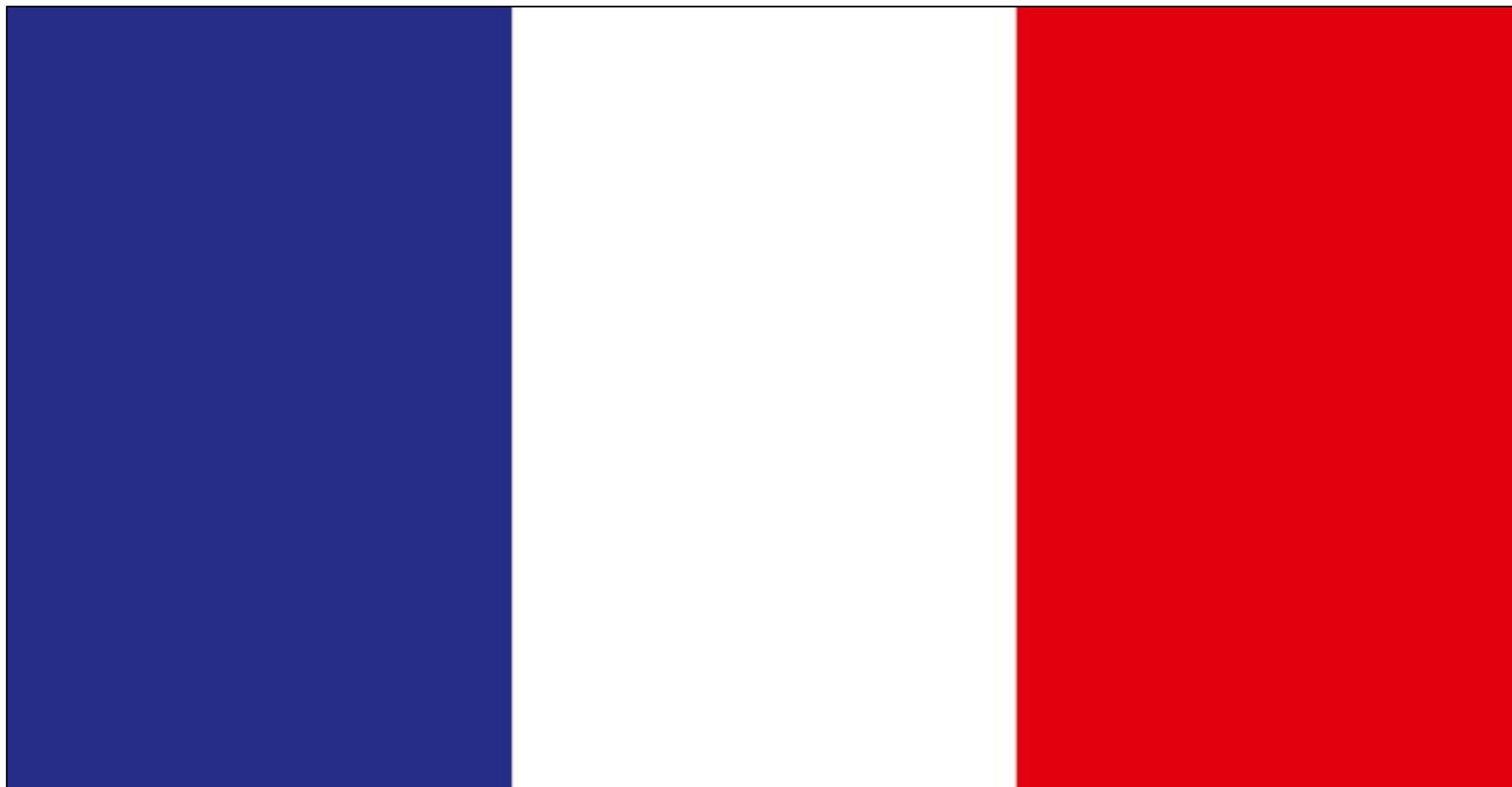
- Date: 26.-31.08.2023
- What: Individual media trip centre-south Italy to Lucerne
- Focus: Festival delle Orchestre sinfoniche Lucerna
- Participants: Roberto Cantini for lemeridie.it
- Partner: Lucerne



France.



Switzerland.



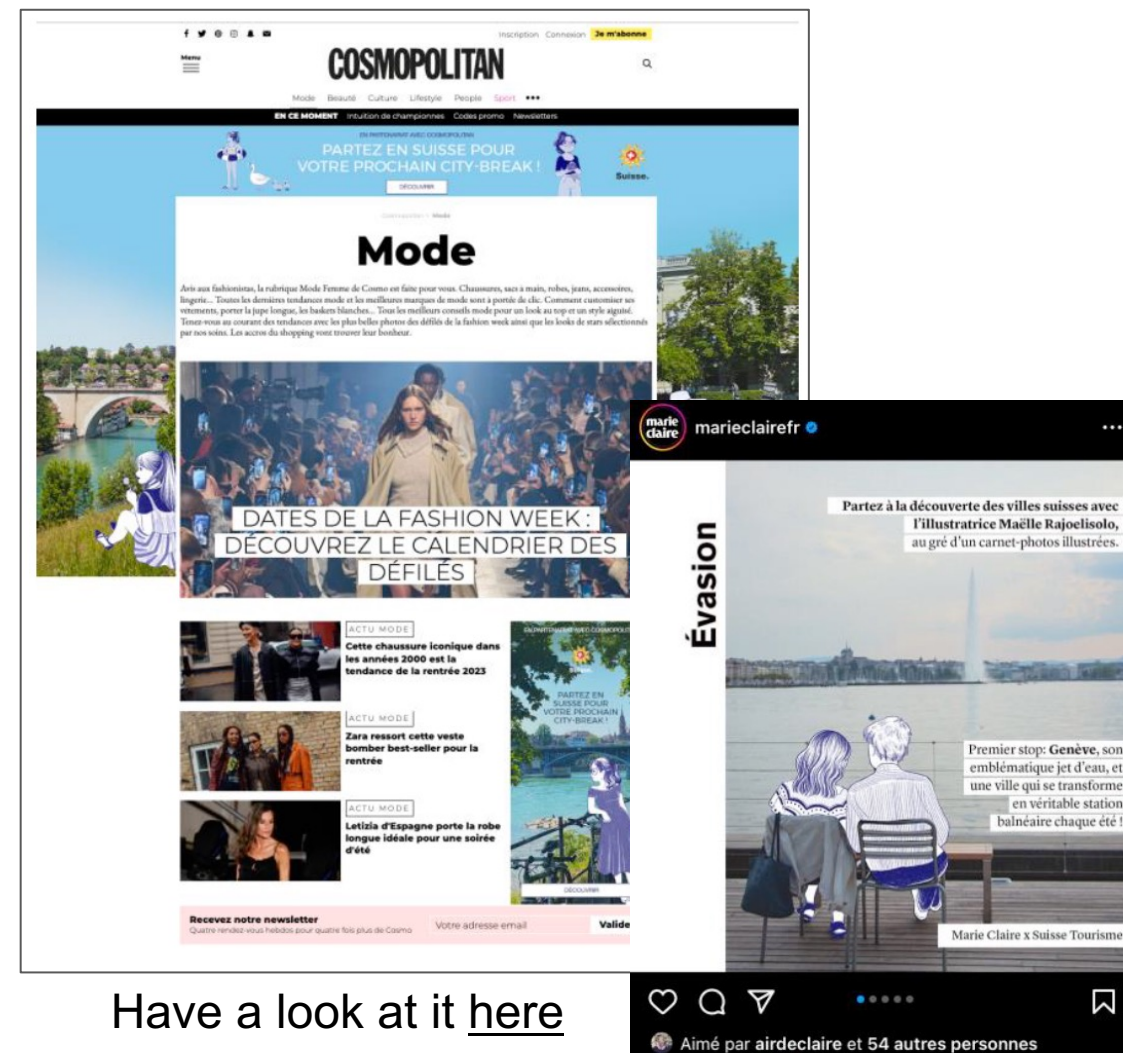


Switzerland.

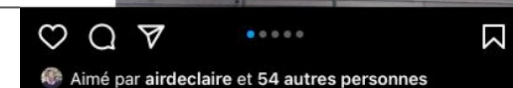
Campaign Activation – Swiss Cities.

Partnership with Cosmopolitan

- Goal : Promote the summer in the Swiss cities
- How ?
 - Dedicated online content hub in partnership with Cosmopolitan
 - City Guide illustrated by @cirquedepapier (French illustrator)
- Timing : July to September
- Digital campaign to promote city guide
 - Display, editorial pushes and Social media campaign
- KPIs : 1.2M reach – 80k visits



Have a look at it [here](#)





Switzerland.

Campaign Activation – Swiss Cities Key Partners.

Partnership with Le Bonbon

- Goal : Promote the summer in the cities campaign
- Where ? In our 2 Key Partner cities Zurich and Basel
- How ?
 - Creation of a 2 itineraries video in Zurich and Basel
 - + an online article hosted on lebonbon.fr and lebonbon/travel.
 - Distributed on lebonbon social media platforms : IG, TikTok
- Timing : June to August
- KeyPartner : Basel and Zurich
- KPIs: 1,85 M de points de contact per video



Zurich



Basel

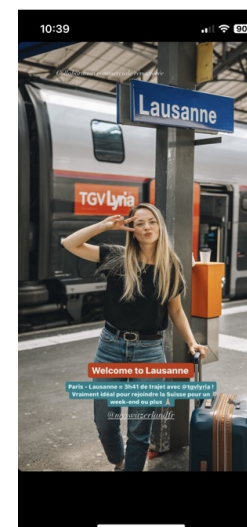
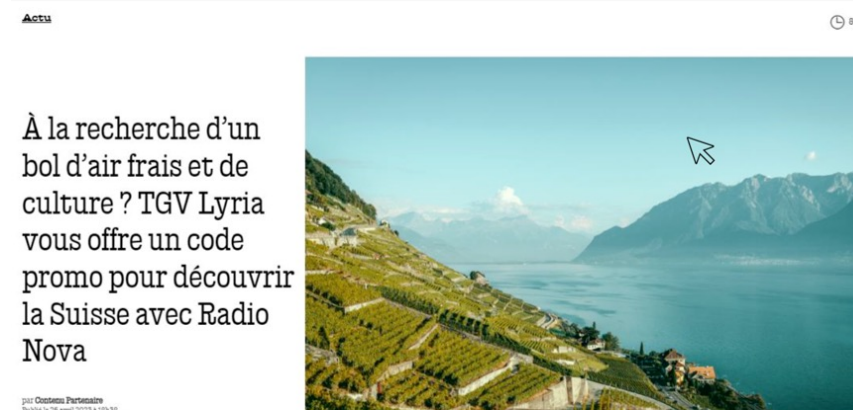


Switzerland.

Campaign Activation – Public Transportation.

- Campaign with TGV Lyria and STS
- Goal: Promote city trip to Lausanne & Montreux by train from Paris with TGV Lyria as well as the GTToS
- Media Partnership Radio Nova, les Inrockuptibles & Deezer
 - Promotional Code with TGV Lyria: **over 300 tickets sold**
- Trip to Lausanne and Montreux Jazz Festival with winners of sweepstake and 6 influencers
 - Show cooking in a spectacular venue in Lavaux with French chef Michel Roth
- Influencer trip on the GTToS: reach of over **800K+ people**

Les Inrockuptibles

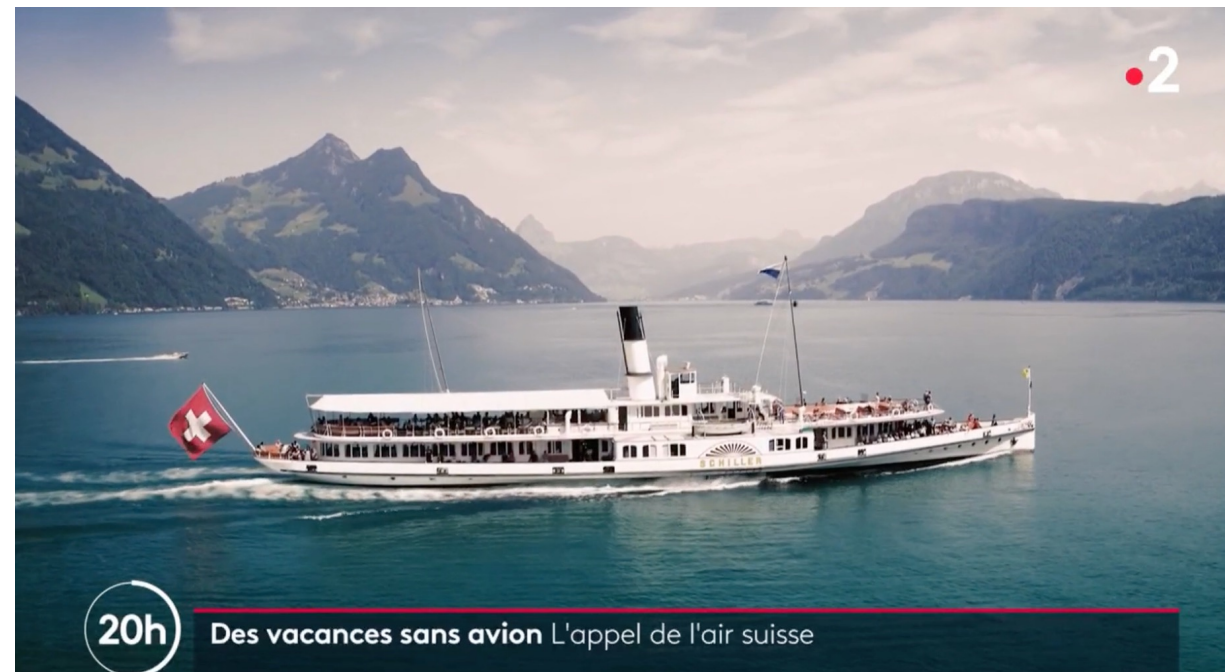




Switzerland.

KMM – France 2 – La Suisse sans avion.

- 20h – France 2 – Public 1st channel
- 4 millions viewers (2nd most important info show in France)
- How to travel with a smaller CO2 impact: Switzerland by public transportation
- TGV Lyria-SBB / Lugano /GoPex / Lucerne
- TV shoot in July 2023
- [Link here](#)



KMM – TF1 – Franches-Montagnes.

- Journal de 13h – TF1 (first TV channel in France)
- 6.5 millions viewers
- Weekly serie: "Trésors à deux pas de chez nous"
- Franches-Montagnes – Jura (J3L)
- TV shoot in June 2023
- [Link here](#)



KMM – TF1 – Le 13h – Pilatus.

- Journal de 13h – TF1 (first TV channel in France)
- 6.5 millions viewers
- Weekly serie: "Alpes Vertigineuses"
- 6 minutes on Pilatus
- TV shoot in June 2023
- [Link to replay](#)



SCIB France : KAM - Networking Event Afterwork Lyon.

- Date: July 3th 2023 in Lyon
- Target: Mainly corporates and some agencies
- What: Workshop & game to discover the destinations
- Partners : Crans Montana, Geneva, Ramada Encore Geneva Hotel, Villars

→ Corporates contacts found through service provider “Seminaire Business Events”
→ 10 participants – A lot of no-shows because of riots



Portugal.



Switzerland.

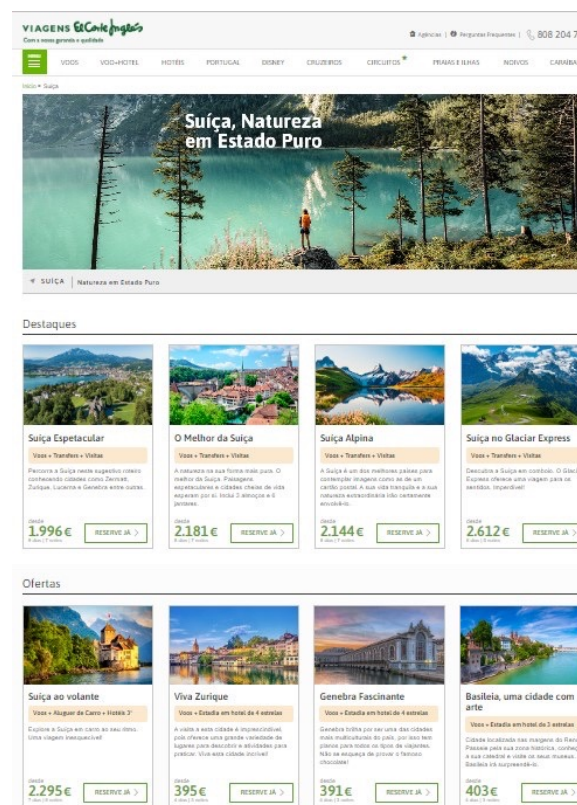




Switzerland.

Trade campaign with Viagens El Corte Inglés.

- Sales oriented campaign to push Switzerland with **Viagens El Corte Inglés**, one of the main trade players in Portugal with 16 selling points.
- Collaboration included:
 - **Microsite** and **online brochure**,
 - **Traffic campaign on SoMe**,
 - **Display campaign on VEI**, **10” spot** on their TA screens and their shopping center,
 - **Wall decals and posters** in their agencies,
 - **Online banners and discovery ads**,
 - **Newsletter CRM**,
 - **In person Agents’ training**.



Timing: June / July 2023
Marketing contacts: 420'000

Drawing landscapes with WorldSketchingTour.



Switzerland.

- Content Creator, Luís Simões, a **sketch artist and explorer**, embarked in a journey through Zurich, Schaffhausen, St. Gallen and Appenzell, immersing himself in the blend of **urban and nature landscapes**.
- His posts on Instagram have already **reached 90'000 accounts** with a lot of engagement.
- In total, Luís produced **13 posts and reels, 67 stories**, which are now showcased as a permanent highlight. He also created a beautiful book with **20 sketches** that have been digitalized.

Timing: July 2023

Marketing contacts: 350'000



Followers: 39.1K

Engagement rate: 4.58%





Switzerland.

Summer in the Cities with MUST.

- A journalist from “MUST”, an online magazine, participated in the international media trip on **Summer in the Cities**.
- One month later, a nice article was published, highlighting the refreshing summer experiences of swimming in lakes, rivers and fountains in the cities of **Winterthur, Zurich, Basel and Geneva**.
- “MUST” magazine is the lifestyle and travel edition affiliated with one of the main Portugal’s newspapers, “Jornal de Negócios”.



Timing: August 2023
Media contacts: 91'250



Switzerland.

Top Coverage STS with Público Fugas.

- A journalist and a photographer from “Público”, a leading high-quality print and digital newspaper, participated in the international media trip “**Swiss Travel System: sustainable by design**”.
- **An extensive print and digital report** was published in their dedicated travel and culture edition named “Fugas”.
- In addition, several posts were published on their social media channels.

Timing: August 2023
 Circulation: 104’839
 Media contacts: 4’359’725



Spain.



Switzerland.

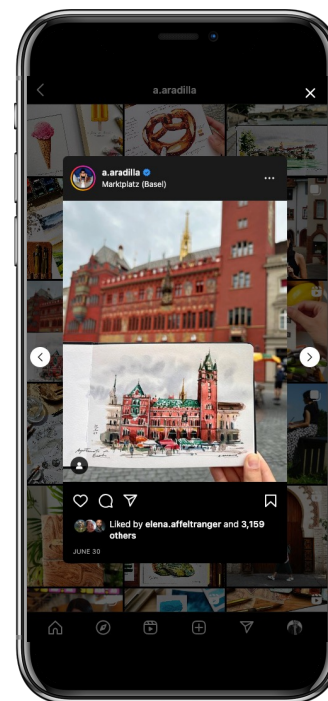


Switzerland.

Sketching «This is Basel» with Alicia Aradilla.

Reaching out a new audience.

- @a.aradilla is a travel sketcher and content creator who has recently travelled to Basel creating an illustrated travel diary showing all the beautiful highlights of the city
- She has also shared the experience with his community and created an IG guide too
- We will produce a notebook with her illustrations and sent it out to our top media contacts as an inspiration to get to know Basel personally



[@a.aradilla](#)
 236'000 followers
 7 – 10% engagement rate

 6 posts & 47 stories

Timing: June-July 2023

Marketing contacts: 650'000



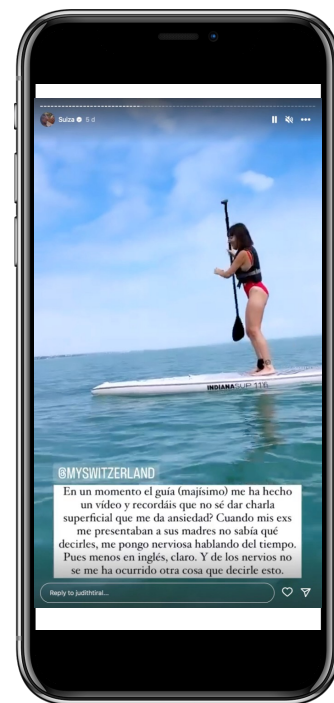


Switzerland.

Influencers cities campaign Spain (I).

Selection of three very different & wide-ranging profiles for St.Gallen, Winterthur and Zurich.

- @judithtiral is an Instagrammer, Youtuber, Tiktoker and podcaster. She's a very funny girl, cultured and whose videos reach an average of 200'000 people
- Publication of a lot of content not only on water and summer activities, but also on the great cultural offer of the three cities
- In the coming weeks she will post an extensive video on YT about her trip



Followers: IG 127k / YT 335 k / TK 444k
Total followers: 906k

Timing: June-July 2023
Marketing contacts: 3'870'360





Switzerland.

Influencers cities campaign Spain (II).

- @lamochiladesara is an instagrammer with a lot of storytelling, young & dynamic and with a more typical travel profile
- She spent 6 days in Zurich to immerse herself in the city and get to know its wide range of cultural and water activities



Followers: IG 126k



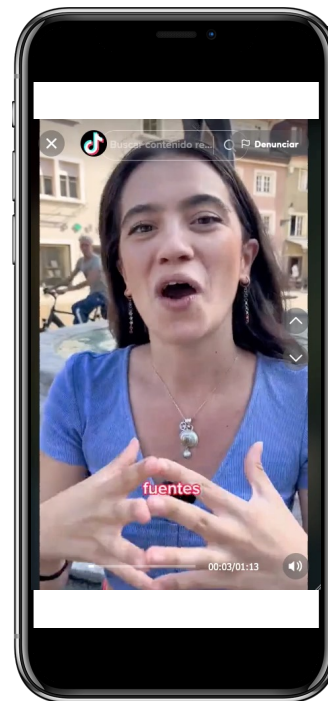
Timing: June-July 2023
Marketing contacts: 500'000



Switzerland.

Influencers cities campaign Spain (III).

- @patriciafedz is very young but has a very good energy and talks about culture and literature putting everything in a very current context
- She hasn't done almost anything commercial so it has been a great opportunity to make a content with a different approach and show Switzerland from his point of view
- She has just received an educational content creator award at Tiktok
- Its average number of views is usually 50k, with some videos reaching more than 200k



Followers: IG: 26 k / TK 391k
Total followers: 417k

Timing: June-July 2023
Marketing contacts: 969'921



Switzerland.

Dedicated TV programs about Fribourg Region.

- The program «Aquí la tierra» dedicated to gastronomy and traditions is one of the most watched in Spain and is broadcasted by the first channel TVE
- As a result of a recent media trip to the Fribourg Region, two different reports were broadcast during the month of July
- One on artisanal milk chocolate production in Gruyères and another one on the breeding of native Swiss races of sheep and goats in Sciernes d'Albeuve



Timing: 2. & 4. July 2023

Media contacts: 1'000'000 each program



Switzerland.

Top coverage with Jura & 3 Lacs.

- It is the first time that two extensive articles on the Jura & 3 Lacs region have appeared in two different Spanish national media
- It is the result of a single press trip, where the journalist has published a 4-page report in El País Semanal on the history of the absinthe and a double article on Le Corbusier & La-Chaux-de-Fonds in La Vanguardia Magazine
- Both reports have been published both in print and digital format



Timing: July 2023
 Circulation : 339'084 copies
 Media contacts: 4'415'581



Switzerland.

Top coverage with Davos.

- Article in print and online about Davos and the Kirchner Museum in the weekly magazine of El País, one of the national newspapers with the largest circulation in our market
- The journalist will also publish an extensive report on the Hotel Schatzalp and «The Magic Mountain» to coincide with the first centenary of its publication in 2024

EL PULSO



ARTE. EN ALGÚN LUGAR DE AQUÍ VIVIO KIRCHNER

Ante la moda de poner placas que anuncian qué famoso nació o murió en un sitio, Davos se ha negado a señalar la casa de su habitante más célebre.

FOR USE LAHOZ

HOY EN DÍA es casi imposible recorrer una calle de cualquier ciudad y no dar con una fachada en la que se anuncie que aquí vivió un poeta, que aquí nació un portero de fútbol o que aquí se inventó el chocolate. En este bar NO estubo Hemingway. En este balneario se relajó Grace Kelly. En este banco se sentaron una tarde James Joyce y Nora Barnacle. En esta mesa leyó Stefan Zweig el periódico durante un invierno. Es una tendencia al alza, aunque no todos los lugares son partidarios de ella.

En la pequeña localidad suiza de Davos, un prestigioso enclave alpino donde cada año se reúnen los millonarios, el pintor expresionista alemán Kirchner realizó gran parte de su obra. He llegado atraído por su figura y lo primero que le pido a Petra Ruinatsh, mi cicerone aquí, es que me lleve a los lugares que habitó. Después de atravesar a pie unos valles (nueve kilómetros) aparecemos en Stafelalp, y junto a un abrevadero señala una casa de madera y dice: "Esta fue la primera". Alrededor solo hay otras de idéntica construcción y un

panel que anuncia direcciones a los senderistas. Entonces pregunto: ¿por qué no hay ningún cartel que anuncie que aquí vivió Kirchner? "Creo que el dueño no quiere atraer turistas, esto era y es un reducto de campesinos. Descendimos para ir a la otra casa, en In den Lärchen, una edificación de dos plantas con fachada blanca en cuyos balcones se ve ropa tendida. Y otra vez pregunto: ¿tampoco aquí se informa de que vivió Kirchner? Pues no.

Sorprende este olvido porque Kirchner pasó en Davos 21 años. Pintó sus paisajes urbano y alpino por activa y por pasiva y, por si fuera poco, aquí se suicidó. Ernst Ludwig Kirchner nació en 1880 en Aschaffenburg y, tras empezar Arquitectura, con unos amigos fundó en Dresde el grupo pictórico Die Brücke. En 1917, huyendo de la guerra y tras varias estancias hospitalarias en el Taunus y en el lago de Constanza, recalesó en Davos buscando alivio para su enfermedad mental. Se instaló primero en la casa de Stafelalp con su esposa, Erna. Hizo amigos enseguida y no se cansó de pintar a sus vecinos campesinos. Aunque para Erna el valle no era el mejor lugar del mundo, nunca se fueron. Sus problemas se agudizaron conforme avanzaban las ideas nacionalsocialistas y se presentó la Segunda Guerra Mundial. En Alemania, su arte fue catalogado de degenerado y él se fue haciendo invisible.


Desde 1993 Davos tiene un museo dedicado a él. Allí me encuentro con la guía Monique Schneuwly. Me enseña el trípode *Alp Leber* y me explica: "Esa pequeña mancha blanca que apenas se distingue era su segunda casa". Colores intensos, tratados con libertad, y figuras desproporcionadas para realizar lo que le importaba: el granjero, la fuente, las cascadas, los animales. Repasamos fotografías antiguas de Stafelalp y Monique señala una casa y dice: "Era esta", pero Petra, mi primera cicerone, la corrige: "No, no, es esta, la que hemos visto antes, la de los balcones". Monique reitera: "Mi hablar es esta, la de al lado". Fankhauser, la señora de la taquilla, coge la postal y asegura: "Es esta", señalando otra distinta. Estoy a punto de intervenir y apuntar que no, que es esta otra, pero me contengo. Planteo a Monique la misma cuestión: "Me da igual cuál era, pero ¿por qué no hay un cartel para anunciar las que fueron sus casas?". "¿Qué pregunta es esa?", responde: "Los agricultores no quieren. Aquí los campesinos tienen sus reglas". Bien, por fin una norma con la que estoy de acuerdo. Como me empeño en ver un signo de que Kirchner estuvo aquí, voy al cementerio. Entre la hierba fresca descubro dos bloques de piedra con las palabras justas: "Erna Kirchner, 1884-1945", y, al lado, "Ernst Ludwig Kirchner, 1880-1938". —RPL

14

EL PULSO

Davos no quiere que sepas dónde vivió Kirchner

Ante la moda de poner placas que anuncian qué famoso nació o murió en un sitio, Davos se ha negado a señalar la casa de su habitante más célebre, el pintor expresionista Ernst Ludwig Kirchner.



Regreso de los animales, hotelalp 01010, foto de Ernst Ludwig Kirchner. NPIA TIMEA, ENTORRAL DE MAGAZ


FOR USE LAHOZ

14 ADO 2023 - 10:50:02E1

Facebook, Twitter, LinkedIn, YouTube icons

Hoy en día es casi imposible recorrer una calle de cualquier ciudad y no dar con una fachada en la que se anuncie que aquí vivió un poeta, que aquí nació un portero de fútbol o que aquí se inventó el chocolate. En este bar NO estubo Hemingway. En este balneario se relajó Grace Kelly. En este banco se sentaron una tarde James Joyce y Nora Barnacle. En esta mesa leyó Stefan Zweig el periódico durante un invierno. Es una tendencia al alza, aunque no todos los lugares son partidarios de ella.

En la pequeña localidad suiza de Davos, un prestigioso enclave alpino donde cada año se reúnen los gurús de la economía, el



Test de inteligencia n°1



Timing: August 2023
Media contacts: 2'498'482



Switzerland.

Trade campaign @ Europamundo.

- First campaign with Europamundo, TO based in Madrid but with important sales in LATAM and Asian markets
- This new collaboration included:
 - Banner in homepage
 - DEM newsletter
 - Social Media organic posts
 - LATAM B2B webinar
 - 3 press releases by Ladevi (trade media)
 - DEM newsletter Ladevi (Colombia & Mexico)

Timing: May 2023 & September 2023
 Marketing contacts: 350'000

8 días desde 1.530€
 Vuelos directos con **IBERIA**
 TASAS NO INCLUIDAS 55€

VISITANDO

Zurich	Leysin	Vaduz
Berna	Interlaken	Feldkirch
Friburgo	Aareschlucht	Saint Gallen
Nyon	Chiasso	Constanza
Yvoire	Lugano	Stein Am Rhein
Ginebra	Burglen	Cataratas del Rin
Castillo de Chillon	Lucerna	
Gruyeres	Einsiedeln	

Ver itinerario

Fecha de salida	Precio desglosado	
Todos los Lunes del año 2023	Precio terrestre por persona (habitación doble)	1.298€
	Suplemento de individual	536€
	Tasas no incluidas por pax (Reconfirmar momento de emisión)	55€

www.europamundo.com

» [Check it out](#)

AMoS advertorial @ El Duende.

- El Duende is a niche magazine for urbanites who love culture & design and is distributed free of charge in selected venues in the city of Madrid
- Creation of a 7-page branded content in print & digital where the 10 AMoS have been integrated prominently
- The action has been complemented by several publications in the magazine's SoMe channels and an exclusive NL



UK/Ireland.



Switzerland.



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

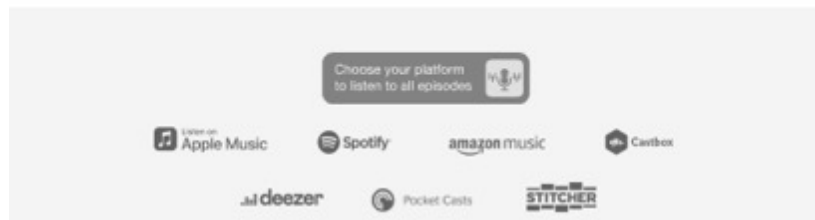


Blum, paid promotion.



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



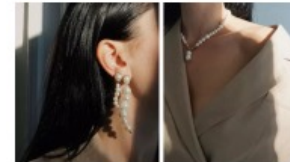
Discover Switzerland and its art museums through hit podcast drama Blum, and a city-by-city trail

BY SIMON MILLS • LAST UPDATED 2 HOURS AGO



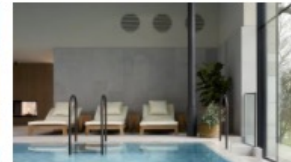
Serpentine Summer Party 2023 is a gastronomic spectacular

BY MARY CLEARY • PUBLISHED 4 HOURS AGO



Playing it cool: pearls are having a moment

BY HANNAH SILVER • LAST UPDATED 5 HOURS AGO



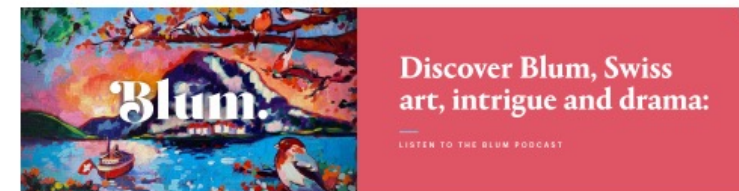
The Botly spa is a labour of love tucked away at Heckfield Place, UK

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



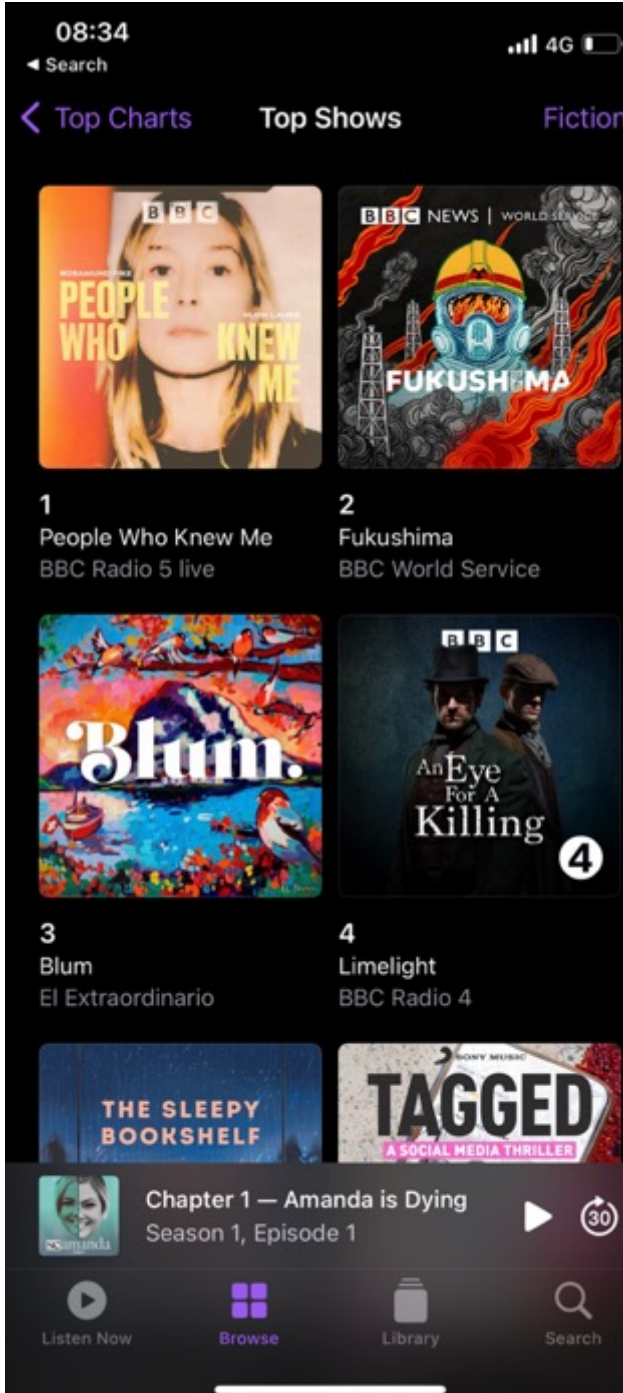
Real Dictators
NOGER



Stuff To Blow Your Mind
iHeartPodcasts



Fangasm
Allie 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



Swiss Deluxe Hotels x GToS.



Switzerland.

- Mosimann Rally 2023, promoting Swiss Deluxe Hotels & GToS
- Media Trip took place in June with Anton & Katrin Mosimann and a journalist from Telegraph UK and a filmer/photographer to produce content
- SDH additional invited CH content creators and media
- Paid promotion in the UK via Telegraph: online long read & one full page print article
- Coverage in CH: Gault Millaut Channel, Schweizer Illustrierte, Marmite (to follow)



Wired for Adventure.

- Individual activity: Valais
- Niche/ premium outdoor platform
- Audience
 - Print: readership 83'000
 - Digital: 100k uniques/ month
 - SoMe: 140k followers IG, FB & Twitter
- Deliverables:
 - July 2023 – In Focus: Brig-Simplon
 - Editorial print feature
 - Digital content feature
 - Digital ads + side panels/ take overs
 - E-newsletter – 30k distribution
 - Bespoke SoMe – organic & targeted

6 OF THE BEST HIKES IN BRIG-SIMPLON SWITZERLAND



ANNA SMITH · 15TH AUGUST 2023

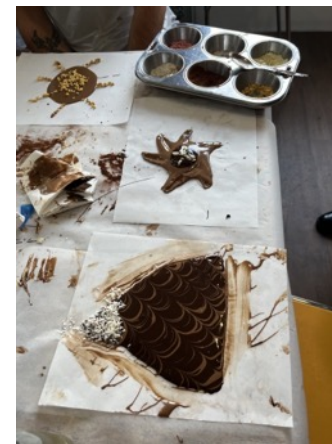
HIKING

NEW / PROMOS / GENERAL



Swiss training at TUI UK&Ireland.

- TUI hosted a Swiss training afternoon on the 16th August 2023 at their head office in Surbiton
- General presentation to the trade team of 30 plus 48 called in via teams
- Swiss Quiz followed the presentation
- Chocolate making session for the TUI teams creating Swiss mountains





Switzerland.

Fam trip for travel advisors.

- 2nd-6th July 2023 to the Jungfrau Region and Adelboden-Lenk-Kandersteg
- ST Guide and 7 Travel Advisors
- Highlights included Wengen, Männlichen, Kleine Scheidegg, Staubbach Waterfall, Lauterbrunnen and Kandersteg





Switzerland.

From Scotland to Switzerland.

- Content creation trip from 12-22 July
- 2 Content creator: Ross Jennings (45K Instagram followers) and his partner Travis Bluemling (24K Instagram followers)
- 4 destinations: Geneva – Valais – Zurich – Sils/Maria (Waldhaus)
- Ross's post on Geneva was very successful, with over 400k views and over 24k likes!
- His post from Tuesday 1 August was shared by the global ST Instagram account
- Minimal investment from ST LON with flights/STP and video production



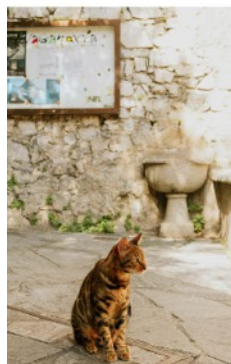
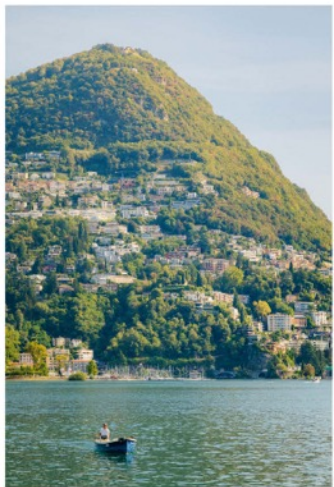
Switzerland.



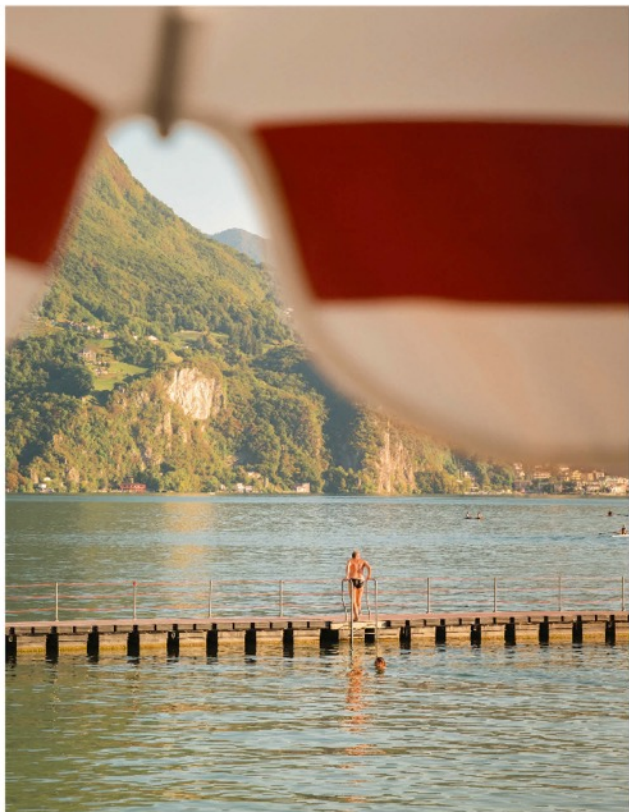
A great clipping.

- Published in Condé Nast Traveller UK
 - Online :
<https://www.cntraveller.com/article/ticino-switzerland>
 - Paper
- “*The splashing pleasures and dancing delights of Ticino, Switzerland’s italianate enclave*”, July 2023
- Written by Catherine Fairweather
- Amazing pictures by Lavina Cernau
- Direct result of an individual media trip organised in August 2022





Switzerland.



TICINO IN STYLE

WHERE TO STAY

LUGANO

Hotel Splendide Royal The marbled, gilded belle époque grandeur of the Hotel Splendide Royal, overlooking the lake in Lugano's cultural heart, never palls. The 94 bedrooms are vast and the top-rated spa has a chandeliered indoor pool. *Doubles from about £355; splendide.ch*

Villa Principe Leopoldo Outside the city on the Collina d'Oro, this former princely residence has 37 suites and a freeform swimming pool in a lemon grove with sublime views. *Doubles from about £265; leopoldohotel.com*

Grand Hotel Villa Castagnola This 19th-century Russian mansion became a hotel in 1885 and has been in the same family for 40 years. It has 72 bedrooms set in subtropical gardens, a seafood-heavy restaurant-art gallery, a sensational lakeside terrace and a private beach, all just over a mile from the Olive Trail. *Doubles from about £430; villacastagnola.com*

ASCONA

Castello del Sole Beach Resort & Spa This Michelin-starred Relais & Châteaux country manor is set in 346 acres of park and farmland on the shores of Lake Maggiore. It belongs to the same group as the Terreni alla Maggia farm and vineyards, and has a beach, marina, bird sanctuary, immaculate stables and powerboats, plus a rustico retreat further up the mountain. The property is working on becoming plastic-free and has built shelters for about 500 migrating house martins. *Doubles from about £510; castelldelsole.com*

Hotel Eden Roc This exuberant beach resort on Lake Maggiore is part of the legendary Tschuggen Collection. The 95 balconied bedrooms are spread across the jaunty, nautical-style Eden Roc marina, a contemporary art-filled main building and a more sober wing. There are three pools and four top-notch restaurants, which do bewitching things with vegetables. *Doubles from about £570; tschuggencollection.ch*

LOCARNO

Villa Orselina After travelling up to see the view over Locarno and Lake Maggiore, and the 15th-century Madonna del Sasso, on a cable car designed by brutalist architect Mario Botta, the cherry on the cake is a stay at this honeymooners' favourite. *Doubles from about £290; villaorselina.ch*

Corippo Albergo Diffuso This plain but magical 10-room hotel in the deepest nook of the valley is open all year. It's part of a movement to revitalise historic settlements, with no bar music, chlorinated pools or minibars, and minimal plastic. *Doubles from about £160; corippotalbergodiffuso.ch*

WHERE TO EAT

Locanda Gandriese Overlooking the lake in Gandria, this unpretentious restaurant with rooms is known for chef Davide Crobe's Sardinian specialities and legendary pizzas. *locandagandriese.com*

Grotto dei Pescatori A top choice for excellent fish and meat prepared on an open grill by the water in Caprino. *grottodeipescatori.ch*

Grotto Descanso Next to the Swiss Customs Museum, this summer eatery is accessible only by boat and dishes up the region's cheeses, charcuterie and seasonal produce in a lakeside setting. *ristopro.org*

Casa del Tè A tea house by the on-site plantation in the Zen Garden at Monte Verità, serving ice-cold green tea. *casa-del-te.ch*

La Froda Winning plates at this Foroglio osteria include boar stew, foraged-mushroom risotto and chestnut cake. *lafroda.ch*

Agua This lively Lugano restaurant offers great fish, local wine and abundant opportunities for people-watching on the terrace. *agualugano.ch*

HOW TO GET THERE

To find out more about Ticino, visit myswitzerland.com. Fly with Swiss International Air Lines, swiss.com

From left: cat at the Church of San Vigilio, Gandria; the church exterior; Borsalino hat shop in Lugano. Opposite: outdoor seating at Lugano Lido



Switzerland.

Beautiful autumn coverage in Financial Times.

- Published on the Financial Times website on Wednesday 30 August: <https://t.co/jPmGLIJ8j1>
- Written by Horatio Clare
- *“Everything that is beautiful about autumn seems writ bright here now. As a European I feel intensely lucky to be able to come here so easily, to this glorious source of so much of the art and thought that forms our continent’s sensibility.”*
- Stunning autumn photos taken from both SAM and Getty
- Direct result of an individual media trip organised in autumn 2022 by ST LON and Valais Wallis Promotion





Switzerland.

“

The light is incredible at this time of year, the low angle, the shadows and the shapes

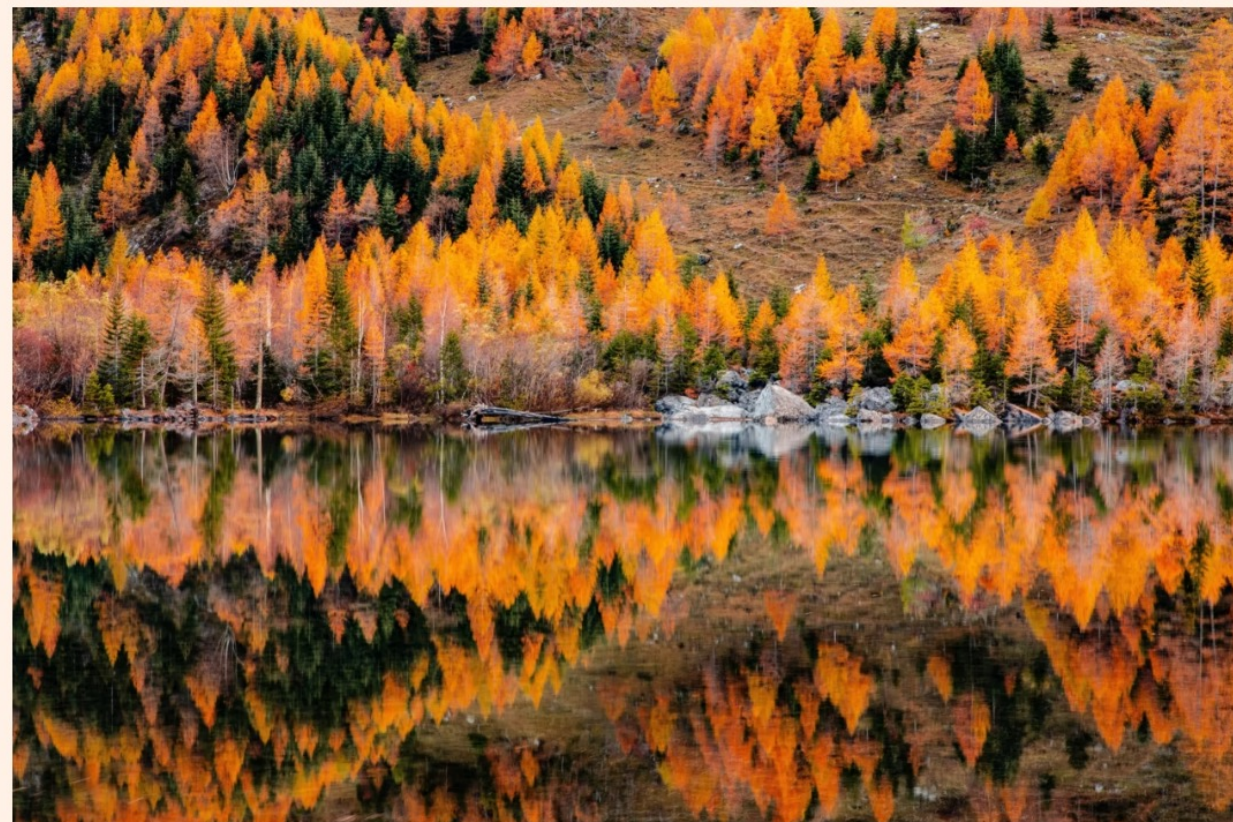
Rather than follow the skiers to the glacier, I take the cablecar to Hannigalp, 2,350 metres up, the start point for numerous hikes and the home of a café with a wide terrace and an astounding view.

The still morning zithers with grasshoppers and chitters with glossy black alpine choughs. The sunlight picks out their bright yellow beaks and designer crimson leggings. Joyful aeronauts, the choughs dive and whistle in flying squads.



Looking across the valley to the Almagellerhorn, from the trail at Hannigalp, above Saas-Fee

Come September and October this disparate country unites in delighted, near-obsessive celebration of the season, planning expeditions to walk among the woods and tracking the turning of the leaves via an [online “foliage map”](#) that offers forecasts, live updates and links to scores of webcams.



The larch is Europe's only deciduous conifer © Getty

North America.



SCIB NA: Global Meetings Exchange (GME).

- July, 17 – 20, 2023
- Accor Annual Event, Paris
- Partners: Fairmont Le Montreux Palace
- 153 clients, majority out of NA
- 60 hoteliers, 10 media reps
- 40 x 1-on-1 meetings, plenary session & networking
- 6 potential RFPs
- Focus on sustainability, wellbeing & future of hotels/meetings

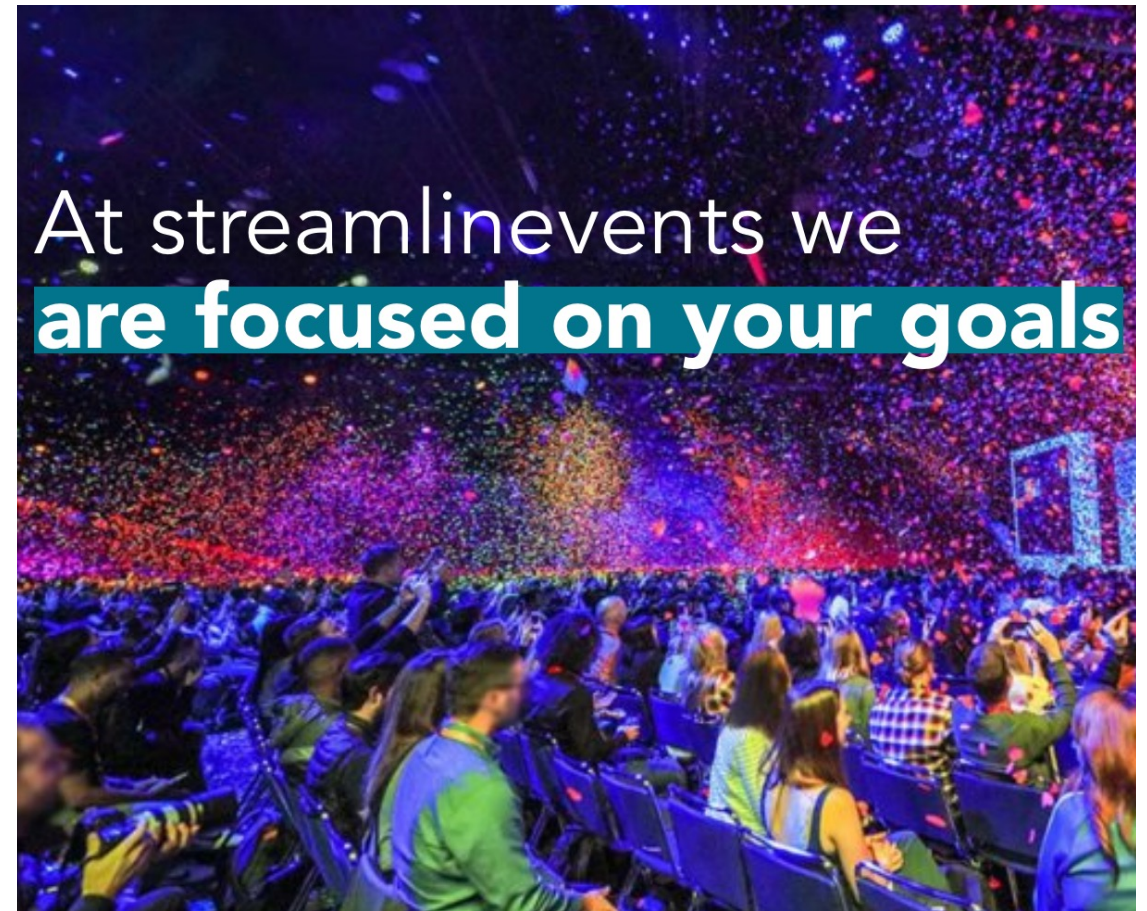


SCIB NA: Confirmed RFP.



Switzerland.

- 09 – 12 July 2024, Chedi, Andermatt
- Grammarly 2024 President's Club
- 80 pax, 240 overnights
- CHF 79'920 turnover
- Agency: Streamline Events
- Client: Grammarly
- RFP was discussed at IMEX F 2023
- Sharon traveled to CH as a private IMEX post-tour which made her choose CH for the Grammarly event.





Switzerland.

KAM: Virtuoso Travel Week Las Vegas.

- August 13 – 19, 2023
- Conference with top selling Virtuoso advisors from all over the world (majority from US)
- 5,000 overall attendance (Swiss hotels, Graubünden Ferien & Bucher Travel)
- Switzerland presence at 1:1 meetings & Switzerland exclusive event
- Attendees:
 - 1:1 meetings → 140
 - Switzerland Event → 40 advisors



KAM: Switzerland – Virtuoso Tourism Board of the Year.

- Switzerland Tourism awarded with the prestigious Virtuoso **'Tourism Board of the Year 2023'** trophy
- Chosen through voting by luxury travel advisors and supplier partners
- Recognition received during gala dinner at Virtuoso Travel Week in Las Vegas
- This marks Switzerland Tourism's fifth win of the award in the past decade (2013, 2014, 2018, 2019 & 2023)



KAM: ConneXion.

- **ConneXion with AirCanada / SWISS International**
- 20th July 2023
- Vancouver International Airport
- Presentation of the Swisstainable Blue Print including of some fun experiences in Switzerland that don't leave any carbon footprint
- 25 Travel Agents
- Partners including:
Edelweiss, SWISS, Basel, Valais, Made in Bern, Lake Lucerne Region, Zermatt Matterhorn, Jungfrau, Interlaken, STS





Switzerland.

KAM: VIP Event Swiss Nation Day.

- **VIP Dinner in celebration of Swiss National Day**
- 31st July 2023
- Teahouse in Stanley Park, Vancouver
- Pre-Celebration of 1st August together with senior management of top producing agencies from Vancouver area
- 16 qualified Travel Agencies
- Partners including:
Edelweiss, SWISS, Basel, Valais, Made in Bern, Lake Lucerne Region, Zermatt Matterhorn, Jungfrau, Interlaken, STS





Switzerland.

KAM: Meet the trade at GTM West – Henderson.

- July 11-13
- 48 1:1 appointments with selected travel advisors
- 4 exclusive boardroom presentations with 40 advisors (30minutes per session)
- Partner: St. Gallen - Bodensee



Promotion: Swiss Club Toronto – National Day.



- July 23rd 2023
- Toronto
- Distribution of ST Touring magazines to participants
- STP lucky draw
- 500 Pax



Promotion: Swiss National Day - Swiss Cycling Days.

- 2 events in SFO in collaboration with the Consulate
- Presentations about cycling in Switzerland.
- Integration of Backroads, a SFO based TO offering cycling and hiking trips to Switzerland.
- 60 Pax in the Swiss residence.
- 130 Pax at the official Swiss National Day reception.





Switzerland.

Promotion: Swiss Clubs North California – National Day.

- Distribution of ST magazines to every participant.
- STS promo and STP lucky draw participation when signing up to ST newsletter.
- Cow stacking challenge
- 500 Pax
- 100 subscribers

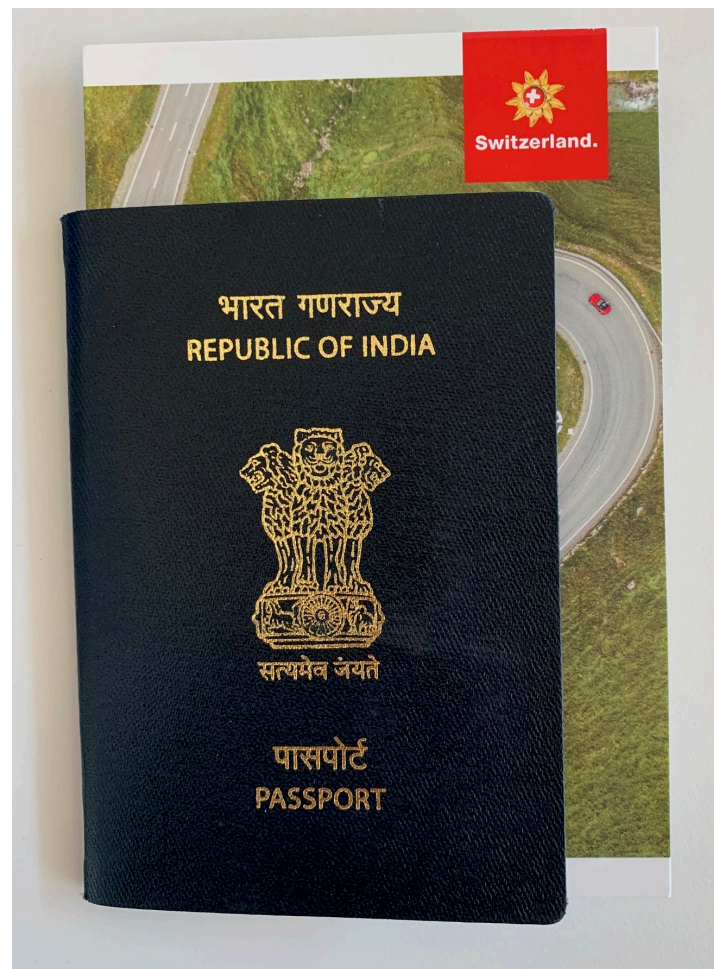




Switzerland.

Promotion: App Card for visa applicants.

- 13.5k copies in the USA & Canada
- distributed by the Swiss consulates in San Francisco, Atlanta, New York, Washington, and Vancouver with every Schengen visa that has been issued





Switzerland.

Promotion: B2C - Swiss National Day.

- **Swiss National Day with Edelweiss & Air Canada**
- 1st August 2023
- Vancouver International Airport
- Interacting and celebrating Swiss National Day at the departure gate of AC & WK leaving to Switzerland. Games, information & give aways for passengers.
- Frequency: 67'000 passenger daily
- Partners including:
 - Edelweiss, SWISS, STS



Handy mobile apps for your stay

- GRAND TOUR Grand Tour of Switzerland
- Grand Train Tour Grand Train Tour of Switzerland
- Switzerland Travel Guide
- SWISS
- STB

Swiss Travel Guide App to help plan your stay.
Grand Train Tour App to enjoy Switzerland on rail.
Grand Tour of Switzerland App to help plan your perfect roadtrip.
SBB App for public transport schedule and timing.
Swiss international Airlines App for bookings, check-in and information.

Emergency contact numbers in Switzerland

Police:	117
Fire department:	118
Ambulance services:	144
Air Rescue:	1414

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For more information on Switzerland
[MySwitzerland.com](https://www.myswitzerland.com)



Switzerland.

Media TV Project: Tampa Bay's Morning Blend.

- Date: July 26, 2023
- TV: Tampa Bay's Morning Blend
- Title: Switzerland Is the Perfect Getaway That Will Leave You Awe-Inspired
- Reporter: Carmen Ordonez
- Circulation: 60'000 UVPM
- Featured: Basel, Fribourg, Valais
Matterhorn, Edelweiss
- Focus: Activities for families with children





Switzerland.

Media Trip: Architecture meets Science.

- Dates: July 17-22, 2023
- 4x media contacts from NA
- Partners: Geneve Tourisme, Vaud Promotion
- Visit of CERN Science Gateway, EPFL Lausanne, Rolex Learning Center and other startups
- Focus: architecture in science, women-led startups





Switzerland.

Media top result: Hemisphere.

- Date: July 2023
- Outlet: Hemisphere, printed edition
- Journalist: Susan Portnoy
- Title: The Hills Are Alive.
- Circulation: 12'300'000
- Focus: International
- Featured: Ticino (Albergo Diffeso in Corippo), Accomodation



The Stay
Story and Photography
by Susan Portnoy



Where is the city? It's not in St. Kitts.

The Hills Are Alive
Corippo Albergo Diffeso turns a small Swiss village into a hotel

Corippo, an 800-year-old hamlet overlooking the Verzasca Valley in Switzerland's Italian-speaking Ticino region, is making a comeback with the opening of an albergo diffeso (scattered hotel), the first inn of its kind in the country and the cornerstone of efforts to preserve and revitalize the village. Originating in Italy, scattered hotels aren't confined to one building; the one in Corippo, for example, features 10 en-suite guest rooms across five renovated, hand-built stone houses with artfully preserved wood-beam ceilings, picture windows, and cozy dimensions. Here are four reasons to stay at this fascinating year-round escape.

Living Museum
At its peak in 1950, Corippo's population of farmers and shepherds numbered 215. Today, only 15 full-time residents walk the village's narrow granite steps and ancient pathways. The medieval settlement's nooks and crannies can only be explored on foot, but it's well worth the effort, as you'll discover religious frescoes, centuries-old fountains, an enchanting stone footbridge, a restored mill, and a 17th-century church.

Culinary Delights

Using ingredients grown both in the hotel's garden and by local purveyors, chef Jeremy Gehring serves simple, fresh Italian cuisine that diners can enjoy along with the views on the terrace of the albergo diffeso's osteria. Highlights include spaghetti with a tangy dry tomato pesto and creamy fresh goat cheese, tender beef cheeks with garden herbs jus, and chocolate cake made with farina berna (roasted corn flour), which adds a subtle flavor of popcorn to the gooey confection.

Tranquility on Tap
There's no traffic or crowds in Corippo, making the albergo diffeso an ideal, scenery-filled retreat. Wander the Valle Verzasca trail (one of many hiking paths in the region), which hugs the emerald Verzasca River through miles of dramatic canyons and passes by the double-arched Ponte dei Salti in Lavertezzo. At night, retire to your terrace to stare up at a sky that's unrettered by light pollution and awash with shimmering stars.

Ample Activities
Corippo may be sleepy, but there's plenty to do nearby. It's a short drive to Locarno's Termali Salimi & Spa, numerous boutiques, and Blu Restaurant & Lounge, with its eye-popping lakeside setting. Various local operators offer cycling, canyoneering, and diving in the summer, and snowshoeing, Nordic skiing, and ice-skating in the winter. Thrill-seekers can bungee jump off the Verzasca Dam, made famous by Pierce Brosnan when his James Bond leapt from it in the opening scene of 1999's GoldenEye. From \$169, corippo.com/albergo-diffeso.com

Chesteria
The hotel's chef, Jeremy Gehring, serves simple, fresh Italian cuisine that diners can enjoy along with the views on the terrace of the albergo diffeso's osteria. Highlights include spaghetti with a tangy dry tomato pesto and creamy fresh goat cheese, tender beef cheeks with garden herbs jus, and chocolate cake made with farina berna (roasted corn flour), which adds a subtle flavor of popcorn to the gooey confection.

Corippo
The village of Corippo, a medieval settlement with narrow granite steps and ancient pathways, is being revitalized by the opening of the albergo diffeso. The hotel features 10 en-suite guest rooms across five renovated, hand-built stone houses with artfully preserved wood-beam ceilings, picture windows, and cozy dimensions. Here are four reasons to stay at this fascinating year-round escape.

Brazil.



Switzerland.





Switzerland.

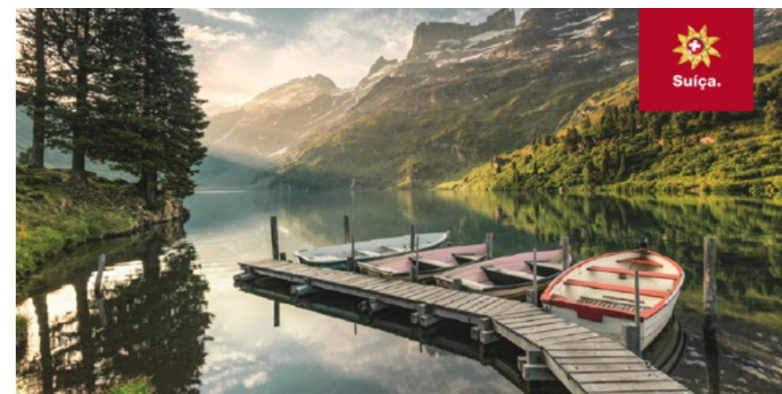
KAM/Digital Newsletter: Health Tourism.

- **Highlight:** Health Tourism dedicated newsletter
- **02nd mailing:** July 06 and 19
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 24,62%
- **Newsletter link:**

<http://smtp.mailnewsdobrasil.com.br/email/SUICA-07-DE-24-2023/suica-07-de-24-2023.html>

Key partners highlighted in the content:

- Health Tourism partners

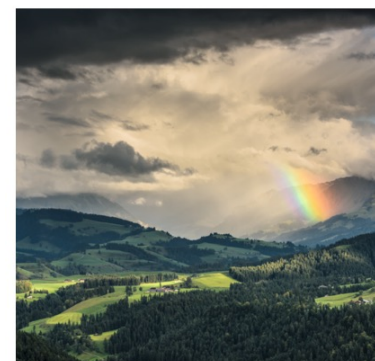


©Switzerland Tourism/Andreas Gerth

A Suíça pode fazer você se sentir melhor

Durante períodos estressantes, todos nós procuramos por pequenas pausas para escapar. No entanto, às vezes uma viagem de fim de semana não é suficiente. Uma pessoa com esgotamento, ansiedade ou depressão precisa de uma mudança de cenário e cuidados médicos competentes. A Suíça pode ser o lugar certo para se recuperar.

Equipe Switzerland Tourism Brasil



Saúde Mental

A vida de hoje é estressante. Reuniões e telefonemas o dia todo, com uma rápida pausa para almoçar enquanto trabalha, e-mails desde cedo pela manhã até tarde da noite, além de obrigações sociais com família e amigos que precisam ser cumpridas. Não é de surpreender que cada vez mais pessoas se sintam esgotadas e cansadas, às vezes até mesmo esgotadas.

Saiba mais ↗

KAM/Digital Newsletter: Zurich.

> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER

- **Highlight:** Zurich dedicated newsletter
- **02nd mailing:** July 14 and 27
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs

▪ **Opening rate:** 28,95%

▪ **Newsletter link:**

<http://smtp.mailnewsdobrasil.com.br/email/SUICA-11-DE-24-2023/suica-11-de-24-2023.html>

- **Key partners highlighted in the content:**
 - Zurich Tourismus



©Street Parade © Zürich Tourism/Mattias Nutt

Verão em Zurich: desfrute de todas as suas maravilhas urbanas e atividades ao ar livre!

Se você está em busca de uma experiência urbana emocionante ou deseja se aventurar ao ar livre, Zurich é o lugar perfeito. Essa cidade cosmopolita, localizada às margens do belíssimo Lago Zurich, oferece uma combinação única de cultura, história e natureza, tornando-se um destino imperdível para viajantes de todas as idades e interesses.

Zurich é conhecida por sua alta densidade de joias culturais de classe mundial, onde a história de 2.000 anos se mistura com bairros vibrantes repletos de arte, cultura e gastronomia. Aqui, você poderá testemunhar o contraste fascinante entre o passado e o presente, enquanto se encanta com a modernidade e o dinamismo que a cidade oferece.

Durante o verão, a cidade ganha vida de maneira especial. Concertos, performances teatrais e sessões de cinema ao ar livre são realizados em diferentes locais, criando uma atmosfera vibrante e animada. Não há nada como aproveitar um verão em Zurich, onde a vida pulsa em todos os cantos.

Nesta newsletter, apresentamos alguns destaques especiais para você planejar dias de verão inesquecíveis em Zurich.

Equipe Switzerland Tourism Brasil



Switzerland.

KAM: Switzerland Guide launch event by Orion Operadora.

- **07 July 2023**
- Training & Breakfast event in partnership with Orion Operadora
- City: Porto Alegre, Rio Grande do Sul
- Target Audience: 13 travel professionals
- B2B Switzerland Sales Manual by Orion Operadora: <https://corner.stnet.ch/trade-br/wp-content/uploads/sites/49/2023/08/Guia-de-Vendas-Suica-versao-1.pdf>
- **Key partners highlighted in the content:**
 - Swiss Travel System (Bernina Express, Glacier Express, GoldenPass Express, Gotthard Panorama Express, Luzern–Interlaken Express); Swiss
- Switzerland Tourism team presence:
 - Mara Pessoa, Trade Manager



KAM: Travel Agent Networking Lunch – Porto Alegre.

- **06 July 2023**
- City: Porto Alegre, Rio Grande do Sul
- Networking lunch event with 05 key luxury travel agents (Danielle Filippozzi Viagens Personalizadas, Miks Travel, Nossa Agencia Viagens e Turismo, Fernanda Maisonnave Travel Company, Art travel)
- Switzerland Tourism team presence:
 - Mara Pessoa, Trade Manager





Switzerland.

KAM: Sales Calls Porto Alegre.

- **06 July 2023**
- City: Porto Alegre, Rio Grande do Sul
- Sales Visit to OP Turismo (Virtuoso Agency), Mercatur Premium Tour Operator, and Orion Operadora offices.
- Switzerland Tourism team presence:
 - Mara Pessoa, Trade Manager





Switzerland.

KAM: Training Seminar Embark Beyond Brasil.

- **18 July 2023**
- Hybrid training seminar session for travel agent members of Embark Beyond Brasil
- City: São Paulo
- Target Audience: 10 travel professionals
- **Key partners highlighted in the content:**
 - Swiss Travel and Swiss
- Switzerland Tourism team presence:
 - Mara Pessoa, Trade Manager





Switzerland.

KMM – Press release Zurich in the summer 23.

July, 1st.

- Press release highlighting the events and new attractions in Zurich during the summer 23.
- Mailing: 600 journalists

Zurique apresenta atrações para o verão

Alguns dizem que o verão é a melhor estação para explorar Zurique, a maior cidade da Suíça e 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 e, neste verão, lança novas embarcações movidas eletricamente nas quais os passageiros podem apreciar a vista da pitoresca Cidade Antiga e do lago através do telhado de vidro de onde quer que estejam sentados. Outro bom passeio para a estação é o Museu Enea Tree, que une botânica, arquitetura, arte e design em um único parque de 75 mil m². Para os entusiastas de trekking, nas proximidades de Zurique há diversas opções, como o percurso pela cordilheira Pfannenstiel, que oferece as melhores vistas do Lago de Zurique.

Informações: myswitzerland.com



KMM – Press release Bike Tours in Switzerland.



Switzerland.

July, 30th.

- Press release highlighting the bike tours in Switzerland during the summer.
- Mailing: 600 journalists
- Click [HERE](#) to read the article.

Conheça atrativos da Suíça passeando de bicicleta

Cláudio Lacerda Oliva*
turismologoali@hojeemdia.com.br
Publicado em 31/07/2023 às 16:31.

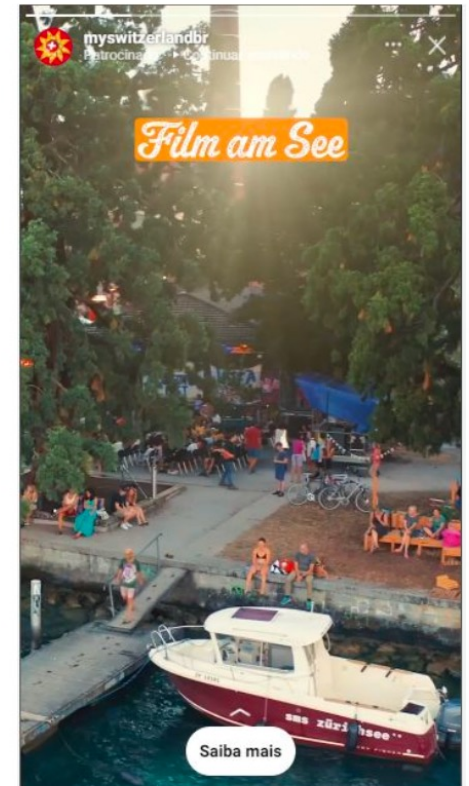


Considerado um dos países mais seguros do mundo para mulheres viajarem sozinhas, a Suíça dispõe de um programa dedicado exclusivamente para as amantes de bicicleta (Divulgação)

Campaign & Activation – Zurich Digital Campaign.

Between, May 20th and June, 20th

- Meta Campaign on Facebook and Instagram.
- Campaign to promote Zurich in the summer as part of Business Plan 23.
- 1'815'910 Impressions
- 103'733 clicks on link
- Budget CHF 3'000

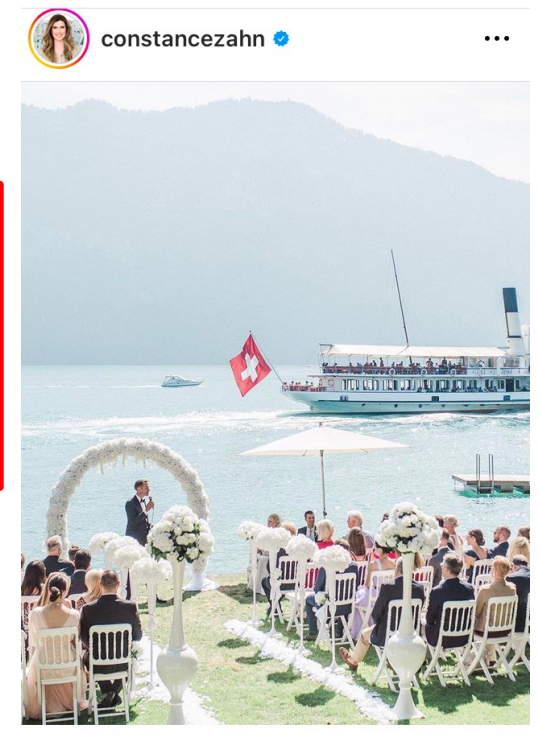
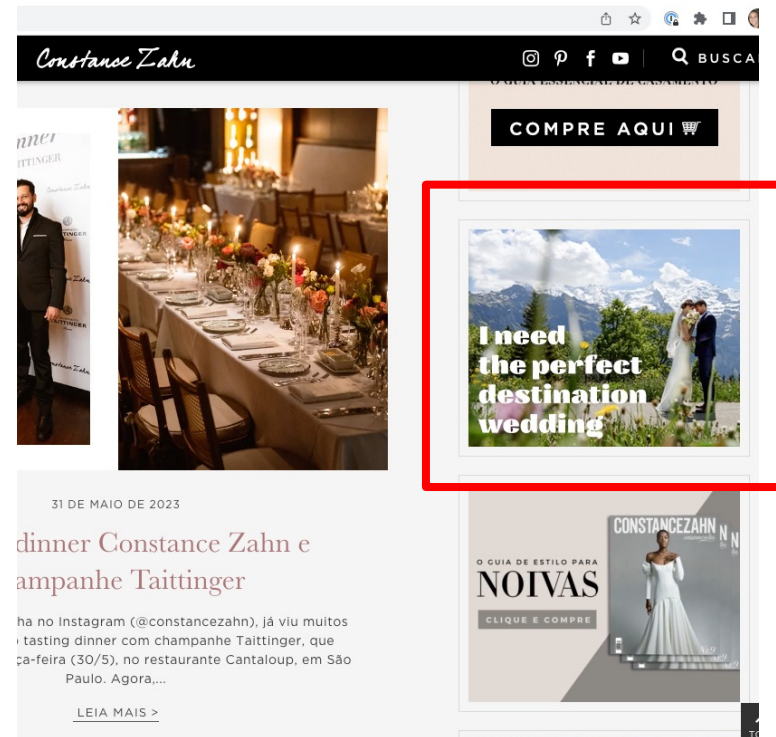


Campaign & Activation – Destination Wedding Constance Zahn.

July

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

Instagram post on Constance Zahn
[@constancezahn](https://www.instagram.com/constancezahn) 351K followers



KAM/Digital Luxury Newsletter: 7132 Hotel.

- **Highlight:** 7132 Hotel dedicated luxury newsletter
- **Mailing:** August 14th and 28th
- **Mailing:**
 - 700 mails for luxury travel agents
- **Opening rate:** 71.38%
- **Newsletter link:**
<http://smtp.mailnewsdobrasil.com.br/email/SUIC-A-13-DE-24-2023/suica-13-de-24-2023.html>
- **Key partners highlighted in the content:**
 - 7132 Hotel

Experiências exclusivas

A Combinação perfeita da arquitetura icônica, hospitalidade de excelência, gastronomia estrelada e spa termal nos Alpes Suíços:



©7132 Hotel - Fabian Herzog

Banhos termais & Spa

Arquitetos e aficionados por arquitetura de todo o mundo viajam para esta charmosa vila no vale de Graubünden, atraídos por um spa resort único, obra do extraordinário Peter Zumthor. Construído com toneladas de pedra pura e de cor esverdeada, o projeto foi laureado com o prêmio mais prestigiado da arquitetura global.

E, além disso, a "7132 Therme" em Vals é um verdadeiro santuário de bem-estar. Edificado com 60.000 peças de quartzo extraídas das montanhas locais, o resultado é um espaço místico e sensual, que acolhe de forma leve as águas termais. A 30°C, estas águas emanam do Vale de Valsler, repletas de minerais curativos.

Com pedra e água em diferentes temperaturas (32°C internamente, 30°C a 36°C externamente) e efeitos luminosos que mudam com o passar do dia, a Therme Vals



Switzerland.

Campaigning and activation: Swiss National Day.

August 01st

- Attendance at a special cocktail at Switzerland Consulate's house in São Paulo
- Over 200 VIP guests including media contacts and Swiss tourism partners (Swiss, Swisslearning, Jungfrau Railways, Lucerne Tourism/ Titlis).
- ST Presence:
 - Mara Pessoa, Trade Manager
 - Natalia Leal, Marketing Manager



Media Trip: Tv Globo.

Between: August 15th and 19th

- Media trip as part of Business Plan "summer offensive".
- Globo television is the biggest television in Brazil. Television program: "Esporte Espetacular". Audience: 15MIO.
- Focus of this trip: cover summer sports.
 - Zürich: Stand Up Paddle, Wakeboard and Urban Surf.
 - Zermatt: Alpine Crossing and biking "5 lakes".
 - ST support: 2 flight tickets, STP, program and meals in Zürich and Zermatt.



Media Trip: Fabiane Gama.

Between: August 16th and 18th

- Media trip to cover the new “Alpine Crossing”
- @byfabigama: 566K followers on Instagram
- Focus of this trip: very good profile to cover the Alpine Crossing and Zermatt in the summer.
- ST support: 2 meals experience and ticket to the Alpine Crossing.



Media Trip: Mari Campos.

Between: August 20th and 27th

- The journalist Mari Campos participated in the International Media Trip STS and 1 overnight in Zurich.
- Mari Campos will publish the article on Panrotas and Estadão (national newspaper)
- Focus of this trip: Cover the sustainable of Swiss travel system and a luxury program/ hotel in Zürich.
- ST support: Flights, STP and program.



Media Trip: Diana Krepinsk & Sarah Mattar.

Between: August 21st and 27th

- Media Trip as part of Business Plan “summer offensive”
- @didikrepinsk 144K & @sarahmattar 304K followers
- Focus of this trip: Cover the summer in the partners destinations.
- ST support: Flights, STP and program in Zürich, Luzern and Zermatt.

