

Markets East.

Germany.



Switzerland.

Playboy Print “Genuss & Reisen”.



- Partners: Swiss Travel System, Goldenpass Express, Montreux & Crans-Montana
- Circulation: 720'000 readers
- Persona: Quinn
- Recovery GTToS



PLEASURE SEEKER

MARKENKOOPERATION

In tollen Zügen genießen

Wie die schönsten Flecken der SCHWEIZ ENTDECKEN und dabei entspannen will, reisst am besten auf der Schiene. Unsere Playmates Carolina und Julia haben es ausprobiert

REISE MIT GUTEN ANGESICHTEN

Im April 2012 sind Julia Sommer und Carolina im Goldenpass Express durch die Schweiz gereist. Wie sie die schönsten Flecken der Schweiz entdeckten und dabei entspannen wollten, verrät uns die Playmate Carolina Sommer.

BUCKET LIST FÜR DIE SCHWEIZ

Montreux am Genèversee ist die perfekte Destination für Kultur- und Genussreisende. Die Goldenpass Express verbindet die schönsten Flecken der Schweiz und ist ein Muss für jeden, der die Schweiz entdecken möchte. Die Grand Tour von Interlaken über Crans-Montana bis nach Crans-Montana ist ein Muss für jeden, der die Schweiz entdecken möchte.

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SINNIGE DATE

Im Sommer 2012 sind Julia Sommer und Carolina im Goldenpass Express durch die Schweiz gereist. Wie sie die schönsten Flecken der Schweiz entdeckten und dabei entspannen wollten, verrät uns die Playmate Carolina Sommer.

PLAYMATES IM TROPEN

Im Sommer 2012 sind Julia Sommer und Carolina im Goldenpass Express durch die Schweiz gereist. Wie sie die schönsten Flecken der Schweiz entdeckten und dabei entspannen wollten, verrät uns die Playmate Carolina Sommer.

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Soirée Suisse: Swiss Embassy Event in Berlin.



Switzerland.

- Around 600 invited guests from politics, business and culture came together for the annual Soirée Suisse of the Swiss Embassy in Berlin
- Motto of the event: #BahntastischeSchweiz, Swiss rail traffic was celebrated in the locomotive shed of the German Museum of Technology.
- The ST - VR experience gave guests a little taste of the scenic routes of the panoramic trains, such as those of the Glacier Express AG.
- The occasion was also the farewell of the Swiss Ambassador Paul Seger after 40 years in office.



SALON Event / Sammlung Philara / Düsseldorf.



Switzerland.

- Exclusive dinner event with SALON magazine and Swiss Deluxe Hotels
- Location: Contemporary art collection, Sammlung Philara, Düsseldorf
- 4th of september
- Hosts: Chief editor, Anne Petersen and collector Gil Bronner
- Menu by star chef Yannick Crepaux, Hotel LeCrans
- Exhibition showcasing Swiss Deluxe Hotels and Grand Tour Deluxe and VR Experience GToS
- 80 VIP guests from business and culture and readers of SALON





Switzerland.

Digital Advertorial for Winterthur – summary.

Frankfurter Allgemeine Zeitung (FAZ.net) & Süddeutsche Zeitung (SZ.de)

- Campaign timeline: 24th July – 3rd September 2023
- Digital Advertorial with 4 topics:
 - Festival city, Art & Culture, Sustainability, Sulzerareal
- Various banner formats linking to the advertorial
- Link to MyS.com & Newsletter subscription included
- Performance (total FAZ.net+ SZ.de):
 - 3.600.459 Ad Impressions
 - 23.303 clicks
 - 0,64% click rate
 - 11.911 Page Views
 - 01:43 minutes average reading time



Switzerland.

Traffic generation through banners.

Frankfurter Allgemeine
ZEITUNG • FAZ.NET
Von Monet bis Caspar David Friedrich
Wahre Meister live betrachten.

Süddeutsche Zeitung
Beliebtes Trendquartier «Sulzerareal»
Industrie trifft auf modernen Lifestyle.

Winterthur
Festival-Vibes das ganze Jahr
In Winterthur trifft Musik auf junges Design und großes Kino. Musikfestwochen, Karnevalstage bis Afro-Pfingsten.

Die grüne Velostadt bewusst genießen.

In der Museumsstadt Winterthur die wahren Meister live betrachten
Die geheime Kulturperle der Schweiz: Winterthur ist eine wahre Schatzkammer der Kunst und Kultur. Besonders die hochkarätigen Museen von Weltformat locken mit namhaften Kunstwerken von Renoir, Courbet bis Daumier. Mehr

Über 200.000 Abonnenten nutzen bereits Fa
Testen >

SZ jetzt Jobkolonne
7500 brutto im Monat für den Streamer
SZ Plus
6 Monate für 49 € inkl. Flasche



Süddeutsche Zeitung
Kommunikation

Winterthur
Die geheime Kulturperle der Schweiz

Nur 20 Zugminuten von Zürich, eine halbe Stunde vom Rheinfluss und 40 Autominuten vom Bodensee entfernt, liegt Winterthur: eine pulsierende Großstadt mit Industriegewerbetätigkeit, die wegen ihrer wunderschönen, grünen Altstadt und kulturellen Vielfalt als Geheimtipp gilt. Zudem ist Winterthur die grünste Großstadt der Schweiz mit über 40% Grünfläche.

Winterthur: Die geheime Kulturperle der Schweiz
Zwischen Zürich und dem Bodensee liegt die sechsgroße Stadt der Schweiz Winterthur. Oftmals im Schatten von Zürich übersehen, überrascht die grüne Großstadt. Als wahre Schatzkammer der Kunst und Kultur bietet sie prächtige Plätze sowie vielfältige Museen und überzeugt mit ihrem persönlichen Charakter.
→ Jetzt lesen

Grün, grüner, Winterthur
Winterthur überzeugt, denn: Die Großstadt mit Industriegewerbetätigkeit ist erstaunlich grün. Fast die Hälfte des Stadtgebietes von Winterthur sind Grünflächen. Auch außerhalb der Stadtgrenzen gibt die malerische Region, die sich vom Tössal bis zum Zürcher Weald erstreckt, zum Entspannen ein.
→ Jetzt lesen

Winterthur: Die Festivalstadt der Schweiz
Ob Film, Musik, Kunst oder Kultur – in Winterthur finden über das Jahr verteilt, zahlreiche Festivals statt. Jeden dieser Festivals ist einzigartig. Sie zeigen hochkarätige Kurzfilme, modernes Design oder mitreißende Musik mitten in der Kulturstadt Winterthur.

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Switzerland.

C&A: GEO Nature Camp with Made in Bern.

- Campaign Idea: ST & MiB organize together a 6-day Nature Camp for readers of GEO Saison/GEO.
- Goal: Activating the target group in print and SoMe with a raffle for an adventure
- Components:
 - Advertorial in GEO Saison (05/2023) as **“Call for Competition”** + Digital Native Advertorial on GEO.de + IG Story on GEO Instagram
 - GEO Nature Camp taking place with 4 winners in MiB Region (06/2023)
 - Advertorial in GEO (10/2023) as **“Follow-up report”** of the Winning trip + IG Story as Follow-Up report
- Key Partner: Made in Bern (TOI, TALK, Jungfrau Region, Bern Welcome)
- Budget: 61'000 EUR
- Results: Impressions IG: 28.846, Klicks Digital Native Advert.: 9.915, print run: 213.917, coverage: 2,83 Mio

ANZEIGE

MITMACHEN + GEWINNEN

GEWINNSPIEL

Nature Camp für Aktivfans

Raus und die Natur erleben: Darum geht's beim **Nature Camp** vom 27. Juni bis zum 02. Juli im Kanton Bern. Auf einer sechstägigen Reise durch vier Destinationen erwartet die vier Gewinner*innen ein sportliches Programm. Was Sie tun müssen, um am Gewinnspiel teilzunehmen? Scannen Sie jetzt den QR-Code oder gehen Sie auf geo.de/nature-camp und verraten Sie uns, warum Sie dabei sein sollten – Teilnahmeschluss ist der 10. Mai 2023.*

Nutzen Sie jetzt Ihre Chance auf ein einmalig schönes Naturerlebnis und machen Sie mit!

NATURE Camp

in der Region Bern gewinnen!

In der Jungfrau Region können Besucher*innen in der östlichen GfE die Berge hautnah erleben.

Lust auf ein Outdoor-Sommererlebnis der besonderen Art? Jetzt bewerben und mit etwas Glück schon bald einen Aktivurlaub in der Region Bern genießen

WER AUF DER SUCHE nach Vielfalt ist, ist in der Region rund um Bern bestens aufgehoben. Mit der Ferienregion Interlaken, der Jungfrau Region, Adelboden-Lenk-Kandersteg und Bern erwarten Gäste gleich vier Destinationen, die unterschiedlicher nicht sein könnten. Hohe Berge und atemberaubende Seen sind hier genauso beliebt wie sanfte Hügel und UNESCO-Weltkulturerbe. Die perfekte Gelegenheit, um sich selbst ein Bild von der Schönheit der Natur und der Vielfalt vor Ort zu machen, ist das sechstägige Nature Camp im Sommer 2023. Vier Gewinner*innen werden das Glück haben, im Rahmen des Camps einen Aktivurlaub zu erleben, an den sie voller Begeisterung noch lange zurückdenken werden. Los geht das Abenteuer in der wunderschönen Ferienregion Interlaken mit einer geführten Kajaktour auf dem Brienzsee und dem Besuch der spektakulären Aussichtsplattform auf dem Harder Kulm. Von Interlaken geht es mit der Bahn weiter in das autofreie Dorf Wengen am Fuße der Jungfrau. Der sonnenverwöhnte Kurort lädt zum Verweilen ein, aber auch zu vielen Aktivitäten, wie einer Seilbahnfahrt auf den Männlichen inklusive einer ausgiebigen Wanderung und dem Besuch des imposanten Staubbachfalls, eines der höchsten Wasserfälle der Schweiz. Adelboden ist nach der Jungfrau Region die nächste Station auf der Route. Das Lohnerdorf mit seinen charakteristischen Chalets, den spektakulären Engstligen-Wasserfällen und dem von überall aus gut sichtbaren Wildstrubelmassiv ist der perfekte Ort für Sportler*innen, Genießer*innen und Kulturinteressierte. Der Besuch der tosenden Wasserfälle und die Wanderung entlang des Klettersteigs von Adelboden auf die Engstligenalp sind schier unvergessliche Erlebnisse. Den Abschluss des Nature Camps bildet die Stadt Bern, die Besucher*innen mit ihrer hübschen Altstadt, dem belebten Wochenmarkt und der E-Bike-Tour „Grünes Band Bern“ begeistert. Klingt gut? Dann machen Sie mit und seien Sie mit etwas Glück beim Nature Camp dabei!

Entdecken Sie die Vielfalt der Region Bern jetzt auch unter: madeinbern.com

Die Engstligenfälle in Adelboden sind ein richtiges Naturerlebnis!

Bern ist die zweitgrößte Hauptstadt Europas und umgeben von grünen Landschaften und beeindruckender Natur

In der Ferienregion Interlaken ist eine geführte Kajaktour auf dem Brienzsee ein Muss (oben)

ANZEIGE

... nach WENGEN, BERN am Fuß der Jungfrau

für eine Seilbahnfahrt, eine beeindruckende Wanderung und einen Besuch des Staubbachfalls.

ABER DAS WAR NOCH NICHT ALLES!

schöner Wochenmarkt am Freitag

das E-Bike-Tour „Grünes Band Bern“

das imposante Chalet in Lohnerdorf

SWITZERLAND

Schweiz, B&W Camp, OneGlobe 05-23, RZ.indd 1

09.03.23 10:00

Austria/Hungary.



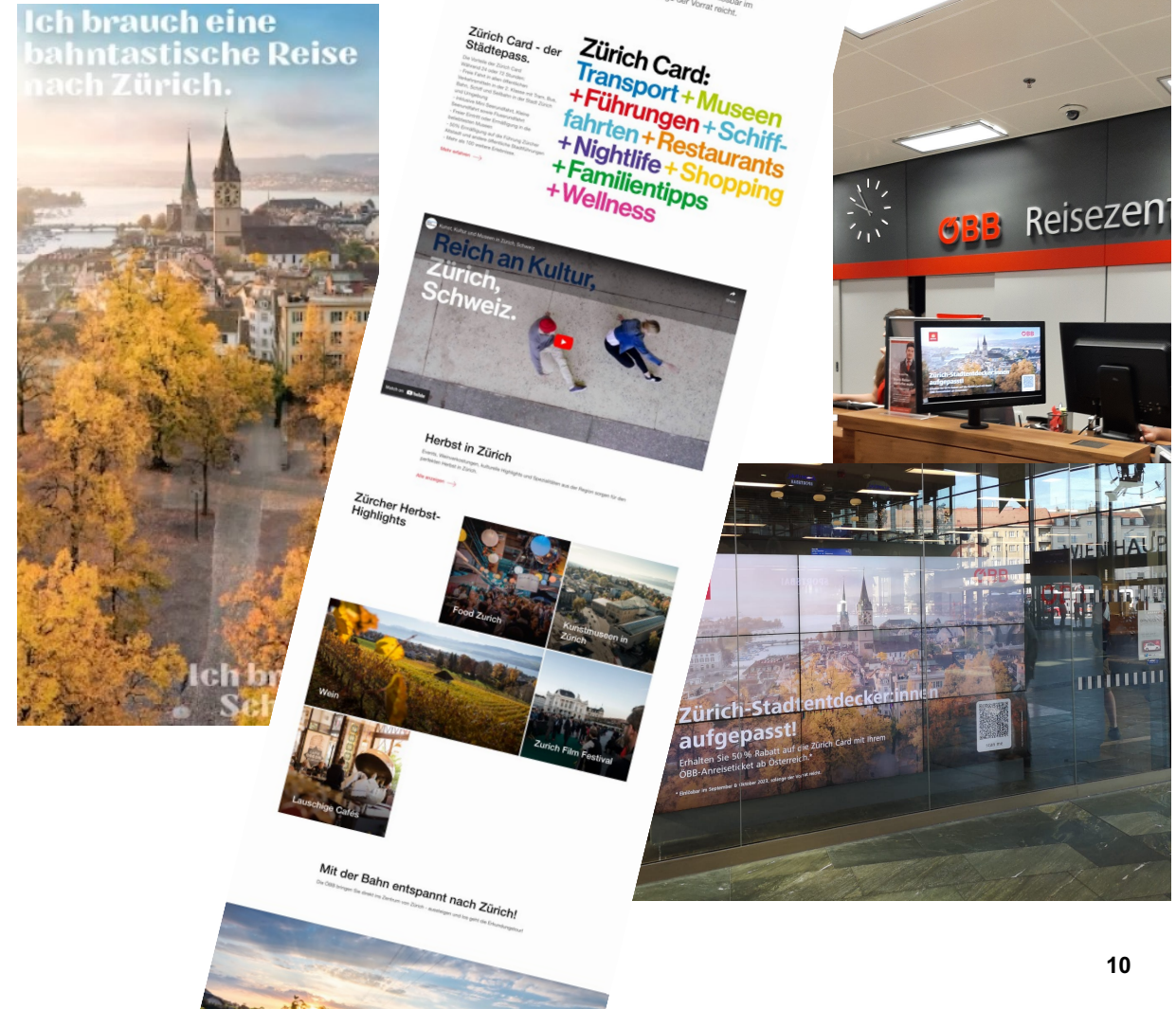
Switzerland.



Austria: Zurich digital campaign.



- Zurich digital campaign in cooperation with ÖBB and STS in order to promote the arrival by train to Zurich in general as well as the Zurich city card (discount for ÖBB guests) in Austria with native and display ads.
- Additional promotion via ÖBB at the “Reisezentren” in major cities.
- Date: 21. August - 15. October 2023
- Expected contacts (final reporting to follow): appr. 3 million AIs, 12'000 clicks

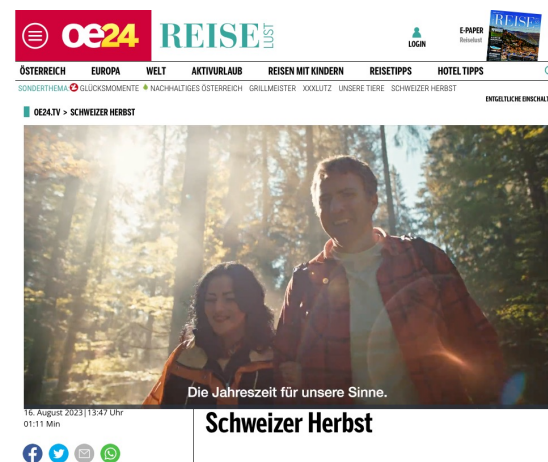
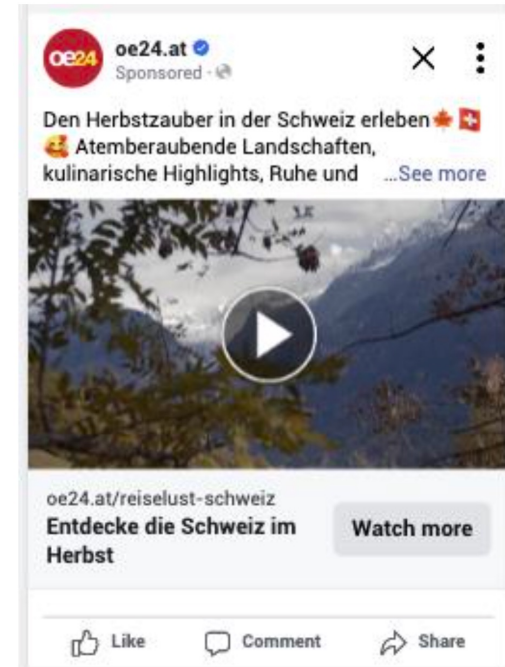




Switzerland.

Austria: Recovery autumn digital campaign.

- Digital campaign in cooperation with Oe24 in order to promote autumn in general and focusing on the sense campaign with an own channel on Oe24 – theme integration on Reiselust.at and Madonna.at.
- Social media postings on Facebook and Instagram.
- Date: 04. September – 03. October 2023
- Expected contacts (final reporting to follow):
appr. 3,2 million AIs





Switzerland.

Austria: Bergwelten event in Zermatt.

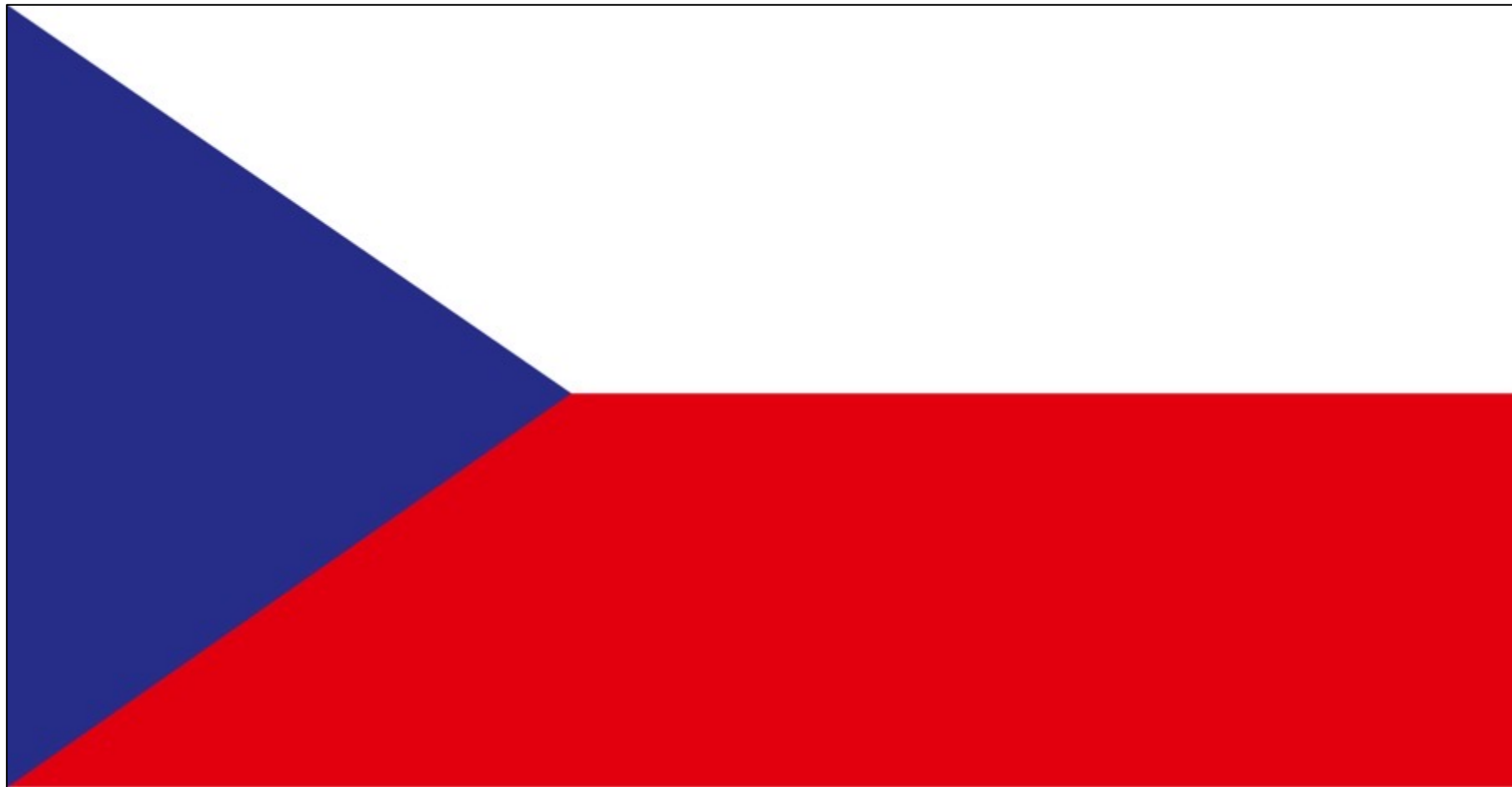
- In cooperation with the Bergwelten Magazin (Red Bull Mediahouse), Simon Messner will climb up the Dom (4545m) joined by 30 people from AT, DE and CH
- Date: 27.-30. August 2023
- Contacts:
 - 103'898 print run
 - 1'204'000 page impressions
 - 90 overnight stays



Czech Republic.



Switzerland.





Switzerland.

Influencer group trip – Czech Social Awards.

- 31.8. – 3.9.2023
- Group influencer media trip to Zermatt for winners of Czech Social Awards and ST long-term cooperating influencers.
- 4 days trip placed only in Zermatt with focus on new Alpine Crossing, Sunnegga and Meet the Sheep.
- 8 PAX





Switzerland.

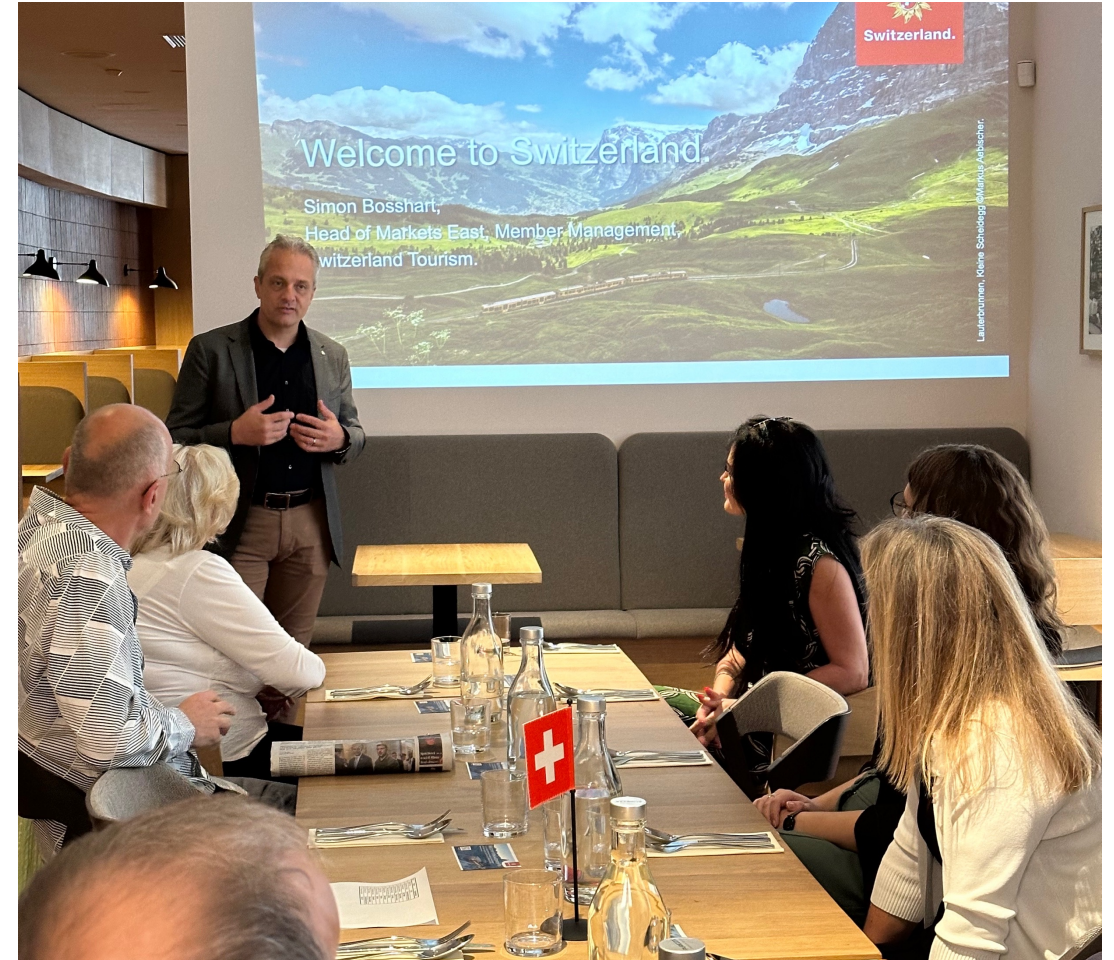
ST Press conference Winter 2023/2024.

- 21.9.2023, Prague
- ST Press conference focused on upcoming Winter 2023/2024 with active participation of EDA, Simon Bosshart, Pilatus-Bahnen AG, and Czech Railways.
- Event location: Residency of Swiss Ambassador in Prague
- 34 participants



Trade / Media Business lunch.

- 22.9.2023, Prague
- Business lunch with ST and Pilatus-Bahnen AG trade presentations by Simon Bosshart and Tobias Thut to invited VIP trade and media partners in CZ followed with lunch.
- ST focus on Swisstainable, Touring and MyS PRO.
- 14 participants



Poland.



Switzerland.



Switzerland.

Future activities.

- Photo influencer autumn project, October
- Promotion on GToS with *naTemat.pl*, October
- Joint Promotional Agreements for winter season
- Winter meeting with trade and media, November
- Display campaign winter, November
- Fam trip winter in Engelberg, 5 pax, December



Switzerland.

KMM: 100% women biking trip with *Wysokie*

Obcasy.

- 21. - 24.08 gravel biking trip
- Olympic MTB silver medalist Maja Włoszczowska, 2 influencers, 1 photographer, 1 journalist
- Lakes Route no. 9
- Cooperation with Eurotrek
- Journalist from women's magazine *Wysokie Obcasy*
- SoMe of participants, YouTube
- Organic SoMe reach 920'000
- Articles after return





Switzerland.

KMM: *Madame Edith and friends* influencer trip.

- 3. - 7.09
- 5 female influencers
- Grand Train Tour of Switzerland
- Some of participants, blog posts planned
- Promotion of our GTToS eGuide
- Partners integrated: RhB, Ticino, St. Gallen, Lucerne
- Reach so far 320'000





Switzerland.

KMM: TV team, *Dzień dobry TVN* trip.

- 5. - 9.09
- Morning show on *TVN* - Poland's biggest private TV channel
- Focus on GTToS
- Golden Pass (Express, Belle Epoque), Lucerne, Montreux
- 3 episodes followed by article online to be published at end of September / October

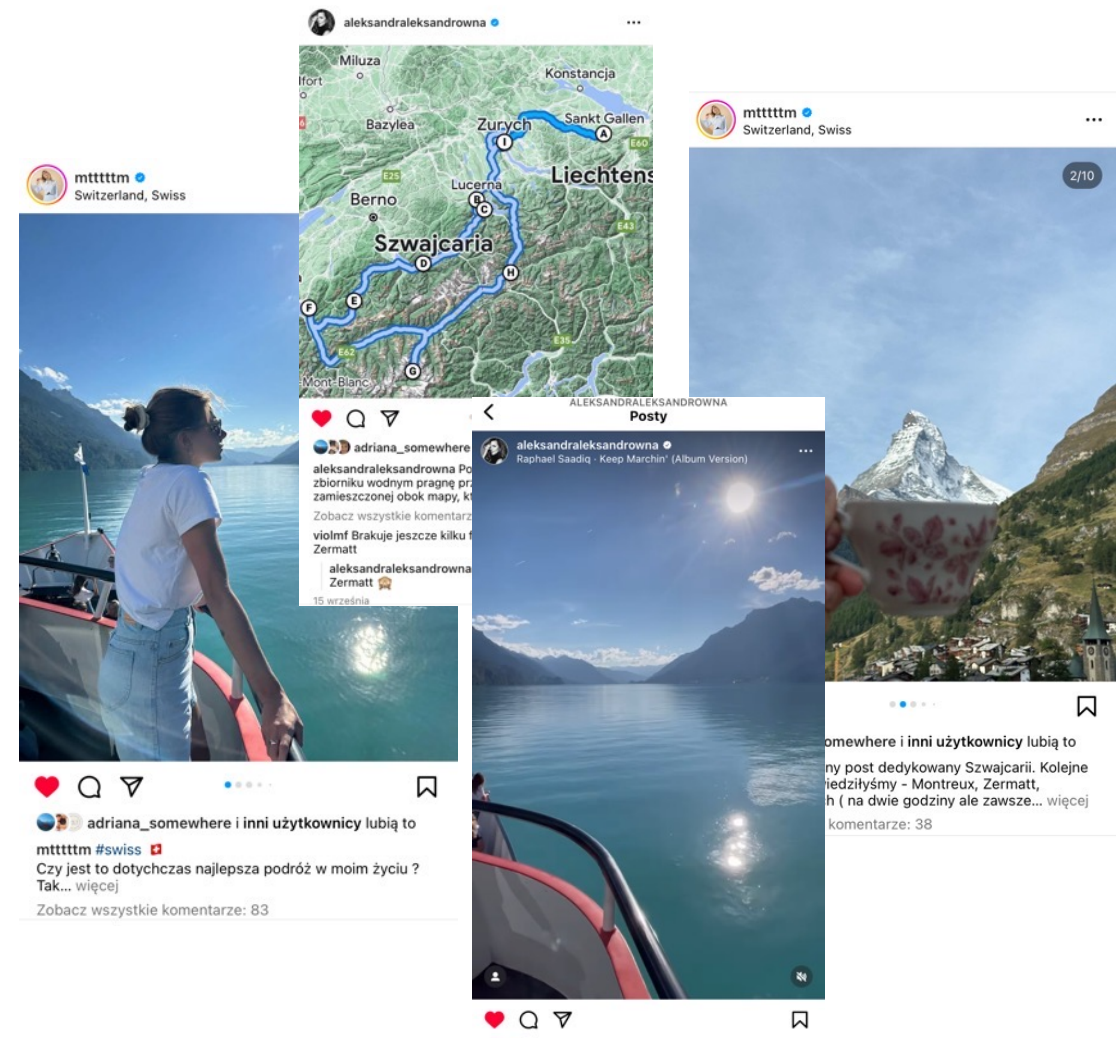




Switzerland.

KMM: TV personality trip by *Aleksandra* and *Marta*.

- 29.08 - 7.09
- Aleksandra Kwaśniewska, daughter of the former president, and her actress friend Marta Wierzbicka (630'000 follow. total)
- Grand Train Tour, panoramic rides, eGuide GTToS promoted
- Instagram posts, reels & stories
- Articles by other media informing about their trip





Switzerland.

KMM: Media trip by *naTemat.pl*.

- 11.-15.09
- Journalist and photographer of portal *natemat.pl*
- eGToS by Europcar
- Content for online article, SoMe
- Promotion of the route and our eGuide GToS

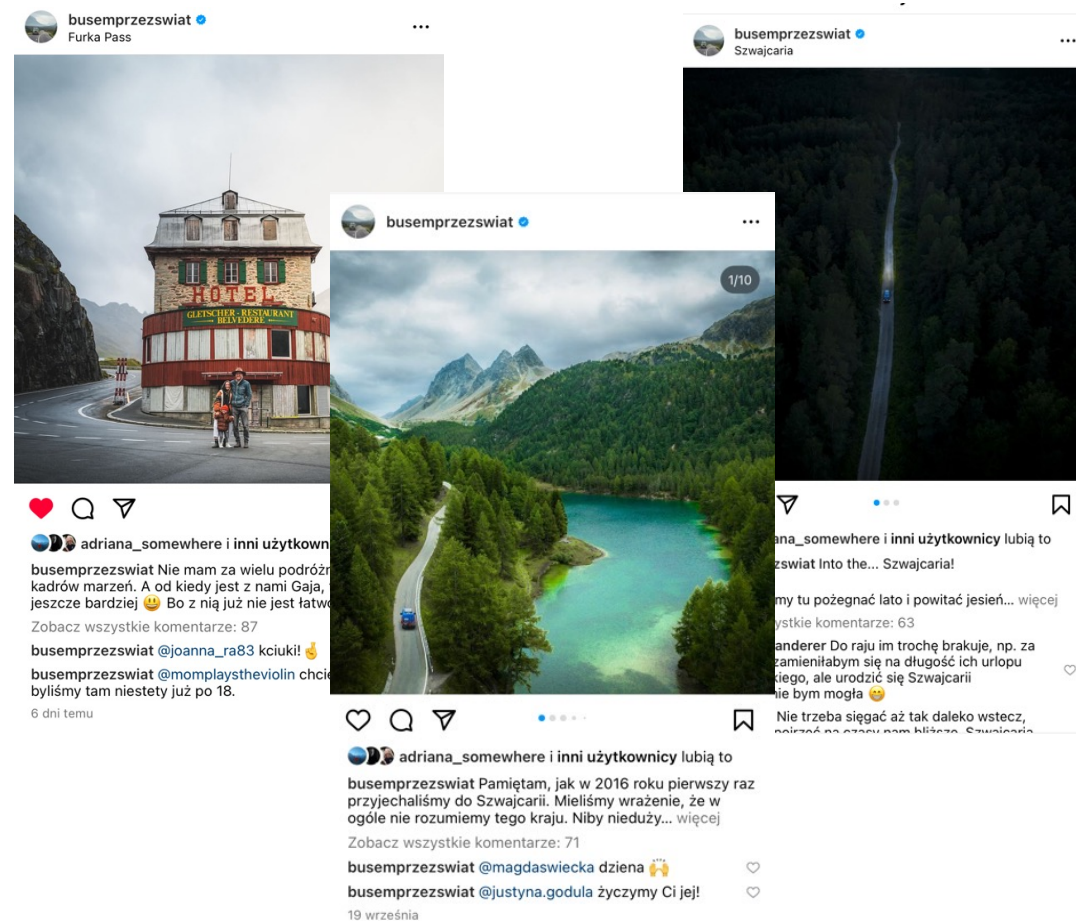




Switzerland.

KMM: Camper trip by *Busemprzezswiat.pl*.

- 5. - 21.09
- Family camper trip to Switzerland
- Grand Tour of Switzerland
- SoMe during and after return
- Video on YouTube planned
- Promotion of GToS eGuide
- Reach so far 270'000



KMM: Contest winner trip by *Wysokie Obcasy*.

- 14. - 18.09
- 4 winners and journalist's team in Switzerland
- Grand Train Tour of Switzerland
- RhB, Davos Klosters, Aletsch Arena
- SoMe of participants, content for movie, articles and SoMe
- Reach so far 329'000

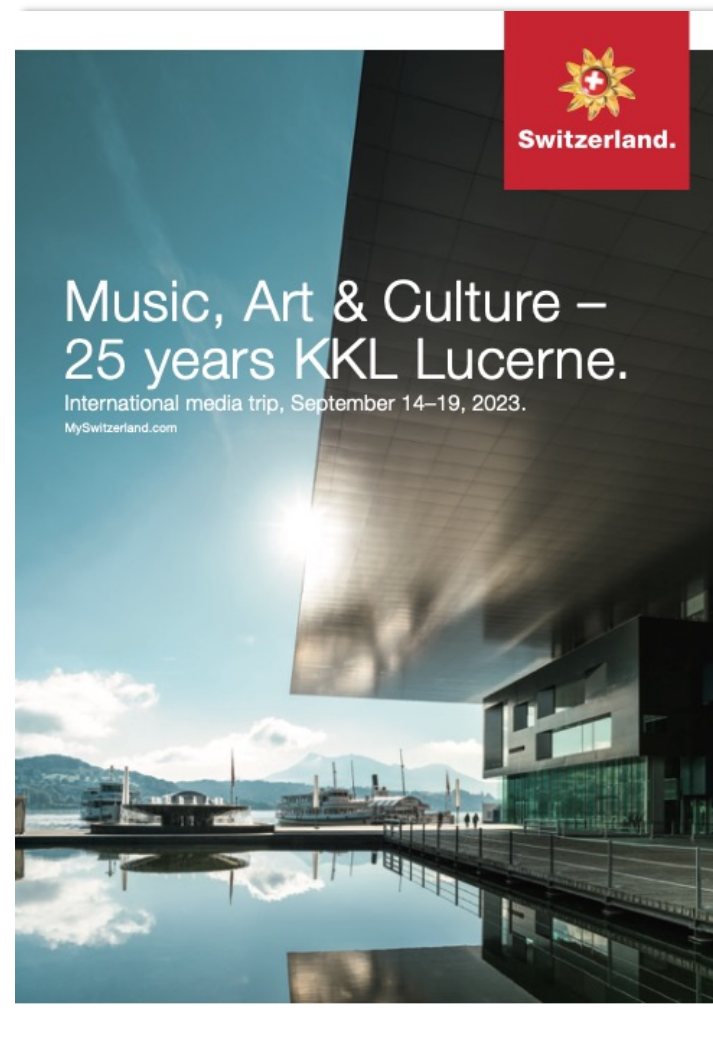




Switzerland.

KMM: Mini int. trip by *Zwierciadło* magazine.

- 14.-19.09
- Journalist from one of the biggest women's magazines in Poland
- KKL anniversary as main focus
- Article planned within few months

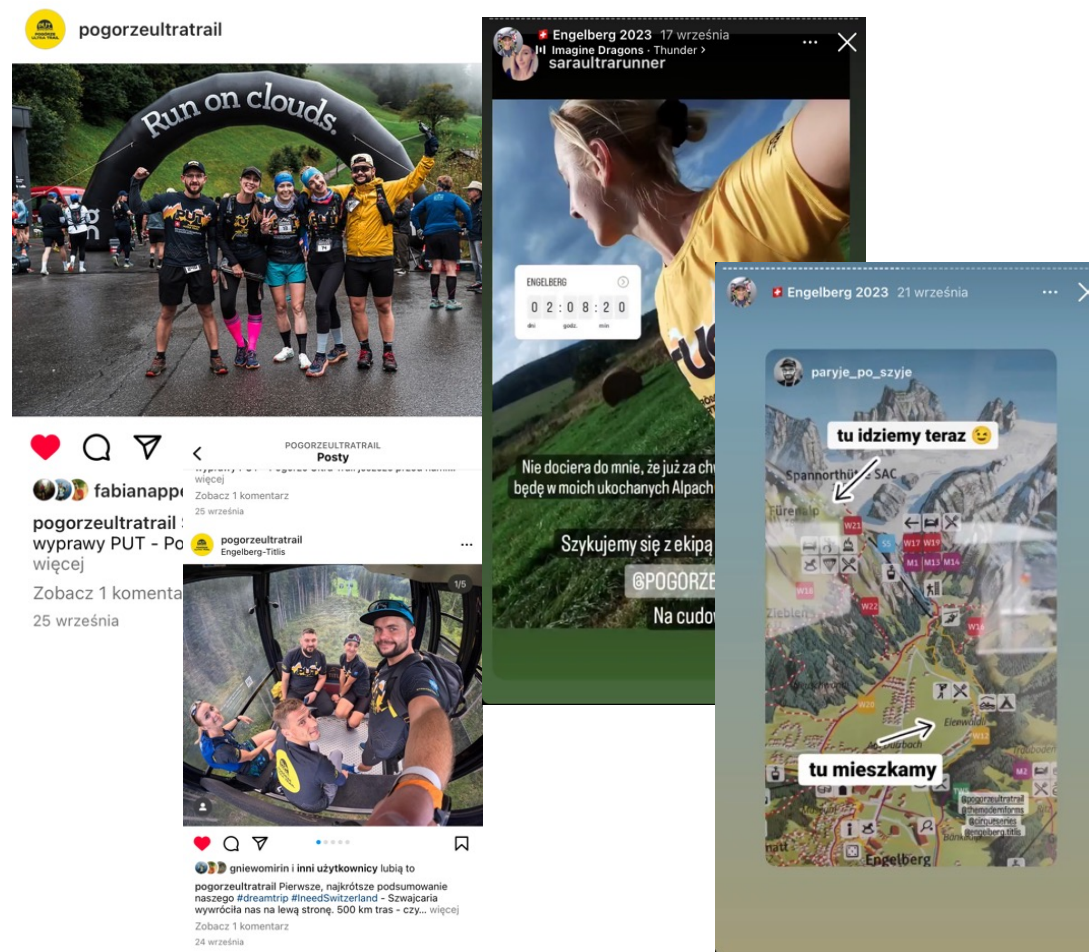




Switzerland.

KMM: Trail running trip to Engelberg.

- 21. - 24.09
- 2 runners, 1 influencer taking part in the trail run, plus a photographer
- Accompanied by camper trip of two more runners
- Project #fromPUTtoEngelberg
- SoMe during and after return by participants and trail running profile



KAM: STM in Geneva.

- 09. - 14.09
- 18 participants from Poland
- 3 x MICE, others - FIT and groups
summer and winter focus
- Pre-convention followed by
destination day and workshop
- Exchange and inspiration
- Posts in SoMe of participants





Switzerland.

KAM: Fam trip with RhB.

- 14. - 16.09
- Post Convention Tour after STM
- 7 pax by Bernina Express, breakfast carriage, open carriage
- Experience and inspiration trip for Tour Operators

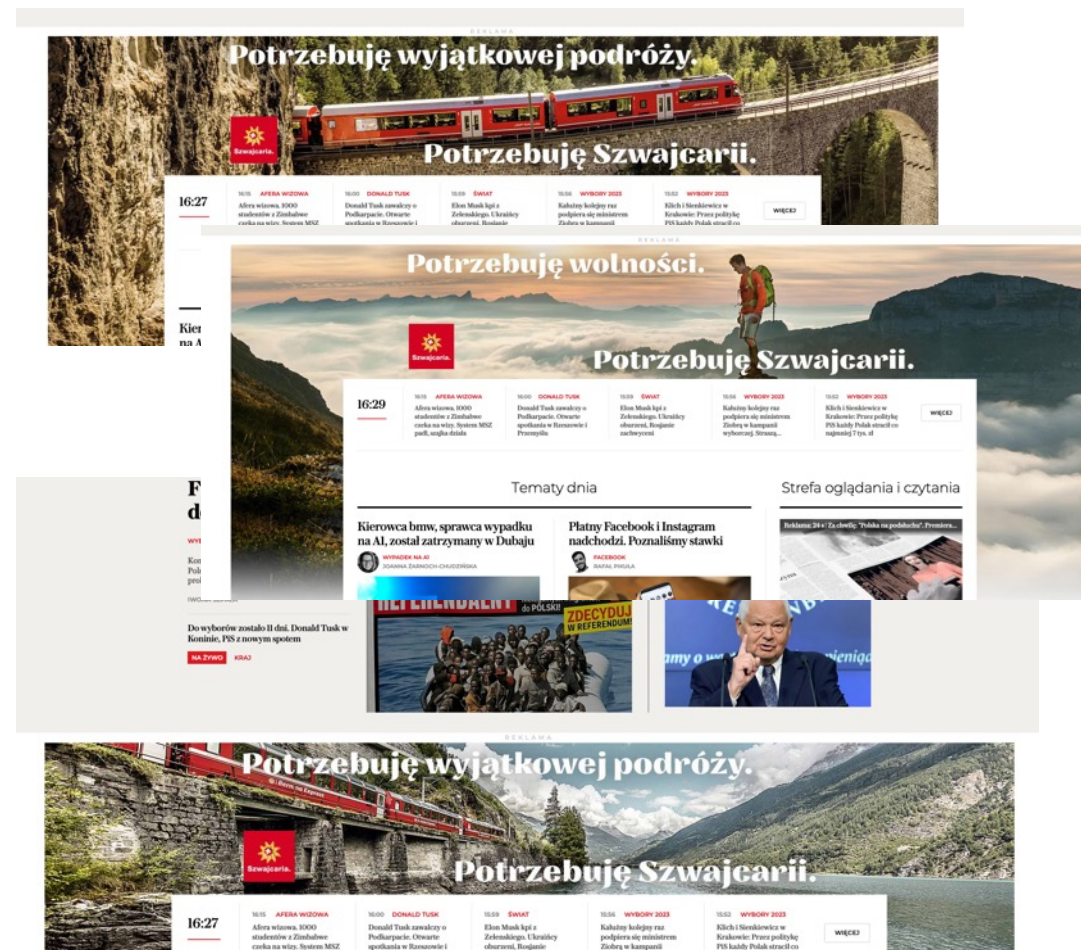




Switzerland.

Campaigning & Activ.: Branding weekend, *wyborcza.pl*.

- Two weekends in September
- 2. - 3.09 and 16. - 17.09
- Branding on *wyborcza.pl*
- Focus on trains and train rides and Grand Tour of Switzerland
- Display and desktop creations
- Reach 5'970'000



Campaigning & Activ.: Articles on *newsweek.pl*.

- Online articles from printed *Newsweek Travelling* supplement
- 4 stories with focus on RhB (Bernina Express, historic train in Davos)
- Articles reach 210'000



Ekspres Bernina | Z północy na południe Alp

MARCIN WIECZORKOWSKI | 20 SIERPNIA 2023



Ekspres Lodowcowy | Podróż z widokiem

ANNA JANOWSKA | 20 SIERPNIA 2023



Szwajcaria | Blisko natury

MARTA LEGIEĆ | 20 SIERPNIA 2023

Szwajcarskie Alpy | Pociąg do "Czarodziejskiej góry". Gdyby ta sieć miała powstać dziś, koszt budowy wyniósłby 9 mld franków

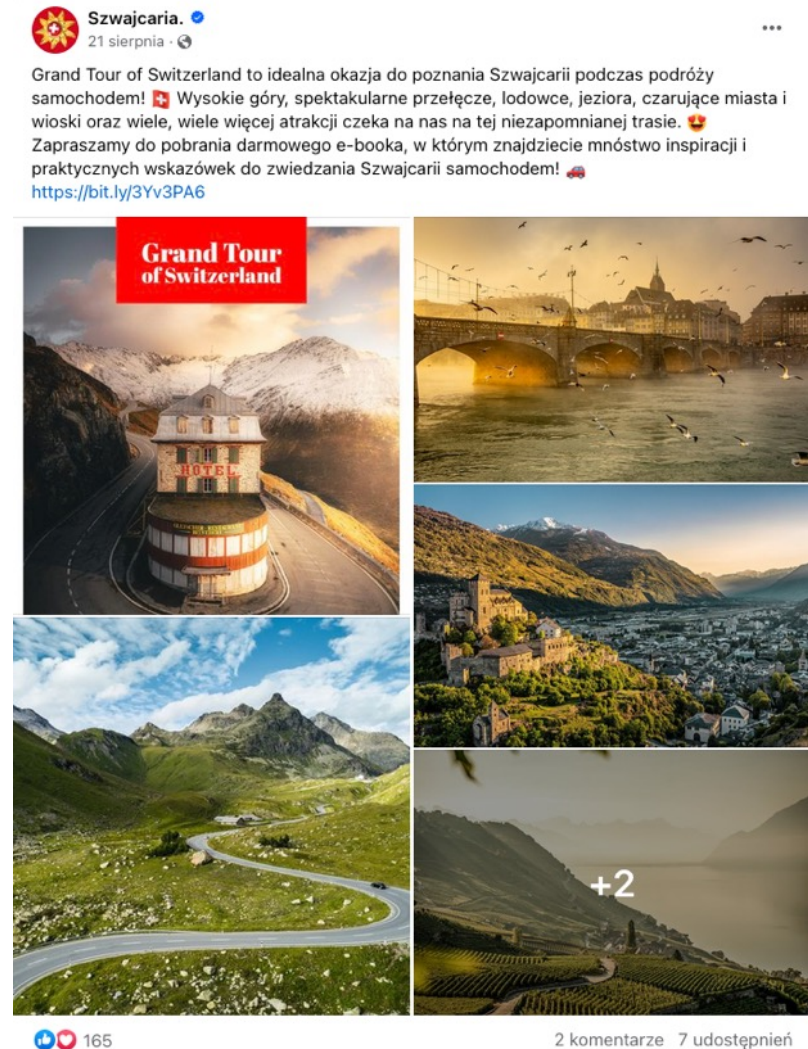
Szwajcarskie Alpy warto zwiedzić na pokładzie pociągów Kolei Retyckich. To nie tylko zapierające dech widoki, lecz także spotkanie z geniuszem inżynierii i ważną częścią historii kolei.

KAROLINA BRZEZIŃSKA | 21 SIERPNIA 2023



Campaigning & Activ.: ST Facebook activities.

- Sponsored post promoting our eGuide GToS
- September
- Reach around 660'000, engagement over 2'000





Switzerland.

Campaigning & Activ.: ST Facebook stories.

- ST Facebook stories
- Autumn inspirations, senses, autumn activities
- Avg. weekly reach around 9'000



GCC.



Switzerland.



KAM: STM Geneva 2023.

- 9 - 14 September 2023
- 20 leisure agents and 3 MICE agents joined the STM in Geneva
- Dedicated GCC pre-convention Tours: Zurich & Bern/Interlaken





Switzerland.

Campaigning: Sayidaty Health Advertorial 2.

- September Issue.
- Topic Cardiology.
- Feature about Health Tourism in Switzerland in SayidatyContacts: 375'000
- Monthly published Arabic magazine for women
- Distributed in the entire Middle East
- Partners: Hirslanden, Mammern, La Tour, Bethanien (SMN), USZ



بدوام كامل لتقديم الرعاية الطبية الشاملة للمرضى.

مستشفى "بولاتور"

يقع بالقرب من مطار جنيف الدولي ويقدم الرعاية متعددة التخصصات والدعم التخصصي من التخصصات إلى العلاج والرعاية كما تقدم فريق أمراض القلب المتخصصة بخدمات تخصصية للمرضى.

مستشفى "بيثانين" الخاص

يقع مستشفى "بيثانين" الخاص في زيورخ ويقدم لمرضى مجموعة واسعة من الخدمات العلاجية لأمراض القلب ويتميز بمختبر المسطرة القلبية الحديثة الذي افتتح في عام 2019 بالتكنولوجيا الحديثة، وهو الأمر الذي يضمن للمرضى أن جميع الفحوص والملاجات تجري دائما على أعلى المستويات.

مستشفى زيورخ الجامعي

يقدم هذا المستشفى الرعاية الطبية الأساسية والأدوية المتطورة في وسط زيورخ، وكذلك في عياداتهم الخارجية الجديدة الموجودة في مطار زيورخ.



333

سياحة TOURISM

يُعتبر النظام الصحي السويسري من أفضل الأنظمة في العالم إذ تتميز العيادات والمستشفيات السويسرية بالجودة التي تشتهر بها البلاد حيث يجري ضمان حماية الخصوصية، وعلاج المرضى من دون أي إزعاج، والانتظار للوصول إلى الخدمات الطبية. في البلاد الذي صنفت عياداته ومستشفياته على أنها الأفضل في أوروبا، تشتهر العلاجات الطبية في سويسرا بجودتها وخبرتها وبنيتها التحتية المتطورة للغاية، حيث حصل نظام الرعاية الصحية السويسري على الميدالية الذهبية في تصنيف EHCI الذي يخطى بتقدير كبير.



الوجهة المثالية للسفر العلاجي

معدلات بقاء ممتازة للمرضى

تحتل سويسرا المرتبة الأولى في نتائج التخصصات القلبية، في حالة العلاج الطبي. يتمتع مرضى السرطان والوراث القلبية والسكتات الدماغية بمعدلات بقاء ممتازة، ويهود ذلك إلى الاستثمار المستمر في كل من التدريب والتطوير المهني وأحدث التقنيات الطبية. وفي عن البيان أن سويسرا تغطي جميع الحالات التخصصية الرئيسية، مثل أمراض القلب والأورام وعراحة العظام ومع ذلك، يوجد هناك أيضا متخصصون مؤهلون بأعلى عالميا في مجالات أصغر وأكثر تخصصا.

تعاون وثيق بين الطب وصناعة الأدوية والبحث

لا يعد نظام الرعاية الصحية السويسري واحدا من أفضل الأنظمة في العالم بحسب، ولكنه أيضا أحد

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Digital: Autumn Newsletter.

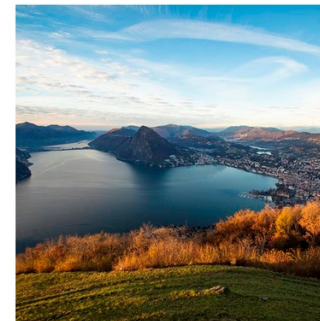
- Date: 21 Sept, 2023
- Newsletter sent out to more than 2,799 trade/travel agents promoting the autumn season
- Contacts: 2,799
- Opening rate: 31.1%
- Click rate: 4.2%
- Click-to-open rate: 13.5%
- Lugano, Interlaken, Zurich



Mesmerising colours of autumn in Switzerland.

Discover the enchanting transformation of Switzerland as Autumn arrives. Join us in exploring the golden Swiss Alps, picturesque villages, and indulging in culinary delights. Whether you're a nature enthusiast, a culinary connoisseur, or simply seeking tranquility, Switzerland in Autumn offers an unforgettable tapestry of experiences. Get ready to be enchanted by the magic of the season!

[Explore Now](#)



Where Swiss quality meets Italian lifestyle.

Lugano is a walk through historical alleys, shopping in Via Nassa and beautiful landscapes brightened by the sunset reflected over the lake. Enjoy your colourful autumn stay in Lugano in luxury hotels, discover authentic chestnut flavours in one of the region's starred restaurants and organise your days with golf, shopping or relaxing spa.

[Explore more ↗](#)



Switzerland.

Campaigning: Health via Issuu.

- Date: 10 – 31 Sept, 2023
- Partnership with 7awi to Generate 100,000 Arabic speaking users for Issuu version of Swisstainable brochure.
- 223,718 page views / reads
- 174,718 unique page views / reads
- 230,022 Sessions
- Partner: all



Health Magazine 2023(AR)

Published on Jul 13, 2023

Campaigning: Health Newsletter 3.

- Date: 25 Sept, 2023
- Medical newsletter sent out to more than 12,564 GCC Doctors and some medical dealers
- Contacts: 12,564
- Opening rate: 16.1%, Click rate: 6.6%
Click-to-open rate: 41.1%
- Musculoskeletal rehabilitation, psychosomatic rehabilitation, cardiac rehabilitation, geriatric rehabilitation, pulmonary rehabilitation, neurorehabilitation, orthopedic rehabilitation.
- Partners: Bad Ragaz, Genolier, La Tour, Hirslanden, Mammern, Merian Iselin, Dussnang, Waldhaus, Les Alpes, Meiringen, Mentalva, Neoviva, TKP, Zihlschlacht.

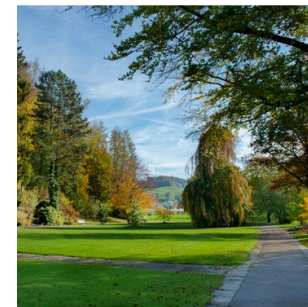


The 7 best rehabilitation programs in Switzerland

After a serious illness, trauma or surgery, your body needs time to recover. **Specialist rehabilitation clinics in Switzerland** help you get fit and healthy again as quickly as possible. Switzerland has a longstanding culture of rehabilitation, which began with the Alpine clinics in Davos in the late 19th century and which it has been perfecting ever since.

We have put together an overview of 7 key rehabilitation programs for you:

[Read on ↗](#)



1. Rehabilitation of the musculoskeletal system

After a complicated fracture, joint replacement or chronic illness, targeted rehabilitation measures help you to regain your mobility and range of movement in everyday life. The focus is on physiotherapy and occupational therapy alongside targeted pain management. Your entire system of bones, muscles and joints is trained so that it can perform to its full potential again.

[Find your clinic in Switzerland ↗](#)



Switzerland.

Campaigning: Autumn SoMe Campaign.

- Date: 21 – 28 Sept, 23
- Facebook and Instagram video campaign promoting the Autumn season in Switzerland.
- Impressions: 2,774,934
- Clicks: 86,949
- Reach: 894,135
- Lugano

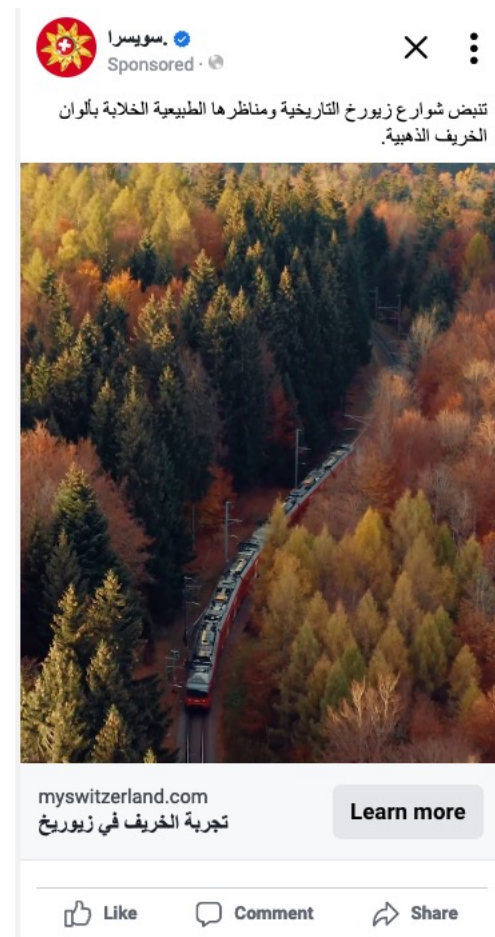




Switzerland.

Campaigning: Autumn SoMe Campaign.

- Date: 25 – 30 Sept, 23
- Facebook and Instagram video campaign promoting the Autumn season in Switzerland.
- Impressions: 2,675,174
- Clicks: 98,708
- Reach: 948,271
- Zurich



Digital/Health: Medical Facebook Campaign.



Switzerland.

- Facebook campaign. Several posts.
Various targeting.
- Date: 17 – 22 Sept, 2023
- Impressions: 501,161
- Clicks: 11,317
- Reach: 286,436
- USZ

The screenshot shows a Facebook post from the official page of Switzerland (سويسرا). The post is sponsored and features a photograph of two women in black swimsuits sitting on a beach. The text in Arabic discusses the relationship between age and the body, specifically mentioning weight loss and pregnancy. Below the image, there is a link to 'usz.ch' and a 'Learn more' button. The post also includes standard Facebook interaction icons for Like, Comment, and Share.

سويسرا
Sponsored ·

هناك شيء واحد مشترك بين فقدان الوزن الثقيل و الحمل أو التغيرات المرتبطة بالعمر: الجسم لم يعد كما كان من قبل.

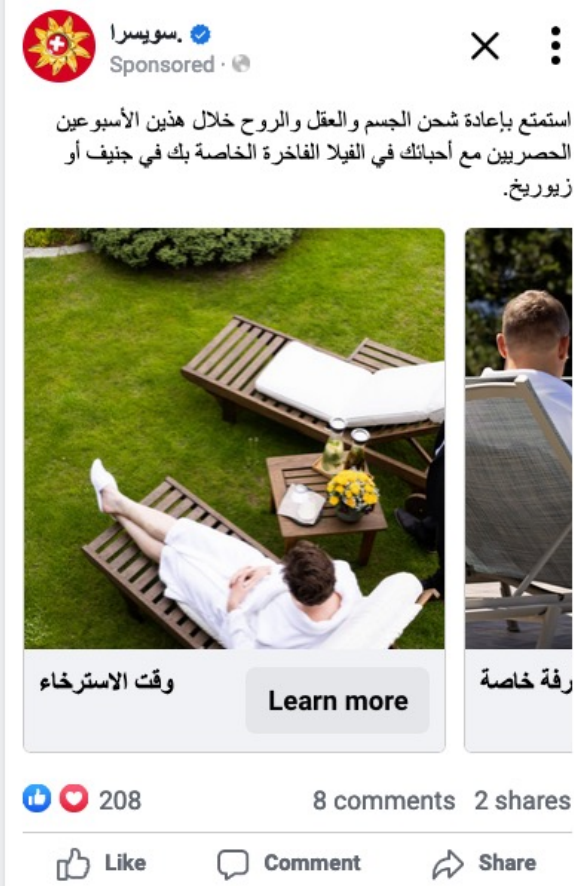
usz.ch
اشعر بالراحة في جسمك
الرفاهية بفضل إجراءات تشكيل الجسم





Learn more


Like Comment Share

Digital/Health: Medical Facebook Campaign.



- Facebook campaign. Several posts. Various targeting.
- Date: 11 – 16 Sept, 2023
- Impressions: 1,075,222
- Clicks: 9,472
- Reach: 391,407
- The Kusnacht Practice





سويسرا    




Sponsored 

استمتع بإعادة شحن الجسم والعقل والروح خلال هذين الأسبوعين
الحصريين مع أحبائك في الفيلا الفاخرة الخاصة بك في جنيف أو
زيوريخ.



وقت الاسترخاء [Learn more](#) رفة خاصة

  208 8 comments 2 shares




 Like  Comment  Share





Switzerland.

Digital/Health: Medical Facebook Campaign.




- Facebook campaign. Several posts. Various targeting.
- Date: 23 – 28 Sept, 2023
- Impressions: 578,775
- Clicks: 8,920
- Reach: 288,897
- Vamed




سويسرا  Sponsored ·  

في عيادة إعادة التأهيل زيلشلاخت، يتعلم مرضى الأذى الدماغي المشي مرة أخرى بمساعدة روبوت المشي. يُقدم العلاج بواسطة أخصائيي الرياضة شتيفان كولر الذي يقدم [see more...](#)



الرجل وراء الجهاز [Learn more](#) وت العلاج

   233 3 comments 6 shares





 Like  Comment  Share





Switzerland.

Digital/Health: Medical Facebook Campaign.




- Facebook campaign. Several posts. Various targeting.
- Date: 26 – 30 Sept, 2023
- Impressions: 538,602
- Clicks: 4,582
- Reach: 302,318
- Vamed (Post 2)




سويسرا   Sponsored  

في كLINIK دوسنانج لإعادة التأهيل ، يمكن لأقارب المرضى مرافقتهم عن قرب أثناء إقامتهم. يتشارك الكثيرون في الغرفة ويستمتعون معاً بوسائل الراحة في العيادة.



غرفة المريض [Learn more](#) مسبح

   169 3 comments 6 shares


 Like  Comment  Share



Switzerland.

Campaigning: Family Hotel digital push.

- Date: 2 – 9 Sept, 23
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 503,577
- Clicks: 6,481
- Reach: 410,757
- Park Hyatt Zurich

سويسرا    


Sponsored · 



أثناء الإقامة في فندق **Park Hyatt Zürich** ، يمكنك تجربة كل ما تقدمه مدينة زيوريخ الفريدة من نوعها بمجرد الخروج من الباب مباشرة. التسوق في بوتيكات شارع بانهورستراسه الأنيق، زيارة المتاحف الشهيرة عالميًا أو التنزه على ضفاف بحيرة زيوريخ. بعد ذلك، تبدأ عملية الاسترخاء في الفندق الفاخر ذو الخمس نجوم في قلب المدينة، محاطًا بأعمال فنية لفنانين عالميين مشهورين.

<https://shorturl.at/gqDVZ>



سويسرا.
Local & travel website 

  15





 Like  Comment  Share




Switzerland.

Campaigning: Family Hotel digital push.

- Date: 1 – 6 Sept, 23
- Facebook 500 CHF boosted post for hotel partner.
- Impressions: 806,071
- Clicks: 7,335
- Reach: 623,239
- Mandarin Oriental


سويسرا    




Sponsored · 




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

<https://shorturl.at/oAEVZ>

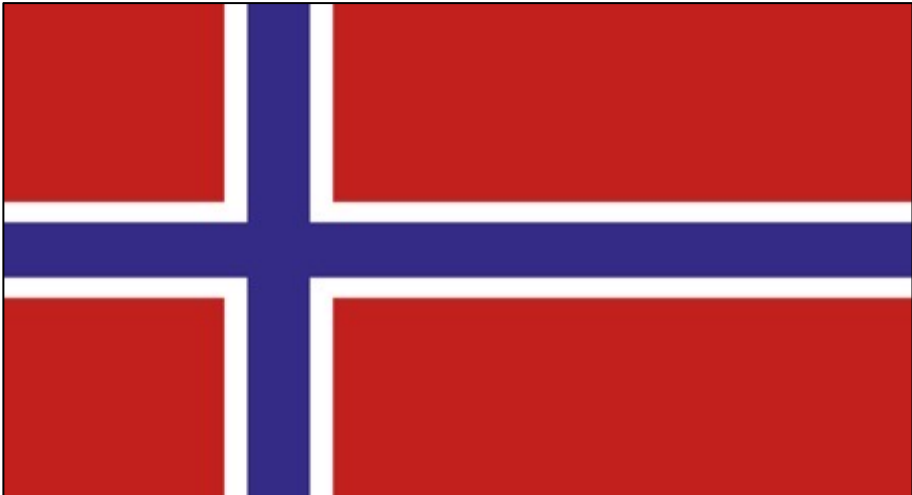
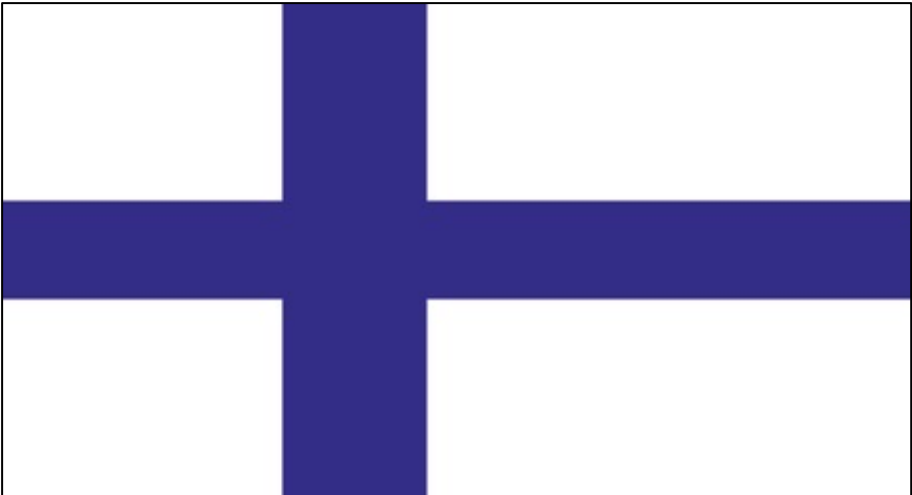
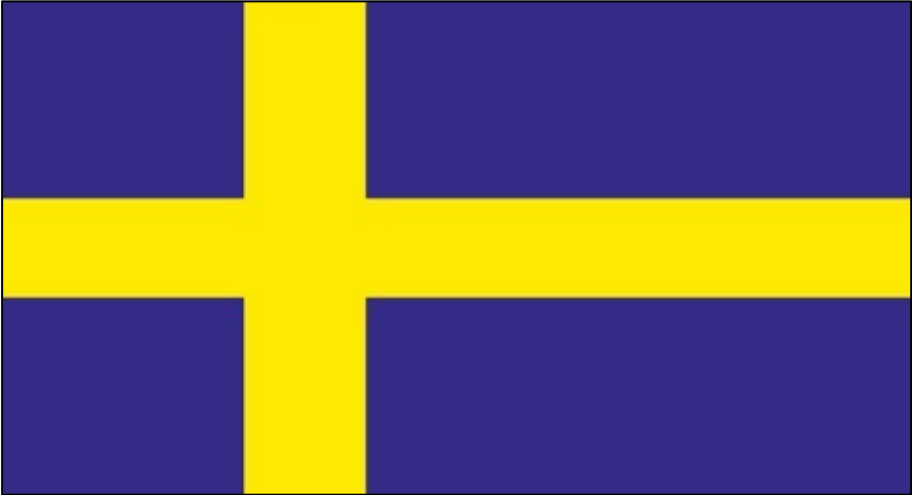


سويسرا
Local & travel website 

   Matthias Albrecht a... 3 comments

 Like  Comment  Share

Nordics.



Valais Exclusive in Helsinki.

- Date: 19-20SEP
- SMAL Event
 - B2B workshop organized by the Finnish Tour Operators Association in Helsinki with 171 participants
- Media Breakfast
 - Focus: on activities summer and winter
 - 6 participants on site - 12 qualified contacts
 - Mix of journalists and travel influencers
- Sales Calls
 - In addition to the events, 3 sales calls were organised with Key accounts.



SE: Influencer trip - The Grand Train Tour.

- Date: 15-19 AUG
- Isabella Löwengrip, one of Swedens biggest influencers doing part of the Grand Train Tour together with her husband who is a prof. photographer
- KPI: Total contacts: 3,3958 Mio
 - Average video views: 133'950
 - 4 IG posts – 6'417 likes – reach
 - 1 reel – 50 stories
- Partner: Montreux, Zermatt, Engadin/St. Moritz

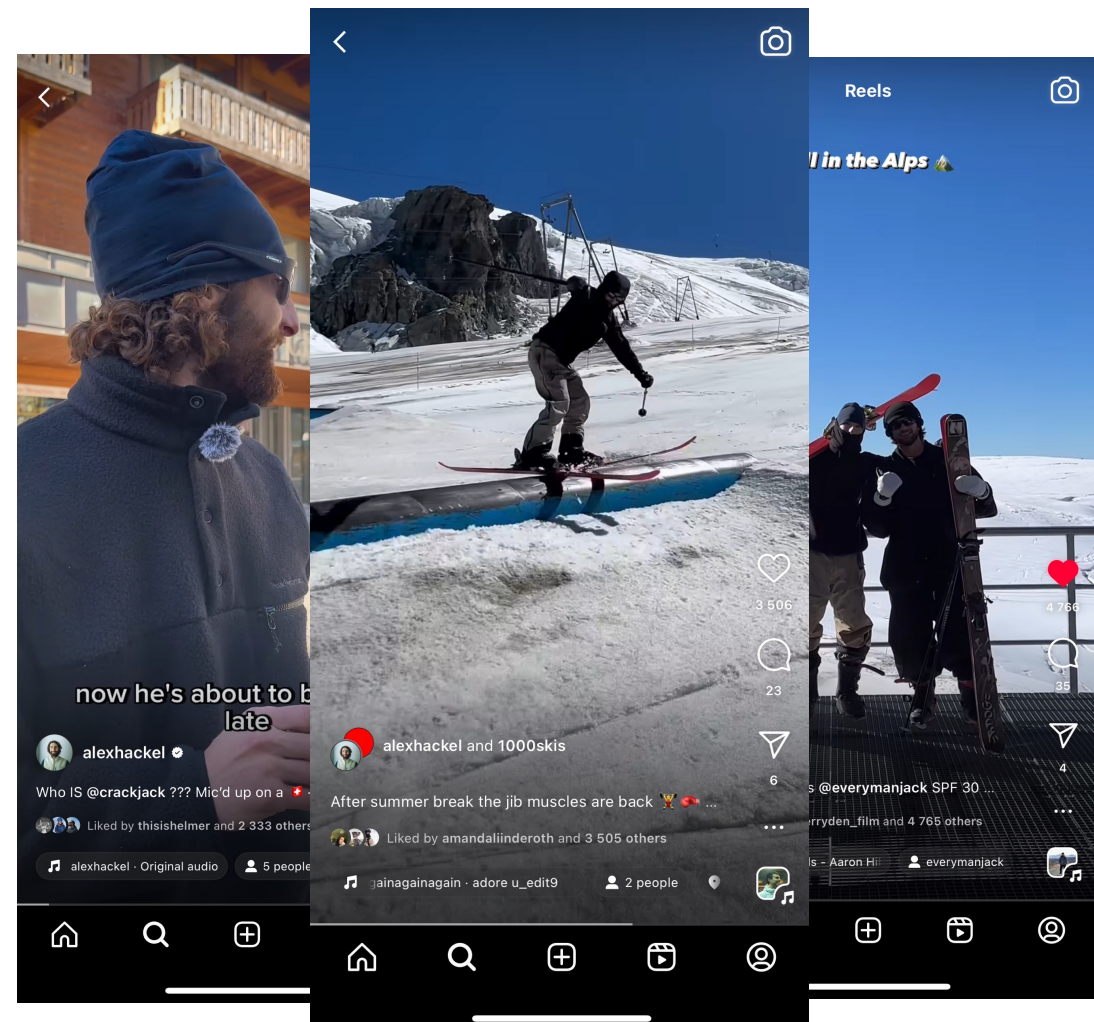




Switzerland.

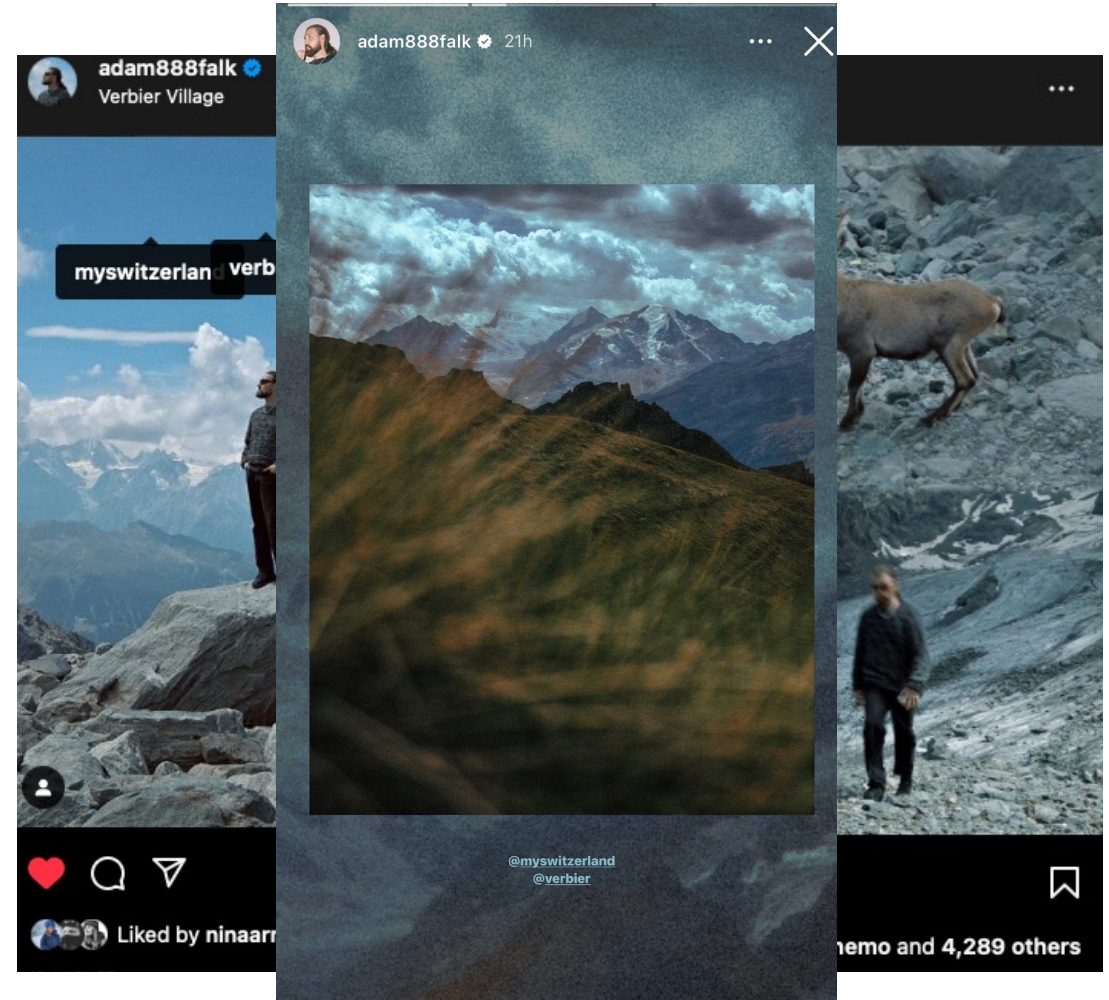
SE: Influencer trip Alex Hackel.

- Date: 4-15SEP
- Professional skier and content producer
- KPI: 4 IG posts/reels – 13'000+ likes
- Total contacts: 163'880
- Partner: Zermatt



SE: Influencer Trip – Adam Falk.

- Date: 11-14AUG
- Activity: Swedish content creator, director, photographer, pro skier & influencer.
- Focus: Showing and creating alternative content for the Swiss mountains
- KPI
 - 3 posts + daily stories
 - Likes: 12'200
 - Contacts: 1,107Mio
- Partner: Valais, Verbier



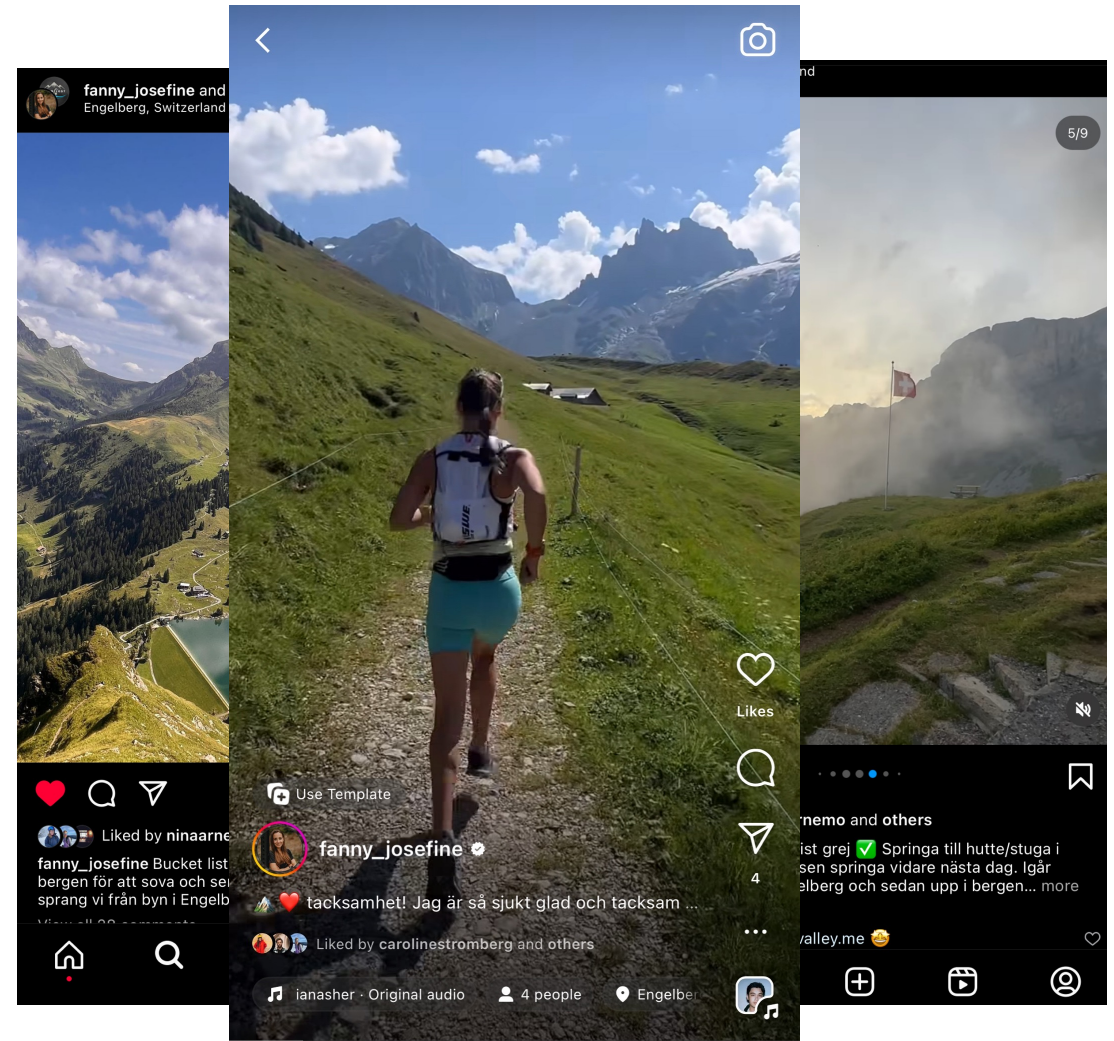
SCIB-Breakfast Oslo.

- Date: 8SEP23
- SCIB Nordics presenting latest news from Switzerland.
- Presenting partner Davos Convention Bureau on screen.
- 9 clients participated



SE: Influencer Trip – Fanny Josefine.

- Date: 13-17AUG
- Swedish content creators, runners, adventurers, coaches
- Focus: Trail running in Engelberg
- KPI: 3 different accounts:
 - Fanny 256'000 followers
 - Patrik: 68'000 followers
 - Teamlost: 6'500 followers
 - Total posts: 16
 - Total contacts: 1.5Mio
- Destination: Engelberg



LH Group Octoberfest.

- Date: 19SEP23
- All four home carriers of the LH group promoted in 1.5hours their home country during a workshop.
- 80 agents wer divided into 5 groups, during 15 minutes each group was visiting each home country and answered questions.
- Followed by a Octoberfestparty at Brauhaus.
- Exclusive Partner ST: Davos.



SCIB – Native in Swedish Financial Magazine.



Switzerland.

- Date: 24AUG-7SEP
- Publication Realtid, online and in Stand Alone newsletter
- Promoted partner: Made in Bern-Jungfrau Region
- Topic: Skiing and Conference
- 96 825 recipients of the newsletter
- 1002 readings online.

Realtid
NYHETER SPARA & PLACERA KARRIÄR PLATS MAT & DRICK EVENT ANNONSERA

LOGGA IN PRENUMERERA

SÖK PÅ SIDAN

Konferens och skidåkning – Fortfarande en oslagbar kombination

Copyright : Jungfrau Region Tourismus AG

Börja morgonen med härliga svängar i perfekt preparerad pist. Följ upp med några kreativa mötestimmar och avsluta skiddagen med soldränkta åkning och en stämningsfull afterski. På en konferens i schweiziska alperna får ni både inspiration och energi.

Med sina imponerande bergstoppar, vackra natur och många friluftaktiviteter är

Per Lindvall
Heimstaden trotsar tyngdlagen, än så länge

OCH ASKS SCULPTOR TO RELEASE RECORDS
"The Founders submit this letter to obtain the books and records necessary to protect the interests of all stockholders from a forced process."
BREAKING: DAN OCH ASKS SCULPTOR TO RELEASE RECORDS ON RITHM DEAL
POWERED BY

Telegram

Finwire • 24 aug kl 9:40
Studsвик ingår samarbete med Kärnfull Next kring små modulära reaktorer

Finwire • 24 aug kl 9:38
Coegin Pharma tillkännager plan för ny produktserie för stimulering av härväxt

Finwire • 24 aug kl 9:38
Styrelseledamot i Eitel köper aktier för 0,2 miljoner kronor

Finwire • 24 aug kl 9:37

SoMe campaign – Basel summer.

- Date: 2-31AUG
- Partner: Basel
- Awareness + traffic campaign – optimized for ad recall + link clicks
- Focus: summer in Basel
- Markets: all nordic countries
- Reach: 1'126'604
- Impressions: 3'462'725



Switzerland. Sponsrad

Förläng sommaren i Basel! Kultur, god mat och 300 soliga dagar per år - läs mer på vår hemsida.

basel.com
Upplev Basel
Basel has a Mediterranean ...

Läs mer

251 3 kommentarer 21 delningar

Gilla Kommentar Dela

Switzerland. Sponsrad

Sommarstaden Basel är som bäst just nu. Upplev allt vad staden har att erbjuda - från festivaler till utomhusbio och badstränder.

300 soliga dagar per år.
Njut av sommaren i Basel!

basel.com
Njut av sommaren i Basel!

Läs mer

5

Gilla Kommentar Dela

SoMe campaign – Summer MTB in Valais.

- Date: 11-31AUG
- Partner: Valais
- Awareness campaign – optimized for ad recall
- Focus: summer and mtb in Valais region
- Markets: all nordic countries
- Reach: 405,121
- Impressions: 1'431'234



China.



Switzerland.





Switzerland.

KAM: 3rd Key Partner Briefing.

- **Date:** 01.09.2023
- **Description:** Market news and insights on recovery development and forecast. Project updates (Summer, C-Trip, Trade Roadshow) and outlook to Q3-Q4
- Questions on market development, Chinese economic outlook
- **Results:**
 - Participants: 46

Winter Roadshow Greater China

瑞士.

- **Date:**
 - 19. - 24. October
- **Stops:**
 - Shanghai – Beijing – Chengdu – Shenzhen – Taipei
- **Concept**
 - A fully packed programme with community events, KAM receptions and press conferences
 - Interactive and fun events, introducing the snow sports destinations of Switzerland
- **Target:**
 - 10 Events
 - >150 media reps
 - 1-2 in depths interviews
 - > 10 snow sports KOLs
 - 500 community contacts
 - in depth media articles
 - > 30 Mio overall exposure

Boardroom Shanghai

40

Daniela Chiani

Daniela Chiani

Zoey Zhang

HN Hotz Nik... AK Andreas ... RF Roger F... Veroniq... Yining H... +36

KAM: ETOA Workshop CEM.

- **Date:** 11Sep
- **Description:**
trade workshop organized by ETOA in Shanghai, linked with ITB Shanghai. One day 1-on-1 workshop, each 15 minutes, with 24 trade buyers all over mainland China
- **Results:**
 - Participants: 60+ trade participants



KAM: ITB Shanghai.

- **Date:** 12 – 14 Sep
- **Description:** China's biggest B2B travel fair in Shanghai, ST join ETC booth under the Europe pavilion. Networking and BD new contacts
- **Partners:** STS/RE4A
- **Results:**
 - Participants: 10'000 B2B buyers





Switzerland.

KAM: Tailor Made Tour Panel at ITB Shanghai.

- **Date:** 13Sep
- **Description:** invited by ITB to join its trade leaders one hour panel on Tailor-made tour talk, together with HH Travel / Avis China/ Sparkle Tour. Promote MySwitzerland PRO, Swisstainable etc.
- **Results:**
 - Participants: 50+ trade on-site audiences, 20'000+ online livestreaming viewers





Switzerland.

Swisstainable: KT ITB cooperation.

- **Date:** 11.09.2023 – 14.09.2023
- **Description:** As part of cooperation with KT, promotion Swisstainable and STA course on KT ITB booth
- **Partner:** no partners
- **Results:**





Switzerland.

KAM: Reborn Eco-Tourism Forum 2023.

- **Date:** 27Sep @ Shan Xi
- **Description:** Reborn Eco-Tourism Forum and Global Eco Travel Planner conference, 100+ high-end trade participants, sustainable organizations Reps, ESG associates etc. ST present key-note speech and presentation, round table workshops, support goodie bags with brochures and giveaways
- **Partner:** SWISS, STS
- **Results:**
 - Participants 118
 - Circulation 600+



KMM: Conde Nast Traveler Vlogger trip.

- Date: August 31st - September 4th
- Description: Conde Nast Traveller Vlogger
- Partners: STS – Lausanne Beau-Rivage Palace – Riffelalp Resort
- Result:





Switzerland.

KMM: Blogger trip.

- Date: September 1st -September 4th
- Description: KOL, vlogger
- Partners: STS STP
- Destination: Lucerne, St.Gallen, Rigi, Lugano, Zurich
- Result:



KMM: Int'l Media Trip: KKL.

- Date: September 14th -19th 2023
- Description: Music Today chief editor
- Join the group last minute
- Destination: Lucerne, Lugano, Basel
- Result: MusicToday, MusicWeekly





Switzerland.

Sohu KOL livestreaming Convention.

- **Date:** 24Sep @ Sohu
- **Description:** 1,000 sohu KOLs convention hosted by Charles Zhang at National Stadium
- **Results:** ST flyers and give-away distributed to KOLs





Switzerland.

KMM: WWSE Opening Forum and Awards.

- **Date:** 15.09.2023
- **Description:** Opening Forum of the World Winter Sports Expo Beijing with international VIP guests. Panel, media interviews and award show. Main topic: sustainable development in winter sports.
- **Partner:** MRAG, Laax, Davos, Zermatt, St. Moritz, Jungfrau, Schilthorn, Titlis
- **Results:**
 - Awards: Top destination awards for the Junfrau Region, Engelberg-Titlis and Davos Klosters
 - Media Coverage: pending
 - Attendants: ca. 200 guests





Switzerland.

C&A: Lengshan 'GoSki' Community Event.

- **Date:** 17.09.2023
- **Description:** Community event at a snow sports gear store with small booth and 30 min presentation (introduction to Swiss destinations)
- **Partner:** MRAG, Schilthorn, Davos, Jungfrau Region, Titlis
- **StraPa:** STS, Swiss
- **Results:**
 - Participants: ca. 30 snow sports fans
 - Magazines: ca. 50 magazines distributed





Switzerland.

SCIB: Mindray Incentive 2023.

- Date: 26 Sep – 1 Oct 2023
- Source: KAs
- Company: Mindray Medical
- Participants: 73 pax
- Overnights: 365
- Turnover: 121,545 CHF (500CHF per night per person.)
- Destination: Zurich, Leukerbad, St.Moritz, Lugano, Bern and Geneva.

mindray 迈瑞

C&A: Shanghai Tennis Community Event.

- **Date:** 25.09.2023
- **Description:** Community event in collaboration with the Shanghai Tennis association. Speeches, tournament, gift ceremony and branding throughout the entire hall
- **Partner:** All
- **StraPa:** STS, Swiss, Kambly, Victorinox, SEG, Appenzeller Bier, Swissmooch
- **Results:**
 - Participants: ca. 50 participants (Q1)





KMM: Media trip Sep Individual KOL Helen MAO. Switzerland.

- Date: Sep 2-7th
- Description: KOL HelenMao experience Watch&Jewelry, Design and swisstainable in Switzerland
- Partners: Zurich, Geneva, Luzern, STS
- Result: 1pax





Switzerland.

KMM: Media trip Sep Tencent KOL group.

- Date: Sep 15-22nd
- Description: Cooperate with Tencent wechat Channels for KOL media trip
- Partners: Valais, JR, Zurich, STS
- Result: 5pax





Switzerland.

KMM: Media trip Sep x LX Classical media group.

- Date: Sep 15-22nd
- Description: Selected 3 classical media group together with LX , including magazine and newspaper. LX support ticket, ST support land arrangement
- Partners: Valais, Zurich, Luzern, Titlis, STS
- Result: 4pax



KAM – Webinar Aug.

- **Date:** 19th of Sep
- **Description:** Monthly webinar training
- **Partner:** JR / STS
- **Result:** tbc



直播时间：2023年9月19日 16:00

课程摘要：
瑞士交通系统资讯
少女峰地区产品介绍

嘉宾信息：



Una Sun 女士
瑞士交通系统
中国区市场销售经理



张蒿楠 女士
少女峰铁路
西南和华南地区销售代表

Korea.



Switzerland.





Switzerland.

KAM: STA Study Trip.

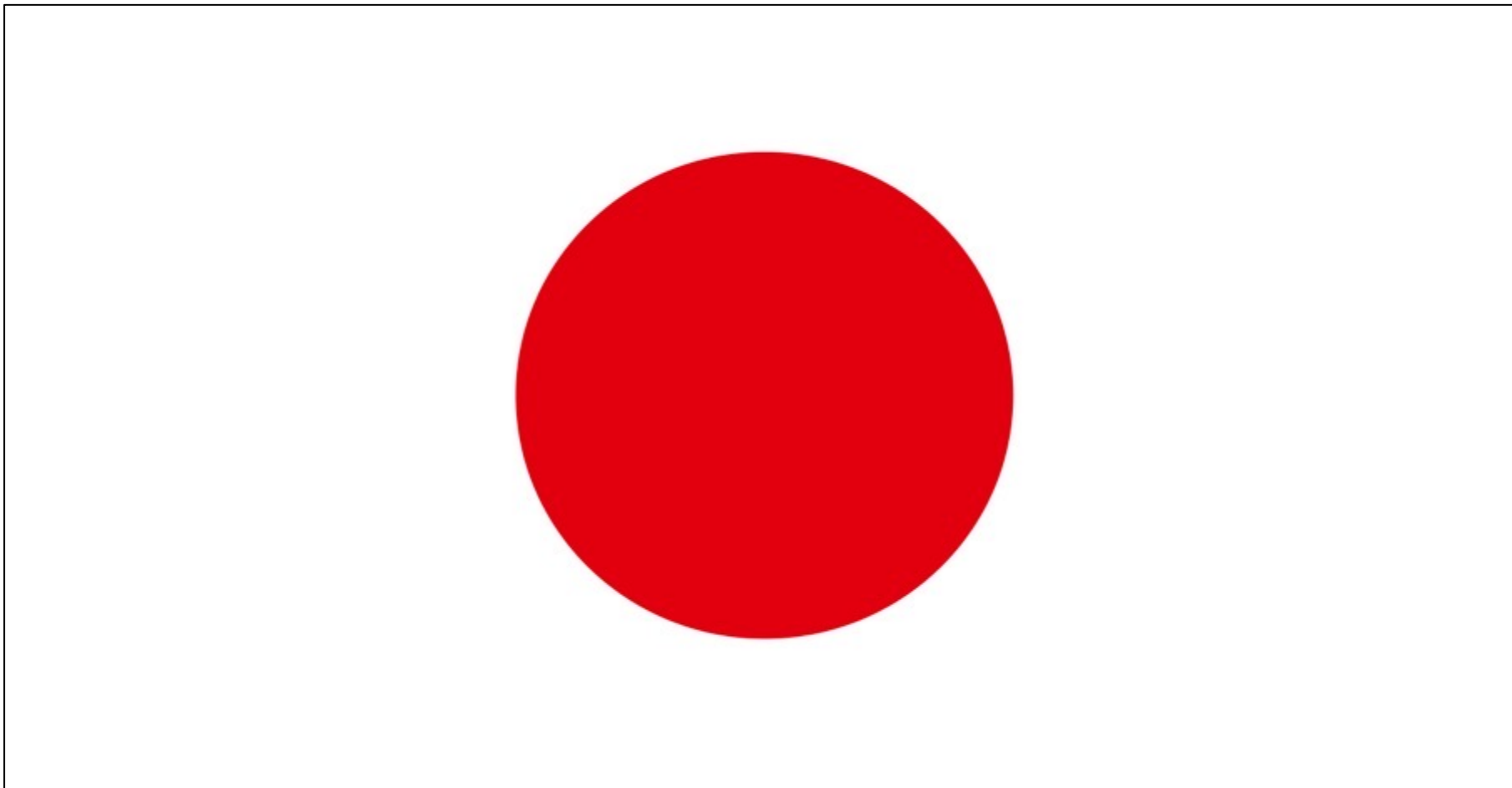
- Period: Sep. 7-16, 2023
- Partially combined with STM Geneva
- Destinations: LLR, Interlaken, Jungfrau Region, Jungfrauoch, Valais, Zermatt, Zurich, BEX
- Participants: 17 pax (HanaTour, ModeTour, TravelEasy, NaeilTour, etc.)
- 2024 summer product preparations
 - Hiking suggestions
 - Introduction of hotels, panorama trains, museums for FITs and groups



Japan.



Switzerland.

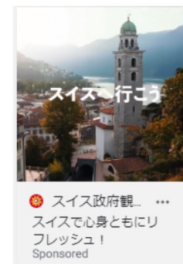




Switzerland.

Campaigning – Cities Recovery Campaign.

- Video based recovery cities campaign consisting of two weeks DooH presence at high-income locations Roppongi Hills and Omotesando in Tokyo combined with a targeted online campaign.
- The DooH reached 3.85 million people while the online campaigning generated 906'000 impressions and an engagement rate of 43%.

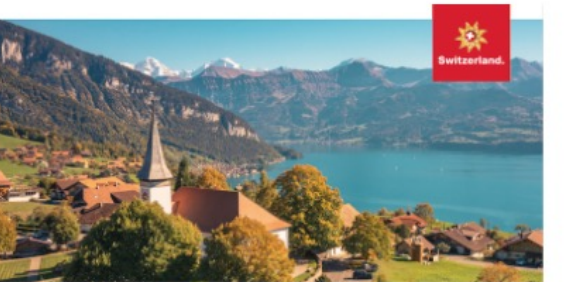




Switzerland.

KMM - Media eNewsletter.

- Media eNewsletter in 2023.
- Sent out on 31 Aug. 2023.
- Delivered to 683 addresses.
- Integration of news and stories of our partners as well as ST's global project 100% Women with the message to promote coming seasons.
- Opening rate: 42.5%
- Partners: Zermatt, Schilthorn, JB, JRT, MGB, STS, Aletsch



メディア業界のみなさま

残暑お見舞い申し上げます。猛暑日が続く日本の夏、皆様はいかがお過ごしですか。気候変動の波は世界中に広がっているようです。スイスでは初夏は暑い日が続き、その後は涼しい日々と暑い日々が交互に訪れ、最近では山岳地で降雪もありました。

スイス国内の観光は非常に好調です。日本からスイスへの渡航による宿泊泊数は2019年比で約50%まで回復しており、日本からの海外旅行回復の鈍化が続く中では健闘しています。

スイスが誇る自然の美しさや、伝統的な文化や歴史、そして最新のテクノロジーやイノベーションなど、スイスには様々な魅力があります。その魅力を最大限に引き出すために、私たちは様々な取り組みを行っています。その一つとして、今年度、スイス政府とメディアが連携して、観光促進のための取り組みを行っています。その一つとして、今年度、スイス政府とメディアが連携して、観光促進のための取り組みを行っています。

テーマのある旅



100% Women サイクリング

現代において活躍の分野がめざましく広がる女性に向けて、アウトドア体験を通して、旅で実現できる新たな可能性と楽しさを提案するプロジェクト「100% Women」。2023年はサイクリングがテーマ。ロード、グラベル、マウンテン、Eバイクと選好が広く、ルートをはじめ、ホテルや、レンタル、鉄道への乗車など、サイクリスト向けサービスが整備されているスイスでは、好みや体力に応じて簡単に旅に取り入れることができます。今年6月には世界各国の女性が集まり「100% Women サイクリング チャレンジ」イベントが行われました。機動力があり、行動範囲を広げてくれるサイクリングならではの見聞や、美しい風景、素晴らしい景色との偶然の出合いなども楽しみます。

100% Women サイクリング



アレッチの森保護90年

リーダーアルプ付近、面積約400haのアレッチの森は、1933年から保護指定を受け、今年で90年を迎えます。標高1800～2200mの高地には、樹齢900年を超えるスエドマツや、スイスでも最古の部類に入る木々が生き残り、アルプスの野生動物とともに、特徴的な高山植物を含む幅広い植物が生息しています。森一帯は周辺の山々や水河と共に世界自然遺産に登録されています。希少な動植物の世界とアルプス最大の水河を体感するなら、ハイキングがお勧めです。特に秋のシーズンは紅葉が見事です。展望ポイントのモースアルプから、アレッチの森を歩き、自然保護センター「ヴィラ・カッセル」に立ち寄り、リーダーアルプまで、大自然の歴史の営みを肌で感じてみてはいかがでしょうか。

アレッチの森



アルパイン・クロッシング

2023年7月1日、スイス・ツェルマットのマッターホルン・グレッシャー・パラダイスと、イタリア・チェルヴィニアのテスタ・グリジアに新路線「アルパイン・クロッシング」が開通しました。これにより標高3,883mのアルプス最高地点で、壮大なアルプスのパノラマを眺めながらの国境越えを誰でも体験できます。これまで山の上で国境を越えることができるのは、2つのスキー場を行き来するスキーヤーやスノーボーダーのみでしたが、新路線の開通によって一年を通して簡単に国境越えができるようになりました。最新の3Sゴンドラは風に強く高所でも安定した運行が可能です。2つの国をわずか4分で結びます。2024年からは荷物の別送サービスも計画されており、手軽に2つの国の2つのリゾート、ドイツ語圏とイタリア語圏の2つの文化を楽しめるようになります。

アルパイン・クロッシング



シルトホルンバーン20XX

標高2970mの絶景展望台、シルトホルンへ新路線のケーブルカー建設計画が進行中です。現在、山麓駅シュテッヘルベルクから山頂までは3回の乗り換えが必要ですが、シュテッヘルベルクから、中間駅ミューレンまで世界一急勾配となる直通ゴンドラ路線が誕生します。従来に比べ大幅な輸送力の増加と、約15分の所要時間の短縮、混雑の緩和、ミューレン村滞在の荷物輸送の効率性向上など、さらに利便性が高まります。2024年12月にシュテッヘルベルクからミューレンの区間が開通できるようになりました。さらに上区間の山頂シルトホルンへの新ゴンドラの導入は2025年12月を予定しています。プレーキエネルギー発電と太陽光発電のハイブリッド方式を採用し新高度効率化を図る持続可能な未来を目指すプロジェクトです。

シルトホルンバーン20XX



ノスタルシック・クラス

名峰マッターホルンと氷河の絶景で人気の展望台ゴルナーグラートへのエクスカーションに、特別な趣向を凝らした新しいパッケージ「NostalChic Classノスタルシック・クラス」が登場しました。全席窓際、22名限定で運行するノスタルジックなデザインの登山電車への乗車、ウェルカム・ドリンク、写真スポットでの停車、山頂レストランでの特別メニュー、リッフェルアルプリゾートでのデザート、お土産に加え、ユニークなストーリーを専用ガイドがご案内します。所要時間は約6時間、料金はCHF320です。運行日と予約はオンライン上でご確認ください。

ノスタルシック・クラス



グリンデルワルト・フィルスト・ビュー

2023年7月14日、名峰アイガーの北壁からベルナーオーバーラント高山の峰々まで、グリンデルワルト周辺の山々が一望できる新しい展望スポット「フィルスト・ビュー」が開通しました。回転翼のような形をしたスポットは、高さの異なる9つのステージがあり、その高さの違いによって異なる領域が見えるというユニークな設計です。ユングフラウ地方の絶景観光ポイントの一つ、フィルスト山のゴンドラ頂上駅から数分離れたところであり、ゴンドラ営業時間内であれば無料でアクセスできます。

フィルスト・ビュー



Switzerland.

KMM - Online 'BE-PAL'.

- 'BE-PAL' is an online outdoor media.
- Contacts: 435'000
- Pages: 10 pages
- Issued: 11 August 2023
- Article about Eiger Walk hiking around Kleine Scheidegg in Jungfrau Region.
- As a result of JB media trip.
- Partners: JB, STS

標高約2,320mのアイガーレッチャー駅は名前の通り、アイガー氷河（※ドイツ語でグ
レッチャーは氷河の意）を望める抜群の立地！スイス料理が食べられるレストランもある
ので、ランチを楽しんでからハイキングコースに向かうのもおすすめです。



ハイキングコースの標識。クライネ・シャイデックまでは約40分と書か
れています。



ファルバーデン湖と花畑。
ファルバーデン湖が見えてきたら、ゴールは間近。
この湖は人工管を作るための貯水湖で、風がない日には湖に映る逆さアイガーが見えるこ
ともあります！
近くの小さなミュージアムでは横有恒さんがどのようにアイガー登山道を登攀したかわ
かる、展示もあるのでチェックしてみてくださいね。入場無料です。

最新ゴンドラで山を登って、下りのハ
イクスプレスを乗る。最大26人乗れる大きなゴンドラ
「ユングフラウ・アイガー・ウォーク」はコン
ラクライネ・シャイデック駅まで乗約2.1
ャー駅を起点にする下りのみで、気軽にハイキングを楽しめます。
アイガーレッチャー駅まではグリーンデルワールド・ターミナル駅から2020年にオープン
した「アイガー・エクスプレス」で向かいます。
「アイガー・エクスプレス」は全長6,483mを約15分でくぐり登る、先進的なスリーエ
ス索道システムを導入した最新ゴンドラです。スリーエス（3-Seat）とは風に強く揺れに
くい、3本ロープを意味するドイツ語。ゴンドラが動くことによって自家発電する仕組み
も取り入れています！

高山植物の花畑に囲まれながら、気持ちよくハイキング
イエローの花を中心に広がる、高山植物の花畑。



クライネ・シャイデック駅から、アニメ『アルプスの少女ハイジ』でも知られるラウター
ブルンネン方面へ。
本来なら約40分で到着するコースなのですが、1時間以上かけてゴールのクライネ・シャ
イデック駅に到着！アイガー、メンヒ、ユングフラウ、高山植物にうっとりしていたら、
あっという間に時間が過ぎていました。



Switzerland.

KMM - Online 'BE-PAL'.

- 'BE-PAL' is an online outdoor media.
- Contacts: 435'000
- Pages: 10 pages
- Issued: 18 August 2023
- Article about walking in the nature park with sustainable concept in Giessbach in Jungfrau Region.
- As a result of JB media trip.
- Partners: JB, Interlaken, STS

“スイステナブル”な旅はいかが？

4,000m級の雄大な山々に、氷河が流れる川や湖と、大いなる自然に。自然との共生はスイスの人々に根付いており、各地で「スイステナブル」な旅が実現できます。

あるがままの自然を尊重しながら、サステナブルな取り組みを行うス・ベルン州ベルナー・オーバーラント地方のブリエンツ湖近くにギースバッハ。敷地内の広大な森林を守り、畑やグリーンハウスで簡単なハイキングも楽しめる、グランドホテル・ギースバッハの自然・ギースバッハをご紹介します。

森林、湖、湖に癒されるネイチャーパーク・ギースバッハ



ブリエンツ湖畔の高台に佇む「グランドホテル・ギースバッハ」

グランドホテル・ギースバッハを中心に、敷地内の80%が森に囲まれている。ギースバッハ。

約150年前に開業し、数々の著名人に愛されてきた歴史あるクラシックホテルですが、財政難やたび重なる所有権の譲渡で、過去には解体の危機もありました。

1950年にはホテルや公園の名前にもなっているギースバッハ湖と周辺エリアがベルン州の自然保護区に指定。現在は1983年に設立された非営利のギースバッハ財団に管理されることで美しい自然が保たれています。

ギースバッハ湖を目指して45分のハイキング




レンジャーのトムさん。右の案内板にはネイチャーパークの案内が載っています。

今回ネイチャーパーク・ギースバッハを案内してくれたのは、トムさん。彼は、

ブナやモミの木など森に生息する木々を見ながら、広大なネイチャーパーク・ギースバッハ最寄りのバス停「アップツツ」から駐車場からスタートし、湖を見て戻ってくるハイキングコースを案内してくれました。



ホテルに立ち寄ったり、ゆっくり写真を撮るのであれば、3時間程度は滞在がおすすめです。

心地よい涼しさの森林。



レストラン「ル・タビ・ルージュ」のテラスから見えるブリエンツ湖。

散策の最後にはグランドホテル・ギースバッハでランチやコーヒーを。

スイスで最も優れた女性シェフBEST10にも選ばれたシェフの料理を味わえるレストラン「ル・タビ・ルージュ」や、気兼ねなく利用しやすいテラスでゆっくりくつろげます。ホテルはギースバッハ湖とブリエンツ湖の両方を眺められる最高の立地！絵葉書のような風景を見ているだけで心が洗われます。



グランドホテル・ギースバッハでは、畑で採れた野菜を使った料理を食べられる。

旬の野菜を使った料理が提供されるため、レストランのメニューはその日によって変わります。この日はパークレストラン「レ・カスケード」でミートローフを堪能。付け合わせの野菜はホテル内の敷地で育ったもので、味が濃くとてもおいしかったです！



Switzerland.

KMM - Online 'BE-PAL'.

- 'BE-PAL' is an online outdoor media.
- Contacts: 435'000
- Pages: 10 pages
- Issued: 22 August 2023
- Article about Schynigeplatte and its Alpine Garden with panorama walking.
- As a result of JB media trip.
- Partners: JB, STS

標高約2,000mに位置するシーニゲプラッテ高山植物園



「シーニゲプラッテ鉄道」に乗って、シーニゲプラッテ駅を目指す

標高約2,000mに位置するシーニゲプラッテ高山植物園は1929年に開園した園です。アクセスはヴィルダースヴィル駅からレトロなシーニゲプラッテ鉄50分。トッテン湖やブリエンツ湖の絶景を横目にゆっくりと進んでいきます



シーニゲプラッテ高山植物園の入り口。

シーニゲプラッテ高山植物園は最寄り駅で降りてすぐの場所入り口があり、入場無料なのでそのまま入ることができます。営業日は例年5月下旬～10月中旬で、2023年は10月22日までの営業とのこと。ただし、2023～2028年は7月1日からの営業だそうです。

5人の庭師が丁寧に育てる、約800種類の高山植物を鑑賞



庭師のヤスミンさん。好きな花はプリムラ

植物園には庭師が5人在籍し、17年間ここで花々を育てている高山植物は以前600種類だったものの、年々種類は多くなってきているそうです！



ヴァレー州マッター谷の植生を

生態系を守りつつスイス各地の土壌を再現している高山植物以外にも見られるのがポイントです。

高山植物園からハイキングコースへ！



絶景を見ながら初心者向けのハイキングを楽しめる。

シーニゲプラッテ高山植物園からはそのままハイキングコースに入ることが可能。「スイス・フラワー&パノラマ・トレイル」として、雄大な山と花々を楽しみながら約30分のハイキングを楽しめます。



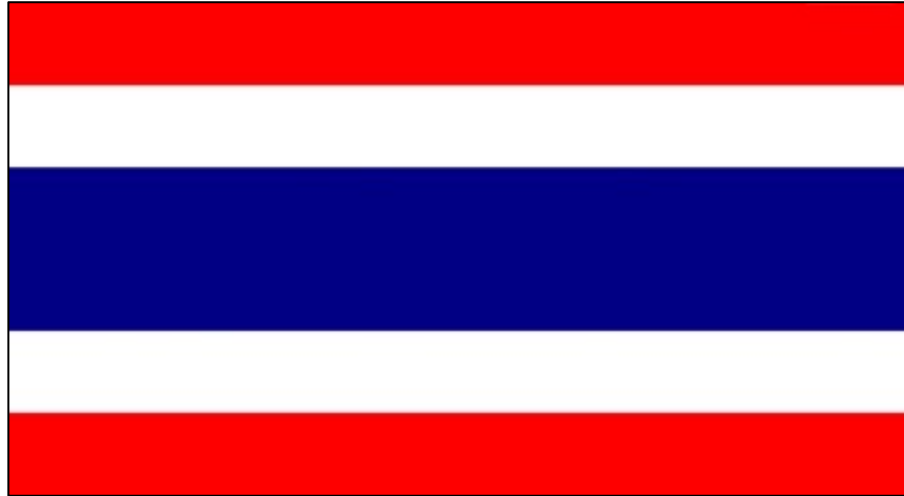
「日本国旗」があらわれているカウベル。

「スイス・フラワー&パノラマ・トレイル」には日本人になじみ深い「カウベル」が飾られています。これは天皇陛下が皇太子時代、日本とスイスが国交樹立150周年を迎えた2014年にこの地へ訪問したことを記念して贈られたカウベルと同じもの！

South East Asia.



Switzerland.



MY: KMM – Gaya Magazine.



Switzerland.

Circulations: 50,000

Readership: 100,000

Total: 2 full pages

■ Partners features: GTToS



Grand Train Tour
of Switzerland

*Switzerland's most
beautiful panoramic lines*





Discover and explore the highlights, sights, landmarks and diversity that Switzerland has to offer simply from the comfort of the train by embarking on the Grand Train Tour of Switzerland, which merges the most beautiful panoramic lines into one unique route of 1,280 kilometres! Whether at Zermatt or St. Moritz, in the Canton of Ticino or the Lavaux, at the Rhine Falls or Lake Lucerne, travellers can hop on and off wherever they please.

The big train adventure is arranged in several route sections offering different focuses. Each section promises thrilling railway adventures, magnificent scenery and numerous opportunities for discovery. And best of all: The entire tour can be explored with one single ticket – the Swiss Travel Pass.



Swiss Travel Pass
The all-in-one ticket

The Swiss Travel Pass is the key to hassle-free travel by public transport throughout Switzerland and the only ticket needed to travel on the Grand Train Tour of Switzerland. With a single ticket, visitors can travel 3, 4, 8 or 15 days throughout the entire country by train, bus and boat. The ticket includes popular panoramic routes such as the Glacier Express, Bernina Express, GoldenPass Line and Gotthard Panorama Express, as well as trams and buses in no fewer than 90 towns and cities. In addition, Swiss Travel Pass holders are entitled to free admission to more than 500 museums nationwide and 50% reduction off most mountain railways.

Swiss Travel Guide App
*(Free download in the App Store and Google Play Store)
The first public transportation app for tourists in Switzerland*

The Swiss Travel Guide is the ideal public transport app for tourists and the essential companion for travelling by train, bus and boat throughout Switzerland. Thanks to this app, any journey through Switzerland can now be planned to perfection, and the visitor never misses a highlight.

A relaxing boat cruise on Lake Zurich? Or a cultural afternoon at the Matternhorn Museum? The digital travel guide readily inspires tourists during the planning phase of their Switzerland tour. Once arrived, the Swiss Travel Guide indicates local highlights that can be added to the individualised travel cockpit, on an integrated map. The cockpit and help area are accessible at any time, even during offline.

On top of that, the Swiss Travel Guide continuously provides relevant facts and important information regarding the Swiss Travel Pass and its additional benefits. Thanks to the Swiss Travel Guide and direct access to the SBB timetable, guests can maximise the benefits of their journey and never miss a highlight.

In a nutshell, the Grand Train Tour of Switzerland...

- Merges all premium panoramic lines into one route (Luzern–Interlaken Express, GoldenPass MOB Panoramic, Glacier Express, Bernina Express, Gotthard Panorama Express)
- Includes further railway highlights (Voralpen-Express, Lötschberger, Centovalli-Bahn)
- Permits numerous mountain excursions (Rigi, Pilatus, Stanserhorn, Titlis, Brienzler Rothorn, Jungfrauoch, Schynige Platte, Schilthorn, Harder Kulm, Niesen, Glacier 3000, Rochers-de-Naye, Gornergrat, Matterhorn Glacier Paradise, Säntis)
- Combines Swiss cities and Alpine resorts into one round trip (Zurich, Interlaken, Montreux, Zermatt, St. Moritz, Lugano, Lucerne, St. Gallen, Schaffhausen)
- Offers an opportunity to visit sights, landmarks and natural wonders (Chapel Bridge, Chillon Castle, Matterhorn, Rhine Falls); leads to UNESCO World Heritage Sites (Swiss Alps/ Jungfrau/ Aletsch, terraced vineyards of the Lavaux, Rhaetian Railways Albula/Bernina, Castles of Bellinzona, Abbey District St. Gallen)
- Offers immersion in the diverse world of Swiss museums (such as FIFA World Football Museum in Zurich, Olympic Museum in Lausanne or Patek Philippe Museum in Geneva)
- Runs along the eleven largest lakes (Lake Zurich, Lake Zug, Lake Lucerne, Lake Sarnersee, Lake Lungernsee, Lake Brienz, Lake Thun, Lake Geneva, Lago di Como, Lago di Lugano, Lake Constance)
- Traverses 3 Alpine passes (Brünig Pass, Oberalp Pass, Bernina Pass)
- Leads through all 4 language regions of Switzerland

Good to know:

» **Swiss Family Card**
For families, Swiss public transport is tops

The Swiss Travel System is family-friendly. Thanks to the Swiss Family Card, children under 16 years of age travel free of charge on the entire Swiss public transport network as long as they are accompanied by at least one parent holding a Swiss Travel System ticket. The Swiss Family Card can be obtained free of charge. Ask your Rail specialists for details.

» **Luggage Services**
Relaxed travel through Switzerland – without bulky luggage or long waiting times

Thanks to the innovative and efficient public transport system operating in Switzerland, international visitors can have their luggage transported by train direct to their holiday destination immediately after landing at Zurich Airport. There is no need to waste time waiting for their luggage.

Tonight in St. Moritz, tomorrow at lunchtime in Berne and arriving at Interlaken in the evening? While travelling within Switzerland, guests' suitcases can be picked up at the guest's hotel on the evening before checkout and dropped off at the destination hotel the next day. This is particularly advantageous for round trips such as the Grand Train Tour of Switzerland. There are a wide range of options available that offer simple solutions for travellers' maximum comfort and convenience. Ask your Rail specialists for details.

Visit grandtraintour.swisstravelsystem.com or myswitzerland.com/grandtraintour for more information. Also, check out [@swisstravelsystem](https://www.instagram.com/swisstravelsystem) on Instagram, Facebook and Twitter.

For bookings and enquiries, please contact any of the following Rail Specialists:

» **Apple Vacations & Convention Sdn Bhd**
Tel: +6 03 2143 8877
<https://applevacations.my/fit/packages/switzerland-swiss-travel-pass/>

» **Boustead Travel Services Sdn Bhd**
Tel: +6 03 2912 9788
<http://bousteadtravel.com/raileurope/>

» **Pacific World Travel Sdn Bhd**
Tel: +6 03 2141 3040
<http://pacificworld.travel/about/swiss-travel-pass/>



Switzerland.

KMM (Malaysia) – Premier Travel Magazine.

- Circulations: 50,000
- Copy: 125,000
- Total: 6 full pages
- Event: Swiss Illustration Exhibition

068 瑞士 SWITZERLAND

069

分享会详情



【第一场】

瑞士为何让人念念不忘

郭朝河 跨界媒体人、贾森Jason PH 主持人/旅游达人
日期: 5月6日 | 时间: 晚上7:30



【第二场】

瑞士 Europamundo Vacations 巴士旅游

Zaf Lau 欧洲旅游经理
日期: 5月13日 | 时间: 下午4:30



【第五场】

瑞士宏伟铁路之旅

David Bowden 旅行作家
日期: 5月21日 | 时间: 下午2:30



【第六场】

瑞士铁道自由行

菲比 Phobe Yap
日期: 5月21日 | 时间: 下午3:30



【第三场】

丢掉计划, 感受冬季的变化

HybridYang 摄影师
日期: 5月13日 | 时间: 下午5:30



【第四场】

Gaya Travel Magazine 的瑞士体验

Juhan bin Kamaruddin Gaya Travel Magazine 编辑总监
日期: 5月20日 | 时间: 下午4:30



【第七场】

用瑞士通行证发现瑞士的春季季节

Rudy Wiratno 瑞士旅游系统东南亚销售与市场经理
日期: 5月21日 | 时间: 下午4:30



【第八场】

瑞士夏季亮点

Lyn Loh 瑞士旅游马来西亚市场代表
日期: 5月27日 | 时间: 下午1:00

MY KAM: Lifestyle Campaign B2B presentation.



Switzerland.

- 13 September 2023
- Presentation at Happy Tours' products workshop
- 12 agents participated
- Partners featured: STS, LX, Lake Lucerne Region, Zurich, Graubunden



MY C&A: Lifestyle Presentation with Andermatt Swiss Alps.

- 23 September 2023
- 50 attendees
- Partners featured: STS, LX, Zurich, Lausanne, Montreux, Jungfrau, Valais



Content Distribution – Autumn Campaign.

- Partner: Lausanne
- Publication: L'Officiel Philippine & Malaysia Online



Content Distribution – Autumn Campaign.


- Partner: GEX/LX
- Publication: L'Officiel Philippine & Malaysia Online

CULTURE

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Get ready to embark on an extraordinary journey through Switzerland's breathtaking landscapes, all while indulging in the finest gastronomy and a sumptuousness fit for royalty.

09.25.2023 by L'Officiel





Switzerland.

Content Distribution – Autumn Campaign.

- Partner: Valais
- Publication: Hello Thailand

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Hello! Thailand ✓
13 September at 13:00 · 🌐

กำลังมีแผนจะไปสวิสหรือเปล่า? ชี้ทิศ 3 สถานที่ท่องเที่ยวใน 'สวิตเซอร์แลนด์' ที่คนไม่ค่อยรู้จัก สัมผัสมนต์เสน่ห์ของท้องถิ่นสวิสท่ามกลางความมหัศจรรย์ของธรรมชาติที่รอคุณไปค้นพบ

[#HELLOMagazineThailand](#)
[#HELLOThUpdate](#)
[#HELLOTravel...](#) See more

TH.HELLOMAGAZINE.COM

สถานที่เที่ยวสวิตเซอร์แลนด์ 2023 ชวนสัมผัสเสน่ห์ท้องถิ่นที่คนไม่ค่อยรู้จัก

1.8K 4 39

TRAVEL

สถานที่ท่องเที่ยว Unseen ของ
เวาที่น่าทึ่งของธรรมชาติที่จับ
ต้องได้

STS: Autumn Newsletter to Trade.

- 1 September
- Market: SEA
- Target: Communicate Autumn news incl. Wine & Dine + Train, Promote STP and GTToS offerings. Highlight lifestyle, gastronomy activities accessible by trains.
- Goals: Continually refresh and expand existing database. Engagements with agents.

2B Platform > Grand Train Tour > STS Excellence Program



My favourite color is Autumn. Love me with all your leaves

STS: GTToS advertorials with TTG Asia.

- 1 Sep - 31 Oct
- Market: SEA
- Target: Promote GTToS and STP, highlight Excellence Program.
- Goals: Advertorials on TTG MICE print edition in Sep with 13.5k trade readers, TTG Show Daily digital in Oct with 22.5k trade readers in Asia Pacific, >100k monthly visitors on website and eDM. >50 STP sold, 1 charter event in 2024, Excellence Program sign-ups.



Switzerland is a stunning holiday retreat, that doubles as a world-class destination for MICE events. It's ideal for business meetings, incentive trips, conferences, and specialized events. Looking for something special? Stand out by holding your next event aboard a luxurious train, capable of accommodating up to 110 guests.

Magical journeys

Everything you've heard about the Grand Train Tour of Switzerland is true. The magical journey combines the most beautiful panoramic trains into one stunning route. With places like Interlaken, Montreux, St. Moritz, Zermatt and Lucerne within reach, the Grand Train Tour of Switzerland is on the bucketlist of every traveller.



Magical ticket

If your clients prefer to stay flexible, they can also purchase a Swiss Travel Pass, from 3 to 15 days, and enjoy unlimited travel on Swiss Rail and enjoy best of both.



Magical events

The Grand Train Tour of Switzerland is also a dream come true for event organizers. Tailor-made itineraries, highest level of comfort, breathtaking views and legendary service aboard iconic trains make the Grand Train Tour of Switzerland the preferred way to travel around the country – or to a corporate event.



Magic that sells

Plus, with demand for sustainable travel options higher than ever before, this makes it an easy sell for travel professionals like yourself.



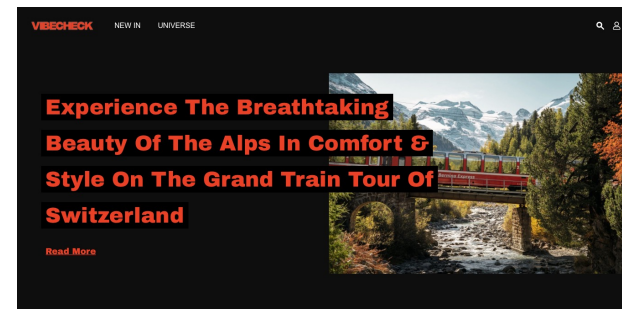
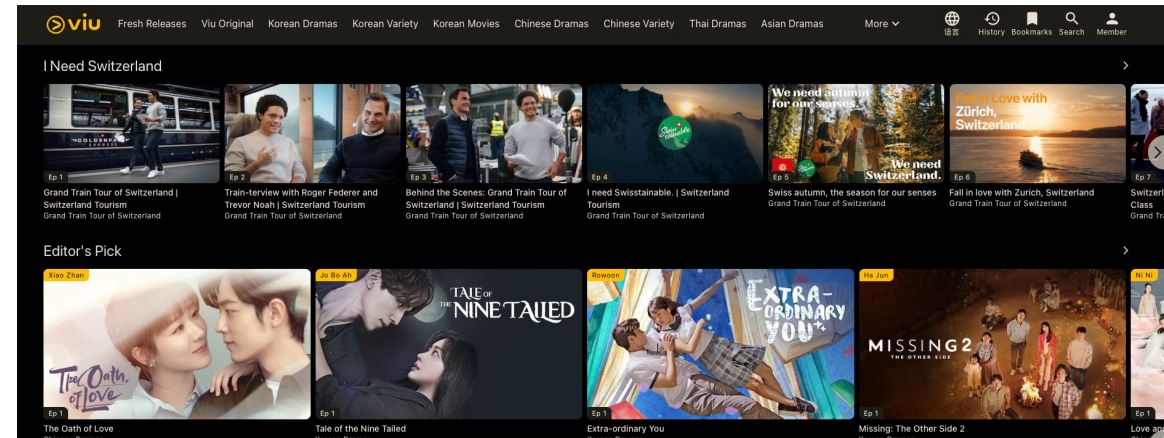
Become an expert and win a trip to Switzerland.

Gain knowledge and win attractive prizes: Heidi & Peter take you on a learning journey through the new Swiss Travel System Excellence Program.



C&A: Roger Federer Autumn Campaign with VIU. Switzerland.

- 15 September – 15 October
- Roger Federer Autumn Campaign on VIU platform on:
 - Module playlist with 7 videos including Roger Federer GToS and partners' videos
 - Video Ads
 - Social ads and Editorial
- Goals:
 - Promote Switzerland in the autumn with GToS and partners



SCIB SEA Carried Out Business Meetings.

- Market: Indonesia, Thailand
- Corporate : Incentives
- Period: September 2023
- Carried out in CH : 7 incentives
- Grand Total Overnights: 1,796
- Grand Total Turnover: CHF 589,068
- Destination:

KAM SEA – Trade Webinar Lifestyle round 2.

- 27 September 2023
- Zoom Webinar Topic:
"We need autumn for our senses,
we need Switzerland."
- 2 x Trade newsletters
- Unique participants and interactions:
278
- Partners STS, Lausanne,
Montreux, Glacier express

› Trade Corner SEA › MySwitzerland.com › Senses



Grüezi! Bonjour! Buongiorno! Allegra!

Thank you very much for joining us on our "We need autumn for our senses, we need Switzerland." webinar, on the 27th September 2023.

We hope the webinar inspired you with some take-away insights to plan your next trips and activities in Switzerland to indulge all your senses, and make your clients fall **#inLOVEwithSWITZERLAND** this 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 SEA - Fam Trip with Heavens Portfolio.

- 23 Sep – 02 Oct 2023
- KA: IDx2, SGx2, THx1, HPx1
- Partners
 - STS
 - Graubunden
 - Zurich
 - GEX
 - Montreux & Lausanne
 - Heavens portfolio hotel partners



KAM SEA: Switzerland Travel Mart 2023.

- Zurich: 08 SEP 2023
- Pre-convention tour destinations:
09-11 SEP 2023
- Geneva, 11-14 SEP 2023
- Post-convention tour Jungfrau
region: 14-16 SEP 2023
- 40 leisure and MICE buyers from
Southeast Asia
(ID,MY,PH,SG,TH,VN)



KAM Thailand: VIP Networking Dinner Event.

- 27 SEP 2023, Swiss Residence
- The ambassador of Switzerland to Thailand, and Head of Visa section
- 45 attendants from Swiss representatives and Travel Trades
- ST Presence: Batiste Pilet, Thanchanok Nuammano
- Partners featured: JF, Schilthorn, RHB, MRAG, HLGR, Diavolezza



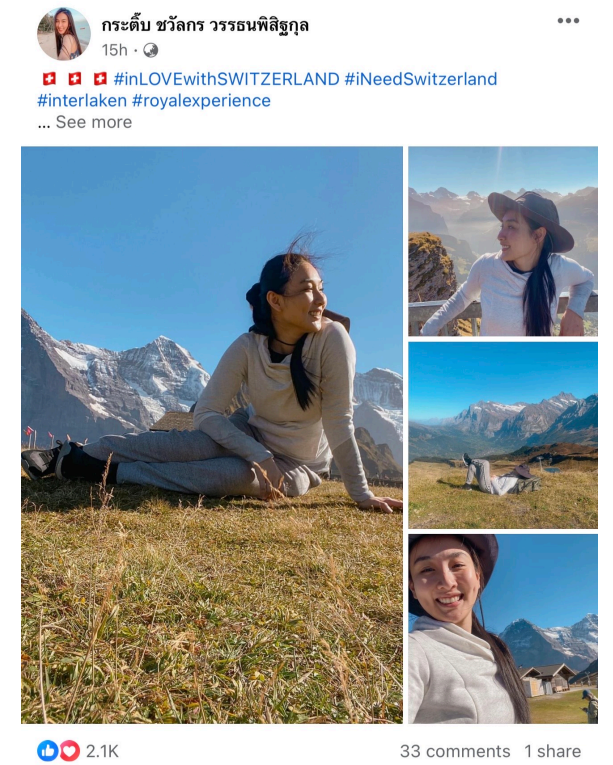
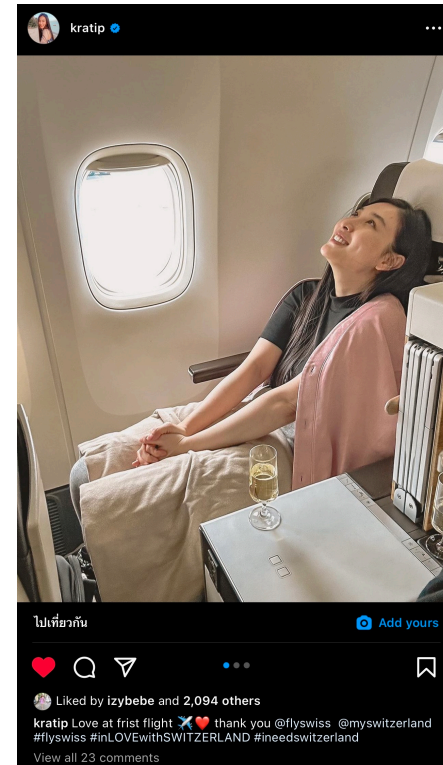
KMM Thailand: Autumn Media Briefing.

- 27 September 2023, Swiss residence
- Participants: 25 Thai media outlets
- Partners featured: STS, RHB, SEG, Jungfrau, Interlaken, Lucerne, Pilatus, Valais, Ticino, Lausanne, Montreux, Zurich, GEX



C&A: KOL TH Kratip Shawankorn.

- 29 Sep – 08 Oct 2023
- Kratip Shawankorn: TV reporter & 1st runner up Masterchef Celebrity ss.2
- Social media:
 Instagram: [kratip](#) 307K
 Facebook: [kratip](#) 1.6M
- Partners featured
 - LX
 - STS
 - Interlaken & Jungfrau Region & JFJ
 - Graubunden
 - Montreux & Lausanne
 - GEX



India.



Switzerland.





Switzerland.

Partnership with Zurich Tourism: Neeraj Chopra's Day Out in Zurich.

- As part of our ongoing association with Switzerland Tourism India's 'Friendship Ambassador' and Olympic Gold Medalist- Neeraj Chopra, we partnered with Zurich Tourism, to launch a destination specific campaign to showcase experiences beyond what the city is known for.
- The campaign is currently being launched through social media, which includes Instagram Collaborations with Neeraj and ST India, and will be further integrated into sustenance media activities and digital campaigns.
- We also executed planned media announcements following a felicitation dinner, jointly hosted by ST and Zurich Tourism, and promoted Neeraj's day out, which resulted in additional earned media coverage in India's leading mainline, sport and lifestyle publications.
- Total Media Contacts: 518'470'121**
- Total Social Media Reach, Views, etc.: 8'470'395**

World Champion Neeraj Chopra's date with Zurich



Uetliberg is the local mountain of Zurich, which means mountain bikers do not **From Mountain Biking To Swimming, Neeraj Chopra's Zurich Getaway Was Action-Packed As Expected** Uetliberg also offers ire tw ulty fo



Neeraj Chopra in Zurich
On his Swiss trip, Neeraj Chopra said, "Zurich has always been one of my go-to cities, whether I'm competing or simply taking a break. I've had such a memorable time indulging in water sports and also trying mountain biking up to the Uetliberg, Zurich's home mountain. You can also make the most of the outdoors, be it on the water or up in the mountains. I am not really a city person as I prefer being out in nature, but Zurich really has the best of both."



KAM: ST Trainings 2023 – Delhi (22nd Aug 2023).

- 2 sessions: Morning & Afternoon
- Presented Switzerland and its touristic offerings, along with the latest news and updates
- Interactive quiz during presentation and game in the end – Prizes for winners
- Presenters: ST, Rail Europe, RhB, BLS, Zurich Tourism & Aletsch Arena
- Total No. of attendees: 82



KAM: ST Trainings 2023 – Mumbai (23rd Aug 2023).

- 2 sessions - Morning & afternoon
- Presented Switzerland and its touristic offerings and latest news and updates
- Interactive quiz during presentation and at the end - Prizes for winners
- Presenters: ST, STS, Zurich Tourism, Aletsch Arena, BLS and Rail Europe
- Total No. of attendees: 195





Switzerland.

KAM: Sales Calls with Zurich Tourism in Delhi (21st Aug 2023) & Mumbai (24th Aug 2023).

- Exclusive sales calls in Delhi & Mumbai with Zurich Tourism
- Mix of GIT, FIT and luxury agents
- Presented Zurich and its various touristic offerings
- Showcasing Zurich as an experiential destination more than just a hub or a transit stop – to increase ONs and length of stay
- Total No. of agencies met: 8 (21 pax)





Switzerland.

KAM: ST Trainings 2023 – Jaipur (29th Aug 2023).

- 1 sessions – Presentation with networking lunch
- Presented Switzerland and its touristic offerings as well as the tourism latest news and updates
- Interactive quiz during presentation and at the end - Prizes for winners
- Presenters: ST, STS, RhB, Aletsch Arena & SWISS
- Total No. of attendees: 77



KAM: ST Trainings 2023 – Lucknow (31st Aug 2023).

- 1 sessions – Presentation with networking lunch
- Presented Switzerland and its touristic offerings as well as the tourism latest news and updates
- Interactive quiz during presentation and at the end - Prizes for winners
- Presenters: ST, STS, BLS Interlaken, Aletsch Arena & MGP
- Total No. of attendees: 45



KAM: ST Trainings 2023 – Jalandhar (5th Sept 2023).

- 1 sessions – Presentation with networking lunch
- Presented Switzerland and its touristic offerings as well as the tourism latest news and updates
- Interactive quiz during presentation and at the end - Prizes for winners
- Presenters: ST, STS, Rail Europe & SWISS
- Total No. of attendees: 50

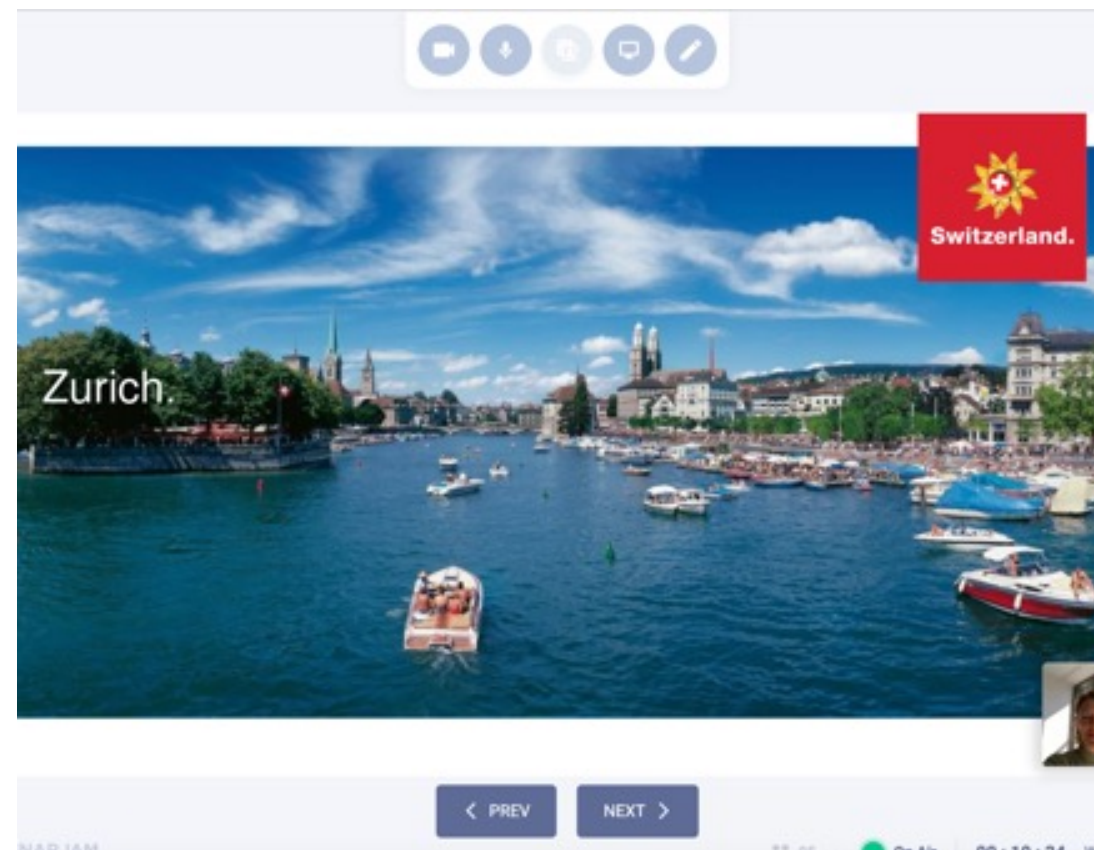




Switzerland.

KAM: ST Webinar 4 - Zurich (28th Sept 2023).

- Exclusive 45 min webinar on Zurich
- Showcased Zurich and its various touristic offerings
- Special Impetus on winter
- Presenters: Zurich Tourism, The Dolder Grand and Lindt Home of Chocolate
- Live Polls
- Live Q&A Session
- Quiz at the end
- Total No. of attendees = 423

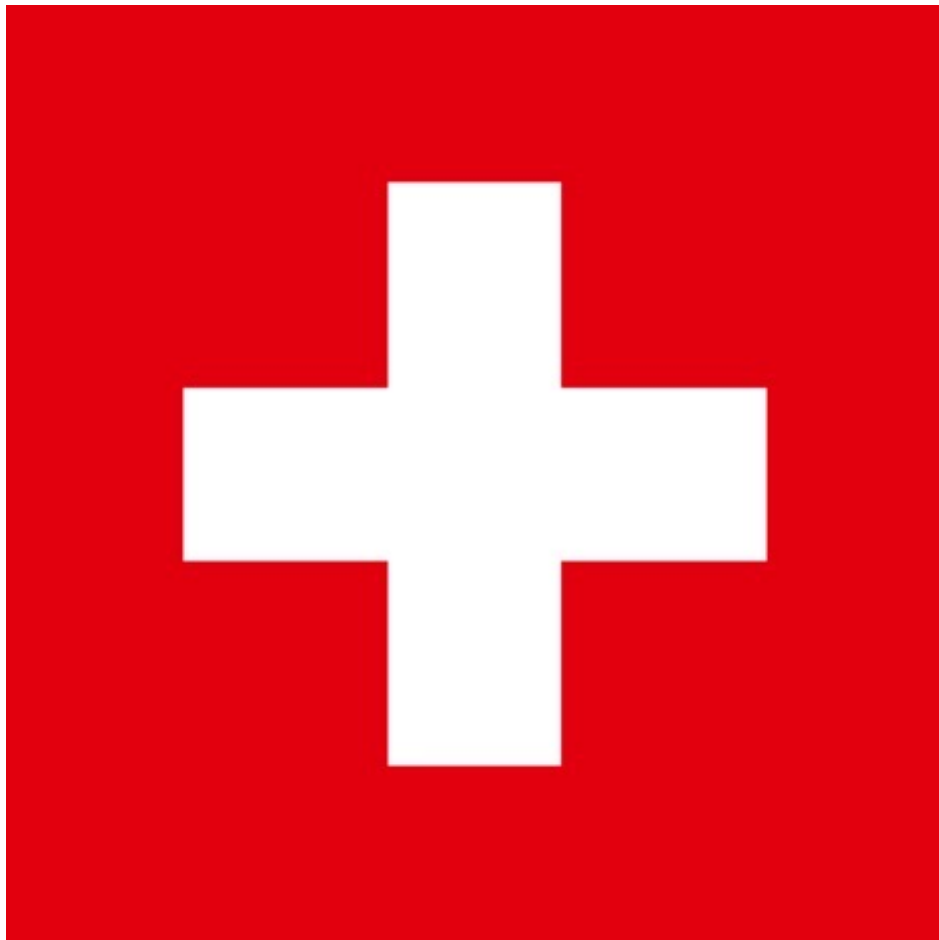


Markets West.

Switzerland.

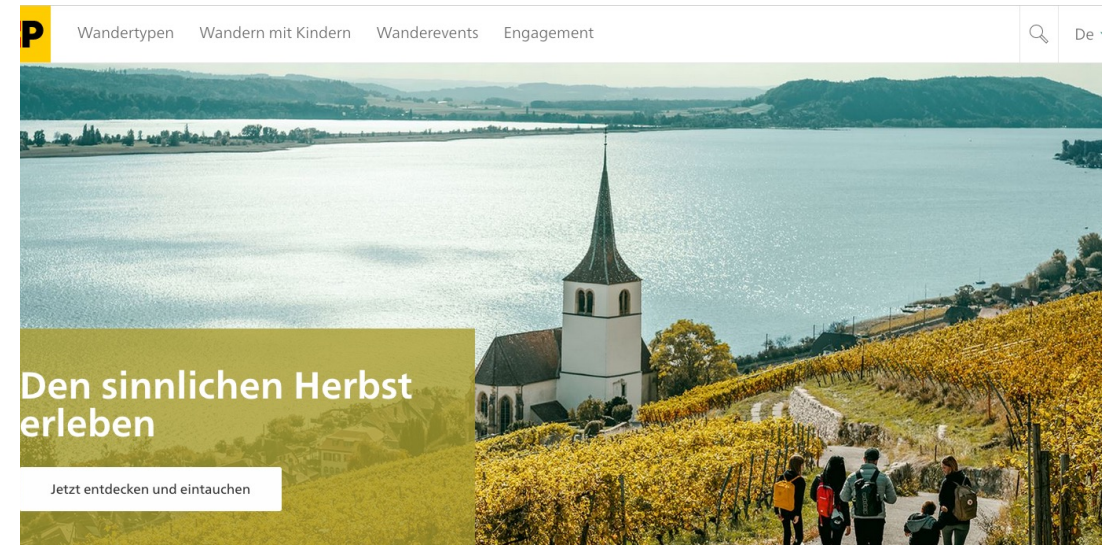


Switzerland.



Autumn-Promo - Post.ch/wandern.

- Hiking proposals on post.ch/wandern, the official website of Swiss Post
- German / French / Italian
- Integration of «Swiss autumn - the most sensual season”
- 2,7 Mio. unique users/month during main season



Schweizweit unterwegs in der Natur
Familienfreundliche Wanderungen
entdecken

Sind Sie auf der Suche nach Wanderungen für die ganze Familie? Hier entdecken Sie passende Ausflugstipps.

Stöbern Sie direkt in unseren Wandervorschlägen weiter unten los – oder lassen Sie sich bei der Wahl einer passenden Route von unseren tierischen Wanderfreunden unterstützen: [Wandertypen](#)

Coop Autumn-Promo.



- Publication: 29. August & Reminder: 3. October
- Circulation: 2.7 Mio. / Readership: 3.5 Mio.
- German / French / Italian
- 4 pages
 - 2 pages inspirational content
 - 2 pages hotel content
- Print version mirrored online on coop.ch
- Additional social media push via digital agency
- Inspirational autumn content & autumn campaign

The collage shows several pages from a magazine. The top pages (92 and 93) feature 'Beneficente delle offerte' and 'in questi ed altri hotel' with various hotel listings like Hotel Polo, Hotel Kreuz & Post, Hotel National, and Parkhotel Brenschino. The middle section (90) is titled 'Godetevi l'autunno in uno di questi hotel' and includes a map of Switzerland with location pins and a list of 30 hotels. The bottom right page (91) is titled 'Tempo di piaceri' and features an image of a family dining at a restaurant.

BeNeLux.





Switzerland.

Promotion. BE. Swiss Cities and Ascona-Locarno.

- Digital campaign for the Swiss Cities and key partner Ascona-Locarno in Belgium with Roularta media group on various magazine websites (Knack-Le Vif Weekend, Gael, Feeling, Trends Style)
- 6 articles about gastronomy, culture, water activities and Ascona-Locarno
- Native ads
- Date: 11.06. – 01.10.2023
- 59'749 page views
- 72s av. time spent on page

The image displays three digital marketing assets:

- Facebook Post (Top Left):** A sponsored post from 'Feeling' with the text: "[Inhoud aangeboden] Deze plek wordt ook wel de poort tussen Noord- en Zuid-Europa genoemd. Een korte vakantie aan de Zwitserse kant van het betoverend mooie Lago Maggiore, wie kan daaraan weerstaan?". It features a scenic image of a lakeside town.
- Magazine Website (Top Right):** A screenshot of 'le vif. Focus weekend' with a featured article titled 'La Suisse, les pieds dans l'eau'. The page includes a navigation menu and a list of other articles under 'LES PLUS LUS'.
- Facebook Post (Bottom):** A post from 'Feeling' with the text: "Daarom wil jij de Zwitserse kanton Ticino bezoeken!". It features a black and white image of a woman in a purple dress standing in a field of tall grass.



Switzerland.

KAM. Netherlands. Travel Club study trip.

- 10 Travel agents from the Travel Club.
- In cooperation with RhB, STS, Arosa en Val Poschiavo.
- Programma:
 - Day 1 – September 9th: Exploring Arosa (Bärenland, Weisshorn, Güterschuppen) and overnight in Hotel Faern.
 - Day 2 – September 10th: Traveling by Bernina Express to Poschiavo, visit of Casa Tomé, 100% Val Poschiavo dinner.
 - Day 3 – September 11th: Guided village tour in Poschiavo, back with the RhB and return home to Amsterdam





Switzerland.

KMM. Netherlands. Autumn- and winterlaunch.

- Evening with 30 quality media contacts
- Location: Dutch Museum of Transport, Utrecht
- Partners: Wallis, Graubünden, Luzern, Bern, STS, RhB
- Mindfulnessworkshop with Ambassador Evi Hanssen





Switzerland.

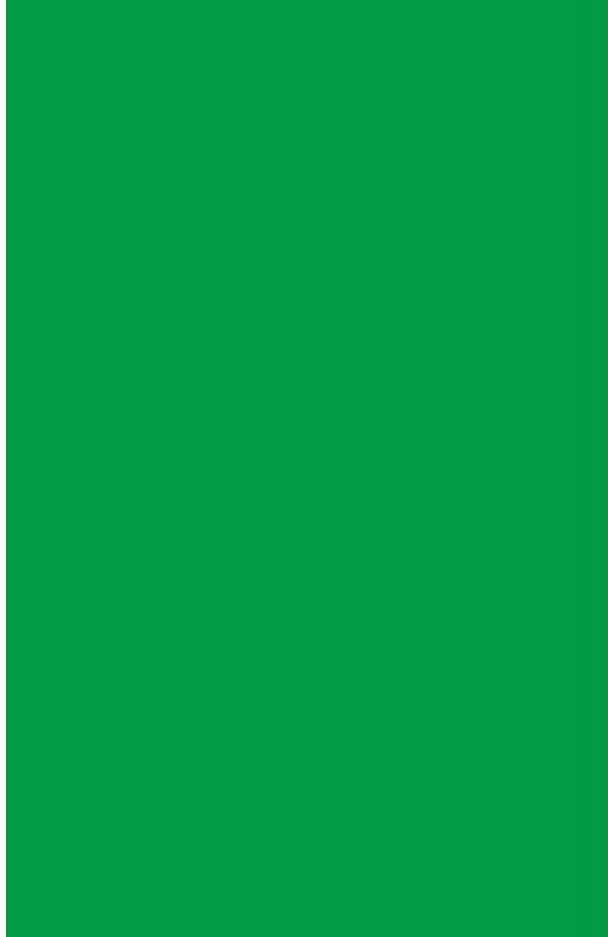
KMM. Netherlands. Top Coverage Article.

- Volkskrant Magazine
- 2-pager about Basel
- No press trip, but interview with Dutch person who lives in Basel and tells about his favorite places to go
- Contact via ST
- 800.000 Top Coverage Contacts



De artikel is uitsluitend voor intern gebruik binnen: Zwitserland Toerisme

Italy.





Switzerland.

Campaigning & Activation: OOH Roger Federer campaign – International Venice Film Festival.

- Period: 31.08 - 09.09.2023
- What: DOOH campaign with Roger Federer / GTToS snippets at 80th International Film Festival in Venice
 - 1 Giant LED (Main) Screen (24m²) next to the red carpet
 - 1 Giant LED Screen (12m²) back-to-back with main screen in the accreditation area
- Impressions: 4.494.954
- Partners: STS





Campaigning & Activation: Swisstainable & Autumn campaign Swiss Family Village.

- Period: 21.09 - 01.10.2023
- What: Promotional and digital campaign with focus on the Family & Gen Z segment
 - Public event in Piazza Gae Aulenti in Milano to experience Swiss outdoor activities, promote partner content, autumn season and Swisstainable
 - Outdoor activities: adventure trail, climbing wall, bike pump track, on- & offline game
 - Train-mock-up with VR headsets (GTToS) and train driving simulator for children
 - Circus tent with thematic workshops, fairy tale and traditional Swiss films hours
 - Participants: school classes and public
- Results:
 - Audience over 10 days: 20.000
 - Booked activities: 2.000
 - ST brochures distributed: 4.200
 - Landing page visits: 9.000
 - Social media impressions:
 - Ledwall impressions: 1.200.000
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich

Impressions.



Switzerland.



Impressions.



Switzerland.





Switzerland.

Campaigning & Activation: Swiss Family Village - Opening and media event.

- Date: 21.09.2023
- What: Opening and media event of the Swiss Family Village in Milano
 - Meet&Greet with 80 young fans, interviews and content production with Yann Sommer
 - Presentation with ambassadors Michelle Hunziker and Yann Sommer and panel discussion with ST partners
- Participants: 120 media & VIP guests
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich






Campaigning & Activation: Swiss Family Village - Switzerland.

IG Reel with Yann Sommer.

- Date: 25.09.2023
- What: Instagram Reel in collab with Yann Sommer to launch the new partnership as ST ITA ambassador and promote the Swiss Family Village in Milano
- Impressions: 333.415
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich



 **ysommer1** and **myswitzerlandit** · Following ...
Original audio

 **ysommer1**  1 w
@myswitzerlandit a Milano! 
Visitate lo [#SwissFamilyVillage](#) in Gae Aulenti, tantissime attività outdoor e laboratori creativi per scoprire la Svizzera in famiglia.

@myswitzerlandit in Milano! 
Visit the [#SwissFamilyVillage](#) in Piazza Gae Aulenti, many outdoor activities and creative workshops are waiting for you. Discover Switzerland with your family.

Info: www.svizzera.it/swissfamilyvillage

[#innamoratidellasvizzera](#)


[#hobisognodisvizzera](#)

See translation



32,103 likes

25 SEPTEMBER

 Add a comment...





Switzerland.

Campaigning & Activation: Swiss Family Village - IG Stories with Michelle Hunziker.

- Date: 21.09.2023
- What: 3 Instagram stories on Michelle Hunziker's account during the media and opening event to promote the Swiss Family Village and welcome Yann Sommer
- Impressions: 1.028.611
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich





Switzerland.

Campaigning & Activation: Swiss Family Village - DOOH campaign with IGP Decaux.

- Period: 18.-24.09.2023
- What: DOOH campaign in Milano with 50 frames in key metro stations to promote the Swiss Family Village
- Impressions: 3.985.390
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich





Switzerland.

Campaigning & Activation: Swiss Family Village - Digital campaign with Teads.

- Date: 11.09 - 01.10.2023
- What: Native advertising with Teads to promote the Swiss Family Village in Milano with link to landing page svizzera.it/swissfamilyvillage
- Contacts: 1.703.090
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich



Campaigning & Activation: E-Newsletter September.

- Date: 05.09.2023
- What: ST eNL September ([Link](#))
- Market inputs:
 - Swiss Family Village
 - Swiss Autumn
- Contacts: 15.906
- Open rate: 39.73%
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich

Suggerimenti per i partner.



Swiss Family Village in Piazza Gae Aulenti

Dal 21/09 al 01/10 vieni a trovarci a Milano nel villaggio dedicato ai viaggi in famiglia e alle esperienze autunnali. Potrai pilotare un treno panoramico, scalare una parete, divertirti in bici sul pump track o sul percorso di albering e conoscere la Svizzera.

[Scopri il programma](#)



L'incanto dell'autunno svizzero

Esplora l'incantevole autunno svizzero, con i suoi colori mozzafiato, prelibatezze culinarie, animati mercati contadini e festività della vendemmia. Lasciati guidare dai nostri consigli per abbracciare appieno questa stagione unica.

[Scopri di più](#)



Switzerland.

Campaigning & Activation: Advertising with Teatro alla Scala.

- Date: 04.09.2023
- What: 2-pages advertising in the opera program Il Barbiere di Siviglia of “Teatro alla Scala” Milano, distributed to all present guests
- Contacts: 5.000
- Partner: Vaud Promotion



NEL PITTORESCO SCENARIO DEL CANTONE DI VAUD, L'AUTUNNO RIVELA LA SUA MAESTOSITÀ ATTRAVERSO UNA TAVOLOZZA DI COLORI VIVACI E AROMI AVVOLGENTI, CREANDO UN AFFASCINANTE DIPINTO DI STAGIONE. QUESTO PERIODO MAGICO OFFRE AI VISITATORI L'OPPORTUNITÀ DI IMMERGERSI NELL'ENOGASTRONOMIA LOCALE, UNENDO IL PIACERE DEI VINI PREGIATI CON LE DELIZIE CULINARIE DELLA REGIONE.

L'autunno nel Canton Vaud offre uno spettacolo visivo straordinario, con le foglie che si tingono di tonalità calde di rosso, arancione e giallo. I vigneti, preparati con cura durante l'estate, sono pronti per la vendemmia, e nell'aria si diffonde l'aroma irresistibile dell'uva matura e delle botti di legno. In questo contesto, l'oenogastronomia diventa un'esperienza completa per i sensi.

Le cantine locali aprono le loro porte agli appassionati di vino, offrendo degustazioni che esplorano le varie sfumature dei vitigni della regione. I visitatori possono gustare una vasta gamma di vini, accompagnati da racconti appassionanti dei produttori che condividono la loro conoscenza e la loro passione. L'enoturismo diventa così un viaggio nel tempo, attraverso la tradizione e l'arte della vinificazione.

Ma l'autunno nel Canton Vaud non è solo una celebrazione enologica: è anche una festa per il palato. I ristoranti locali propongono piatti stagionali che valorizzano i prodotti locali, come formaggi squisiti, funghi e prelibatezze di stagione. L'oenogastronomia si intreccia con la cultura culinaria della regione, offrendo ai visitatori l'opportunità di esplorare la cucina locale in abbinamento ai vini raffinati. Un tour enogastronomico in questa stagione regala anche l'opportunità di scoprire da vicino il ciclo delle viti e la produzione vinicola attraverso escursioni guidate tra i vigneti. Le colline adornate dai filari sono un'invitante cornice per rilassanti passeggiate, arricchite dalla conoscenza delle guide appassionate che condividono il loro sapere sulla viticoltura.

In conclusione, l'autunno nel Cantone di Vaud è un'esperienza indimenticabile che unisce l'enoturismo alla gastronomia locale. L'incanto dei colori, dei profumi e dei sapori rende questa stagione un momento ideale per esplorare la cultura vinicola e culinaria della regione, regalando ai visitatori un viaggio sensoriale attraverso le bellezze naturali e i piaceri gustativi del Canton Vaud.

Inoltre, il Canton Vaud è facilmente raggiungibile: situato a 2 ore e mezza di treno da Milano, è una meta ideale per un breve viaggio alla scoperta di un'autentica esperienza enogastronomica nel cuore della Svizzera.



MYVAUD.CH



L'INCANTO DELL'AUTUNNO NEL CANTON VAUD: ENOGASTRONOMIA TRA VIGNE E SAPORI

VAUD+



Switzerland.

Campaigning & Activation: Advertising with Teatro alla Scala.

- Date: 15.09.2023
- What: 2-pages advertising in the ballet program Il Lago dei Cigni of “Teatro alla Scala” Milano, distributed to all present guests
- Contacts: 5.000
- Partner: Vaud Promotion



NEL PITTORESCO SCENARIO DEL CANTONE DI VAUD, L'AUTUNNO RIVELA LA SUA MAESTOSITÀ ATTRAVERSO UNA TAVOLOZZA DI COLORI VIVACI E AROMI AVVOLGENTI, CREANDO UN AFFASCINANTE DIPINTO DI STAGIONE. QUESTO PERIODO MAGICO OFFRE AI VISITATORI L'OPPORTUNITÀ DI IMMERGERSI NELL'ENOGASTRONOMIA LOCALE, UNENDO IL PIACERE DEI VINI PREGIATI CON LE DELIZIE CULINARIE DELLA REGIONE.

L'autunno nel Canton Vaud offre uno spettacolo visivo straordinario, con le foglie che si tingono di tonalità calde di rosso, arancione e giallo. I vigneti, preparati con cura durante l'estate, sono pronti per la vendemmia, e nell'aria si diffonde l'aroma irresistibile dell'uva matura e delle botti di legno. In questo contesto, l'oenogastronomia diventa un'esperienza completa per i sensi.

Le cantine locali aprono le loro porte agli appassionati di vino, offrendo degustazioni che esplorano le varie sfumature dei vitigni della regione. I visitatori possono gustare una vasta gamma di vini, accompagnati da racconti appassionanti dei produttori che condividono la loro conoscenza e la loro passione. L'enoturismo diventa così un viaggio nel tempo, attraverso la tradizione e l'arte della vinificazione.

Ma l'autunno nel Canton Vaud non è solo una celebrazione enologica: è anche una festa per il palato. I ristoranti locali propongono piatti stagionali che valorizzano i prodotti locali, come formaggi squisiti, funghi e prelibatezze di stagione. L'oenogastronomia si intreccia con la cultura culinaria della regione, offrendo ai visitatori l'opportunità di esplorare la cucina locale in abbinamento ai vini raffinati. Un tour enogastronomico in questa stagione regala anche l'opportunità di scoprire da vicino il ciclo delle viti e la produzione vinicola attraverso escursioni guidate tra i vigneti. Le colline adornate dai filari sono un'invitante cornice per rilassanti passeggiate, arricchite dalla conoscenza delle guide appassionate che condividono il loro sapere sulla viticoltura.

In conclusione, l'autunno nel Cantone di Vaud è un'esperienza indimenticabile che unisce l'enoturismo alla gastronomia locale. L'incanto dei colori, dei profumi e dei sapori rende questa stagione un momento ideale per esplorare la cultura vitivinicola e culinaria della regione, regalando ai visitatori un viaggio sensoriale attraverso le bellezze naturali e i piaceri gustativi del Canton Vaud.

Inoltre, il Canton Vaud è facilmente raggiungibile: situato a 2 ore e mezza di treno da Milano, è una meta ideale per un breve viaggio alla scoperta di un'autentica esperienza enogastronomica nel cuore della Svizzera.



MYVAUD.CH



L'INCANTO DELL'AUTUNNO NEL CANTON VAUD: ENOGASTRONOMIA TRA VIGNE E SAPORI

VAUD+



Switzerland.

Campaigning & Activation: Advertising with Teatro alla Scala.

- Date: 30.09.2023
- What: 2-pages advertising in the opera program Le Nozze di Figaro of “Teatro alla Scala” Milano, distributed to all present guests
- Contacts: 5.000
- Partner: Vaud Promotion



NEL PITTORESCO SCENARIO DEL CANTONE DI VAUD, L'AUTUNNO RIVELA LA SUA MAESTOSITÀ ATTRAVERSO UNA TAVOLOZZA DI COLORI VIVACI E AROMI AVVOLGENTI, CREANDO UN AFFASCINANTE DIPINTO DI STAGIONE. QUESTO PERIODO MAGICO OFFRE AI VISITATORI L'OPPORTUNITÀ DI IMMERGERSI NELL'ENOGASTRONOMIA LOCALE, UNENDO IL PIACERE DEI VINI PREGIATI CON LE DELIZIE CULINARIE DELLA REGIONE.

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MYVAUD.CH



L'INCANTO DELL'AUTUNNO NEL CANTON VAUD: ENOGASTRONOMIA TRA VIGNE E SAPORI

VAUD+

Campaigning & Activation: Influencer trip Valais.



Switzerland.

- Date: 04.-07.09.2023
- What: Influencer trip to Leukerbad and Aletsch Arena with Petra Cola (134.000 followers)
- Content: 2 posts, 2 Reels, 24 stories
- Partners: MRAG, STS

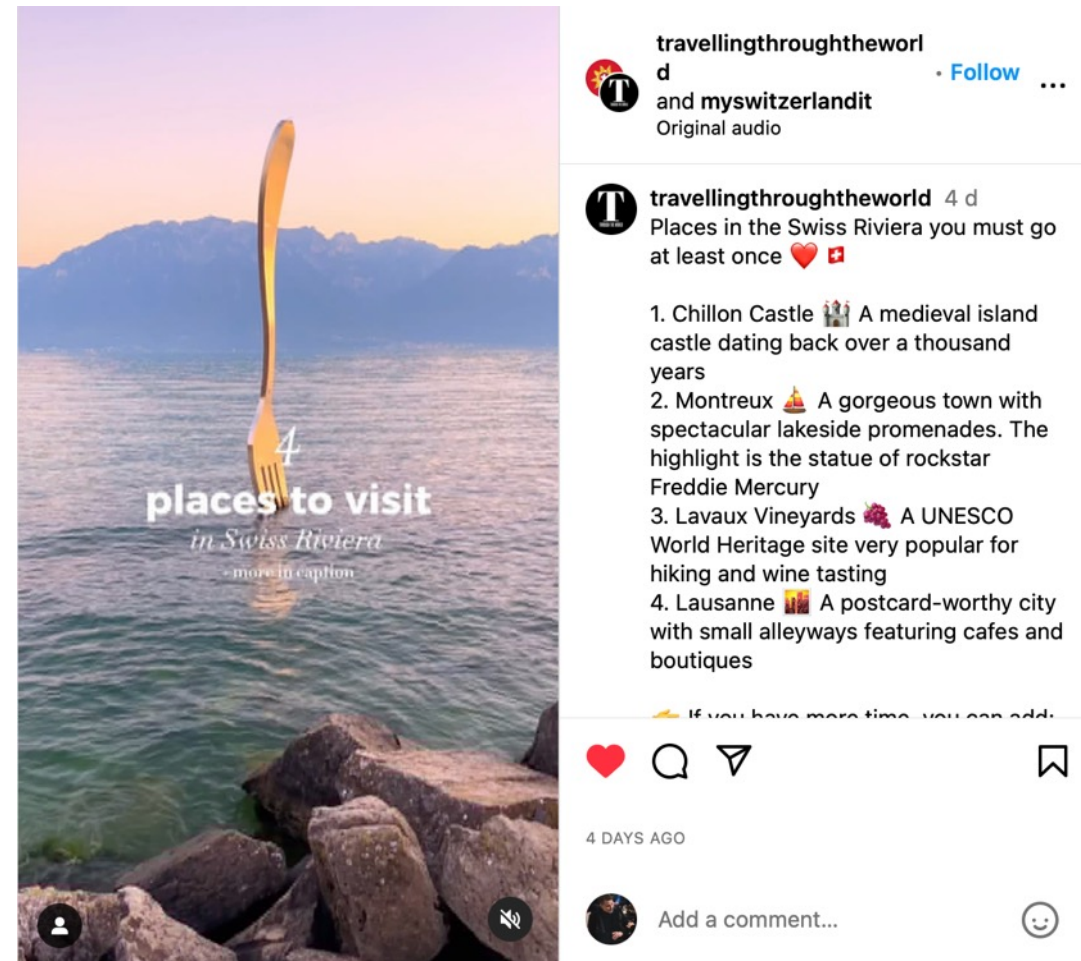




Switzerland.

Campaigning & Activation: Influencer trip Vaud.

- Date: 09.-10.09.2023
- What: Influencer trip to Lausanne and Montreux with Francesca Giovinazo and Tommaso Fogliata (4.179.000 total followers)
- Content: 1 post, 3 Reels, 31 stories
- Partner: Vaud Promotion



Campaigning & Activation: Influencer trip with top influencer Chiara Ferragni.

- Date: 15.-17.09.2023
- What: Support for influencer trip to Interlaken for top influencer Chiara Ferragni and 7 other influencers (35.863.000 total IG followers)
- Results:
 - +564% visits on @myswitzerlandit
 - +3.800 followers on @myswitzerlandit
 - 100.000.000 impressions
- Partner: Interlaken



KAM: STM 2023 Geneva.

- Date: 11.-14.09.2023
- What: Participation at Switzerland Travel Mart 2023 in Geneva
- Participants: 4 Italian tour operators (Il Girasole Viaggi, Adrastea Viaggi, Tiqets, Italy First)



KAM: Newsletter trade “Il Cioccolatino”.

- Date: 18.09.2023
- What: E-Newsletter sent to trade database with focus on Swiss Family Village and family offers
- Opening rate: 20.6%
- Link
- Partner: Made in Bern, Ticino, Zurich



Berna: apre il Planetarium Space Eye.

Progettato dall'architetto «stellato» Mario Botta. L'inaugurazione è prevista il 23 settembre nel Parco naturale Gantrisch, non lontano da Berna. I visitatori potranno ammirare il più grande telescopio pubblico della Svizzera, un planetario ad alta risoluzione da 8k con 80 posti a sedere e una mostra interattiva. L'avventura inizia già durante il tragitto che conduce al Planetarium. Si tratta infatti di un sentiero didattico con 15 postazioni virtuali.



Zurigo: Lindt Home of Chocolate.

Per gli amanti del cioccolato, il Lindt Home of Chocolate è un vero paradiso. Attraverso esposizioni interattive, produzione di cioccolato “dal vivo” e un'ampia selezione di prelibatezze, questa location lungo il Lago a pochi minuti di treno da Zurigo, offre una dolce immersione completa nel mondo del cioccolato svizzero.



Switzerland.

KAM: Trade workshop at Swiss Family Village.

- Date: 20.09.2023
- What: Trade event to promote partner destinations during preopening of the Swiss Family Village in Milano.
- In collaboration with Tourist Trend
- Contacts: 60 trade representatives
- Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich





Switzerland.

KAM: World Tourism Event in Turin.

- Period: 21.-23.09.2023
- What: Presence and participation in the panel discussion at the World Tourism Event in Turin, exhibition space for the World Heritage Sites and the B2B workshop for Italian and International trade professionals
- Visitors: 5.000
- Partner: HoKo





Switzerland.

KAM: Fam trip Geneva & Zurich.

- Period: 21.-23.09.2023
- What: Fam trip to Geneva and Zurich, focus on IntercityHotels of the Deutsche Hospitality group
- Participants: 4 tour operators and 2 trade magazines
- Partner: Deutsche Hospitality, Geneva, Zurich





Switzerland.

KMM: TV troupe GEO (Rai 3).

- Date: 27.08 - 03.09.2023
- What: Trip to Fribourg region and Berner Oberland with TV troupe and Italian journalist Ludovica Scandurra, content production for GEO (Rai 3)
- Participants: 4 troupe member
- Partners: Europcar, Made in Bern, SWISS



Switzerland.

KMM: Individual media trip Valais.

- Date: 05.-07.09.2023
- What: Individual media trip to La Fouly and Val Ferret
- Participants: Claudio Agostoni and Bruno Zanzottera for Meridiani Montagne
- Partner: MRAG



Switzerland.

KMM: Individual media trip Valais.

- Date: 13.-14.09.2023
- What: Individual media trip to Geneve, focus on new CERN Science Gateway
- Participant: [Ciro Musella](#) for [Elledecor.it](#)
- Partners: Geneva, STS



Switzerland.

KMM: Group media trip Vaud.

- Date: 14.-16.09.2023
- What: Group media trip to Vevey, Lavaux and Lausanne
- Participants: 4 journalists and 1 TV troupe
- Partner: Vaud





Switzerland.

KMM: International media trip.

- Date: 14.-19.09.2023
- What: International media trip “Music, Art, Culture – 25 years KKL” to Lugano, Lucerne and Basel
- Participants: Maria Grazia Lissi for La Provincia
- Partners: Basel, Lucerne, Ticino



Switzerland.

KMM: TV troupe Melaverde (Canale 5).

- Date: 17.-19.09.2023
- What: Trip to Valposchiavo with TV troupe Melaverde (Canale 5) for the production of an episode about Valposchiavo and its sustainability project
- Participants: 8 troupe members
- Partner: Valposchiavo Turismo

KMM: TV troupe Linea Verde (Rai 1).

- Date: 19.-22.09.2023
- What: Site inspection in Ticino with TV troupe Linea Verde (Rai 1)
- Participants: 3 troupe members
- Partner: Ticino



Switzerland.

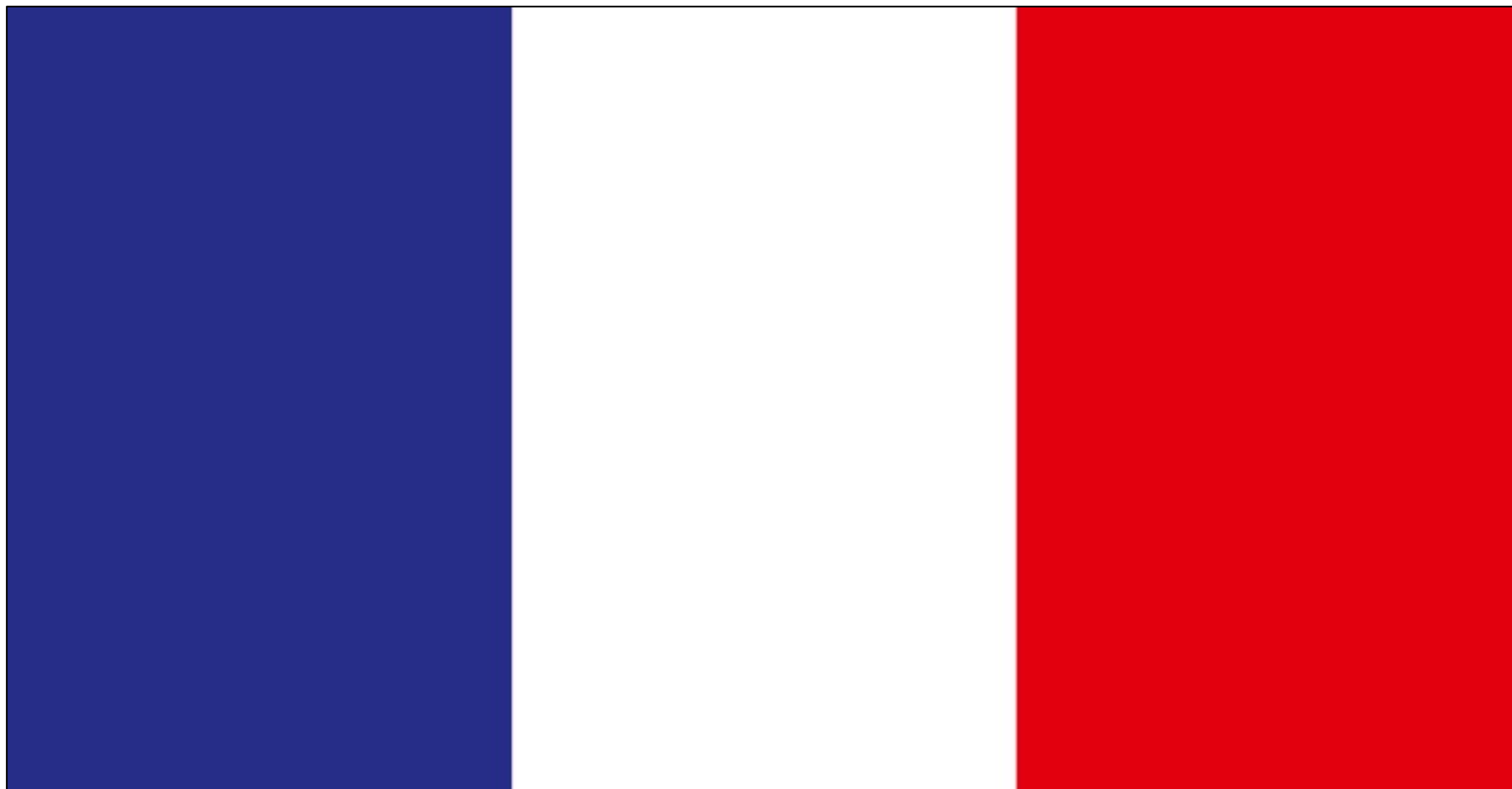
KMM: Group media trip Geneva.

- Date: 27.-29.09.2023
- What: Group media trip to Geneva, focus on opening of CERN Science Gateway, Reformation Museum and new cable car on Mont Salève
- Participants: 1 for Radio Rai, 1 for TV troupe Rai 2 and 4 journalists
- Partner: Geneva

France.



Switzerland.



Campaign Activation: Autumn Activities.

Partnership with the media **Milk**

- Print – display and social media
- Print : 16 pages booklet inserted in
 - Milk Deco (lifestyle deco) > focus on short break
 - Milk (lifestyle family magazine) > focus on family holidays
 - Adapted content
- Digital : online content on their website
- Social : social media post on their channels

KPI

- Print : 130'000 readers
- Digital
 - Social : IG 757k (total of both account) - Pinterest 941k
 - Newsletter : 100'000 subscribers



Campaign Activation: Autumn.

Display campaign

- Easyvoyage and fooding.
- Goal : awareness
- Timing : September - October
- KPI : 2.3M impression

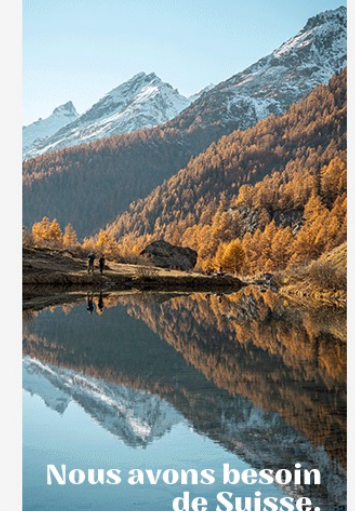
En Corrèze, ce village atypique aux bâtiments en pierres rouges est l'un des plus beaux de France. L'avez-vous reconnu ?

Publié le 15 septembre 2023 à 09:00 MIS À JOUR LE 18 SEPTEMBRE 2023 À 15:03

La France regorge de lieux à la fois surprenants et exceptionnels. Si pour certains ils sont méconnus, d'autres ne se laisseront pas de les visiter plusieurs fois. On continue de vous faire découvrir ou redécouvrir les plus beaux endroits en France avec Collonges-La-Rouge, une petite cité corrézienne pleine de charme qui vous ouvre les portes de ses habitations... toutes rouges !



Nous avons besoin d'automne.



Nous avons besoin de Suisse.

Campaign activation: Key Partner Bern.



Partnership with Beaux-Arts

- Goal : awareness
- Where ? In the media Beaux-Arts
- How ?
 - One page advertorial in print
 - One online content
 - Social media : IG and FB
- Timing : September and October
- KPIs :
 - 400'000 readers
 - 257'000 UV/month



Berne, la culture comme seconde nature

Siège des institutions fédérales, la capitale suisse présente autant d'atouts côté nature que côté culture. À l'heure de son automne culturel, une visite s'impose...

À vis aux nostalgiques de l'été! Filiez vite vers Berne, vous y trouverez de quoi affaquer un automne électrisant, placé sous le signe de la culture et de la douceur de vivre. Dès votre arrivée dans la ville fédérale suisse, montez jusqu'à la rose-rale, réputée pour ses quelque 220 espèces de roses et ses multiples variétés de rhododendrons. Là, vous embrasserez l'un des plus beaux panoramas sur la ville, au-dessus du parc aux ours où une famille de pingouins coule des jours heureux dans un parc de plus de 5 000 m². La légende raconte qu'en 1191, le duc Berthold V de Zähringen partit chasser en promettant de donner à la ville qu'il venait de fonder le nom du premier animal tué – ce fut un ours (d'où en allemand). Dans les effluves des dernières floraisons de l'année, vous pourrez mesurer à quel point Berne est une ville pleine d'atouts : bordée d'une ceinture d'arbres, son cœur historique – inscrit au patrimoine mondial de l'Unesco depuis 1983 – déborde ses bords de ruelles bordées d'arcades. Protégé par d'anciens remparts, jalonné de tours et de fontaines (d'eau potable), dominé par sa majestueuse cathédrale en style gothique tardif, il se love dans un méandre de l'Aar.

À peine sortie de la torpeur de l'été, Berne plonge tous les ans dans son vivant automne culturel et créatif. Art et design, musique et architecture, histoire et gastronomie, artisanat traditionnel : la programmation est à la carte. Depuis 2015, les collines de Schöngarten abritent l'un des plus délicieux musées suisses : inscrite dans les courbes du paysage, l'architecture ondulante du Zentrum Paul Klee (ZPK), signée Renzo Piano, rend hommage à l'un des créateurs majeurs du XX^e siècle.

Paul Klee (1879-1940). Plus de 4 000 œuvres y révèlent la diversité du talent de l'artiste dans un accrochage constamment renouvelé et prolongé par des expositions temporaires, telle celle consacrée à la collection de coquillages, pierres ou autres éléments naturels réunie par Klee pour nourrir son inspiration (« Quand tout pousse », jusqu'au 22 octobre). Le ZPK rend par ailleurs hommage cet automne à l'une de ses favorites contemporaines, la designer allemande Hanneb Hölz, inventrice de collages et de photomontages à l'extraordinaire force visuelle (du 10 novembre au 25 février).

Au cours de cette escapade, les amateurs ne manqueront pas de visiter le prestigieux Kunstmuseum, le musée des Beaux-Arts, dont les œuvres parcourent près de huit siècles d'histoire de l'art. L'exposition « Anecdotes du destin » (jusqu'au 7 janvier) y met l'accent sur des figures oubliées de la collection, en dialogue avec ses chefs-d'œuvre. Une manière d'illustrer l'imperméabilité des visions ou le renouvellement des significations. La métamorphose des choses également, telle qu'elle peut se lire dans les fragiles mobiles de Markus Raetz, artiste suisse disparu en 2020 à qui le musée offre sa première rétrospective posthume. Relativité encore au musée Einstein, intégré au musée d'histoire de Berne – c'est ici que le savant a défini en 1905 sa célèbre théorie.

Pour les plus curieux, l'ouverture bernaise s'achève par une plongée dans l'immensité céleste au Space Eye, le tout nouvel observatoire avec télescope, planétarium et exposition interactive, situé à une trentaine de minutes en train. Berne, une ville assurément cosmique!



Le Zentrum Paul Klee est le cœur d'art le plus important de la ville. Les belles installations dédiées par Renzo Piano ont fait un bâtiment indéniablement remarquable.



La vieille ville de Berne, inscrite au patrimoine mondial de l'Unesco, reflète les passions d'histoire.

INFORMATIONS PRATIQUES
Accès en train TVL, Lyria, Paris Gare de Lyon SBB + InterCity
En ville, transport public gratuit pour les hôtels et y accéder au moins un ou deux fois.
Carte musées pour 24h ou 48h

Plus d'informations et d'adresses
suisse.com/berne
bern.com/automne-culturel



Beaux-Arts



En quête d'une escapade entre nature et culture? Pas de doute, c'est à Berne qu'il vous faudra passer vos vacances! La capitale de la Suisse fondée en 1191 sur une presqu'île, plus d'un tour dans ses ruelles pour vous faire vivre un week-end à la fois exaltant mais néanmoins étonnamment. Car, la nature vous y attend en nombreuse et dans ses prodigieuses formes environnantes, qui à cette saison se pare des chatoyantes couleurs de l'automne. Berne est la deuxième capitale la plus verte d'Europe!



Pour un premier contact avec la ville et ses habitants, rien de tel, donc, qu'une promenade dans son cœur historique, à la découverte de ses nombreux trésors à pied, en transport ou même à vélo. Berne était son modèle de développement durable). Le Tour de l'histoire et ses précieuses métamorphoses du XX^e siècle qui fait naître l'histoire. L'histoire et le spectacle de Quartiers, la collégiale Saint Vincent et ses clichés environnementaux qui culminent à 500 mètres de plus haut de Suisse! L'imposant palais fédéral qui séjournent le gouvernement et le parlement, sans oublier le remarquable Institut des sciences et techniques à son tour, même à cette saison!

Sur votre route, ne manquez pas de visiter certains des nombreux fontaines de la ville (de ce compte plus d'une centaine). Attention en cas possible, ce sont pour la plupart des chefs-d'œuvre de l'art moderne. Au fil du temps, un véritable symbole de la capitale suisse. Cet itinéraire vous a-t-il inspiré? Des restaurants nichés dans les façades des caves voûtées du centre historique ou les terrasses extérieures du bord de l'Aar, Berne en assure une destination de choix pour les gourmands!



Campaign activation: Key Partner Nendaz.

Pop In edition in Nendaz

- 560 participants (100% women)
 - 55% stay for 2 nights in Nendaz
 - Generation of over 1200 overnights in all types of accommodation in the destination
 - 46% come from France
 - Average age : 41 y.o
- Social media : 55 posts before, during and after the event.
- Date: 09.09.2023



Campaign activation: Sapori Ticino.

- Promotion of Gastronomy and Wine Tourism with S.Pellegrino Sapori Ticino and Swiss Deluxe Hotels
- Special edition of the festival "Vive la France"
 - Swiss and French Michelin chefs work together to promote the local Ticinese gastronomy products
 - Press conference in Paris with 30 journalists (luxury, gastronomy)
 - Gala dinner at the embassy with about 35 opinion leaders and key contacts



KMM – Radio result.

- Franceinfo, *La Suisse sur de bons rails*.
- 3rd radio in France, 2nd radio in France during the week-end.
- Sunday 24.09.2023.
- Radio chronicle on the GoldenPass Express.
- About 4'926'000 daily listeners on FranceInfo.
- Listen to the podcast.

La Suisse sur de bons rails

02'22 / 00'00

Français du monde
Emmanuel Langlois
Le dimanche à 7h56 et 10h56

s'abonner

L'automne qui vient de débuter cette semaine est peut-être la meilleure période pour découvrir la Suisse. Et c'est sans doute en train que le pays se découvre le mieux, comme l'explique cette Française rencontrée sur les rives du lac Léman.

Emmanuel Langlois
Radio France

Publié le 24/09/2023 08:19

⌚ Temps de lecture : 2 min





Switzerland.

KMM – TV result.

- **France 3, Météo à la carte, *Le lac de Neuchâtel - Voyage dans le paradis suisse.***
- 07 and 08.09.2023
- Two episodes about Neuchâtel, its city and lake. 7 minutes each one.
- About 1 mio viewers.
- Watch the replay on Youtube: [part 1](#), [part 2](#).





Switzerland.

KMM – TV result.

- Le 13h de TF1, *Bisses : les sentiers vertigineux*.
- 05.09.2023
- 4 minutes report about Valais and its *bisses*, characteristic irrigation canals.
- About 6.4 mio viewers.
- Watch the replay.





Switzerland.

KMM – Media event.

- Autumn media launch in collaboration with Made in Bern and Bern Welcome
- 07.09.2023
- Location: Swiss Embassy in Paris.
- Formal presentation followed by a beer tasting and cocktail in the Embassy garden.
- 13 key journalists.



SCIB France: Pure Workshop, Paris

**Target : agencies, corporates,
assoc.**

Date: 18.09.2023

- B2B platform with and without pre-scheduled appointments.
- 25 contacts with clients (8 new ones)
- **Registered partners:** Bern Welcome, Ramada Encore Hotel, Geneva



SCIB France: Newsletter 04 - Davos

Target: subscribers of our DB clients

Date: 05.09.2023

E-news sent to 2'212 contacts

- **Content:** New products, testimonials, seasonal trends & activities.
- unique opening : 653
- open rate: 29,91 %
- click rate: 2.34 %
- bounced : 13 hard, 16 soft
- unsubscribed: 6
- 1 lead

Ils ont testé pour vous.



Séminaire 150 managers, Sfpi Group

Pour son anniversaire, le groupe Sfpi a rassemblé ses 150 managers lors d'un séminaire à Davos. Sophie Morel, secrétaire générale du groupe, raconte cette expérience.

[Témoignage ↗](#)



Les coups de coeur de Diego

Diego Frank, business sales manager à Davos Congress, partage ses bonnes idées et adresses pour que les organisateurs de séminaires et d'événements profitent à plein de la station et des environs.

[Coups de coeur ↗](#)

Les nouveautés de l'année.



La renaissance d'une icône

Le retour à la Belle Époque ! Depuis sa création, l'hôtel Flüela Davos fait partie intégrante du succès de Davos. Après d'intenses rénovations, l'hôtel 5* de la Hyatt Unbound Collection, rouvrira ses portes pour cette saison hivernale.

[Iconique ↗](#)

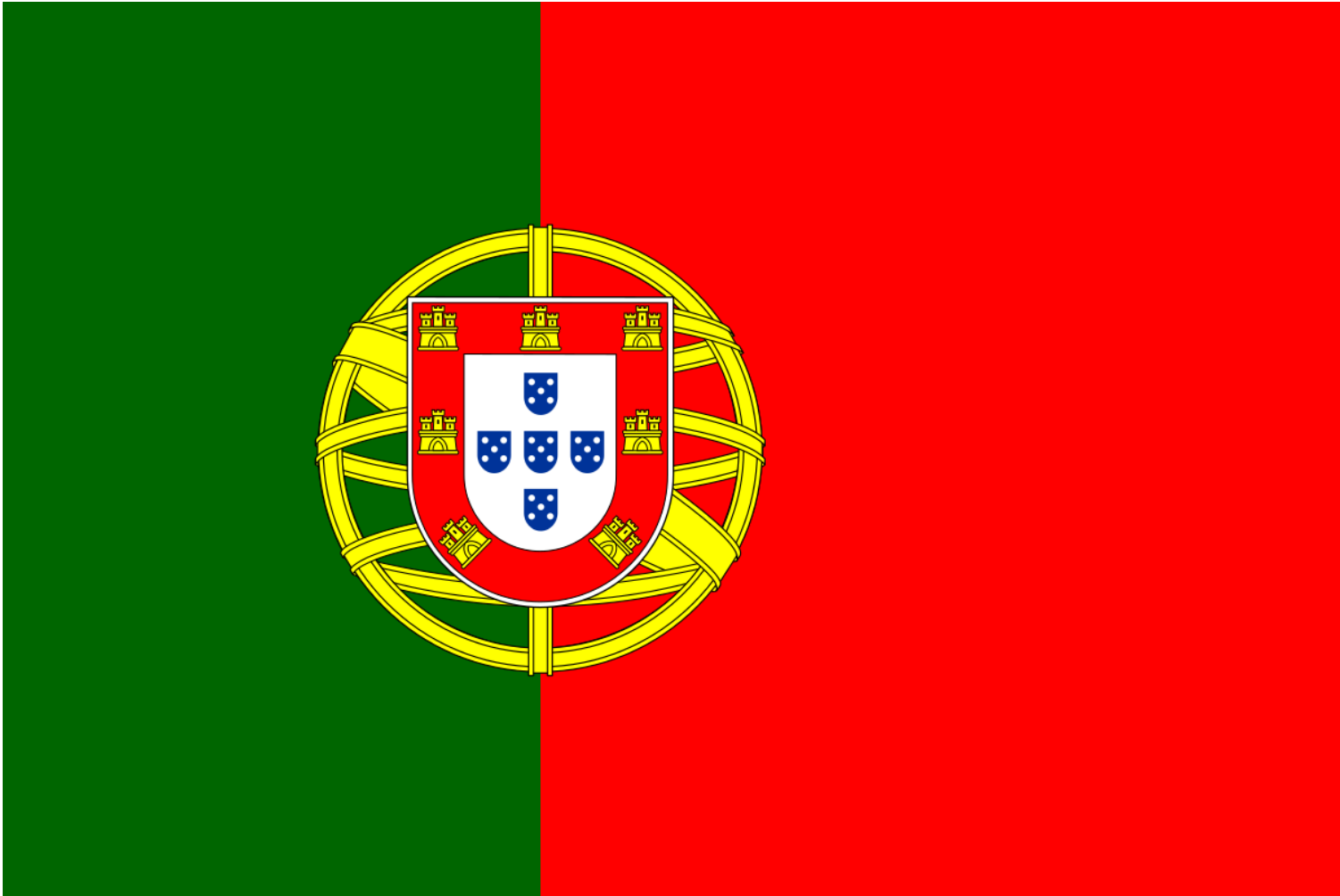


Arrivée de la gastronomie

L'automne dernier, l'hôtel 3* Alpine Inn a réouvert ses portes après d'importants travaux. L'hôtel a également dévoilé un nouveau concept dans son restaurant « 1908 » qui est privatisable pour des groupes jusqu'à 100 personnes.

[Gastronomique ↗](#)

Portugal.





Switzerland.

First Media Event in Lisbon with Basel Tourism.

- Our first media event in Lisbon with top journalists from various media outlets.
- Natascha Martin from Tourism Basel presented in Portuguese the wide cultural offering as well as the popular events the city is known for.
- Following the presentation, the journalists were able to make their own first taste of Basel with the traditional Leckerly recipe.
- As a result, several media trips are already planned.



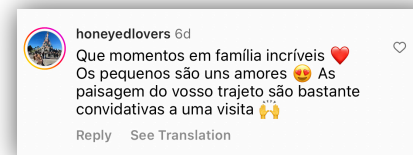
Timing: September 2023
Media contacts: 8 journalists



Switzerland.

GToS with LittleTravelers.Family.

- Content Creators, Little Travelers Family, a **travel family**, embarked in a journey through Geneva, Fribourg, and Aletsch Arena, immersing themselves in part of the Grand Tour of Switzerland.
- In addition to the trip, **products** will be **bookable** via the travel agency “Total Fun” and various media activities are planned.
- In total, they produced **12 posts and reels**, **104 stories**, which are now showcased as a permanent highlight and have already made an appearance on TV.



Followers: 34 K

Engagement rate: 2.53 %



Timing: August 2023

Marketing contacts: 450'000

Spain.



Switzerland.

Chef Jordi Roca explores 'Sweetzerland'.

- The famous Spanish pastry chef and his family discovered how sweet and kids-friendly is Switzerland with a STP for 8 days
- Some of the experiences Jordi & Ale shared were painting a Picasso with chocolate in Basel, doing a choco-etuktuk tour in Zurich, making alpage cheese in Gruyere and creating an artisanal jewel in Geneva
- A powerful campaign with a microsite based in MyS.com and a press release to the media will be launched next May 24'



@jordirocasan

686'800 followers

1.51% engagement rate

@alerivasg

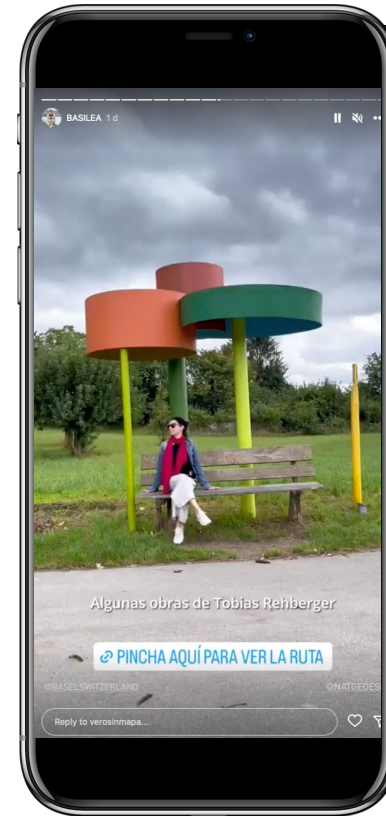
29'600 followers

6.58% engagement rate



Basel map @ Viajes National Geographic.

- VNG online has produced an interactive map highlighting 15 spots with links to Basel's website. In addition, the map has been integrated into a nice advertorial and published in its SoMe channels & B2C newsletter
- To demonstrate the practicality of the digital map, the travelinfluencer @verosinmapa used it as a guiding tool posting her trip to Basel on IG, TW and FB



» Check it out



Switzerland.

KMM: Top coverage Bern Region @ TeleMadrid.

- “Madrileños por el Mundo” has an average of 300’000 viewers on TV, with programs with more than 1’000’000 views on YouTube, more than 122’000 followers on Facebook 13’500 on Twitter
- The TV team travelled to Bern, Biel, Gstaad and Interlaken for 7 days, filming how people from Madrid are living there and enjoying the wonders of Switzerland

» [Check it out here](#)

TeleMadrid NOTICIAS A LA CARTA ONDA MADRID OCIO

Berna, capital suiza donde conviven el oso y el Toblerone

— Descubrimos cómo viven nuestros madrileños en la capital de Suiza

MXM MADRILEÑOS ELMUNDO BERNASUIZA

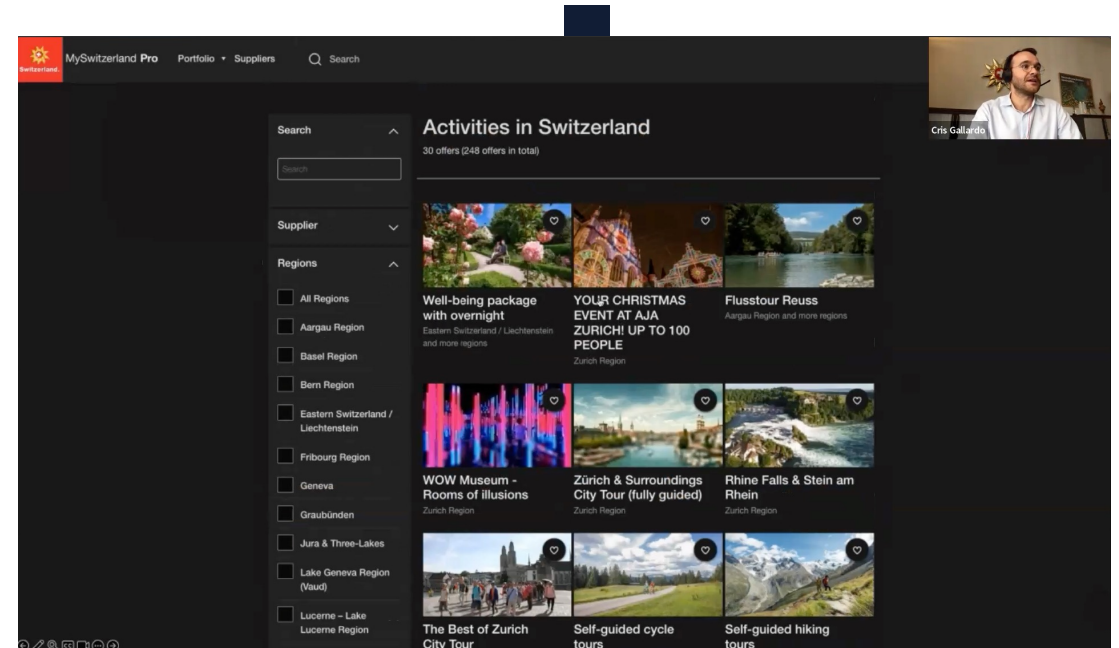
Foto: Redacción | Video: Telemadrid

MAX

Timing: September 2023
Marketing contacts: 1’300’000

LATAM B2B Webinar with Europamundo.

- Europamundo is the first port of call for the trade in Latam, that's why we organized a webinar for travel agents and tour operators from Argentina, Chile, Colombia, Mexico, Ecuador and Peru with a very successful attendance
- We not only promoted all the Swiss destinations included in the programs of Europamundo but also some of our B2B tools like MySwitzerland Pro and STA



[» Check it out](#)

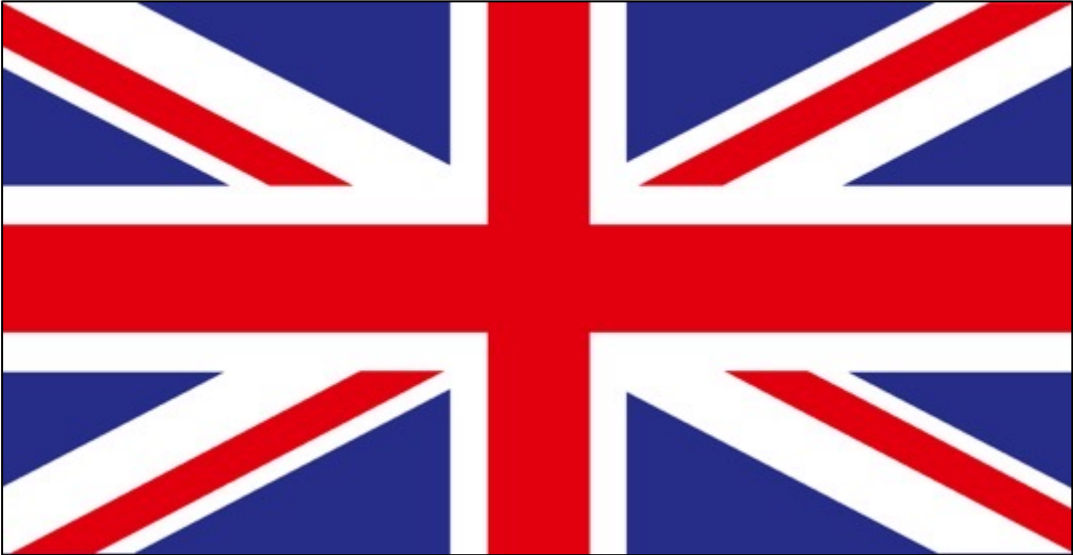
Christmas markets B2B Webinar.

- Agenttravel is a professional Spanish media channel for travel agents and tour operators. Their webinars are very successful in the market, and together with Basel Tourism and Zürich Tourismus we promoted the Christmas Markets
- Collaboration included
 - DEM with the invitation
 - Social media posts
 - Webinar
 - Post event article on Agenttravel



[» Check it out](#)

UK/Ireland.

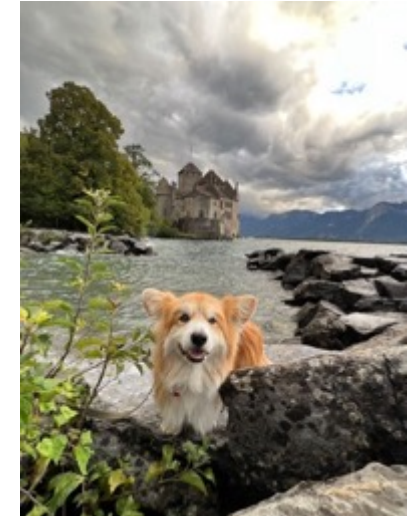
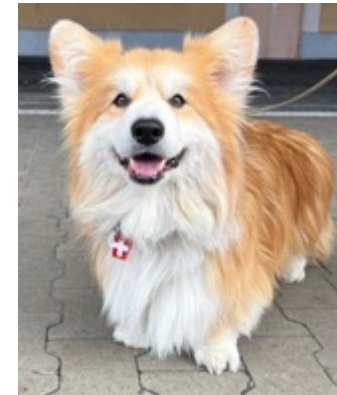
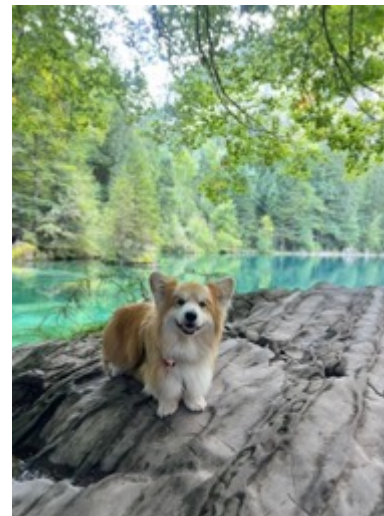
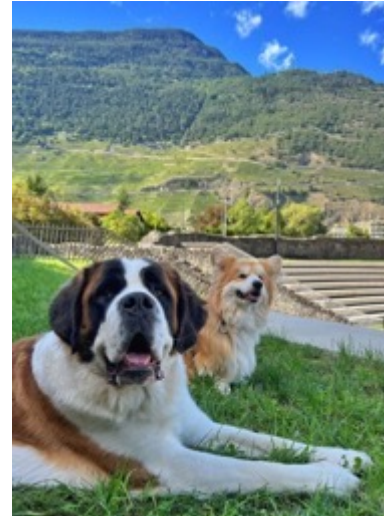




Switzerland.

Marcel le Corgi in Switzerland.

- **Dates:** 22-26 September
- **Destinations:** Valais (Martigny), Vaud (Montreux, Vevey), Bern (Adelboden, Mürren)
- **Concept:** Two content creators, Marcel le Corgi (141k followers) and owner Pierre le Chef (113k followers) visiting destinations in Switzerland with a dog-friendly, Anglo-Swiss or culinary hook
- **Results:** Content will be posted in the next few weeks across both content creators' socials (Instagram, TikTok and Facebook)





Switzerland.

Media event with Ticino and Unione Ticinese.

- **Date:** Monday 2 October
- **Venue:** London Canal Museum
- **Format:** Presentation of Ticino linking the region to the Unione Ticinese (celebrating its 150th anniversary in 2024) a support organisation for Ticinesi in the UK
- News, networking and Ticino delicacies
- **Guests:** 20 journalists + Michel Cavadini (TI), Peter Barber (Historian, UT) and Emilie Martinoni Hoogenboom (President, UT) + 5 ST attendees





Switzerland.

The Great Swiss Train Chase.

- **Dates:** 9-12 October (happening right now)
- **Participants:** Macca Sherifi (anadventurousworld, 13.4k), Kash Bhattacharya (budgettraveller, 36.5k), Abi King (insidethetravellab, 12.7k), Lavina Dsouza (continenthop, 46.2k)
- **Concept and destinations:** Content creators will travel in pairs using the Swiss public transport network and complete Swiss-related challenges on their journey (Zurich-Lucerne-Neuchâtel/Gstaad/Fribourg-Lausanne-Zermatt)
- All content creators and STS will share their experiences on their socials
- **Reward:** A journey in First Class plus lunch on the Glacier Express from Zermatt to Chur plus a Swiss railway clock



Goodwood Revival 2023.



Switzerland.

- Event profile: Vintage Car Festival
- 8-10 September, Goodwood, Sussex
- Partners: St. Moritz, GToS, SWISS, Swiss Deluxe Hotels
- Audience: 180'000 (over 3 days)
 - High net worth 'old timer' enthusiasts
- Activation
 - 10x10 pagoda tent and 8x2.5m Scalextric
 - 2'000 ST Touring brochures distributed
 - 2'000 A5 leaflet flyers distributed (GToS & StM)
 - Swiss inspired lounge with seating area
 - 30kg cheese served (= 3'000 portions)
 - 150 bottles of Swiss wine served
- Competition to win a trip to Switzerland
 - Flyer, B2C NL & Social Posts



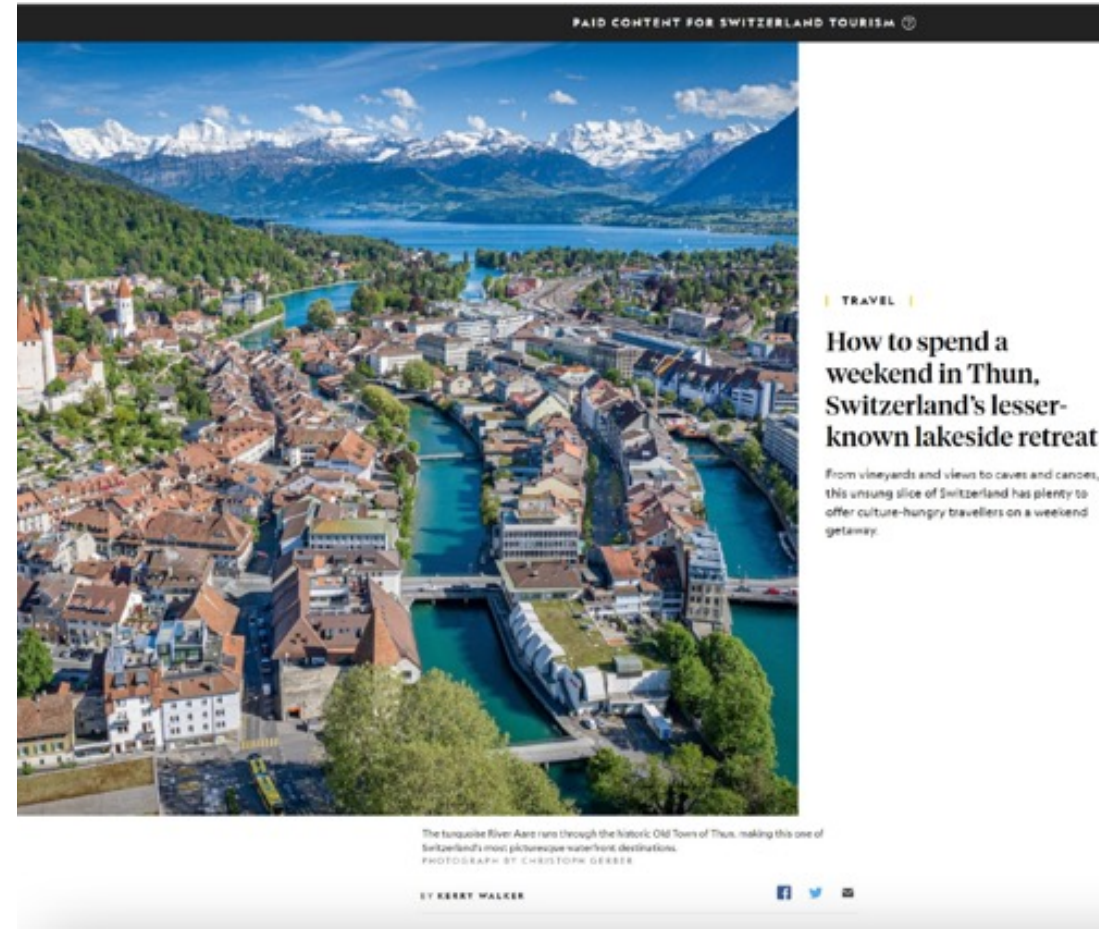
National Geographic – Swiss Cities.

Cities promotion (September):

- Zurich print & online article – amplified via social (& 2x IG reels)
- Thun online article
- GToS online article
- BMC online article & print ad

Followed by:

- Lucerne print & online article – amplified via social (& 2x IG reels)
- GTToS online article

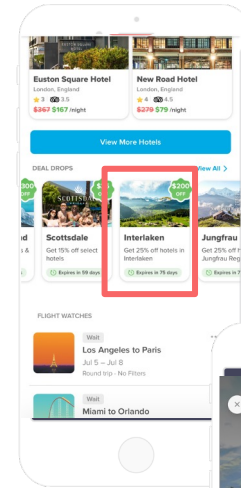


North America.

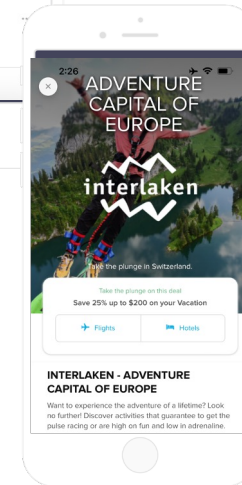


C&A: OTA campaign with Hopper – the largest travel app in North America.

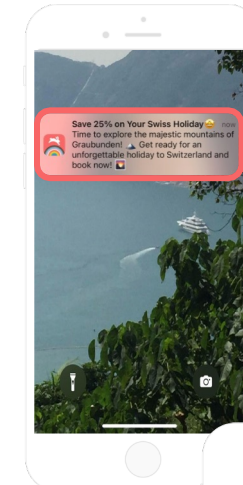
- **Swiss partners:**
Made in Bern and Graubunden
- **Platform:**
Hopper, the largest and fastest-growing travel app in North America with access to 80Mio active GenZ leisure travelers
- **Budget and value:**
Budget of USD 95,000 with an added value of USD 188,597
- **Campaign duration:**
May 12 – Aug 31, 2023
- **Results awareness stage**
 - 8.6 Mio. Impressions
 - 165,673 Clicks
 - 71,670 Push notifications & Email blasts
- **Results performance stage (compared to 2022 data)**
 - Total hotel booking lift in 2 partner regions: **568%**
 - Total hotel sales lift in 2 partner regions: **543%**



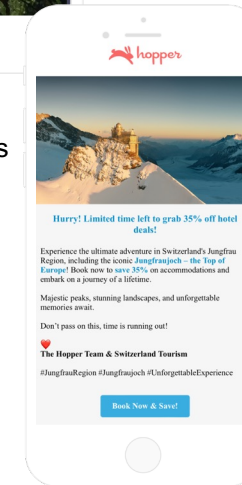
Deal tiles



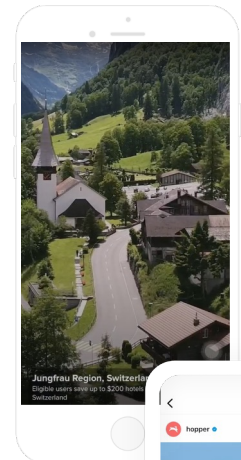
Microsites



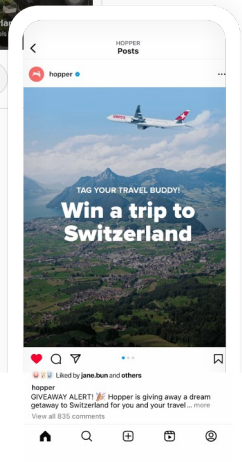
Push notifications



Eblasts



Video ads



Social



Switzerland.

C&A: BLUM campaign to launch the English podcast in the US.

- **Tactics:**
Spot ads, host-read ads, castbox & Hyperboost campaign, platform pitching, cross-promotion, guest slots, owned channels
- **Campaign duration/KMM activities:**
June – Aug 2023
- **Awareness results**
 - 1.5 Mio. impressions
 - Cross-promotion for every episode
 - Platform features on Amazon, Castbox, Pocket Casts
- **Performance results (end of Sept)**
 - Downloads: **126,388**
 - Average consumption: **75-106%**
 - Best ranked: **#12 in Apple Fiction charts, #2 in sub-category Drama**
 - Spotify ranking: **4.8***

A Fresh Load of Finished Audio Fiction!
Issue #50 | 17 Aug 2023

know I'm doing a good job with the newsletter when a fellow newsletter-about-odcasts-editor tells me her father is a big fan of my newsletter. Hi, Shireya's dad's name has it that the economy is improving. If that's the case for you, perhaps it's great time to [become a subscriber of This Era?](#) I appreciate it greatly. I spend about 15-20 hours each week on curating efforts. I love it, so I'm not complaining. If you're able to contribute to the efforts, I'd love it even more!

you (like me) have yet to see much in the way of economic recovery—you can still help by **forwarding this email to few dozen of your friends and family members who love fiction.** That's always nice.

It's get to the stories for this week, shall we?

Evo

Discover

It's a Mystery

Blum
El Extraordinario

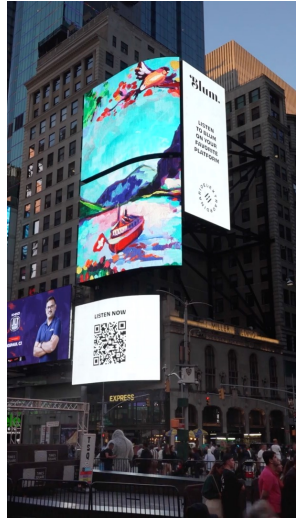
Fawx & Stal
Rambling At

FEATURED TRAILER
We're Here to Help
We're Here to Help
▶ Play Trailer 1m • 15 Aug

Blum
Is this podcast real or fiction? Blum is an audio thriller where you'll never really know the answer. Listen to Blum on your favourite audio platform.

Audio Drama, Mystery
Blum
Art History student Clara Torres disappears while working on her thesis about Ursula Blum, an avant-garde painter from the 20th century. Five years later, journalist Emma Clark decides to travel to Switzerland to continue Clara's investigation and narrate in a podcast what she discovers about the mystery surrounding both women.

LISTEN NOW



KAM: ILTM North America - Bahamas.

- September 18-22, 2023
- Top luxury b2b conference in North America
- 980 overall attendance (buyers from NA & Mexico)
- Exclusive CH corner with: Zurich, Jungfrau Region/Railways, Schweizerhof Grindelwald, STS, Mandarin Oriental Savoy, Grand Resort Bad Ragaz, Lausanne and Beau Rivage Lausanne
- 1:1 meetings and networking opportunities
- 315 meetings with qualified contacts
- Press conference: 23 lifestyle media writers
- Raffle: Edelweiss flights and Overnights (168 entries) → promotion in ILTM app (push not.)





Switzerland.

KAM: Famtrip – Avanti/Edelweiss.

- September 16 – 22
- First of two fam trips with Avanti
- 10 Pax (Avanti Agents and Denver based Advisors)
- Using and promoting the Edelweiss connection from Denver to Zürich
- Zürich, Ticino and Zermatt
- Treno Gottardo & Centovalli
- 2nd trip will be in October with Tampa based agents (Geneva, Lake Geneva, Interlaken)



KAM: Educational Picknick.

Travel Advisor Educational Picknick together with TTC about sustainable travel in Switzerland.

- 30th August 2023
- 53 Travel & Media Lunch Agents
- Waterloo, Toronto
- Partner: STS
- https://news.paxeditions.com/news/buzz/party-time-suppliers-host-picnic-park-waterloo?fbclid=IwAR3cYYRARAS4TAs9-ITQtVotaBET8dmKy4pdq4TJEiOfML_Ej7-LxNI439c



KAM: Virtuoso Forum.

Participation at the 1st Virtuoso Forum Canada to meet owners and managers of the 22 Virtuoso agencies all over Canada.

- 4th – 5th October 2023
- 52 Agency owners
22 1:1 Appointments/trainings
- 6 Minute speaking time at Gala Dinner
- Vancouver, Canada
- Partners
- https://news.paxeditions.com/news/buzz/party-time-suppliers-host-picnic-park-waterloo?fbclid=IwAR3cYYRARAS4TAs9-ITQtVotaBET8dmKy4pdq4TJEiOfML_Ej7-LxNI439c



SCIB NA: Leading Hotels of the World Trip.

- August 24 - 30, 2023
- The Luxury Grand Tour of Switzerland
- 10 top producing NA clients
- 2 nts each @ The Dolder, The Bürgenstock & Royal Savoy
- Focus on small high-end visits, i.e., Taucherli, Buech (The Living Circle) Chronoswiss, Tour de Marsens
- Learnings:
 - Double-check final menus to avoid repeats
 - Continue to include free hotel time and not super early starts



SCIB NA: Webinar with Cadence.



- September 14, 2023
- 30-minutes customized webinar
- Team members of Cadence
- Journey through Switzerland with focus on CH USPs, top properties, news, activities in each partner destinations, quiz at the end of the webinar



SCIB NA: Prestige Event in Minneapolis.

- September 27, 2023
- The Saint Paul Hotel
- Event organized by Prestige
- 37 corporate buyers signed up
- 3 hours of networking
- SCIB had one table
- SCIB could attend the event FOC
- 2 new RFPs





Switzerland.

KMM: Accidentally Wes Anderson (AWA).

- [@accidentallywesanderson](#) – 1.8 mil followers
- Collaboration between AWA, STS & ST
- Featured: Geneva, Vaud, Fribourg, Ticino, Bern, Lucerne, Rigi, Jungfrau, Glacier Express, GPX, STS, SWISS, Hotel cooperation
- Date: Production June '23, publication September '23
- Results:
 - 10 reels (ca. 3 million views, ca. 90 k likes, 5 k comments), 24 stories in highlight section + 2x articles
 - Newsletter by AWA (40k+ subscribers) - mention 4-6 theme stories
 - Webinar together with ST NA in Nov / Dec
 - Switzerland guide on [AWA website](#) with CTA mySwit (225K UVPM)
 - Chance to win your own Switzerland Adventure collab with SWISS



KMM: Meet the Press Media Roadshow.

- Seattle, Los Angeles and Vancouver
- Date: September 14-17, 18 & 19
- Contact with 77 journalists
- Partners: Liechtenstein, Schilthorn
- Featured also ST, SWISS & Swisstainable

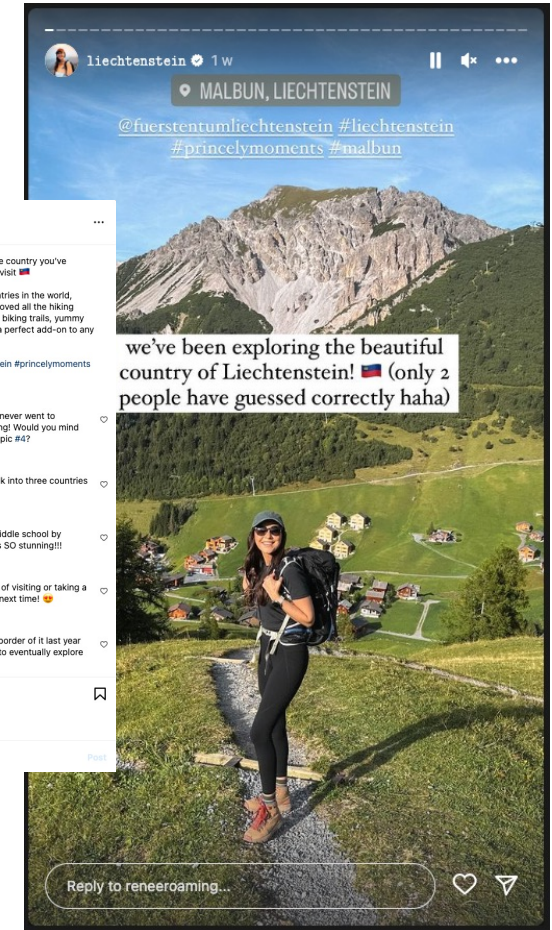
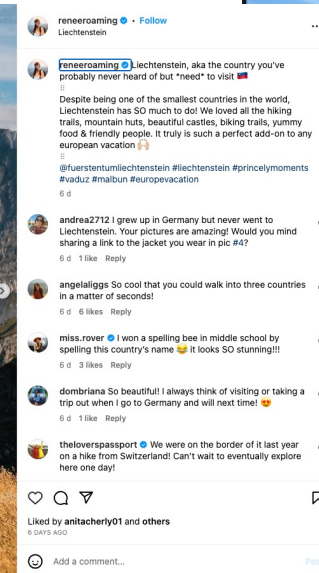




Switzerland.

KMM: Influencer trip - Renee Hahnel.

- @reneeroaming – 900 k followers
- Renee Hahnel's blog
- Renee Roaming is a blog for adventure seekers, travel lovers, and photography enthusiast
- Mid-September 2023
- 3 post in total
- 30 Stories
- Partner: Liechtenstein





Switzerland.

KMM: Epic Trails TV Production.

- Partners: Engelberg-Titlis & Liechtenstein
- Production: “Epic Trails” adventure travel TV series by Heliconia (award-winning production company)
- Airing: 1 Episode (30 minutes) in Early Summer 2024
- Channels: TV Distrib. via Outside TV & Bally Sports Network, Digital Media Distribution via Backpacking TV and Epic Trails Network
- Reach: 17 Mio. US households (TV) 200k+ on Social Media





Switzerland.

KMM: TV Production trip with Dayvee Sutton.

- TV production for 2x segments with The Weather Channel
- One of the most widely viewed cable network in the US with a viewership of 294M UVPM
- Date of the production: September 18 to 24
- Result: to be aired beginning of 2024 (TBC)
- Partners: Engelberg, Titlis, hotel cooperation, Lucerne, UNESCO biosphere Entlebuch, STS

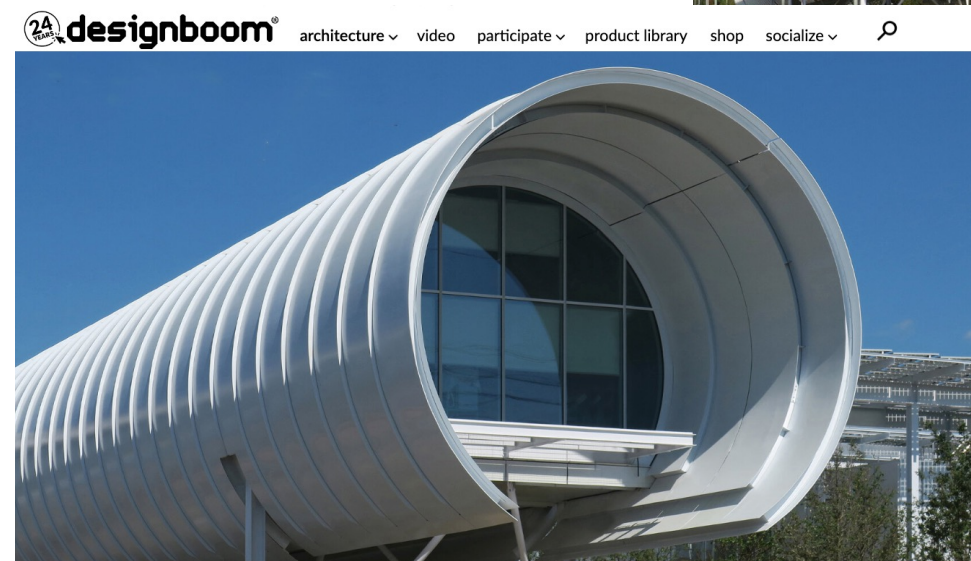
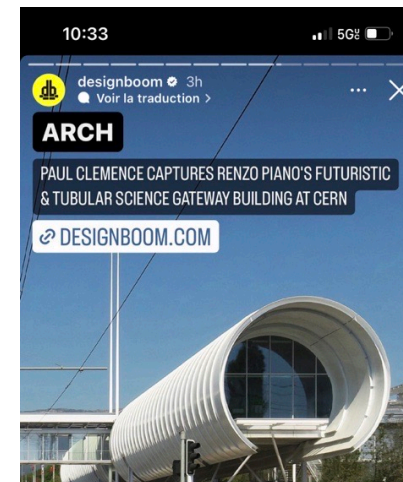




Switzerland.

KMM: Media top results.

- [@DesignBloom](#) – 4 mil followers
- [Design Bloom's](#) article online
- Date: 27 September 2023
- Title: Paul Clemence captures Renzo Piano's futuristic & tubular Science Gateway building at CERN
- Journalist: Paul Clemence
- Contacts: Circulation 3.5 mil, Contacts 0.875
- Featured: CERN, Geneva
- Result from group press trip in July



paul clemence captures renzo piano's futuristic & tubular science gateway building at CERN

Outlook.



Switzerland.





Switzerland.

KAM/KMM: Cinemania 2023.

The CINEMANIA French Film Festival in Montreal was established in 1995 and has continued annually ever since. The festival is dedicated solely to quality French-language feature films emanating from France, Belgium, Switzerland, Quebec, Algeria, Morocco, Senegal, and other French-speaking regions. All films screened must be North American, Canadian, or Quebec premieres, and all are subtitled in English.

29th Edition Cinemania 2023

1st – 12th November 2023

Outlets:

- Switzerland Country of Honor



KAM: Webinar.



Kensington Webinar for luxury travel advisors as part of Business plan with Switzerland, and inauguration for flight to Switzerland – summer.

- 19th October 2023
- Webcast and Facebook Live w
- Partners:
Zurich Tourism, SWISS International Airlines,

The screenshot displays the Kensington Tours website interface. At the top, the navigation bar includes the Kensington Tours logo, menu items for Destinations, Travel Styles, Why Us?, Stories, and Your Account, and a search icon. The main content area is titled 'Switzerland' and includes a breadcrumb trail: Home • Tours • Europe • Switzerland • Essential Zurich. Below the title, there are three image thumbnails: a view of a Zurich street with a church spire, the interior of a modern building with a large sculpture, and a scenic view of a mountain peak. A 'View photos' button is located at the bottom right of the image grid. The 'Essential Zurich' tour card features a '6 days' duration, a price of 'Starting from \$6,600 per person*', and a list of activities: 'Cruise serene Lake Zurich & visit the Lindt Home of Chocolate.', 'Witness the grandeur of Rhine Falls, Europe's largest waterfall.', 'Explore Mount Rigi and marvel at unparalleled 360-degree Alpine vistas.', and 'Embark on a full-day adventure to Appenzell, a historic Swiss canton.' The bottom right corner of the page features the Kensington Tours logo, 'EST. 2006', and the text 'EUROPE WORLDWIDE CUSTOM PRIVATE GUIDED'.

KAM/KMM: Virtuoso Forum.

Online Travel Agents event and Media cover about Travel destinations 2024. Exciting news about what's about to come for Switzerland

- 29th November 2024
- Webcast and Facebook Live w

- Partners:
SWISS International, Jungfrau Interlaken,

Future of Travel: 2024 Preview

A Virtual Conference by Travelweek

November 2023



Brazil.



Switzerland.



KAM/Digital Newsletter: Swiss Travel System.

- **Highlight:** STS dedicated newsletter
- **02nd mailing:** Sep 01st and Oct 04th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 25,75%
- **Newsletter link:**
 - <http://smtp.mailnewsdobrasil.com.br/email/SUICA-A-16-DE-24-2023/suica-16-de-24-2023.html>
- **Key partners highlighted in the content:**
 - Swiss Travel System Excellence Program

> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER



©SwissTravel System

Ganhe uma viagem à Suíça com o Swiss Travel System Excellence Program 2023!

Torne-se um especialista, assista ao Excellence Talk 2023 e faça o teste.

Bem-vindo a bordo! O Swiss Travel System Excellence Program é a plataforma de e-learning para futuros especialistas em transporte público suíço. Durante o treinamento, você pode ampliar seus conhecimentos de forma divertida e adquirir habilidades essenciais para apoiar seus clientes com profissionalismo e competência.

O programa consiste em três cursos - Básico, Avançado e Especialista. Aprenda tudo sobre o Swiss Travel System - desde passagens e passes até trens panorâmicos premium e transporte de bagagem. E todo ano você pode atualizar o seu certificado de especialista, com novos módulos dedicados às novas informações essenciais para te manter sempre atualizado sobre os novos produtos e experiências disponíveis.

Se você já concluiu os três cursos principais, vai ser ainda mais fácil concorrer a viagem de famtour para a Suíça: basta concluir os novos módulos disponíveis de 2023.



Switzerland.

KAM/Digital Newsletter: Crans Montana.

- **Highlight:** Crans Montana dedicated newsletter
- **02nd mailing:** Sep 29th and Oct 10th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 23,02%
- **Newsletter link:**
 - <http://smtp.mailnewsdobrasil.com.br/email/SUICA-19-DE-24-2023/suica-19-de-24-2023.html>
- **Key partners highlighted in the content:**
 - Winter season and activities; luxury hotel partners; and b2b training video

> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER

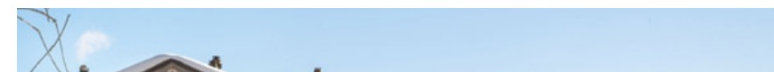


©Crans-Montana Tourisme & Congrès

Onde os Sonhos de Inverno se Tornam Realidade: Crans-Montana, um Paraíso único de esqui

Localizado a uma altitude de 1500m em um planalto ensolarado, acima do Vale do Ródano, Crans-Montana incorpora uma vila de montanha idílica e uma cidade alpina. O destino combina todo o conforto de um moderno resort de férias com uma paisagem natural expansiva e vistas panorâmicas dos Alpes do Valais, desde o Matterhorn até o Mont Blanc. O lado moderno de Crans-Montana oferece as mais extensas opções de compras de luxo, bem como uma ampla variedade de acomodações de alta qualidade. Mergulhe no Maravilhoso Mundo de Inverno de Crans-Montana e descubra uma infinidade de atividades emocionantes esperando por você.

Equipe SwitzerlandTourism Brasil





Switzerland.

KAM/Digital Newsletter: Schilthorn Piz Gloria

- **Highlight:** Schilthorn dedicated newsletter
- **02nd mailing:** Sep 05th and 27th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 25,39%
- **Newsletter link:**
 - <http://smtp.mailnewsdobrasil.com.br/email/SUICA-15-DE-24-2023/suica-15-de-24-2023.html>
- **Key partners highlighted in the content:**
 - Jungfrau region; Restaurant and James bond brunch; adventure activities; Allmendhubel; Project 20XX.

› TREINAMENTO ONLINE › FALE CONOSCO › TRADE CORNER



@Schilthornbahn AG

Schilthorn Piz Gloria: Joia alpina no coração da Suíça central

O Schilthorn Piz Gloria representa uma das excursões mais empolgantes e inesquecíveis que você pode oferecer aos seus clientes na Suíça central. A apenas uma hora de Interlaken, esta majestosa montanha está a 2970 m acima do nível do mar e é acessível por um teleférico inigualável que transporta o visitante do Vale de Lauterbrunnen, a partir de Stechelberg, passando pelas encantadoras aldeias montanhosas de Gimmelwald e Mürren, em uma linda jornada até o cume de Schilthorn, tudo em apenas 32 minutos.

Com o Eiger, Mönch e Jungfrau como pano de fundo, a região de Schilthorn não apenas cativa com sua beleza natural, mas também oferece uma infinidade de atividades para visitantes de todo o mundo. Aqui, os visitantes podem desfrutar de vistas panorâmicas de tirar o fôlego, saborear o icônico brunch James Bond no restaurante giratório de 360°, e muito mais.

Bem-vindos à deslumbrante região de Schilthorn, um destino inigualável e imperdível para todos os tipos de viajantes. Da adrenalina do Skyline Walk e do Thrill Walk, na estação Birg, ao ambiente tranquilo de Allmendhubel, este destino promete uma experiên-

KAM: Raclette Night – TTW Group.

- **29 August 2023**
- Raclette night organized in partnership with TTW Group
- Goal: Official launch of winter season
- Audience: 40 trade professionals (Ski Brasil experts & TTW Lab agencies)
- Switzerland Tourism team presence:
 - Corinne Genoud, Head Markets West, Member of the Management
 - Fabien Clerc, Market Director
 - Mara Pessoa, Trade Manager
 - Natalia Leal, Marketing Manager



KAM: Raclette Night – TTW Group.

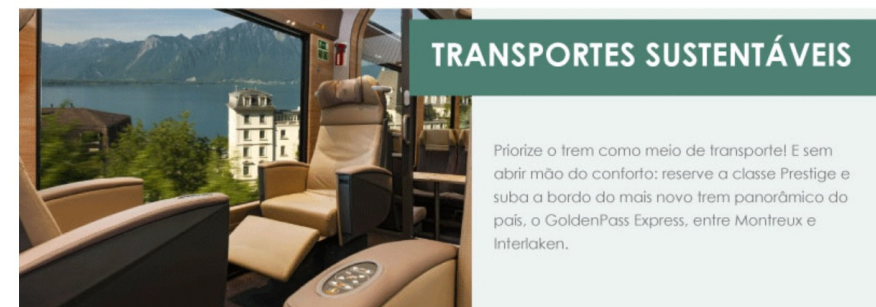


KAM: Travel Talks – Primetour.

- **30 August 2023**
- Travel Talk lunch with Primetour
- Topics: Swisstainable & Luxury travel trends in Brazil
- Audience: Maurice Padovani, Partner Director and Danielle Adreazzi, Head of Marketing Strategy
- Switzerland Tourism team presence:
 - Corinne Genoud, Head Markets West, Member of the Management
 - Fabien Clerc, Market Director
 - Mara Pessoa, Trade Manager
 - Natalia Leal, Marketing Manager



Mais de 30% da área coberta por florestas. Vinte parques nacionais. Um dos países europeus com melhor qualidade do ar. O maior consumo de alimentos orgânicos per capita. Rios tão limpos em que se pode mergulhar mesmo nas grandes cidades. Para quem viaja para curtir a natureza – e quer viver o melhor dela sem deixar de a proteger – a Suíça é *the place to go!* Veja abaixo algumas das experiências *green* que você pode viver no país:



KAM: Travel Talks – Teresa Perez Tours.

- **30 August 2023**
- Travel Talk afternoon with Teresa Perez Tours
- Topics: Swisstainable & Luxury travel trends in Brazil
- Audience: 7 members of the management team (marketing, sales, operations, product development)
- Switzerland Tourism team presence:
 - Corinne Genoud, Head Markets West, Member of the Management
 - Fabien Clerc, Market Director
 - Mara Pessoa, Trade Manager
 - Natalia Leal, Marketing Manager





Switzerland.

KAM: Michel Reybier Cocktail.

- **30 August 2023**
- Attendance at the exclusive trade cocktail during MR Road Show in Brazil
- Travel prize sponsorship – 1 SWISS business ticket & 2 STP of 8 days;
- Audience: 50 TOP trade professionals (luxury agency's owners)
- Swiss partners in attendance: Mont Cervin Palace/Monte Rosa/Schweizerhof Zermatt and Crans Ambassador
- Switzerland Tourism team presence:
 - Corinne Genoud, Head Markets West, Member of the Management
 - Fabien Clerc, Market Director
 - Mara Pessoa, Trade Manager



KAM/Campaigning and activation: ST & LX

Sales Incentive Campaign Launch event.

- 31 August 2023
- Sales Incentive Campaign Launch event in partnership with SWISS/ Lufthansa
- Audience: 25 selected trade professionals (Virtuoso, Serandipians, and Signature Network)
- Swiss partners in attendance: SWISS, Lindt
- ST topics during the event: RF/GTToS; Stay Long; Swisstainable
- Switzerland Tourism team presence:
 - Corinne Genoud, Head Markets West, Member of the Management
 - Fabien Clerc, Market Director
 - Mara Pessoa, Trade Manager
- Sales Campaign dates: Sep 01 – Nov 30
- Campaign T&C and Website: <https://corner.stnet.ch/trade-br/campanha-de-vendas-2023/>



KAM/Campaigning and activation: ST & LX Sales Incentive Campaign Launch event.





Switzerland.

KAM: Summer Famtrip – FVO Travel.

- **August 27 - September 03, 2023**
- Lucerne, Engelberg, Interlaken, Gstaad, Bern
- Participants: 1 FVO + 4 travel agents from primary markets of Brazil (São Paulo, Minas Gerais, and Porto Alegre)
- Swiss Partners' support: Lucerne Tourism; Kempinski Palace Engelberg; Burgenstock Resort; Burcher; Engelberg-Titlis; Interlaken Tourism; Victoria-Jungfrau Grand Hotel & Spa; Gstaad Saanenland Tourism; Le Grand Bellevue; Glacier 3000; Bern Welcome; Bellevue Palace Bern; Luzern-Engelberg Express; Luzern-Interlaken Express; MOB; Swiss Travel System, Swiss;





Switzerland.

KAM: Summer Famtrip – Just Tur Tour Operator.

- **02-09 September 2023**
- Zurich, Lucerne, Andermatt, Zermatt
- Participants: 1 Just Tur + 5 travel agents from secondary markets of Brazil (Goiás, Mato Grosso do Sul, and Rio de Janeiro)
- Swiss Partners' support: Zurich Tourism; The Living Circle; Lucerne Tourism; Lucerne Lake Navigation Company; Burgenstock Resort; Engelberg-Titlis; The Chedi Andermatt; Zermatt Tourism; Hotel Zermatterhof; The Omnia Zermatt; Zermatt Bergbahn AG; Swiss Experience; Glacier Express; Swiss Travel System, Swiss;
- Switzerland Tourism Brazil team presence:
 - Mara Pessoa, Trade Manager





Switzerland.

KAM: Switzerland Travel Mart (STM) - Geneva 2023.

- **09-14 September 2023:** Geneva
- 15 buyers from Brazil: 13 TOP TO Leisure and 02 MICE
- All Brazilian buyers joining different Pre-Convention Tour itineraries;
- One-to-one appointment and networking opportunities for the Brazilian buyers to meet Swiss tourism partners within leisure and MICE tourism segments;
- Switzerland Tourism Brazil team presence:
 - Fabien Clerc, Market Director
 - Mara Pessoa, Trade Manager
- **14-16 Sep:** Exclusive Brazil Post-Convention Tour to Zurich, Verbier and Crans Montana
 - Swiss partners' support: Zurich Tourism, The Living Circle, Verbier Tourisme, W Verbier, Crans Montana Tourisme & Congr s, Guarda Golf Hotel & Residences, Swiss Travel System, Swiss.



C&A: Robb Report Day.

Sep,23th

- Event at Fazenda Boa Vista (JHSF Group).
- Robb Report magazine has organized a day full of experiences to the high-end customers/ readers.
- Audience: AAA, 400 guests.
- ST Presence: Fabien Clerc and Natália Leal.
- Switzerland Tourism Lounge:
- Tv for ST videos
- Distribution of 100 magazines: “Best of Switzerland”
- Distribution of Lindt Chocolates



C&A: Swiss Travel System Campaign – Excellence Program.

Sep

- Campaign to promote the Excellence Program on Panrotas (B2B Media)
- Newsletter: Mailing composed by 27'000 e-mail address.
- Article on Panrotas website – 1'500 readers

DESTINOS

Swiss Travel System lança promoção com famtour para agentes brasileiros

Torne-se um especialista, assista ao Excellence Talk 2023 e faça o teste



O **Swiss Travel System Excellence Program** é a plataforma de e-learning para futuros especialistas em **transporte público suíço**. Durante o treinamento, o agente de viagens pode ampliar seus conhecimentos de forma divertida e adquirir habilidades essenciais para apoiar seus clientes com profissionalismo e competência.

C&A: SWISS Digital Newsletter.

Sep 12th

- SWISS Newsletter including a Switzerland Tourism content.
- Theme: Swiss autumn
- Link to Swiss autumn movie - the season for our senses 30s+ | Switzerland Tourism

Outono Europeu
aproveite a estação

Prezada Natália,

No próximo dia 23 de setembro marcamos a entrada do Outono no velho continente, estação que se estende até penúltima semana do ano.

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A paisagem composta pela folhagem dourada nas ruas, avenidas e dos parques, somados a montanhas, lagos e rios iluminados pela luz amarelada, típica desta época do ano, dão o tom da beleza única que só o Outono Europeu pode lhe oferecer.

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Personalize a sua viagem e deixe-a ainda mais agradável com os serviços adicionais disponíveis com o SWISS Choice. Nesta sessão você encontrará opções de upgrade, solicitação de bagagem extra, seleção de refeição e muito mais.

SAIBA MAIS >

C&A: Destination Wedding Constance Zahn.

Sep

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

