

Appendix 1: "Key Partner Marketing Activities 2024"

Korea Key Partner Package [Gold]

| Key Partner Activity | From | To | Single Activities and Services for the Partner | Value | Gold | Personas | Contact ST | Remarks |
|------------------------------|------------|------------|--|---------------|---------------|-------------------|------------|--|
| KAM I STE | 2024/01/01 | 2024/12/31 | STE Korea will be held in Seoul Q1, which will be connected with other APAC STEs or Sales Calls activities. The STE is to provide a sales platform for Swiss suppliers to connect with Korean buyers through various meetings and events. The program will include; STA Casual Diner / OnetoOne meeting / Open Workshop / Dinner reception. - Individual partner booth - Partner presentation - Single-Brand tables x 3 | 13,500 | 10,800 | | Sally Kim | Interlaken Tourism Jungfrau Region Outdoor Switzerland |
| KAM I STA | 2024/01/01 | 2024/12/31 | In 2024, STSEL will continue 18th STA program with major KAs and also OTAs together. Through STA, STSEL secure the current contacts in European product dev. Teams in travel agencies and land operators. - 15-17 TAs for 18th STA - One dedicated seminar for each partner - 6-7 time sof off-line seminars - online STA program - STA study trip | 2,000 | 1,600 | | Sally Kim | Interlaken Tourism Jungfrau Region Jungfrau Bahnen |
| KAM Kris | 2024/01/01 | 2024/12/31 | Accroding to the persona [KRIS-Local Explorer] In order to persuade Kris to travel to Switzerland, STSEL is providing travel agencies with detailed information about authentic Swiss experiences and cultural events. They are also offering tailor-made products for small groups, families, and individual travelers. - Road show for small size KAs with strong presence in the market / 1 time - information sharing with selected KAs for more various experiences, at lease 3 KAs | 3,500 | 2,800 | Kris | Sally Kim | Interlaken Tourism Jungfrau Region Jungfrau Bahnen |
| C&A I Digital Marketing Kris | 2024/01/01 | 2024/12/31 | informations via social media channels with acquaintance. Attractive posts on ST owned channels will not only give an ideas of what the persona can newly experience in Switzerland but also help them plan itinerary based on local events. > ST Social Media Postings & Ads - Facebook: 156 693 followers, at least 10 Posts + AD for exposure - Instagram: 35 123 followers, at least 7 Posts + AD for exposure - Twitter: 5 084 followers, at least 2 posts - Naver Blogs as integrated contents Influencers who provide authentic and unique postings about Switzerland will correspond to Kris's needs for travel in Switzerland. The influencers will focus on showing rich culture, city lifestyle, and local experiences. > Influencer Trip - 1-2 Influencer trips (Instagramers, Youtubers, Bloggers) - Selective Influencers with minimum 150K followers | 10,000 | 8,000 | Kris | Jean Kim | Interlaken Tourism Jungfrau Region Jungfrau Bahnen |
| C&A I Digital Marketing Jo | 2024/01/01 | 2024/12/31 | landscapes and special activities will attract the persona to Switzerland. > ST Social Media Postings & Ads - Facebook: 156 693 followers, at least 10 Posts + AD for exposure - Instagram: 35 123 followers, at least 7 Posts + AD for exposure - Twitter: 5 084 followers, at least 2 posts - Naver Blogs as integrated contents Activity Communities or Influencers who focusing on activities or adventure will suggest best places for local activities and sports to Jo. Detailed informations about the activities from trusted sources, the communities or influencers will be provided to Jo. > Community/Influencer Trip - 1-2 Influencer trips (Instagramers, Youtubers, Bloggers or Relevant Communities) - Selective Influencers with minimum 150K followers - Video content creation - Community joint marketing activities | 10,000 | 8,000 | Jo | Jean Kim | Interlaken Tourism Jungfrau Bahnen |
| KMM | 2024/01/01 | 2024/12/31 | Partner regions will be introduced attractively and regularly to the target media. ST Korea send monthly press release including main topic, hot spots, events and products for each partner. - Top Media Coverages from monthly Press Release to 700 journalists and feature articles - Targeted media contacts and meetings - Media Conference - Media trip | 4,500 | 3,600 | Max Kris Jo | Jean Kim | Interlaken Tourism Jungfrau Region Jungfrau Bahnen |
| KMM I Swiss Friends | 2024/01/01 | 2024/12/31 | A reknown celebrity of Korea will represent Switzerland to the Korean travellers as a goodwill Ambassador "Swiss Friends"for 2 years. Celebrity will expose the destinations and activities in Switzerland through their SoMe channels followed up by ST owned channels resulting in massive SoMe engagements. This will result in massive social media engagement and constant media releases with stunning photos to be distributed during the trip. Best of Brochure Korean Version will be published which will be used for 2 years. It will be a good way to inspire the people to travel to switzerland for all personas | 5,000 | 4,000 | Max Kris Jo | Jean Kim | Interlaken Tourism Jungfrau Region Jungfrau Bahnen |
| Total Korea 2024 | | | | 48,500 | 38,800 | | | |