

# MarketingActivitiesCentral



Boutique & Design Hotels

## BENELUX

---

<i>Title</i> <b>Swiss Cities. Roularta Media Partnership. Ticino &amp; Ascona - Locarno</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	<i>Contacts</i> <b>0</b>
<i>Activity</i> Exclusive Online Advertorial for Ascona-Locarno in cooperation with the Roularta Media house. Dossier elaborated with local "ambassador" to present highlights. Promotional digital campaign to promote dossier on selected Roularta media outlets focussing on target group og high-spenders with affinity for culturre and city trips. Min amount of article views: 9000.		

---

<i>Title</i> <b>Swiss Cities. DPG Media coop Nederland. Content Partnership Basel. Online Article</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>4001789</b>
<i>Date from - to</i> <b>05/01/2023 – 09/30/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	<i>Contacts</i> <b>4001789</b>
<i>Activity</i> Media Partnership with DPG Media (focus NL) to present a Swiss Cities digital advertorial on the theme of "Water". Concept: Micro-site on DPG media "Volkskrant" reaching cultural interested Dutch high spenders. Dedicated page for Basel with own promotion campaign. Promotion on DPG digital media channels (daily online Newspapers Volkskrant and DGP RON with guarantee of min 11'000 views.		

Target group: (30+, high end / upscale, lifestyle, culture, city trips)

Focus Water plus culture, activities, events, attractions, gastronomy. Approx reading time on site: 1min40sec.

[http://clippings.switzerlandtourism.ch/AMS/2023/20231124153453\\_Native\\_Ads\\_Basel.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231124153453_Native_Ads_Basel.png)

[http://clippings.switzerlandtourism.ch/AMS/2023/20231124153453\\_DPG\\_Swiss\\_Cities\\_2023\\_Basel.pdf](http://clippings.switzerlandtourism.ch/AMS/2023/20231124153453_DPG_Swiss_Cities_2023_Basel.pdf)

<i>Title</i> <b>Swiss Cities. Recovery campaign NOUVEAU. Print.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>168000</b>
<i>Date from - to</i> <b>07/31/2023 – 10/30/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>336000</b>
<i>Activity</i> Partnership with NOUVEAU, a premium women magazine in the Netherlands. We will work with Anita Willemars, a dutch journalist and blogger.		
Print marketing contacts: 84'000 readers 2 paid articles		
<a href="http://clippings.switzerlandtourism.ch/AMS/2023/20231206170321_N10_Switzerland_Tourism_v4.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20231206170321_N10_Switzerland_Tourism_v4.pdf</a> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20231206170346_N8_Switzerland_Tourism_v6.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20231206170346_N8_Switzerland_Tourism_v6.pdf</a>		

<i>Title</i> <b>Swiss Cities. Recovery campaign NOUVEAU. Online articles.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>20359</b>
<i>Date from - to</i> <b>07/31/2023 – 10/30/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	
<i>Activity</i> Partnership with NOUVEAU, a premium women magazine in the Netherlands. We will work with Anita Willemars, a dutch journalist and blogger.		
2 digital articles (min. 16'500 sessions) Smarticles : min. 400'000 impressions		
<a href="http://clippings.switzerlandtourism.ch/AMS/2023/20231206170108_NOUVEAU_article_08.23_Recovery_Cities.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20231206170108_NOUVEAU_article_08.23_Recovery_Cities.pdf</a> <a href="http://clippings.switzerlandtourism.ch/AMS/2023/20231206170300_FireShot_Capture_038_-_Nazomeren_in_Zwitserland_Traveljournalist_Anita_deelt_haar_tips_-_No_-_www.nouveau.nl">http://clippings.switzerlandtourism.ch/AMS/2023/20231206170300_FireShot_Capture_038_-_Nazomeren_in_Zwitserland_Traveljournalist_Anita_deelt_haar_tips_-_No_-_www.nouveau.nl</a>		

<b>Title</b> <b>Swiss Cities. Roularta Media Partnership. Blog</b>	<b>Instrument</b> <b>Campaigning &amp; Activation</b>	<b>Circulation</b> <b>36662</b>
<b>Date from - to</b> <b>06/01/2023 – 10/31/2023</b>	<b>Marketing Tool</b> <b>Blog</b>	<b>Contacts</b> <b>36662</b>

**Activity**  
Swiss Cities Online Advertorial in cooperation with the Roularta Media house. Promotional digital campaign to promote dossier on selected Roularta media outlets focussing on target group og high-spenders with affinity for culturre and city trips.

Min amount of article views: 15'000.

- 1 article: Culture
- 1 article: Water
- 1 article: Gastronomy

- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-Weekend\\_fr.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-Weekend_fr.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-Gael.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-Gael.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230724-ToerismeZwitserland-Eaux-advertorial-WeekendNL.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230724-ToerismeZwitserland-Eaux-advertorial-WeekendNL.jpg)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-TrendsStyle\\_fr.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-TrendsStyle_fr.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-Libelle.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-Libelle.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230724-ToerismeZwitserland-Eaux-advertorial-Femmes.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230724-ToerismeZwitserland-Eaux-advertorial-Femmes.jpg)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-Femmes.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-Femmes.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-Weekend\\_nl.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-Weekend_nl.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Feeling.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Feeling.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-TrendsStyle\\_nl.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-TrendsStyle_nl.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230724-ToerismeZwitserland-Eaux-advertorial-WeekendFR.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230724-ToerismeZwitserland-Eaux-advertorial-WeekendFR.jpg)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230724-ToerismeZwitserland-Eaux-advertorial-Libelle.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230724-ToerismeZwitserland-Eaux-advertorial-Libelle.jpg)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Weekend\\_nl.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Weekend_nl.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-TrendsStyle\\_fr.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-TrendsStyle_fr.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230724-ToerismeZwitserland-Eaux-advertorial-Feeling.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230724-ToerismeZwitserland-Eaux-advertorial-Feeling.jpg)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Gael.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Gael.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230724-ToerismeZwitserland-Eaux-advertorial-TrendsStyleFR.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230724-ToerismeZwitserland-Eaux-advertorial-TrendsStyleFR.jpg)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Libelle.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Libelle.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230724-ToerismeZwitserland-Eaux-advertorial-Gael.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230724-ToerismeZwitserland-Eaux-advertorial-Gael.jpg)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Weekend\\_fr.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Weekend_fr.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-TrendsStyle\\_nl.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-TrendsStyle_nl.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Femmes.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-Femmes.png)
- [http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430\\_20230703-ToerismeZwitserland-Culture-advertorial-Feeling.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129113430_20230703-ToerismeZwitserland-Culture-advertorial-Feeling.png)

**Title**  
**Swiss Cities. Roularta Media Partnership. Online Push**

**Instrument**  
**Campaigning & Activation**

**Circulation**

**Contacts**  
**13064590**

**Date from - to**  
**06/01/2023 – 10/31/2023**

**Marketing Tool**  
**Native Advertisement Paid**

**Activity**  
Swiss Cities Online Advertorial in cooperation with the Roularta Media house. Promotional digital campaign to promote dossier on selected Roularta media outlets focussing on target group og high-spenders with affinity for culture and city trips.

Online push via teaser box, newsletter integration, social media organic & paid & outbrain campaign for the 3 articles:

- 1 article: Culture
- 1 article: Water
- 1 article: Gastronomy

[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230707-ToerismeZwitserland-Culture-advertorial-socialboost-TrendsStyle\\_nl.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230707-ToerismeZwitserland-Culture-advertorial-socialboost-TrendsStyle_nl.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230714-ToerismeZwitserland-Culture-advertorial-socialboost-Feeling.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230714-ToerismeZwitserland-Culture-advertorial-socialboost-Feeling.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230615-ToerismeZwitserland-VillesGastronomiques-advertorial-socialboost-TrendsStyle\\_fr.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230615-ToerismeZwitserland-VillesGastronomiques-advertorial-socialboost-TrendsStyle_fr.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230804-ToerismeZwitserland-Eaux-advertorial-FBboost-Gael.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230804-ToerismeZwitserland-Eaux-advertorial-FBboost-Gael.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230724-ToerismeZwitserland-Eaux-advertorial-teaser-TrendsStyleNL.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230724-ToerismeZwitserland-Eaux-advertorial-teaser-TrendsStyleNL.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230703-ToerismeZwitserland-Culture-advertorial-teaser-Femmes.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230703-ToerismeZwitserland-Culture-advertorial-teaser-Femmes.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230619-ToerismeZwitserland-VillesGastronomiques-advertorial-socialboost-Libelle.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230619-ToerismeZwitserland-VillesGastronomiques-advertorial-socialboost-Libelle.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230727-ToerismeZwitserland-Eaux-advertorial-FBboost-WeekendNL.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230727-ToerismeZwitserland-Eaux-advertorial-FBboost-WeekendNL.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-teaser-Feeling.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230613-ToerismeZwitserland-VillesGastronomiques-advertorial-teaser-Feeling.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230703-ToerismeZwitserland-Culture-advertorial-teaser-Weekend\\_nl.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230703-ToerismeZwitserland-Culture-advertorial-teaser-Weekend_nl.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230703-ToerismeZwitserland-Culture-advertorial-FBpost-Weekend\\_fr.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230703-ToerismeZwitserland-Culture-advertorial-FBpost-Weekend_fr.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230703-ToerismeZwitserland-Culture-advertorial-teaser-TrendsStyle\\_fr.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230703-ToerismeZwitserland-Culture-advertorial-teaser-TrendsStyle_fr.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230614-ToerismeZwitserland-VillesGastronomiques-advertorial-FBpost-Gael.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230614-ToerismeZwitserland-VillesGastronomiques-advertorial-FBpost-Gael.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230707-ToerismeZwitserland-Culture-advertorial-socialboost-TrendsStyle\\_fr.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230707-ToerismeZwitserland-Culture-advertorial-socialboost-TrendsStyle_fr.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230724-ToerismeZwitserland-Eaux-advertorial-teaser-TrendsStyleFR.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230724-ToerismeZwitserland-Eaux-advertorial-teaser-TrendsStyleFR.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230801-ToerismeZwitserland-Eaux-advertorial-FBboost-Libelle.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230801-ToerismeZwitserland-Eaux-advertorial-FBboost-Libelle.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230615-ToerismeZwitserland-VillesGastronomiques-advertorial-socialboost-TrendsStyle\\_nl.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230615-ToerismeZwitserland-VillesGastronomiques-advertorial-socialboost-TrendsStyle_nl.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230724-ToerismeZwitserland-Eaux-advertorial-teaser-Feeling.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230724-ToerismeZwitserland-Eaux-advertorial-teaser-Feeling.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230615-ToerismeZwitserland-VillesGastronomiques-advertorial-FBpost-Libelle.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230615-ToerismeZwitserland-VillesGastronomiques-advertorial-FBpost-Libelle.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230727-ToerismeZwitserland-Eaux-advertorial-FBboost-WeekendFR.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230727-ToerismeZwitserland-Eaux-advertorial-FBboost-WeekendFR.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230703-ToerismeZwitserland-Culture-advertorial-teaser-Libelle.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230703-ToerismeZwitserland-Culture-advertorial-teaser-Libelle.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230804-ToerismeZwitserland-Eaux-advertorial-FBboost-Feeling.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230804-ToerismeZwitserland-Eaux-advertorial-FBboost-Feeling.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544\\_20230703-ToerismeZwitserland-Culture-advertorial-teaser-TrendsStyle\\_nl.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129120544_20230703-ToerismeZwitserland-Culture-advertorial-teaser-TrendsStyle_nl.png)

**Title**  
**Swiss Cities. DPG Media coop Nederland. Online Article**

**Instrument**  
**Campaigning & Activation**

**Circulation**

**Contacts**  
**8889419**

**Date from - to**  
**05/01/2023 – 09/30/2023**

**Marketing Tool**  
**Native Advertisement Paid**

**Activity**  
Media Partnership with DPG Media (focus NL) to present a Swiss Cities digital advertorial on the theme of "Water". Concept: Micro-site on DPG media "Volkskrant" reaching cultural interested Dutch high spenders.

Target group: (30+, high end / upscale, lifestyle, culture, city trips)

**Campaign Periode**  
12-06-2023 tm 12-07-2023

[http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317\\_screenshot-brandedcontent-volkskrant-nl-longread-zwitserland-toerisme-water-2023-11-29-12\\_35\\_06.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317_screenshot-brandedcontent-volkskrant-nl-longread-zwitserland-toerisme-water-2023-11-29-12_35_06.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317\\_Native\\_Ads\\_Culture.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317_Native_Ads_Culture.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317\\_Native\\_Ads\\_Water.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317_Native_Ads_Water.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317\\_screenshot-brandedcontent-volkskrant-nl-longread-zwitserland-toerisme-culture-2023-11-29-12\\_35\\_43.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231129124317_screenshot-brandedcontent-volkskrant-nl-longread-zwitserland-toerisme-culture-2023-11-29-12_35_43.png)

<p><i>Title</i> <b>Swiss Cities. Recovery campaign NOUVEAU. Influencer trip.</b></p> <p><i>Date from - to</i> <b>06/29/2023 – 07/03/2023</b></p> <p><i>Activity</i> Partnership with NOUVEAU, a premium women magazine in the Netherlands. Anita Willemars, a dutch journalist and fashion influencer with 9k followers on Instagram visited Zurich, Basel and Lausanne.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Ambassador/Influencer</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>20000</b></p>
--	--	---

[http://clippings.switzerlandtourism.ch/AMS/2023/20231130162258\\_Post\\_IG\\_Anita\\_Willemars.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231130162258_Post_IG_Anita_Willemars.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231206165828\\_IMG\\_2128.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231206165828_IMG_2128.jpg)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231206165851\\_IMG\\_2129.jpg](http://clippings.switzerlandtourism.ch/AMS/2023/20231206165851_IMG_2129.jpg)

<p><i>Title</i> <b>Swiss Cities. Recovery campaign NOUVEAU. Online Push</b></p> <p><i>Date from - to</i> <b>07/31/2023 – 10/30/2023</b></p> <p><i>Activity</i> Partnership with NOUVEAU, a premium women magazine in the Netherlands. We will work with Anita Willemars, a dutch journalist and blogger.</p> <p>Promotion of the digital articles via Smarticles on the DPG network with min. 400'000 impressions to reach the target landings on the articles.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>3888997</b></p>
---	--	---

[http://clippings.switzerlandtourism.ch/AMS/2023/20231208134410\\_Capture\\_decran\\_2023-12-08\\_a\\_13.43.57.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231208134410_Capture_decran_2023-12-08_a_13.43.57.png)  
[http://clippings.switzerlandtourism.ch/AMS/2023/20231208134442\\_Capture\\_decran\\_2023-12-08\\_a\\_13.43.04.png](http://clippings.switzerlandtourism.ch/AMS/2023/20231208134442_Capture_decran_2023-12-08_a_13.43.04.png)

**BENELUX**

**9**  
*MarketingActivities*

**204'662**  
*Circulation*

**30'257'816**  
*Contacts*

## BRAZIL

*Title*  
**BRAZIL KEY PARTNER PACKAGE - Sales Manual 2023-2024**

*Instrument*  
**KAM**

*Circulation*

*Contacts*  
**28000**

*Date from - to*  
**01/01/2023 – 12/31/2023**

*Marketing Tool*  
**Inhouse Training**

*Activity*

This new edition of the highly anticipated Sales Manual Brazil will be focused on the theme "hidden gems", presenting the hidden gems of Switzerland along the GTToS, hence enhancing sales of all TOs and TAs.

The sales manual 2023-2024 will be based on the consecrated format of ST's segments and integrate updates on the new Swiss experiences focusing on the investing partner, with sales focused content and arguments for selling the partner destinations.

Following the sustainability and digitalization trend, the manual will be printed at 500 copies and 28'000 electronic versions will be sent out to our national database. The online version will also be permanently available on brochures.myswitzerland.com.

[http://clippings.switzerlandtourism.ch/SAO/2023/20231221221556\\_SW\\_salesmanual23\\_DIGITAL\\_vFINAL-DIGITAL.pdf](http://clippings.switzerlandtourism.ch/SAO/2023/20231221221556_SW_salesmanual23_DIGITAL_vFINAL-DIGITAL.pdf)

*Title*  
**STS2023: Sales Manual 2023-2024 (B2B)**

*Instrument*  
**KAM**

*Circulation*

*Contacts*  
**28000**

*Date from - to*  
**06/01/2023 – 12/31/2023**

*Marketing Tool*  
**Inhouse Training**

*Activity*

- The new edition 2023 / 2024 focused on the segmentation "winter/summer/cities".
- The sales manual will base on the consecrated format with the segments and integrate an update of new experiences.
- Following the sustainability and digitalization trend, the manual will be printed at 500 copies.
- 28'000 electronic versions distributed via e-mailing.
- Permanently available on ST's website at brochures.myswitzerland.com.
- The manual is used during all trainings, events and fairs throughout the year.

*Title*  
**HOTEL COOPERATION BRAZIL: Luxury Accommodation Trade e-Newsletter 2023**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**700**

*Date from - to*  
**01/01/2023 – 12/31/2023**

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**3500**

*Activity*

- Exclusive e-newsletter available for 5-star properties only.
- Highly appreciated by the Brazilian trade (high demand).
- One edition is sent once during the same month up to 800 top luxury contacts in Brazil.
- Great opening rate of more than 30% on average (more with exclusive newsletters).
- Also sent via WhatsApp to 1'200 travel agents and 600 corporate travel clients.

<p><i>Title</i> <b>KAM: Michel Reybier Cocktail</b></p> <p><i>Date from - to</i> <b>08/30/2023 – 08/30/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>♣ Attendance at the exclusive trade cocktail during MR Road Show in Brazil</li> <li>♣ Travel prize sponsorship – 1 SWISS business ticket &amp; 2 STP of 8 days;</li> <li>♣ Audience: 50 TOP trade professionals (luxury agency's owners)</li> <li>♣ Swiss partners in attendance: Mont Cervin Palace/Monte Rosa/Schweizerhof Zermatt and Crans Ambassador</li> <li>♣ Switzerland Tourism team presence:</li> <li>♣ Corinne Genoud, Head Markets West, Member of the Management</li> <li>♣ Fabien Clerc, Market Director</li> <li>♣ Mara Pessoa, Trade Manager</li> </ul> </p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i> <b>50</b></p> <p><i>Contacts</i> <b>50</b></p>
--	--	--

<p><i>Title</i> <b>Campaigning &amp; Activation: Influencer Trip @daniellacicarelli</b></p> <p><i>Date from - to</i> <b>04/21/2023 – 04/24/2023</b></p> <p><i>Activity</i>            442K followers.            Trip to promote sports in Zurich.            The influencer ran the half marathon on Apr 23th.            ST Support: Flights, STP, overnight at Park Hyatt Hotel and the ticket for the marathon.            Segment: City Breaker, outdoor enthusiastic.         </p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Ambassador/Influencer</b></p>	<p><i>Circulation</i> <b>442001</b></p> <p><i>Contacts</i> <b>442001</b></p>
--	--	--

<b>BRAZIL</b>	<b>5</b>	<b>700</b>	<b>501'551</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## CHINA

<p><i>Title</i> <b>Swisustainable: Zhejiang Int'l Travel Festival by Bank of China</b></p> <p><i>Date from - to</i> <b>03/03/2023 – 03/03/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>- Organized by Zhejiang Tourism and Bank of China.</li> <li>- Promotion overseas travel products and payment card.</li> <li>- ST 20mins present Swisustainable and Health.</li> <li>- 300pics travel guidebook, ST support tips and partners content.</li> <li>- Zhejiang outbound travel agency, branch bank rep of Zhejiang BOC, and VIP of BOC</li> </ul> </p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i> <b>700</b></p> <p><i>Contacts</i> <b>700</b></p>
---	--	--

**CHINA**

**1**

**700**

MarketingActivities

Circulation

Contacts

**FRANCE**

<i>Title</i> <b>E-mail news 06</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2242</b>
<i>Date from - to</i> <b>12/21/2023 – 12/21/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>2242</b>
<i>Activity</i> Envoi de la e-news scib "La Suisse à portée de TGV pour vos événements cet hiver"		
Thème: Stoos Lodge - 11 activités pour séminaire hivernal - Guarda Val Lenzerheide - Six Senses Crans - 10 suggestions d'hôtels pour séminaires neige -Témoignage : Würth France à Kandersteg.		
<a href="http://clippings.switzerlandtourism.ch/PAR/2024/20240103120302_La_Suisse_a_portee_de_TGV_pour_vos_evenements_cet_hiver.pdf">http://clippings.switzerlandtourism.ch/PAR/2024/20240103120302_La_Suisse_a_portee_de_TGV_pour_vos_evenements_cet_hiver.pdf</a>		

<i>Title</i> <b>Campaign Activation : ArtParis/ArtFair (SC_KP Bsle)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>81857</b>
<i>Date from - to</i> <b>03/29/2023 – 04/02/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>81857</b>
<i>Activity</i> Présence avec un stand de 12m2 à la foire d'art ArtFair/ArtParis dans le cadre du KPP avec Bâle Tourisme. Lieux : Grand Palais Ephémère, Paris Du 29 mars au 2 avril. 134 galeries de 25 pays présents Contenu : mise en avant des villes suisses et de la ville de Bâle en particulier (focus sur les musées). Participation d'un sous partenaire hôtel "Les Trois Rois". Distribution des brochures : brochure AMOS 23 (500ex), hôtels Boutique & design (200ex), Hôtel Wellness (200ex), hôtels historiques (200ex), SwissTravelMap (100 ex) + diverses brochures de Bâle Tourisme		
<a href="http://clippings.switzerlandtourism.ch/PAR/2023/20231215160515_IMG_2715.HEIC">http://clippings.switzerlandtourism.ch/PAR/2023/20231215160515_IMG_2715.HEIC</a> <a href="http://clippings.switzerlandtourism.ch/PAR/2023/20231215160610_WhatsApp_Image_2023-04-03_at_10.58.00.jpeg">http://clippings.switzerlandtourism.ch/PAR/2023/20231215160610_WhatsApp_Image_2023-04-03_at_10.58.00.jpeg</a>		

<i>Title</i> <b>Campaign activation : White Magazine (ST Winter)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>70000</b>
<i>Date from - to</i> <b>06/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>210000</b>
<i>Activity</i> Distribution of the Green magazine with : Le "Guide Outdoor" (distributed with the sports newspaper l'Equipe) in the Paris (IDF) and Lyon (Rhône-Alpes) regions. Publication date: June Au Vieux Campeur event : June ST Desk : May - December		



<i>Title</i> <b>campaign activation : milkdecoration.com (HK design &amp; lifestyle)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>55166</b>
<i>Date from - to</i> <b>07/19/2023 – 10/31/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	
<i>Activity</i> Mise en ligne d'un contenu sur les hôtels design & lifestyle. contenu hébergé sur le site milk decoration. médiatisation du contenu via les réseau sociaux, nl et push édito.		
url du contenu : <a href="https://www.milkdecoration.com/voyage-les-nouvelles-hospitalites-suisse/">https://www.milkdecoration.com/voyage-les-nouvelles-hospitalites-suisse/</a>		

<b>FRANCE</b>	<b>4</b>	<b>72'242</b>	<b>349'265</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## GCC

<i>Title</i> <b>KAM: Discover Europe, Dubai</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>72'242</b>
<i>Date from - to</i> <b>04/28/2022 – 05/01/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>349'265</b>
<i>Activity</i> -28-01 May at 25hours Hotel-Dubai. -NTOS of CH, DE, AT & IE-105 travel agents from all over GCC. -Approx- 35 one to one meetings per partner. -46 Partners from:Ticino,Zurich,LGR, Geneva,Interlaken, Bern,Luzern, Graubunden. -95 agents did attend the WS.		

<i>Title</i> <b>KAM: STE/Race to Switzerland</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>72'242</b>
<i>Date from - to</i> <b>01/28/2023 – 02/04/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>349'265</b>
<i>Activity</i> 1 week of workshops and events in the GCC. Meeting of around 600 GCC buyers through interactive game "Race to Switzerland", leisure activities and 1to1 meetings.		

<i>Title</i> <b>Promotion: Luxury Booklet 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10000</b>
---	--	------------------------------------

<i>Date from - to</i> <b>02/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>30000</b>
---	---	---------------------------------

*Activity*

- ♣ Contains 17 luxury hotels in 12 different regions was distributed by Kul Al Usra in May Issue
- ♣ Languages: English and Arabic.
- ♣ Quantity: 10,000 copies
- ♣ 6 Regions: Geneva, Vaud Region, Graubunden, Zurich, Interlaken and Gstaad.

[http://clippings.switzerlandtourism.ch/DXB/2024/20240104120111\\_sw10726-1011-2001-3042.pdf](http://clippings.switzerlandtourism.ch/DXB/2024/20240104120111_sw10726-1011-2001-3042.pdf)

<i>Title</i> <b>Promotion: Family Booklet 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10000</b>
---	--	------------------------------------

<i>Date from - to</i> <b>02/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>30000</b>
---	---	---------------------------------

*Activity*

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

[http://clippings.switzerlandtourism.ch/DXB/2024/20240104120747\\_sw10724-1011-2001-3042.pdf](http://clippings.switzerlandtourism.ch/DXB/2024/20240104120747_sw10724-1011-2001-3042.pdf)

<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Cervo Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>611052</b>
--	--	-------------------------------------

<i>Date from - to</i> <b>09/04/2023 – 09/08/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>
---	---

*Activity*

- ♣ Date: 4 – 8 Sept, 23
- ♣ Facebook 500 CHF boosted post for hotel partner.
- ♣ Impressions: 611,052
- ♣ Clicks: 6,284
- ♣ Reach: 469,122
- ♣ Cervo

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112135108\\_Cervo.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112135108_Cervo.png)

<i>Title</i> <b>Digital: Family Hotel Facebook Campaign (Alex Hotel Zurich)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>717830</b>
--	--	-------------------------------------

*Date from - to*  
**08/27/2023 – 08/31/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*  
 ♣ Date: 27 – 31 Aug, 23  
 ♣ Facebook 500 CHF boosted post for hotel partner.  
 ♣ Impressions: 717,830  
 ♣ Clicks: 5,628  
 ♣ Reach: 573,828  
 ♣ Alex Hotel Zurich

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112135330\\_Alex.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112135330_Alex.png)

<i>Title</i> <b>GCC Workshop in Crans-Montana</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>66</b>
--	--	---------------------------------

*Date from - to*  
**12/12/2023 – 12/14/2023**

*Marketing Tool*  
**Event/Fair/Workshop**

*Activity*  
 - 66 GCC travel agents joined the workshop and met 77 Swiss partners in Crans-Montana.  
 - The workshop enabled more than 1000 meetings between suppliers and buyers.  
 - 9 fam-groups with 9 different pre/post tours covered all GCC key partners.

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014\\_Picture\\_1.jpg](http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014_Picture_1.jpg)  
[http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031\\_Pictureaa\\_1.jpg](http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031_Pictureaa_1.jpg)

<b>GCC</b>	<b>7</b> <i>MarketingActivities</i>	<b>20'000</b> <i>Circulation</i>	<b>1'388'948</b> <i>Contacts</i>
------------	--	-------------------------------------	-------------------------------------

## GERMANY

<i>Title</i> <b>KAM: FTI Herbstkampagne</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>95899</b>
--	--	------------------------------------

*Date from - to*  
**11/14/2022 – 01/31/2023**

*Marketing Tool*  
**Display & Programmatic Paid**

*Activity*  
 FTI B2C Landingpage: November 22  
 Timing: 28.11.-20.01.23  
 • Visits: 144  
 • Views: 175

FTI B2C Onpage Display Skyscraper: November 22  
 Timing: 29.11.-12.12.22  
 • Ad impressions: 50.100  
 • Clicks: 188

[http://clippings.switzerlandtourism.ch/FRA/2023/20230327104632\\_Schweiz\\_Tourismus\\_FTICo-Marketing\\_2022\\_Reporting.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230327104632_Schweiz_Tourismus_FTICo-Marketing_2022_Reporting.pdf)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20230329130736\\_FTIMailing\\_Januar2023.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230329130736_FTIMailing_Januar2023.pdf)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20230329160947\\_Koop22\\_KW48-51\\_Landingpage\\_ganze\\_Seite.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230329160947_Koop22_KW48-51_Landingpage_ganze_Seite.png)

<i>Title</i> <b>KMM: Das neue Jahr bringt neue innovative Hotels in der Schweiz</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>2800</b>
<i>Date from - to</i> <b>01/10/2023 – 01/10/2023</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>2800</b>
<i>Activity</i> Versendet an 2800 Journalisten		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230127130750\\_Das\\_neue\\_Jahr\\_bringt\\_neue\\_innovative\\_Hotels\\_in\\_der\\_Schweiz.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230127130750_Das_neue_Jahr_bringt_neue_innovative_Hotels_in_der_Schweiz.pdf)

<i>Title</i> <b>KAM: Digital Sales Guide 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10985</b>
<i>Date from - to</i> <b>03/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Other...</b>	<i>Contacts</i> <b>10985</b>
<i>Activity</i> Webbasierter Sales Guide für Reiseberater:innen in Deutschland. Angebote zu den Themen "Swisstainable", ÖV, Hotelkooperationen und Touring. Die Bewerbung erfolgt durch verschiedene Fachmedien.		

<i>Title</i> <b>SCIB: KAM: Sales Calls "Davos &amp; Crans-Montana"</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>20</b>
<i>Date from - to</i> <b>11/13/2023 – 11/15/2023</b>	<i>Marketing Tool</i> <b>Sales Call</b>	<i>Contacts</i> <b>20</b>
<i>Activity</i> Customer visits with Davos and Crans-Montana in Germany.		

Date: 13.-15.11.2023

Cities: Wiesbaden, Heidelberg, Mannheim, Braunschweig, Hannover und Hamburg

<i>Title</i> <b>RF Grand Train Tour Campaign 2023 - Germany</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>13127</b>
<i>Date from - to</i> <b>05/12/2023 – 06/19/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	<i>Contacts</i> <b>13127</b>
<i>Activity</i> Digital Branded Content Artikel playboy.de D playboy.de Branded Content Artikel Laufzeit: 01.03.2023 - 31.12.2023 Kommentar: 1 co-branded Artikel + 2 organische posts (FB oder IG) + Framing Ads 1 Garantie: 12.000 visits CPV: 1,50 € Laufzeit: 4 Wochen		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230922145815\\_Screenshot\\_2023-09-22\\_at\\_14.56.53.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230922145815_Screenshot_2023-09-22_at_14.56.53.png)

[http://clippings.switzerlandtourism.ch/FRA/2023/20230922145837\\_Screenshot\\_2023-09-22\\_at\\_14.57.08.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230922145837_Screenshot_2023-09-22_at_14.57.08.png)

[http://clippings.switzerlandtourism.ch/FRA/2023/20230922145857\\_Screenshot\\_2023-09-22\\_at\\_14.57.32.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230922145857_Screenshot_2023-09-22_at_14.57.32.png)

[http://clippings.switzerlandtourism.ch/FRA/2023/20230922145915\\_Screenshot\\_2023-09-22\\_at\\_14.57.41.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230922145915_Screenshot_2023-09-22_at_14.57.41.png)

[http://clippings.switzerlandtourism.ch/FRA/2023/20230922145937\\_Screenshot\\_2023-09-22\\_at\\_14.57.48.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230922145937_Screenshot_2023-09-22_at_14.57.48.png)

<i>Title</i> <b>ST Newsletter Januar 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>154628</b>
<i>Date from - to</i> <b>01/02/2023 – 01/02/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>154628</b>
<i>Activity</i>		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230711145843\\_2023.01.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230711145843_2023.01._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter Februar 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>148959</b>
<i>Date from - to</i> <b>02/07/2023 – 02/07/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>148959</b>
<i>Activity</i>		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230711145932\\_2023.01.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230711145932_2023.01._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter März 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>125599</b>
<i>Date from - to</i> <b>03/13/2023 – 03/13/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>125599</b>
<i>Activity</i>		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230711144834\\_2023.03.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230711144834_2023.03._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter April 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>125058</b>
<i>Date from - to</i> <b>04/06/2023 – 04/06/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>125058</b>
<i>Activity</i>		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230711145114\\_2023.04.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230711145114_2023.04._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter Mai 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>131734</b>
<i>Date from - to</i> <b>05/02/2023 – 05/02/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>131734</b>
<i>Activity</i>		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230711144106\\_2023.05.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230711144106_2023.05._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter Juni 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>140291</b>
<i>Date from - to</i> <b>06/06/2023 – 06/06/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>140291</b>
<i>Activity</i>		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230711143825\\_2023.06.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230711143825_2023.06._NL_GEN_DE.pdf)

<i>Title</i> <b>KMM: Nah am Wasser gebaut - Unterkünfte am Wasser</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>2800</b>
<i>Date from - to</i> <b>06/06/2023 – 06/06/2023</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>2800</b>
<i>Activity</i> Versendet an 2800 Journalisten		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230627145735\\_Nah\\_am\\_Wasser\\_gebaut\\_\\_5\\_besondere\\_Unterkunfte\\_am\\_Wasser\\_\\_\\_Schweiz\\_Tourismus.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230627145735_Nah_am_Wasser_gebaut__5_besondere_Unterkunfte_am_Wasser___Schweiz_Tourismus.pdf)

<i>Title</i> <b>Grüner Luxus: Ressourcenschonend und stilvoll übernachten in der Schweiz</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>2800</b>
<i>Date from - to</i> <b>04/04/2023 – 04/04/2023</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>2800</b>
<i>Activity</i> Versendet an 2800 Journalisten		

<http://clippings.switzerlandtourism.ch/FRA/2023/>

<i>Title</i> <b>C&amp;A: IDEAT Kooperation mit Basel</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>40000</b>
<i>Date from - to</i> <b>04/01/2023 – 07/31/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>160000</b>
<i>Activity</i> 8-12-seitiges Content Special zu Basel Themenfokus auf die Museen-landschaft in Basel Digitale Verlängerung des Artikels auf ideat.de – dauerhaft eingebunden auf der Webseite mit Sprungstelle zum Kunden Posts und Bewegbild auf Instagram, ggfs. Gewinnspiel mit Museen oder Hotels		

<i>Title</i> <b>ITB Swisstainable-Event</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>250</b>
<i>Date from - to</i> <b>03/08/2023 – 03/08/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>250</b>
<i>Activity</i> Anlässlich der ITB 2024 fand am Schweiz-Stand der Swisstainable-Event statt mit geladenen Gästen (KAM, KMM, Wirtschaft und VIP). Martin Nydegger präsentierte den aktuellen Stand über Swisstainable		

[http://clippings.switzerlandtourism.ch/FRA/2023/20230725103511\\_7327kl\\_Kopie.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20230725103511_7327kl_Kopie.jpeg)

<i>Title</i> <b>C&amp;A: Cities Recovery DooH</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>6385463</b>
<i>Date from - to</i> <b>07/20/2023 – 09/07/2023</b>	<i>Marketing Tool</i> <b>OOH incl. Digital OOH</b>	<i>Contacts</i> <b>6385463</b>
<i>Activity</i> Mit dieser ersten programmatischen Digital Out of Home Kampagne im deutschen Markt planen wir die reguläre Städtekampagne zu verstärken. Durch eine programmatische Ausspielung des City Contents via verschiedenen Display-Anbietern (Ströer, Wall Decaux...), können die Standorte präzise gewählt werden und gut nach Ort, Zielgruppe und Wetter optimiert werden. Das Einbuchen von Bild- oder Video Ad auf digitalen Screens an öffentlichen Plätzen, Einkaufszentren usw. Buchung läuft über das klassische Bieter Verfahren und einen max. TKP. Das Ziel ist, die Schweizer Städte als innovatives Sommerreiseziel zu promoten. Über Display werden die Werbemittel der Cities Kampagne von HQ ausgespielt. Durch die zusätzliche Ausspielung von Mobile Ads mittels Geo-Targeting an die User umgehen wir einen Medienbruch. Der Content für die Mobile Ads wird im Juni während einer Influencer Städtereise (reguläres Budget Cities) erstellt.		

[http://clippings.switzerlandtourism.ch/FRA/2024/20240111152725\\_Schweiz\\_Tourismus\\_Summer\\_in\\_the\\_City\\_Abschlussreport56.pdf](http://clippings.switzerlandtourism.ch/FRA/2024/20240111152725_Schweiz_Tourismus_Summer_in_the_City_Abschlussreport56.pdf)

<i>Title</i> <b>C&amp;A: Summer in the City Mobile Kampagne</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>400239</b>
<i>Date from - to</i> <b>07/20/2023 – 08/09/2023</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>400239</b>
<i>Activity</i> Zusatzkampagne zur Recovery DooH Kampagen für die City Kampagne 2023. Über Display werden die Werbemittel der Cities Kampagne von HQ ausgespielt. Durch die zusätzliche Ausspielung von Mobile Ads mittels Geo-Targeting an die User umgehen wir einen Medienbruch. Der Content für die Mobile Ads wird im Juni während einer Influencer Städtereise (reguläres Budget Cities) erstellt.		

<i>Title</i> <b>KMM: Schlummern in den Reben: Schweizer Weinhotels</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>2500</b>
<i>Date from - to</i> <b>10/11/2023 – 10/11/2023</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>2500</b>
<i>Activity</i> Versendet via Newsletter an 2500 Medienschaffende		

[http://clippings.switzerlandtourism.ch/FRA/2023/20231012172643\\_Schlummern\\_in\\_den\\_Reben\\_Schweizer\\_Weinhotels\\_\\_Schweiz\\_Tourismus.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231012172643_Schlummern_in_den_Reben_Schweizer_Weinhotels__Schweiz_Tourismus.pdf)

<i>Title</i> <b>KKM: Die neuen Perlen der Gastfreundschaft</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>2500</b>
---	---------------------------------	-----------------------------------

<i>Date from - to</i> <b>09/06/2023 – 09/06/2023</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>2500</b>
---	---	--------------------------------

*Activity*  
Versand an 2500 Medienschaffende via MyNewsdesk und über Mediennewsletter

[http://clippings.switzerlandtourism.ch/FRA/2023/20231020161032\\_Neue\\_Perlen\\_der\\_Gastfreundschaft\\_laden\\_ein\\_\\_Schweiz\\_Tourismus.html](http://clippings.switzerlandtourism.ch/FRA/2023/20231020161032_Neue_Perlen_der_Gastfreundschaft_laden_ein__Schweiz_Tourismus.html)

<i>Title</i> <b>C&amp;A: Visual Advertorial Condé Nast Swiss Cities</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>
--	--	--------------------

<i>Date from - to</i> <b>07/24/2023 – 09/16/2023</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	<i>Contacts</i> <b>1226230</b>
---	---	-----------------------------------

*Activity*  
Umsetzung einer Kampagne mit Condé Nast zur Bewerbung der Swiss Cities am Wasser und der Sommerkampagne „Fountain Dip“ mit Fokus auf Basel, Zürich und Lugano und Integration von ausgewählten Luxushotels: Grand Hotel Les Trois Rois in Basel, Baur au Lac, La Réserve Eden au Lac in Zürich, Hotel Splendide Royal in Lugano. Titel: „Brunnenbaden - die wohl schönsten Pools der Welt befinden sich in der Schweiz“

Laufzeit der Kampagne: 24.07. - 16.9.2023

Elemente der Kampagne:  
- Visual Advertorial auf ad-magazin.de

[http://clippings.switzerlandtourism.ch/FRA/2023/20231207151735\\_Schweiz\\_Tourismus\\_live.png](http://clippings.switzerlandtourism.ch/FRA/2023/20231207151735_Schweiz_Tourismus_live.png)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207152710\\_AD\\_x\\_Schweiz\\_Tourismus\\_CPC.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20231207152710_AD_x_Schweiz_Tourismus_CPC.jpeg)  
<http://clippings.switzerlandtourism.ch/FRA/2023/>  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207153126\\_AD\\_x\\_Schweiz\\_Tourismus\\_CPM.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20231207153126_AD_x_Schweiz_Tourismus_CPM.jpeg)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207153438\\_AD\\_x\\_Schweiz\\_Tourismus\\_CPM1.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20231207153438_AD_x_Schweiz_Tourismus_CPM1.jpeg)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207153726\\_GQ\\_x\\_Schweiz\\_Tourismus\\_CPC.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20231207153726_GQ_x_Schweiz_Tourismus_CPC.jpeg)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207153853\\_GQ\\_x\\_Schweiz\\_Tourismus\\_CPC1.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20231207153853_GQ_x_Schweiz_Tourismus_CPC1.jpeg)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207153938\\_VO\\_x\\_Schweiz\\_Tourismus\\_CPC.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20231207153938_VO_x_Schweiz_Tourismus_CPC.jpeg)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207154041\\_VO\\_x\\_Schweiz\\_Tourismus\\_CPC1.jpeg](http://clippings.switzerlandtourism.ch/FRA/2023/20231207154041_VO_x_Schweiz_Tourismus_CPC1.jpeg)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207154123\\_Schweiz\\_Tourismus\\_AD\\_Promoteaser\\_24.07.2023.png](http://clippings.switzerlandtourism.ch/FRA/2023/20231207154123_Schweiz_Tourismus_AD_Promoteaser_24.07.2023.png)

<i>Title</i> <b>C&amp;A: Online-Advertorial Architektur &amp; Wohnen Wallis</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>
--	--	--------------------

<i>Date from - to</i> <b>09/19/2023 – 11/18/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>2429</b>
---	--	--------------------------------

*Activity*  
AW präsentiert aussergewöhnliche Unterkünfte, Chalets oder Boutique Hotels aus dem Wallis. Die Architektur-Reportage über besondere und innovative Gebäude- und Beherbergungskonzepte, die das Gestern, Heute und Morgen sehr gekonnt verbinden und aktuelle Herausforderungen an die Umwelt und den Tourismus aufgreifen. Nachhaltigkeit und Architektur geben den Ton an und schaffen die Ansprache ganz neuer Gästegruppen und Touristen.

6-8 Seiten, Reichweite: 310.000 Leser  
Verlängerung der Print-Reportage mit einem Online-Advertorial mit Organic Traffic „Das Wallis: Berge und kunstvolle Höhepunkte“ mit einer Laufzeit vom 19.09. bis 07.11.2023 erzielte 2429 Page Impressions und eine durchschnittliche Verweildauer von 01:55 Min.

[http://clippings.switzerlandtourism.ch/FRA/2023/20231207165038\\_Online\\_Advertorial.png](http://clippings.switzerlandtourism.ch/FRA/2023/20231207165038_Online_Advertorial.png)



<i>Title</i> <b>ST Newsletter Juli 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>117319</b>
<i>Date from - to</i> <b>07/05/2023 – 07/05/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>117319</b>
<i>Activity</i> Newsletter Sommer Hit Fountain Dip		

<i>Title</i> <b>ST Newsletter August 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>94164</b>
<i>Date from - to</i> <b>08/08/2023 – 08/08/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>94164</b>
<i>Activity</i> Sommer in Festlaune		

[http://clippings.switzerlandtourism.ch/FRA/2024/20240104093756\\_2023.08.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2024/20240104093756_2023.08._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter September 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>101671</b>
<i>Date from - to</i> <b>09/04/2023 – 09/04/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>101671</b>
<i>Activity</i> Herbst in der Schweiz: staunen und genießen		

[http://clippings.switzerlandtourism.ch/FRA/2024/20240104100525\\_2023.09.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2024/20240104100525_2023.09._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter Oktober 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>103783</b>
<i>Date from - to</i> <b>10/04/2023 – 10/04/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>103783</b>
<i>Activity</i> Herbst 2023: intensiver, sinnlicher, Swisstainable		

[http://clippings.switzerlandtourism.ch/FRA/2024/20240104102909\\_2023.10.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2024/20240104102909_2023.10._NL_GEN_DE.pdf)

<i>Title</i> <b>ST Newsletter November 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>105746</b>
<i>Date from - to</i> <b>11/06/2023 – 11/06/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>105746</b>
<i>Activity</i> Diesen Winter: Stille, Spass, Musik, und mehr		

<i>Title</i> <b>ST Newsletter Dezember 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>108068</b>
<i>Date from - to</i> <b>12/01/2023 – 12/01/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>108068</b>
<i>Activity</i> Weinachten		

**GERMANY**

<b>27</b> <i>MarketingActivities</i>	<b>1'606'319</b> <i>Circulation</i>	<b>9'765'062</b> <i>Contacts</i>
---	--	-------------------------------------

**ITALY**

<i>Title</i> <b>KMM: individual media trip North</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>1</b>
<i>Date from - to</i> <b>02/03/2023 – 02/05/2023</b>	<i>Marketing Tool</i> <b>Trip - Individual</b>	<i>Contacts</i> <b>1</b>
<i>Activity</i> Date: 03-05.02.2023 Marta Ghelma RHB and St. Moritz for Style Piccoli online Overnight at Hotel Carlton		

<i>Title</i> <b>Campaigning &amp; Activation: HoKo - Distribution Brochures B&amp;D and Typically Swiss Hotels</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5000</b>
<i>Date from - to</i> <b>04/14/2023 – 04/14/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>15000</b>
<i>Activity</i> Date: 14.04.2023 (issue of April) Distribution B&D + Typically Swiss Hotels Brochures with monthly magazine Elle Decor during the design week in Milan Circulation: 5.000 copies (4.500 B&D + 500 Typically) Area: Milano		

<p><i>Title</i> <b>Campaigning &amp; Activation: MIART Art Fair Milano</b></p> <p><i>Date from - to</i> <b>04/14/2023 – 04/16/2023</b></p> <p><i>Activity</i> Periode: 14. - 16.04.2023 Presence at the art fair at the Swiss booth (33m2) -networking, brochure distribution, pictures&amp;video on lounge Digital &amp; Print Communication -Partner integration on with Logo on Miart Website -Partner integration on press release of Miart and STITA -SOM Campaign (Post&amp;Stories) on Miart (2 posts) and ST channels (tag of the partner) Partner: Swiss Travel System, Basel, Bern + Interlaken, Ticino</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>40000</b></p>
---	--	--

<p><i>Title</i> <b>KMM: Media newsletter Carnivals &amp; San Valentino</b></p> <p><i>Date from - to</i> <b>02/01/2023 – 02/01/2023</b></p> <p><i>Activity</i> Topics: Carnivals and San Valentino's offers.</p> <p>Link: <a href="http://bitly.ws/BcGD">http://bitly.ws/BcGD</a></p>	<p><i>Instrument</i> <b>KMM</b></p> <p><i>Marketing Tool</i> <b>Media Release</b></p>	<p><i>Circulation</i> <b>1800</b></p> <p><i>Contacts</i> <b>1800</b></p>
--	---	--

<p><i>Title</i> <b>KAM: World Tourism Event in Turin</b></p> <p><i>Date from - to</i> <b>09/21/2023 – 09/23/2023</b></p> <p><i>Activity</i> Date: 21-23.09.2023 What: World Tourism Event in Turin exhibition space for the World Heritage Sites and the b2b workshop reserved for Italian and International professionals. In cooperation with HoKo Focus: Workshop (21.09.23), presence in fair and participation in panel Visitors: 5.000</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>5000</b></p>
--	--	---

[http://clippings.switzerlandtourism.ch/MIL/2023/20230913082506\\_Screenshot\\_2023-09-13\\_alle\\_08.22.14.png](http://clippings.switzerlandtourism.ch/MIL/2023/20230913082506_Screenshot_2023-09-13_alle_08.22.14.png)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20230926102654\\_Workshop.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230926102654_Workshop.jpeg)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20230926102723\\_Panel\\_presentation.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230926102723_Panel_presentation.jpeg)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20230926102744\\_Stand2.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230926102744_Stand2.jpeg)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20231005150639\\_Senza\\_nome.jpg](http://clippings.switzerlandtourism.ch/MIL/2023/20231005150639_Senza_nome.jpg)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20231005150744\\_Senza\\_nome.jpg](http://clippings.switzerlandtourism.ch/MIL/2023/20231005150744_Senza_nome.jpg)

<i>Title</i> <b>KAM: Trade Workshop Swiss Family Village</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>60</b>
<i>Date from - to</i> <b>09/20/2023 – 09/20/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>60</b>
<i>Activity</i> Period: 20.09.2023 Trade Event to promote KP partner destinations during preopening of the Summer/Autumn Village in Piazza Gae Aulenti in Milano. Fornitore: Tourist Trend 42 organizzazioni, 60 people		

[http://clippings.switzerlandtourism.ch/MIL/2023/20230924080531\\_Gruppo\\_KAM\\_event.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230924080531_Gruppo_KAM_event.jpeg)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20230924080557\\_Zani\\_con\\_Bls.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230924080557_Zani_con_Bls.jpeg)

<i>Title</i> <b>Campaigning &amp; Activation: Distribution Touring brochures with Donna Moderna</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>29000</b>
<i>Date from - to</i> <b>10/26/2023 – 10/26/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>87000</b>
<i>Activity</i> Date: 26.10.2023 Distribution of Touring brochures with weekly magazine Donna Moderna Circulation: 29'000 copies Area: Lombardia		

<i>Title</i> <b>Campaigning &amp; Activation: Swiss Family Village - distribution ST Magazines and Partner Brochures</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>4200</b>
<i>Date from - to</i> <b>09/20/2023 – 10/01/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>12600</b>
<i>Activity</i> Period: 20.09. - 01.10.23 What: distribution of ST and Partner Brochures during public event Swiss Family Village Partner: Made in Bern, Ticino, Zurich, STS, RhB, HoKo ST Magazin: Svizzera 7 - 1000 pcs / Svizzera - Itinerari circolari - 1000 pcs / Swiss Family Hotels & Lodging 2023 - 1000 pcs / Swiss travel Maps 500 pcs / Svizzera Mobile 200 / myGrandTrain Tour Booklet EN - 500 pcs		

<p><i>Title</i> <b>Campaigning &amp; Activation: Winter - Branded Content Gazzetta.it</b></p> <p><i>Date from - to</i> <b>11/13/2023 – 11/26/2023</b></p> <p><i>Activity</i> Publication date: 13.11 (online for 14 days) Smart article plus on Gazzetta.it Topics: winter sports and ski resorst close to Lombardia / How to travel video Impressions: 9,5 million Views: 16'500 Average time: 2'20"</p> <p>Link: <a href="https://studio.gazzetta.it/svizzera_turismo-sa1-mete-sciistiche-svizzera/">https://studio.gazzetta.it/svizzera_turismo-sa1-mete-sciistiche-svizzera/</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Native Advertisement Paid</b></p>	<p><i>Circulation</i> <b>9500000</b></p>
--	--	--

<b>ITALY</b>	<b>9</b> <i>MarketingActivities</i>	<b>40'000</b> <i>Circulation</i>	<b>9'661'461</b> <i>Contacts</i>
--------------	--	-------------------------------------	-------------------------------------

## MULTIPLE MARKETS

<p><i>Title</i> <b>Switzerland Travel Mart - Snow Edition 2023</b></p> <p><i>Date from - to</i> <b>01/15/2023 – 01/19/2023</b></p> <p><i>Activity</i> The next Switzerland Travel Mart – Snow Edition will take place from January 15 to 19, 2023 in the destination Zermatt – Matterhorn. Together with our partners Swiss International Air Lines, Swiss Travel System and the host destination Zermatt – Matterhorn we look forward to welcoming you again!</p>	<p><i>Instrument</i> <b>KAM</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i> <b>367</b></p>
--	---	--

<p><i>Title</i> <b>PreTour Snow Travel Mart (STMS) 2023</b></p> <p><i>Date from - to</i> <b>01/12/2023 – 01/15/2023</b></p> <p><i>Activity</i> In combination with the Snow Travel Mart and to showcase Switzerland as a winter incentive destination, a selected group of mature agencies from India, China, South East Asia and Europe will be invited for a post tour. A combination of city and mountain experience and a creative incentive program with activities and special dinner function will be created to promote incentive groups in the low season winter for non-skiers.</p>	<p><i>Instrument</i> <b>KAM</b></p> <p><i>Marketing Tool</i> <b>Trip - Group</b></p>	<p><i>Circulation</i> <b>0</b></p>
---	--	--

Confirmed for 2023 is: Switzerland Travel Mart – Snow Edition January 15 to 19, 2023 in the destination Zermatt – Matterhorn.

---

<i>Title</i> <b>International Luxury Travel Mart ILTM Cannes 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>12/04/2023 – 12/07/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>0</b>
<i>Activity</i> ST participates at this very important fair for luxury tourism since some years. Profit of the roof provided by the “Brand Switzerland” which enjoys an image of high quality worldwide. Open to all partner / organization representing luxury tourism brands (will be approved by the fair organizers). A participation is recommended to partner / organization with negotiating power for the represented products.		

<i>Title</i> <b>International Luxury Travel Mart ILTM Asia, Singapore 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>06/19/2023 – 06/22/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>0</b>
<i>Activity</i> ST participates to Asia’s “counterpart of Cannes” legendary ILTM (Intl. Luxury Travel Mart) since years, as one of the largest country booths. This is the perfect occasion to present your luxury products to the leading agents for luxury tourism products throughout Asia Pacific (Japan, Korea, Australia, China, Russia, India, SE-Asia). Profit of the roof provided by the “Brand Switzerland”, which enjoys an image of high quality. Recommended to all partner / organization representing luxury tourism brands, with negotiating power for the represented products.		

<i>Title</i> <b>Boutique &amp; Design Hotels Kooperationskampagne 23</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>16370008</b>
<i>Date from - to</i> <b>07/10/2023 – 08/06/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>16370008</b>
<i>Activity</i> Kooperationskampagne für die Boutique & Design Hotels im Sommer 2023.		
Impressions: 16'370'008 Link Klicks: 699'438 CPC: 0.05		

<i>Title</i> <b>Hotelkooperationen Grundrauschen 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>50426493</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>50426493</b>
<i>Activity</i> Jährliches Grundrauschen für alle Hotelkooperationen. Automatisierte Ausspielung über META mit Katalog-Ads.		
Impressions: 50'426'493 Link Klicks: 921'886 CPC: 0.35		

<p><i>Title</i> <b>Hotelkooperationen Hotelquiz Swisstainable 2023</b></p> <p><i>Date from - to</i> <b>06/06/2023 – 07/26/2023</b></p> <p><i>Activity</i> Hotelquiz Kampagne “Welcher Hoteltyp bist du?” mit Einbezug der Swisstainable Unterkünfte.</p> <p>Impressions: 21'490'016 Link Klicks: 449'343 CPC: 0.23</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>21490016</b></p>
--	--	---

<p><i>Title</i> <b>Hotelkooperationen Winter Snippets “Les Horlogers”</b></p> <p><i>Date from - to</i> <b>12/12/2023 – 12/26/2023</b></p> <p><i>Activity</i> Testing Winter Snippets Personas Assets mit dem Sujet “Les Horlogers” - je ein Clip für LOU, QUINN &amp; JO.</p> <p>Impressions: 7'084'729 Link Klicks: 78'067 CPC: 0.56</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>7084729</b></p>
---	--	--

<p><i>Title</i> <b>Gastronomie Fondue Finder Winter 22/23 Welle 2</b></p> <p><i>Date from - to</i> <b>01/26/2023 – 02/17/2023</b></p> <p><i>Activity</i> Fondue Finder Kampagne im Winter 22/23, 2. Welle (Awareness + Confidence)</p> <p>Impressions: 10'133'881 Link Klicks: 200'370 CPC: 0.36</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>10133881</b></p>
--	--	---

<p><i>Title</i> <b>Hotels AMEX Winterkampagne 22/23</b></p> <p><i>Date from - to</i> <b>01/15/2023 – 01/31/2023</b></p> <p><i>Activity</i> Angebotskampagne Winter 22/23 mit AMEX.</p> <p>Impressions: 1'436'637 Link Klicks: 9'026 CPC: 0.55</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>1436637</b></p>
---	--	--

*Title*  
**Hotelgruppierungen  
Top 3 Star Hotels Kampagne**

*Instrument*  
**Campaigning & Activation**  
  
*Marketing Tool*  
**Social Media Paid**

*Circulation*  
  
*Contacts*  
**1418103**

*Date from - to*  
**09/14/2023 – 10/12/2023**

*Activity*  
Branding-Kampagne für die Top 3 Star Hotels.

Impressions: 1'418'103  
Link Klicks: 35'048  
CPC: 0.28

*Title*  
**Hotels  
Kampagne Million Stars Hotels**

*Instrument*  
**Campaigning & Activation**  
  
*Marketing Tool*  
**Social Media Paid**

*Circulation*  
  
*Contacts*  
**2508531**

*Date from - to*  
**08/01/2023 – 08/15/2023**

*Activity*  
Kampagne für die Million Stars Hotels.

Impressions: 2'508'531  
Link Klicks: 50'824  
CPC: 0.08

*Title*  
**Hotelkooperationen  
Pinterest Kampagne**

*Instrument*  
**Campaigning & Activation**  
  
*Marketing Tool*  
**Social Media Paid**

*Circulation*  
  
*Contacts*  
**40159834**

*Date from - to*  
**11/30/2023 – 12/31/2023**

*Activity*  
Kampagne mit Pinterest zur Generierung von Traffic für die Hotellandingpages.

Impressions: 40'159'834  
Link Klicks: 133'622  
CPC: 0.82

**MULTIPLE MARKETS**

**13**  
*MarketingActivities*

*Circulation*

**151'028'599**  
*Contacts*



## NORTH AMERICA

<i>Title</i> <b>KAM: Sales Manual Switzerland Yodel 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>03/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>0</b>
<i>Activity</i> Print distribution of the Switzerland Yodel, sales guide for North American Travel Professionals. A total of xy copies distributed through the following trade media outlets: xy		

<i>Title</i> <b>KAM: Trade Newsletter February 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12258</b>
<i>Date from - to</i> <b>02/16/2023 – 02/16/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12258</b>
<i>Activity</i> Sent to 12,258 subscribers, 3,722 Unique opens, 34.1% of all recipients opened and 16% clicked a link  Swiss winter wonderland. - Switzerland is covered in snow. - On-board the après-ski train. - Hot Tug – A Hot bath in the cold. - UNESCO-crowned carnival in Basel. - Our hotel recommendations.		

[http://clippings.switzerlandtourism.ch/NYC/2023/20230217103349\\_Trade\\_newsletter\\_February\\_2023.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230217103349_Trade_newsletter_February_2023.pdf)

<i>Title</i> <b>KAM: Webinar with Basel</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>66</b>
<i>Date from - to</i> <b>04/20/2023 – 04/20/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>66</b>
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Basel Tourism and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 66		

[http://clippings.switzerlandtourism.ch/NYC/2023/20230420160338\\_20230420\\_Basel.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230420160338_20230420_Basel.pdf)

<i>Title</i> <b>KAM: Trade Newsletter April 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12047</b>
---	--	------------------------------------

<i>Date from - to</i> <b>04/18/2023 – 04/18/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12047</b>
---	---	---------------------------------

*Activity*  
Sent to 12,047 subscribers, 4,341 Unique opens, 37.18% of all recipients opened and 19.44% clicked a link

Switzerland News & Update.  
 1- The train ride of a lifetime with Roger & Trevor.  
 - Promo: Experience the Grand Train Tour.  
 - A gourmet food experience in Valais.  
 - Urban nature in the Swiss Capital.  
 - Discover the Liechtenstein trail on an e-bike.  
 - Brand new Switzerland Sales Guide - Yodel.

[http://clippings.switzerlandtourism.ch/NYC/2023/20230421104738\\_Trade\\_Newsletter\\_April\\_2023.html](http://clippings.switzerlandtourism.ch/NYC/2023/20230421104738_Trade_Newsletter_April_2023.html)

<i>Title</i> <b>KAM: Webinar with Edelweiss</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>68</b>
--	---------------------------------	---------------------------------

<i>Date from - to</i> <b>05/18/2023 – 05/18/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>68</b>
---	---	------------------------------

*Activity*  
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Edelweiss and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).  
Attendees: 68

[http://clippings.switzerlandtourism.ch/NYC/2023/20230518154857\\_20230518\\_Edelweiss.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230518154857_20230518_Edelweiss.pdf)

<i>Title</i> <b>KAM: Webinar with VALAIS - Matterhorn Region</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>87</b>
---	---------------------------------	---------------------------------

<i>Date from - to</i> <b>06/15/2023 – 06/15/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>87</b>
---	---	------------------------------

*Activity*  
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from VALAIS - Matterhorn Region and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).  
Attendees: 87

[http://clippings.switzerlandtourism.ch/NYC/2023/20230615143305\\_20230615\\_Valais.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230615143305_20230615_Valais.pdf)

<i>Title</i> <b>KAM: Switzerland Yodel Distribution via Canadian Travel Press</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>4000</b>
--	--	-----------------------------------

<i>Date from - to</i> <b>05/29/2023 – 05/29/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>4000</b>
---	---	--------------------------------

*Activity*  
Print and distribution of 4'000 copies of the Yodel as an inlay with the May 29th issue of Canadian Travel Press.

<i>Title</i> <b>KAM: Webinar with Zurich</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>87</b>
<i>Date from - to</i> <b>07/13/2023 – 07/13/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>87</b>
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Zutrich and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 87		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230713154238_20230713_Zurich.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230713154238_20230713_Zurich.pdf</a>		

<i>Title</i> <b>KAM: Trade Newsletter July 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>11964</b>
<i>Date from - to</i> <b>07/05/2023 – 07/05/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>11964</b>
<i>Activity</i> Sent to 11,964 subscribers, 4,380 Unique opens, 38.07% of all recipients opened and 6.59% clicked a link		
Switzerland News & Update. <ul style="list-style-type: none"> <li>↳ The train ride of a lifetime with Roger &amp; Trevor.</li> <li>- Promo: Experience the Grand Train Tour.</li> <li>- A gourmet food experience in Valais.</li> <li>- Urban nature in the Swiss Capital.</li> <li>- Discover the Liechtenstein trail on an e-bike.</li> <li>- Brand new Switzerland Sales Guide - Yodel.</li> </ul>		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230821144948_Trade_newsletter_07_05.html">http://clippings.switzerlandtourism.ch/NYC/2023/20230821144948_Trade_newsletter_07_05.html</a>		

<i>Title</i> <b>KAM: Trade Newsletter August 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>11741</b>
<i>Date from - to</i> <b>08/23/2023 – 08/23/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>11741</b>
<i>Activity</i> Sent to 11,741 subscribers, 4,042 Unique opens, 35.6% of all recipients opened and 6.5% clicked a link		
Switzerland is more popular than ever! <ul style="list-style-type: none"> <li>- Virtuoso Tourism Board of the Year 2023.</li> <li>- Discover Ticino - the Como of Switzerland.</li> <li>- Zurich Airport celebrates 75 years.</li> <li>- Schilthorn - Piz Gloria a 007 experience.</li> <li>- Book your client's winter getaway in Lucerne.</li> <li>- Our hotel recommendations.</li> </ul>		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230828094417_Trade_newsletter_August_2023.html">http://clippings.switzerlandtourism.ch/NYC/2023/20230828094417_Trade_newsletter_August_2023.html</a>		

<p><i>Title</i> <b>STNA 2023 Campaigning &amp; Activation — Hotel campaign (AFAR)</b></p> <p><i>Date from - to</i> <b>04/01/2023 – 10/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b></p>	<p><i>Circulation</i> <b>3435459</b></p> <p><i>Contacts</i> <b>3435459</b></p>
---	--	--

*Activity*  
The goal of this campaign was to increase awareness of ten Hotel properties in Switzerland. For that, we partnered up with AFAR, a travel media brand with an affluent audience, focusing on conscious, culturally-rich travel experiences. The campaign was carried out in two waves. The first one, from April 15th to May 31st, promoted the Boutique and Design Hotels with a custom article, a daily wander Newsletter inclusion, a boosted Facebook post and various traffic drivers in form of banners and static ads. The same was done 6 months later, from September 11th until October 31st, for Luxury Hotels and Homes.

[http://clippings.switzerlandtourism.ch/NYC/2023/20231218124042\\_Final\\_HotelCampaign\\_STNA23\\_AFAR\\_Report.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20231218124042_Final_HotelCampaign_STNA23_AFAR_Report.pdf)

<p><i>Title</i> <b>KAM: Switzerland Yodel Digital Distribution with Northstar - Emails</b></p> <p><i>Date from - to</i> <b>04/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>138916</b></p> <p><i>Contacts</i> <b>138916</b></p>
--	--	--

*Activity*  
Sales manual digitally distributed and promoted with Northstar Travel Group:  
3x email to TravelAge WEST database  
average 18,857 recipients,  
44.17% open rate, 0.35% click-through rate  
3x emails to Travel Pulse database  
average 72,966 recipients,  
60.67% open rate, 0.20% click-through rate  
3x email to Travel Weekly database  
average 47,093 recipients,

[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144301\\_TAW\\_EMAIL\\_05.03.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144301_TAW_EMAIL_05.03.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144341\\_TAW\\_EMAIL\\_08.22.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144341_TAW_EMAIL_08.22.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144419\\_TAW\\_EMAIL\\_09.27.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144419_TAW_EMAIL_09.27.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144443\\_TravelPulse\\_Email\\_05\\_31.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144443_TravelPulse_Email_05_31.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144457\\_TravelPulse\\_Email\\_07\\_12.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144457_TravelPulse_Email_07_12.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144518\\_TravelPulse\\_EMAIL\\_09.13.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144518_TravelPulse_EMAIL_09.13.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144703\\_TravelWeekly\\_Email\\_05\\_17.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144703_TravelWeekly_Email_05_17.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144720\\_TravelWeekly\\_Email\\_06\\_21.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144720_TravelWeekly_Email_06_21.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211144742\\_TravelWeekly\\_Email\\_11\\_18.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231211144742_TravelWeekly_Email_11_18.html)

<p><i>Title</i> <b>KAM: Switzerland Yodel Digital Distribution with TravelMarket Report - Emails</b></p> <p><i>Date from - to</i> <b>05/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>105320</b></p> <p><i>Contacts</i> <b>105320</b></p>
--	--	--

*Activity*  
- Sales manual digitally distributed and promoted with TravelMarket Report:  
- 2x email to TravelMarket report database  
average 52,660 recipients,  
29.69% open rate, 1.0% click-through rate

[http://clippings.switzerlandtourism.ch/NYC/2023/20231208173040\\_TMR\\_EMAIL\\_04.26.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231208173040_TMR_EMAIL_04.26.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231208173100\\_TMR\\_EMAIL\\_09.21.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231208173100_TMR_EMAIL_09.21.html)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231211153044\\_TravelMarketReport\\_Reporting.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20231211153044_TravelMarketReport_Reporting.pdf)

<i>Title</i> <b>KAM: Switzerland Yodel Digital Distribution with TravelMarket Report - Banners</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>211767</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>211767</b>

*Activity*  
- Sales manual digitally distributed and promoted with TravelMarket Report:  
  
- 4x Training Tuesday e-newsletter banner & native content  
--> average 52,479 recipients, average 13,878 impressions, 26% open rate, 0.04% click-through rate  
  
- 3x ROS Bookend Banners  
--> 21,014 impressions total, avg. CTR 0.02%  
  
- 3x E-newsletter banners

[http://clippings.switzerlandtourism.ch/NYC/2023/20231211152951\\_TravelMarket\\_Reporting.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20231211152951_TravelMarket_Reporting.pdf)

<i>Title</i> <b>KAM: Trade Newsletter October 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>11989</b>
<i>Date from - to</i> <b>10/31/2023 – 10/31/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>11989</b>

*Activity*  
Sent to 11,989 subscribers, 4,326 Unique opens, 36.7% of all recipients opened and 6.9% clicked a link

Switzerland is more popular than ever!  
- New flights to Switzerland from North America.  
- Your bags delivered from plane to hotel.  
- Bürgenstock Bespoke: Cyrus watches.  
- Zermatt - Matterhorn Alpine Crossing.  
- A unique winter boat excursion with BLS.  
- CERN - a new Science Gateway in Geneva.

[http://clippings.switzerlandtourism.ch/NYC/2023/20231222093835\\_Switzerland\\_Tourism\\_-\\_Newsletter\\_October\\_2023.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20231222093835_Switzerland_Tourism_-_Newsletter_October_2023.pdf)

<i>Title</i> <b>KAM: Trade Newsletter December 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>18261</b>
<i>Date from - to</i> <b>12/14/2023 – 12/14/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>18261</b>

*Activity*  
Sent to 18,260 subscribers, 5,612 Unique opens, 34.71% of all recipients opened and 6.9% clicked a link

Switzerland is more popular than ever!  
- New flights to Switzerland from North America.  
- Your bags delivered from plane to hotel.  
- Bürgenstock Bespoke: Cyrus watches.  
- Zermatt - Matterhorn Alpine Crossing.  
- A unique winter boat excursion with BLS.  
- CERN - a new Science Gateway in Geneva.

[http://clippings.switzerlandtourism.ch/NYC/2023/20231222093545\\_Switzerland\\_Tourism\\_-\\_Newsletter\\_December\\_2023.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20231222093545_Switzerland_Tourism_-_Newsletter_December_2023.pdf)

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>KAM: Virtuoso 4-page Ad - The Magazine.</b>	<b>Campaigning &amp; Activation</b>	<b>210000</b>
<i>Date from - to</i> <b>09/01/2023 – 09/30/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>210000</b>

*Activity*  
 - 4-page Ad (run of book) in September issue – Trips of a Lifetime in ‘The Magazine’  
 - 210'000 circulation  
 - Targeted distribution in the U.S. and Canada to Virtuoso consumer clients & advisors  
 - Theme: GTToS through the consortia destination partners  
 - Call-to-Action to Virtuoso Travel Advisor to book the ultimate GTToS

[http://clippings.switzerlandtourism.ch/NYC/2024/20240111104705\\_VM\\_SEP\\_Switzerland-VirtuosoAdvertorial\\_FINAL.pdf](http://clippings.switzerlandtourism.ch/NYC/2024/20240111104705_VM_SEP_Switzerland-VirtuosoAdvertorial_FINAL.pdf)

## NORTH AMERICA

**17**  
*MarketingActivities*

**536'496**  
*Circulation*

**4'184'030**  
*Contacts*

## OTHER

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>MySwitzerland Pro Boost</b>	<b>Campaigning &amp; Activation</b>	<i>Contacts</i> <b>1293</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	

*Activity*  
MySwitzerland Pro was actively promoted to attract new buyers and suppliers.

Buyers and suppliers:  
 New promotional and instructional videos (trade and media corner)  
 Promotion via trade media in the markets

[http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105933\\_STM\\_MYS\\_Pro\\_Geneva.jpg](http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105933_STM_MYS_Pro_Geneva.jpg)  
[http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110115\\_MYS\\_Pro\\_Steller\\_ITB\\_Berlin\\_A5.pdf](http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110115_MYS_Pro_Steller_ITB_Berlin_A5.pdf)  
[http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110443\\_MyS\\_Pro\\_Winner\\_Taiwan.jpg](http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110443_MyS_Pro_Winner_Taiwan.jpg)

## OTHER

**1**  
*MarketingActivities*

*Circulation*

**1'293**  
*Contacts*

## POLAND

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>Campaigning&amp;Activation: ST NL July.</b>	<b>Campaigning &amp; Activation</b>	<b>8900</b>
<i>Date from - to</i> <b>07/01/2023 – 07/30/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>8900</b>
<i>Activity</i> Regular monthly nl with focus on summer		
Glaciara Aletsch Music Festivals Summer ideas Swiss Regions GR Swiss Butique Hotels Brochures		

[http://clippings.switzerlandtourism.ch/WAW/2024/20240105135239\\_Screenshot\\_2024-01-05\\_at\\_13.52.37.png](http://clippings.switzerlandtourism.ch/WAW/2024/20240105135239_Screenshot_2024-01-05_at_13.52.37.png)

## POLAND

**1**  
*MarketingActivities*

**8'900**  
*Circulation*

**8'900**  
*Contacts*

## SPAIN

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>ST Trade Newsletter February</b>	<b>Campaigning &amp; Activation</b>	<b>1800</b>
<i>Date from - to</i> <b>02/13/2023 – 02/13/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>1800</b>
<i>Activity</i> ST Trade Newsletter February eNewsletter to the trade sector. 1'885 recipients, with an opening rate of 24% and 2% of clicks on the links. The mail was focused to communicate information about inspirational ideas for eastern, the promotion of the Swiss Travel Pass, the new STS Sales Manual, Accomodation catalogues and the STA.		

[http://clippings.switzerlandtourism.ch/BCN/2023/20230426141321\\_02\\_Switzerland\\_Tourism\\_Newsletter.pdf](http://clippings.switzerlandtourism.ch/BCN/2023/20230426141321_02_Switzerland_Tourism_Newsletter.pdf)

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>ST Trade Newsletter October</b>	<b>Campaigning &amp; Activation</b>	<b>3136</b>
<i>Date from - to</i> <b>09/25/2023 – 09/25/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>3136</b>
<i>Activity</i> Delivered to 2,842 travel agents Opening rate: 21.6% / Click2open: 13.8% Topics: Xmas markets, news, fondue finder, winter magazine, MySwitzerland Pro		

<i>Title</i> <b>ST Touring magazine distribution.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>30000</b>
<i>Date from - to</i> <b>04/29/2023 – 04/29/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>150000</b>

*Activity*  
Distribution of the ST Touring Magazine in El Correo one of the most important newspapers in Bilbao targeting the best districts. This is one of the areas with the highest income in Spain and where we had not yet distributed any of our magazines.

## SPAIN

<b>3</b> <i>MarketingActivities</i>	<b>34'936</b> <i>Circulation</i>	<b>154'936</b> <i>Contacts</i>
--	-------------------------------------	-----------------------------------

## SWITZERLAND

<i>Title</i> <b>Campaigning: Bergwelten.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>0</b>

*Activity*  
Bergwelten

Kontakte: 246'500

Erscheinung: 6x pro Jahr

Sprache: Deutsch

Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.

<i>Title</i> <b>Promotion: Magazin Miss Money Penny (German only)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>0</b>

*Activity*  
The Swiss professional journal for office managers and assistants.  
Circulation: 6,000 copies  
Readership: 15'000  
www.missmoneypenny.ch  
Published 4 times a year.  
Language: German



<i>Title</i> <b>Assistants Day 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i> <b>74</b>
<i>Date from - to</i> <b>09/06/2023 – 09/06/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	
<i>Activity</i> More than 1'000 Personal Assistants come together at the Trafo in Baden for education session and to meet 50 suppliers at the occasion of the Assistants' Day organized by the trade magazine Miss Monneypenny. With a presenting partner package we will be integrated in the entire communication and promotion of the event, as well as inclusion in the magazine with our content and messages ("We need Switzerland", Clean & Save, MySwitzerland.com/meetings Finder and packages) besides a prominent presence during the day and the possibility to do a follow-up to all participants after the event.		
Target group: Personal Assistants		

<i>Title</i> <b>MySwitzerland.com/meeting - Event Planner/WeddingFinder/Special MICEOffers/Group Experiences</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	
<i>Activity</i> - Constant update of the website and the content - Create new logins for partners - Increasing of the visits - Special offers for meetings - Venuefinder - Weddingfinder - Social Programmes		

<i>Title</i> <b>Campaigning: Le Temps. Hotel Schweizerhof Luzern.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i> <b>169702</b>
<i>Date from - to</i> <b>03/13/2023 – 03/19/2023</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	
<i>Activity</i> Hotel Schweizerhof Luzern: publiereportage auf letemps.ch, Teaser auf der Homepage (1 Woche) + im Bereich Kultur (1 Woche) und im Newsletter "Le Briefing".		
Reporting: - 169.702 Pls - 517 Klicks (0,30 CTR)		

<i>Title</i> <b>KMM: Health Magazin 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i> <b>0</b>
<i>Date from - to</i> <b>02/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	
<i>Activity</i>		

---

*Title*  
**Campaigning: SBB/RAW Freizeitkampagne Newsletter April 2023**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**3242641**

*Date from - to*  
**04/27/2023 – 04/27/2023**

*Marketing Tool*  
**Content Collaboration Digital**

*Activity*  
SBB Freizeitkampagne 2023 (FZK)

1 Newsletterbeitrag  
Thema: 100% Women Cycling  
Kontakte: 3'242'641

Sprachen: deutsch, französisch, italienisch, englisch

Klickrate

*Title*  
**Campaigning: Distribution ST "Grün" Broschüren national**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**18333**

*Date from - to*  
**05/01/2023 – 09/03/2023**

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**54999**

*Activity*  
Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren

D: 14'000  
F: 3'500  
I: 1'000

*Title*  
**Campaigning: Distribution ST "White" Broschüren national**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**16900**

*Date from - to*  
**10/02/2023 – 12/31/2023**

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**50700**

*Activity*  
Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren

D: 13'000  
F: 3'000  
I: 900

<i>Title</i> <b>Campaigning: RAW Freizeit - Reisemagazin Sommer</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>150000</b>
<i>Date from - to</i> <b>06/19/2023 – 11/13/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>300000</b>

*Activity*  
Freizeit - Inspirations-Magazin via SBB/RAW  
Auflage pro Ausgabe: DE 90'000 / FR 42'000 / IT 18'000  
Logopräsenz auf dem Cover  
Mitabsender des Editorials  
Content-Co-Creation: 4 Content-Stories (Umfang: 4 Doppelseiten), redaktionell aufbereitet  
1 Inserat 1/1 Seite im Magazin pro Ausgabe (Backcover)  
Distribution schweizweit an allen Bahnhöfen via Dispoboxen

<i>Title</i> <b>Campaigning: Expats 2023: Hello Switzerland Switzerland Tourism</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>37045</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	

*Activity*  
Expats-Aktivitäten Hello Switzerland mit Switzerland Tourism

- Online Advertorial on 3 seasonal Landingpages: 12'000 page views
- Seasonal Social Media Campaign on Facebook: 1'228 Reach
- 1 Newsletter: 19'303 Empfänger
- Leaderboard Banner: 4'514 AdImp

<i>Title</i> <b>Campaigning: Travelnews - Newsletter Integration</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2994</b>
<i>Date from - to</i> <b>01/05/2023 – 03/30/2023</b>	<i>Marketing Tool</i> <b>Content Collaboration Digital</b>	

*Activity*  
Integration in wöchentlichen Travelnews Newsletter mit jeweils 3 ST Tipps  
Newsletter: 4'200 Abonnenten / Durchschnitts-Seitenaufrufe pro NL: 427  
Total Seitenaufrufe Jan-Mär 2023: 2994  
Durchschnittliche Öffnungsrate: 14.26.%

<p><i>Title</i> <b>Hotels Grand Tour of Switzerland online Promotion</b></p> <p><i>Date from - to</i> <b>05/01/2023 – 10/31/2023</b></p> <p><i>Activity</i> GToS x Hotels Kampagne</p> <p>Impressions: 35'267'396 Link Klicks: 582'351 CPC: 0.11</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>35267396</b></p>
--	--	---

<p><i>Title</i> <b>Digital Activity Swiss Historic Hotels - Relief paiments</b></p> <p><i>Date from - to</i> <b>09/01/2023 – 10/31/2023</b></p> <p><i>Activity</i></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>0</b></p>
--	--	--

<p><i>Title</i> <b>Unterkunfts Broschüren - Flughafen ZRH</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Miete &amp; Nutzung einer Präsentationsfläche beim Switzerland Info &amp; Schalter, Ankunft 2.</p> <p>1x Bahn, quer, inkl. Branding 1x Screen</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Circulation</i> <b>5000</b></p> <p><i>Contacts</i> <b>15000</b></p>
--	--	---

<p><i>Title</i> <b>Coop Promo - Schnee</b></p> <p><i>Date from - to</i> <b>01/10/2023 – 01/10/2023</b></p> <p><i>Activity</i> Sonderbeilage in der Coopzeitung D/F/I mit buchbaren Angeboten (2 Nächte, inkl. Frühstück 1x Abendessen) für CHF 269 in 4 Kategorien: Familien, Wellness, Geniesser und Sport.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Supplement Print</b></p>	<p><i>Circulation</i> <b>2504509</b></p> <p><i>Contacts</i> <b>5009018</b></p>
--	---	--

Folgende Partner konnten integriert werden:

- Jungfrau Region
- Raffeisen
- SBB Gepäckservice

<i>Title</i> <b>Coop Promo - Sommer</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2504509</b>
<i>Date from - to</i> <b>05/16/2023 – 05/16/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>3371069</b>

*Activity*  
6 Seiten Sommer Promo.  
Redaktioneller Beitrag (2Seiten) Intro ST-Hotelkategorien.

Die Promotion hat ein total von 2'846 Buchungen / 6'180 Übernachtungen generiert.

<i>Title</i> <b>Coop Promo - Herbst &amp; Reminder</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5009018</b>
<i>Date from - to</i> <b>08/29/2023 – 08/29/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>6742138</b>

*Activity*  
30 Hotels in 3 Preiskategorien.

6 Seiten Promo & Hotel Content in KW 35.  
2 Seiten Reminder in KW 43.

KPI's  
- Buchungen 1'852  
- Overnights 3'932

<i>Title</i> <b>Swisstainable “on the move” 2023 - Overall Website Sessions ST + SBB</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>86000</b>
<i>Date from - to</i> <b>05/31/2023 – 10/31/2023</b>	<i>Marketing Tool</i> <b>Website</b>	<i>Contacts</i> <b>86000</b>

*Activity*  
SWISSTAINABLE ON THE MOVE  
With the summer Swisstainable campaign, we would like to significantly increase awareness of Swisstainable in the Swiss market and thus also give another for sustainable tourism.

We had an Awareness Campaign, a Product Campaign and a B2B Campaign to gain new participants

> All Sessions are combined reported in this record

[http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713\\_Swisstainable-unterwegs\\_MainCampaignLandingpage.png](http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713_Swisstainable-unterwegs_MainCampaignLandingpage.png)  
[http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713\\_Swisstainable-unterwegs\\_ProductLandingpage.png](http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713_Swisstainable-unterwegs_ProductLandingpage.png)  
[http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713\\_Swisstainable-unterwegs\\_stnet-Landingpage.png](http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713_Swisstainable-unterwegs_stnet-Landingpage.png)  
[http://clippings.switzerlandtourism.ch/ZRH/2023/20230920162601\\_Swisstainable-unterwegs\\_SBB-Produktseite.png](http://clippings.switzerlandtourism.ch/ZRH/2023/20230920162601_Swisstainable-unterwegs_SBB-Produktseite.png)

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>420000</b>
---	--	-------------------------------------

<i>Date from - to</i> <b>03/23/2023 – 03/23/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>420000</b>
---	--	----------------------------------

*Activity*  
2x 1 Doppelseite:  
- "Die Geheimnisse der Walliser Wiedkräuter" & "Der Ruf des weilden Westens"  
- "In 17 Tagen durch den Parc Ela" & "Eine Nacht über dem Abgrund"

Print: 40.000 Ex. Auflage / 120.000 Leser  
Online Advertorial: 200.000 Ad Impressions, 5.232 Seitenaufrufe (1,20%)  
SOM Post: 100.000, 1.629 Interactions

Total: 420.000 Contacts, 5.232 Interactions

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>370000</b>
---	--	-------------------------------------

<i>Date from - to</i> <b>05/23/2023 – 05/23/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>370000</b>
---	--	----------------------------------

*Activity*  
1 Doppelseite Advertorial:  
"Vollgas" & "Auf Singletrails im Wallis"

Print: 40.000 Ex. Auflage / 120.000 Leser  
Online Advertorial: 200.000 Ad Impressions, 2.156 Aufrufe  
SOM Post: 50.000, 395 Interactions

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>370000</b>
---	--	-------------------------------------

<i>Date from - to</i> <b>07/23/2023 – 07/23/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>370000</b>
---	--	----------------------------------

*Activity*  
1 Doppelseite Advertorial:  
"Die Mischung macht's" & "Vom Sandstrand auf die Hütte"

Print: 40.000 Ex. Auflage / 120.000 Leser  
Online Advertorial: 200.000, 2.291 Seitenaufrufe  
SOM Post: 50.000, 541 Interactions.

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>250000</b>
<i>Date from - to</i> <b>11/15/2023 – 11/15/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>250000</b>

*Activity*  
1 Doppelseite Advertorial:

Print: 40.000 Ex. Auflage / 120.000 Leser  
Online Advertorial, :  
SOM Post:

<i>Title</i> <b>Campaigning: Distribution ST Hotel Broschüren - SBB Bahnhöfe</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12000</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>357000</b>

*Activity*  
Boutique Hotels, Typically Swiss Hotels, Family Hotels  
Distribution an 24 Bahnhöfen für 1 Jahr.

Rund 12'000 Broschüren (D/F/I)  
Erreichte Kontakte: 357'000 Kontakte

Erwartete Reichweite dieser Präsenz für einen Monat beträgt 357'000 mögliche Kundenkontakte.

<i>Title</i> <b>Campaigning: Distribution ST Hotel Broschüren - Schweizer Illustrierte</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>15000</b>
<i>Date from - to</i> <b>12/01/2023 – 12/01/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>45000</b>

*Activity*  
Boutique & Design Hotels  
Deutsch

Auflage Magazin: 15'000

<i>Title</i> <b>Campaigning: Distribution ST Hotel Broschüren - L'illustré</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>7000</b>
<i>Date from - to</i> <b>12/06/2023 – 12/06/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>21000</b>

*Activity*  
Boutique & Design Hotels  
Französisch

Auflage Magazin: 7'000

<p><i>Title</i> <b>Campaigning: TEADS inRead Display - Arenas Resort</b></p> <p><i>Date from - to</i> <b>12/05/2023 – 12/12/2023</b></p> <p><i>Activity</i> TEADS - RailAway: 2 Wochen Display-Ads im Teads Netzwerk Arosa &amp; Crans-Montana</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>181427</b></p>
--	--	--

<p><i>Title</i> <b>Campaigning: SBB/RAW Freizeitkampagne Swisustainable Push</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> RAW Beteiligung an der Verlängerung und Verstärkung der Swisustainable Kampagne (B2C und B2B). Aktivität ist Bestandteil der Leistungsvereinbarung SBB x RAW x ST.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>33000000</b></p>
--	--	--

Die Aktivität umfasst folgende Aspekte:

- Integration Swisustainable in die RAW-Vermarktungskampagne im Sommer & Herbst
- Übernahme Look'n'Feel in die Saisonkampagne Sommer & Herbst
- Paid-Kampagne

Gewinnung zusätzlicher Freizeit-Leistungspartner für Swisustainable

- Integration in bestehende Kanäle (NL/SoMe/Magazin etc., inkl. Automation Prozess)

<p><i>Title</i> <b>Fonduefinder - Goldbach Newsletter &amp; Ads</b></p> <p><i>Date from - to</i> <b>11/17/2023 – 12/03/2023</b></p> <p><i>Activity</i> Fonduefinder Push auf diversen Goldbachplattformen.</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Native Advertisement Paid</b></p>	<p><i>Circulation</i> <b>852704</b></p> <p><i>Contacts</i> <b>852704</b></p>
--	--	--

NL Slots (Teaser & Banner) total Abonnenten erreicht: 201'550

- Annabelle (DE) Abonnenten: 60'000
- Le Menu (DE) Abonnenten: 116'407
- Le Menu (FR) Abonnenten: 25'143



<p><i>Title</i> <b>Campaigning: SBB/RAW Distribution Unterkunftsbrochüren</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 01/01/2023</b></p> <p><i>Activity</i> Distribution folgender Brochüren via SBB an 24 SBB Reisezentren in der ganzen Schweiz:</p> <ul style="list-style-type: none"> <li>- Typically Swiss Hotels</li> <li>- Boutique &amp; Design Hotels</li> <li>- Family Hotels</li> </ul> <p>Sprachen:</p> <ul style="list-style-type: none"> <li>- DE = 8'000 Brochüren</li> </ul>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Circulation</i> <b>13600</b></p> <p><i>Contacts</i> <b>40800</b></p>
---	--	--

**SWITZERLAND**

<b>30</b>	<b>12'518'573</b>	<b>90'256'707</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

**UK/IRELAND**

<p><i>Title</i> <b>KAM Alphorn 2023</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Sales Guide to Switzerland in print and digital version highlighting the bes tof Switzerland including STS, Hotels and STRAPA. Main distribution Partner Travel Weekly</p> <p>Design partner was Dave George Creative Agency</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Circulation</i> <b>14500</b></p> <p><i>Contacts</i> <b>43500</b></p>
---	--	--

[http://clippings.switzerlandtourism.ch/LON/2024/20240109193915\\_Switzerland\\_Alphorn\\_2023\\_UK\\_WEB\\_Spreads.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240109193915_Switzerland_Alphorn_2023_UK_WEB_Spreads.pdf)

<p><i>Title</i> <b>EIP Telegraph All Year-Round Promotion Online &amp; Digital</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Native Advertisement Paid</b></p>	<p><i>Circulation</i> <b>74242088</b></p> <p><i>Contacts</i> <b>74242088</b></p>
--	--	--

*Activity*  
EIP Telegraph All Year-Round Promotion to promote Switzerland as an all year travel destination to a very well targeted audience through an Editorial Integrated Partnership with Telegraph - the number one quality news brand for travel news according to the latest IPSOS rankings. #1 quality news brand for travel news page views. Almost half of the Telegraph readers are actively researching holidays. The highest number in more than 13 months are more than 1 in 2 of those aged under 39 say they plan to travel long-haul in the next 12 months.

GOAL/Strategy per involved partner (in average)  
Campaign Outline  
- Awareness & inspiration online promotion and social media amplification phase

- [http://clippings.switzerlandtourism.ch/LON/2024/20240108150026\\_Impressions\\_Total\\_EIP\\_Telegraph.xls](http://clippings.switzerlandtourism.ch/LON/2024/20240108150026_Impressions_Total_EIP_Telegraph.xls)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240108150048\\_Telegraph\\_Website\\_Traffic\\_Statistic\\_2023.xls](http://clippings.switzerlandtourism.ch/LON/2024/20240108150048_Telegraph_Website_Traffic_Statistic_2023.xls)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240108150227\\_The\\_best\\_of\\_Switzerland\\_Print\\_Screen\\_Hub.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240108150227_The_best_of_Switzerland_Print_Screen_Hub.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Laurence\\_L-B\\_2.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Laurence_L-B_2.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Laurence\\_L-B\\_1.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Laurence_L-B_1.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Anneka\\_Rice\\_2.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Anneka_Rice_2.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Russel\\_Watson\\_1.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Russel_Watson_1.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_-\\_Hospitality\\_career\\_study\\_opportunities\\_in\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Hospitality_career_study_opportunities_in_Switzerland.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_-\\_Michael\\_Portillo\\_explores\\_Zurich\\_and\\_Lausanne.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Michael_Portillo_explores_Zurich_and_Lausanne.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Russell\\_Watson\\_2.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Russell_Watson_2.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Anneka\\_Rice\\_1.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Anneka_Rice_1.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Jason\\_Robinson\\_in\\_search\\_of\\_the\\_ultimate\\_view\\_in\\_Jungfrau.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Jason_Robinson_in_search_of_the_ultimate_view_in_Jungfrau.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_-\\_Chef\\_Anton\\_Mossimanns\\_Grand\\_Tour\\_of\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Chef_Anton_Mossimanns_Grand_Tour_of_Switzerland.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_-\\_The\\_Grand\\_Train\\_Tour\\_of\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_The_Grand_Train_Tour_of_Switzerland.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Sally\\_Philipps\\_1.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Sally_Philipps_1.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_-\\_Michael\\_Portillo\\_takes\\_Switzerlands\\_Glacier\\_Express\\_train.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Michael_Portillo_takes_Switzerlands_Glacier_Express_train.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_-\\_Health\\_tourism\\_-\\_where\\_to\\_go\\_for\\_the\\_latest\\_treatments.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Health_tourism_-_where_to_go_for_the_latest_treatments.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Jason\\_Robinson\\_Interlaken.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Jason_Robinson_Interlaken.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_Article\\_-\\_Sally\\_Philipps\\_2.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Sally_Philipps_2.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_The\\_best\\_ski\\_hotels\\_in\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_The_best_ski_hotels_in_Switzerland.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_A\\_guide\\_to\\_Switzerlands\\_spa\\_and\\_vitality\\_hotels.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_A_guide_to_Switzerlands_spa_and_vitality_hotels.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Hotels\\_full\\_of\\_history\\_in\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Hotels_full_of_history_in_Switzerland.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115105536\\_Final\\_-\\_Watch\\_this\\_Federers\\_accidental\\_train\\_journey.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Watch_this_Federers_accidental_train_journey.pdf)

<p><i>Title</i> <b>Qualified Reactions: Bookings with STC or on mySwitzerland.com</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Other...</b></p>	<p><i>Circulation</i> <b>30</b></p> <p><i>Contacts</i> <b>30</b></p>
---	---	--

*Activity*  
Waiting for the final report - these figures are from 2022

Total number of UK/Ireland bookings (per person) with STC or on MySwitzerland in 2023

<i>Title</i> <b>Qualified reactions: Respondents in Sweepstakes</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>181334</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Other...</b>	

*Activity*  
Total: 29'909 new opt-ins (152'416 entries (+ ca. 28-30k additional entries\*) who left their addresses) – opt-in 19.6%

- SKATE Competition to win a luxury winter holiday in Switzerland. 12,561 entries. 4719 (37.56%) clicked the opt-in box to register to the B2C newsletter. (November-Jan)
  - Telegraph Extra Competition: Total 29,885 entries, 5,281 new Switzerland Tourism opt in's. Media value: £106.5k (opt-in 17%)
- Key stats:

[http://clippings.switzerlandtourism.ch/LON/2024/20240108154315\\_Walliserhof\\_Snow\\_Sports\\_Hotels\\_online\\_article.png](http://clippings.switzerlandtourism.ch/LON/2024/20240108154315_Walliserhof_Snow_Sports_Hotels_online_article.png)  
[http://clippings.switzerlandtourism.ch/LON/2024/20240108154340\\_SwissVitalitySpa-25x4-0811153740.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240108154340_SwissVitalitySpa-25x4-0811153740.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2024/20240108154409\\_Landingpage\\_Enter\\_Competition\\_Alex.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240108154409_Landingpage_Enter_Competition_Alex.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2024/20240108154441\\_Weekend\\_Saturday\\_1\\_July\\_2023.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240108154441_Weekend_Saturday_1_July_2023.pdf)

<i>Title</i> <b>KMM: Influencer Trip Preferred 2023</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>Contacts</b> <b>5</b>
<i>Date from - to</i> <b>01/29/2023 – 02/02/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	

*Activity*  
Group influencer trip in collaboration with Preferred Hotels & Resorts.

Visit of 3 of their properties: Storchen Zurich, Waldhaus Sils/Maria and 7132, Vals.

Various activities like spa at therme Vals, winter hiking, visit Corvatsch with highest Whisky Distillery, horse drawn carriage, city tour Zurich, Glacier Express ride, etc.

Participation of Preferred representative. Collaboration with local tourism boards.

[http://clippings.switzerlandtourism.ch/LON/2024/20240108102813\\_Itinerary\\_-\\_Swiss\\_FAM\\_Trip\\_Jan\\_2023.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240108102813_Itinerary_-_Swiss_FAM_Trip_Jan_2023.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2024/20240108104356\\_Switzerland\\_Tourism\\_Influencer\\_Report-2.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240108104356_Switzerland_Tourism_Influencer_Report-2.pdf)

<i>Title</i> <b>Cities Promotion w/Suitcase x Print</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>80000</b>
<i>Date from - to</i> <b>01/01/2023 – 06/01/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>240000</b>

*Activity*  
Cities Promotion with the following Key Partners:  
 - Basel Tourism  
 - Geneva Tourism  
 - Ticino Tourism

Strapa:  
 -Swiss Wine Promotion

Based on a content trip which took place in October 2022, we designed a bespoke 6-pages print pages + 20-pages insert incl. 2x

[http://clippings.switzerlandtourism.ch/LON/2024/20240110123126\\_SUITCASE\\_Vol.40\\_Visionary\\_March\\_Issue\\_FULL.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110123126_SUITCASE_Vol.40_Visionary_March_Issue_FULL.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2024/20240110123537\\_Swiss\\_Advertoria\\_Vol.\\_40\\_Visionary\\_SUITCASE\\_1.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110123537_Swiss_Advertoria_Vol._40_Visionary_SUITCASE_1.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2024/20240110123644\\_SUITCASE\\_Vol.40\\_Visionary\\_Swiss\\_Content.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110123644_SUITCASE_Vol.40_Visionary_Swiss_Content.pdf)

<i>Title</i> <b>Cities Promotion w/Suitcase x Online &amp; Digital</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1000000</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	<i>Contacts</i> <b>1000000</b>

*Activity*  
Cities Promotion with the following Key Partners:  
- Basel Tourism  
- Geneva Tourism  
- Ticino Tourism

*Strapa:*  
-Swiss Wine Promotion

Based on a content trip which took place in October 2022, we've designed online native articles for each partner which got promoted

- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124408\\_NL\\_Geneva.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124408_NL_Geneva.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124422\\_NL\\_Why\\_Geneva\\_is\\_heaven\\_for\\_food\\_lovers\\_-\\_mailchi.mp.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124422_NL_Why_Geneva_is_heaven_for_food_lovers_-_mailchi.mp.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124625\\_International\\_Flavours\\_Why\\_Geneva\\_Is\\_Heaven\\_For\\_Food\\_Lovers\\_SUITCASE\\_Magazine.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124625_International_Flavours_Why_Geneva_Is_Heaven_For_Food_Lovers_SUITCASE_Magazine.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124648\\_A\\_Taste\\_of\\_Now\\_Discovering\\_Basels\\_Experimental\\_Food\\_Scene\\_\\_SUITCASE\\_Magazine.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124648_A_Taste_of_Now_Discovering_Basels_Experimental_Food_Scene__SUITCASE_Magazine.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124716\\_Newsletter\\_Basel\\_x\\_Suitcase.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124716_Newsletter_Basel_x_Suitcase.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124731\\_NL\\_BASEL\\_11\\_perfect\\_Greek\\_island\\_hotels.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124731_NL_BASEL_11_perfect_Greek_island_hotels.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124817\\_Ticino\\_For\\_Food\\_Lovers\\_Switzerlands\\_Secret\\_Bohemian\\_South\\_\\_SUITCASE\\_Magazine.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124817_Ticino_For_Food_Lovers_Switzerlands_Secret_Bohemian_South__SUITCASE_Magazine.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124831\\_Stand\\_Alone\\_NL\\_Basel\\_Geneva\\_Ticino.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124831_Stand_Alone_NL_Basel_Geneva_Ticino.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124845\\_NL\\_Sleep\\_therapy\\_is\\_a\\_new\\_wellness\\_trend\\_that\\_might\\_actually\\_work.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124845_NL_Sleep_therapy_is_a_new_wellness_trend_that_might_actually_work.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124917\\_Online\\_Article\\_10\\_Design-Focused\\_Swiss\\_Hotels\\_SUITCASE\\_Magazine.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124917_Online_Article_10_Design-Focused_Swiss_Hotels_SUITCASE_Magazine.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110124942\\_NL\\_HOTEL\\_10\\_beautiful\\_Swiss\\_design\\_hotels.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110124942_NL_HOTEL_10_beautiful_Swiss_design_hotels.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110125002\\_NL\\_Standalone\\_Hotels\\_Explore\\_Switzerlands\\_sustainable\\_hotel\\_scene.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110125002_NL_Standalone_Hotels_Explore_Switzerlands_sustainable_hotel_scene.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240110125020\\_NL\\_HOTELS\\_Where\\_to\\_travel\\_in\\_April.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240110125020_NL_HOTELS_Where_to_travel_in_April.pdf)

<i>Title</i> <b>Touring Promotion w/The Sunday Times</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>145000</b>
<i>Date from - to</i> <b>04/30/2023 – 04/30/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>435000</b>

*Activity*  
We distributed the Touring Magazine 2023 with The Sunday Times on 30 April 2023. Full run Greater London with 145'000 inserts

[http://clippings.switzerlandtourism.ch/LON/2024/20240111144204\\_Switzerland\\_Tourism\\_Booking\\_Order\\_-\\_News\\_UK\\_21.02.2023.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240111144204_Switzerland_Tourism_Booking_Order_-_News_UK_21.02.2023.pdf)

<b>UK/IRELAND</b>	<b>8</b>	<b>239'500</b>	<b>85'141'957</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

<b>Grand Total over ALL</b>	<b>135</b>	<b>15'282'328</b>	<b>382'701'225</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

PublicationDate Media MediaType Headlines Author Circulation Contacts

## AUSTRALIA

**23.01.2023** International Traveller Online **The Most scenic peaks and valleys in Switzerland** Eveson Imogen 12'500 12'500

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/230123\\_InternationalTraveller\\_Web\\_ImogenEvenson\\_TheMostScenicPeaksAndValleysInSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/230123_InternationalTraveller_Web_ImogenEvenson_TheMostScenicPeaksAndValleysInSwitzerland.pdf)  
ResultURL:

**01.02.2023** International Traveller Newsletter **The most scenic peaks and valleys in Switzerland** Eveson Imogen 42'800 42'800

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/010223\\_InternationalTraveller\\_eNews\\_Imogen\\_TheMostScenicPeaksAndValleysInSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/010223_InternationalTraveller_eNews_Imogen_TheMostScenicPeaksAndValleysInSwitzerland.pdf)  
ResultURL:

**01.03.2023** International Traveller Magazine **Greener pastures** Eveson Imogen 30'000 147'000

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/010323\\_InternationalTraveller\\_Imogen\\_GeenerPastures.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/010323_InternationalTraveller_Imogen_GeenerPastures.pdf)  
ResultURL:

**10.07.2023** eTN Global Travel Industry News Online **Swiss Luxury Ride Ferrari Hotel Meilenstein** La Bua Robert 4'778 4'778

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/100723\\_EGlobal\\_Hotel\\_SwissLuxuryRideFerrariHotelMeilenstein.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/100723_EGlobal_Hotel_SwissLuxuryRideFerrariHotelMeilenstein.pdf)  
ResultURL:

**AUSTRALIA: 4 Clippings** 90'078 207'078

## AUSTRIA/HUNGARY

**02.02.2023** Falstaff Online **Die besten Insider-Tipp für Zermatt** Rosam Wolfgang 407'938 101'984

ClippingsURL: [http://clippings.switzerlandtourism.ch/VIE/2023/2023-02-02\\_falstaff\\_Travel.png](http://clippings.switzerlandtourism.ch/VIE/2023/2023-02-02_falstaff_Travel.png)  
ResultURL: <https://www.falstaff-travel.com/insider-tipp/die-besten-insider-tipp-fuer-zermatt/>

**01.07.2023** Reise aktuell Magazine **Genuss im Freien** Hausmann Anna 36'000 176'400

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-0a953cc8ed531555b3dfcf0c23a16e23608bf58a.pdf>  
ResultURL:

**08.09.2023** Der Standard Derstandard.at Newspaper **Wo ein Brunnen, da auch ein Bad!** Sager Harald 57'285 180'448

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-70184c70f6800254d0ed3d27f6777531be134aa4.pdf>  
ResultURL:

**09.09.2023** Der Standard Derstandard.at Online **Was machen die Schweizer an heißen Tagen in der Stadt? Sie baden im Brunnen** Sager Harald 3'083'406 770'851

ClippingsURL: [http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-08\\_standard.png](http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-08_standard.png)  
ResultURL: [https://www.derstandard.at/story/3000000185584/was-machen-die-schweizer-an-heissen-tagen-in-der-stadt-sie-baden-im-brunnen?fbclid=IwAR0a7LgoruCljHJUere65LsIGTXqgvdRjct1P\\_PqQ3W0Hv46qU\\_6FMCoTe4\\_aem\\_AWJnOieHKtljQSovISSDazmgSJw7v2YuAQ7HmQ7lKuXBpwBJQ5FGx-ByFjpFFa6qwM](https://www.derstandard.at/story/3000000185584/was-machen-die-schweizer-an-heissen-tagen-in-der-stadt-sie-baden-im-brunnen?fbclid=IwAR0a7LgoruCljHJUere65LsIGTXqgvdRjct1P_PqQ3W0Hv46qU_6FMCoTe4_aem_AWJnOieHKtljQSovISSDazmgSJw7v2YuAQ7HmQ7lKuXBpwBJQ5FGx-ByFjpFFa6qwM)

**27.09.2023** Kronen Zeitung krone.at Online **Die Schokoladenseite der Schweiz** Thomas Andrea 3'412'234 853'058

ClippingsURL: [http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-27\\_Kronenzeitung.pdf](http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-27_Kronenzeitung.pdf)  
ResultURL: <https://www.krone.at/3123978>

**01.10.2023** Kronen Zeitung krone.at Newspaper **Die Schokoladenseite der Schweiz** Thomas Andrea 1'112'925 3'505'714

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-e655b8b3597a9fd44dac067aaab80843c78518e.pdf>  
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
01.12.2023	Ärzte Exklusiv	Magazine	<b>Vorfreude im Zeichen des „Luxury Travel“</b> Kommar Manfred	52'155	88'142
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-e43975d14e41d64887b3f4a2580ec9d3bd3e30e1.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-e43975d14e41d64887b3f4a2580ec9d3bd3e30e1.pdf</a> ResultURL:					

31.12.2023	connoisseur circle	Magazine	<b>Frischer Wind in Crans-Montana</b> Dressler Andreas	23'750	175'275
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2024/mb-8b3a1986df9dfbb2b6854c485c17050c0848e849.pdf">http://clippings.switzerlandtourism.ch/VIE/2024/mb-8b3a1986df9dfbb2b6854c485c17050c0848e849.pdf</a> ResultURL:					

**AUSTRIA/HUNGARY: 8 Clippings**

8'185'693

5'851'872

## BELGIUM/LUXEMBOURG

22.05.2023	Knack Weekend	Magazine	<b>Favoriete hotels in Europa</b> Lahousse Elke	92'879	389'163
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08677.pdf">http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08677.pdf</a> ResultURL:					

04.07.2023	Essentielle focus (La Libre)	Magazine	<b>Zomerverblijf in de bergen</b> Buyle Raoul	55'486	213'621
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08716.pdf">http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08716.pdf</a> ResultURL:					

**BELGIUM/LUXEMBOURG: 2 Clippings**

148'365

602'784

## CZECH REPUBLIC

05.01.2023	Forbes.cz	Online	<b>The beauty of slowness. Experience Switzerland from a luxury train with the most beautiful view</b> editorial staff	936'293	234'073
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PRG/2023/2023-01-05_Forbes.png">http://clippings.switzerlandtourism.ch/PRG/2023/2023-01-05_Forbes.png</a> ResultURL: <a href="https://forbes.cz/krasa-pomalosti-poznejte-svycarsko-z-luxusniho-vlak-u-s-nejkrasnejsim-vyhledem/">https://forbes.cz/krasa-pomalosti-poznejte-svycarsko-z-luxusniho-vlak-u-s-nejkrasnejsim-vyhledem/</a>					

13.04.2023	Harpers Bazaar	Magazine	<b>Switzerland a la carte</b> Kadavá Eva	30'057	75'143
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PRG/2023/mb-6f0034d63118d8ae740c35e7c37acf13e052ba31.pdf">http://clippings.switzerlandtourism.ch/PRG/2023/mb-6f0034d63118d8ae740c35e7c37acf13e052ba31.pdf</a> ResultURL:					

**CZECH REPUBLIC: 2 Clippings**

966'350

309'216

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
<b>FRANCE</b>					
30.05.2023	L'EVASION DES SENS	Online	<b>Le Bristol à Genève</b> <i>De Vienne Marie-Laure</i>	12'000	3'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Le_Bristol_a_Geneve_-_LEvasion_des_Sens.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Le_Bristol_a_Geneve_-_LEvasion_des_Sens.pdf</a> ResultURL: <a href="https://www.levasiondessens.com/le-bristol-a-geneve/">https://www.levasiondessens.com/le-bristol-a-geneve/</a>					
01.06.2023	MAISONS CÔTE EST	Magazine	<b>Verbier en apesanteur</b> <i>BENOIT-LEMARCHAND Agnès</i>	55'437	554'370
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/3880_001.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/3880_001.pdf</a> ResultURL:					
11.06.2023	Travel Extra Magazine	Magazine	<b>La splendeur du Lac des Quatre-Cantons</b> <i>CLAUDEL Damien</i>	300'000	750'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2022/Travel_Extra.pdf">http://clippings.switzerlandtourism.ch/PAR/2022/Travel_Extra.pdf</a> ResultURL: <a href="https://vip.travelextramagazine.com">https://vip.travelextramagazine.com</a>					
01.10.2023	Hug* Magazine	Online	<b>Berne, c'est capital !</b> <i>FALCONE Pascal</i>	30'000	30'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/HUG_mag_octobre_2023.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/HUG_mag_octobre_2023.pdf</a> ResultURL: <a href="https://www.calameo.com/read/005452235aea7ac4131b7">https://www.calameo.com/read/005452235aea7ac4131b7</a>					
01.11.2023	ENVOLS - EN-VOLS.FR	Online	<b>Tout schuss / Reconnexion totale</b> <i>NORT Nathalie</i>	150'871	37'718
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/ENVOLS_HS_00012_copy.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/ENVOLS_HS_00012_copy.pdf</a> ResultURL:					
21.11.2023	F - L'ART DE VIVRE	Magazine	<b>Bâle</b> <i>RENEAU Olivier</i>	352'000	1'971'200
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Bale__F.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Bale__F.pdf</a> ResultURL:					
21.11.2023	LEFIGARO.FR - LE FIGARO ONLINE	Online	<b>Bâle</b> <i>RENEAU Olivier</i>	25'909'000	6'477'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Escale_a_Bale_la_ville_ou_larchitecture_est_reine.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Escale_a_Bale_la_ville_ou_larchitecture_est_reine.pdf</a> ResultURL: <a href="https://www.lefigaro.fr/voyages/guides/escale-a-bale-la-ville-ou-l-architecture-est-reine-20231121">https://www.lefigaro.fr/voyages/guides/escale-a-bale-la-ville-ou-l-architecture-est-reine-20231121</a>					
01.12.2023	COSY MOUNTAIN	Magazine	<b>Spécial hôtels - Flims, Iglu Dorf, Mad Mount</b> <i>Parquet Patricia</i>	30'000	49'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/1_-_CM58-Magazine_cosy_mountain_la_couverture.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/1_-_CM58-Magazine_cosy_mountain_la_couverture.pdf</a> ResultURL:					
28.12.2023	VOYAGE DE LUXE	Magazine	<b>Six Senses Crans-Montana Un resort au sommet / The Omnia Refuge design / W verbier 10e anniversaire / Chalet d'Adrien Le Luxe sans</b>	42'500	125'375
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/VoyagedeLuxe_97.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/VoyagedeLuxe_97.pdf</a> ResultURL:					
<b>FRANCE: 9 Clippings</b>				<u>26'881'808</u>	<u>9'998'713</u>

## GERMANY

01.01.2023	Reisevergnügen Mit Veranügen GmbH	Online	<b>11 winterliche Tipps für die Schweizer Lenzerheide</b> <i>Schaap Friederike Anthea</i>	1'800'000	450'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_reisevergnuegen_Lenzerheide__11_winterliche_Tipps_die_Schweizer_Region.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_reisevergnuegen_Lenzerheide__11_winterliche_Tipps_die_Schweizer_Region.png</a> ResultURL: <a href="https://reisevergnuegen.com/winter-lenzerheide-schweiz/">https://reisevergnuegen.com/winter-lenzerheide-schweiz/</a>					
01.01.2023	Faz.net FAZ Electronic Media GmbH	Online	<b>Wieso Hotels jetzt eigene Parfums kreieren lassen</b> <i>Reik Eva</i>	2'457'500	2'457'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_FAZ1.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_FAZ1.pdf</a> ResultURL: <a href="https://www.faz.net/aktuell/stil/mode-design/wieso-hotels-jetzt-eigene-parfums-kreieren-lassen-18268248.html#void">https://www.faz.net/aktuell/stil/mode-design/wieso-hotels-jetzt-eigene-parfums-kreieren-lassen-18268248.html#void</a>					
01.03.2023	Brigitte	Magazine	<b>Hier weiß ich wieder, wer ich bin</b> <i>Huber Brigitte</i>	348'271	2'507'551
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/2023-03-01_Brigitte.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/2023-03-01_Brigitte.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
16.03.2023	GALA	Magazine	<b>Vom Berg an den See</b> <i>de Vries Michael</i>	187'724	2'703'226
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-967a020bc5d43032efa23efd92dbc44e9f929619.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-967a020bc5d43032efa23efd92dbc44e9f929619.pdf</a> ResultURL:					
23.03.2023	Frankfurter Allgemeine Zeitung (FAZ)	Newspaper	<b>Reicher Onkel zur rechten Zeit</b> <i>Schrahe Christoph</i>	237'120	948'480
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-03-23_FAZ.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-03-23_FAZ.pdf</a> ResultURL:					
27.06.2023	Gourmet-Blog Network	Blog	<b>Seilbahnfahrt von Chantarella zum Piz Nair – Spektakuläre Natur im Engadin</b> <i>Zehrt Dirk</i>	138'500	138'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-27_gourmet-blog1.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-27_gourmet-blog1.pdf</a> ResultURL: <a href="https://www.gourmet-blog.de/seilbahnfahrt-von-chantarella-zum-piz-nair-spektakulaere-natur-im-engadin/">https://www.gourmet-blog.de/seilbahnfahrt-von-chantarella-zum-piz-nair-spektakulaere-natur-im-engadin/</a>					
21.08.2023	Blog Boheme / Bohème / Nebenseason <a href="http://www.blogboheme.de/">www.blogboheme.de/</a>	Social Media/Influencer	<b>48 Stunden in Basel</b> <i>Ankermüller Michael André</i>	15'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-08-21_Blog_Boheme.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-08-21_Blog_Boheme.pdf</a> ResultURL: <a href="https://blogboheme.de/48-stunden-in-basel/">https://blogboheme.de/48-stunden-in-basel/</a>					
23.08.2023	Installation DKZ	Newspaper	<b>Ein geschichtsträchtiges Hotel blickt zu neuen Horizonten</b> <i>0Redaktion 0Redaktion</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-52d120ae01362d3338a80c879c600a20b4b5702e.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-52d120ae01362d3338a80c879c600a20b4b5702e.pdf</a> ResultURL:					
06.10.2023	Das Alpenportal	Online	<b>Paddeln im alpinen Gleichtakt</b> <i>Bonder Brigitte</i>	56'000	14'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-10-06_alpenjournal.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-10-06_alpenjournal.pdf</a> ResultURL:					
22.11.2023	Meins	Magazine	<b>Winterträume dreimal anders</b> <i>Hettich Sibylle</i>	103'306	698'349
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/2023-11-22_Meins.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/2023-11-22_Meins.pdf</a> ResultURL:					
01.12.2023	sueddeutsche.de / sz.de	Online	<b>Süße Schweiz</b> <i>Werthmann Carolin</i>	3'037'000	3'037'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/2023-12-01_SZ.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/2023-12-01_SZ.pdf</a> ResultURL:					
<b>GERMANY: 11 Clippings</b>				<u>8'380'421</u>	<u>12'969'606</u>

## ITALY

01.01.2023	Posh	Magazine	<b>Luxury Alps: The Chedi Andermatt (6p)</b> <i>Tereo Antonella Gemma</i>	50'000	125'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2022/301222_posh_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2022/301222_posh_hoko.pdf</a> ResultURL:					
10.01.2023	Intimità	Magazine	<b>Losanna, la perla della Svizzera (2p)</b> <i>Piana Francesca</i>	154'007	385'018
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/100123_intimidadellafamiglia_losanna.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/100123_intimidadellafamiglia_losanna.pdf</a> ResultURL:					
18.01.2023	Chi	Magazine	<b>Andermatt, The Chedi, Radisson Blu Reussen &amp; Glacier Express (paragrafo)</b> <i>Moietta Laura</i>	2'088'000	2'088'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/180123_chi_ander matt.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/180123_chi_ander matt.pdf</a> ResultURL:					
10.02.2023	stylepiccoli.it	Online	<b>Un San Valentino speciale sul trenino rosso e al Carlton di St. Moritz (1p)</b> <i>Ghelma Marta</i>	11'700	2'925
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/021023_sylepiccoli.it.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/021023_sylepiccoli.it.pdf</a> ResultURL: <a href="https://www.stylepiccoli.it/vacanze-con-bambini/san-valentino-speciale-sul-trenino-rosso/">https://www.stylepiccoli.it/vacanze-con-bambini/san-valentino-speciale-sul-trenino-rosso/</a>					



PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
16.02.2023	Grazia	Magazine	<b>Andermatt, la montagna incantata (1 p.)</b> <i>Damiano Ildo</i>	519'000	519'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/021623_grazia_anderlatt.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/021623_grazia_anderlatt.pdf</a> ResultURL:					
12.03.2023	harpersbazaar.com	Online	<b>Trattamenti da fare in spa per preparare il corpo alla primavera: Carlton Hotel St. Moritz (paragrafo)</b> <i>Eredi</i>	700'000	175'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/031223_harpersbazaar.com_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/031223_harpersbazaar.com_hoko.pdf</a> ResultURL: <a href="https://www.harpersbazaar.com/it/bellezza/benessere/a43242943/trattamenti-spa-primavera-2023/">https://www.harpersbazaar.com/it/bellezza/benessere/a43242943/trattamenti-spa-primavera-2023/</a>					
02.04.2023	Il Giornale	Newspaper	<b>Andermatt, tante novità tra sci e relax (colonna)</b> <i>Golzi Saporiti Camilla</i>	303'000	303'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/040223_ilgiornale_anderlatt.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/040223_ilgiornale_anderlatt.pdf</a> ResultURL:					
15.05.2023	myluxury.it	Online	<b>Ilary Blasi a Lugano - Villa Principe Leopoldo</b>	130'000	32'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/051623_myluxury.it_lugano.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/051623_myluxury.it_lugano.pdf</a> ResultURL:					
11.06.2023	RAI2 Donnavventura	TV/Cable/Video	<b>Grand Tour by Jeep con Donnavventura: Swiss Miniatur, Morcote, Lugano, Monte Tamaro, Bellinzona con torrente, Tremola, Lugano e Piani</b>		1'259'000
ClippingsURL: ResultURL: <a href="https://www.raiplay.it/video/2023/06/DonnAvventura-Green---Puntata-del-11062023-f3f2bab4-ebef-4cb7-a91e-3738cc59842d.html">https://www.raiplay.it/video/2023/06/DonnAvventura-Green---Puntata-del-11062023-f3f2bab4-ebef-4cb7-a91e-3738cc59842d.html</a>					
24.06.2023	vanityfair.it	Online	<b>Scrub corpo da fare in spa per una pelle pronta all'esposizione solare: Hotel Cervo Zermatt (paragrafo)</b> <i>Prasolato Lidia</i>	288'911	288'911
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/062423_vanityfair.it_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/062423_vanityfair.it_hoko.pdf</a> ResultURL:					
01.12.2023	Gentleman	Magazine	<b>Let it snow: il Carlton a St. Moritz (paragrafo + foto)</b> <i>Oristano Alessandra</i>	157'842	394'605
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/011223_Gentleman_Stmoriz.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/011223_Gentleman_Stmoriz.pdf</a> ResultURL:					
13.12.2023	Intimità	Magazine	<b>Basilea città in festa: i mercatini, il Kunstmuseum, Hotel Teufelhof, il carnevale Unesco (2p)</b> <i>Mantuano</i>	154'007	385'018
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/131223_Intimita_Basilea.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/131223_Intimita_Basilea.pdf</a> ResultURL:					
<b>ITALY: 12 Clippings</b>				<b><u>4'556'467</u></b>	<b><u>5'957'977</u></b>

## JAPAN

28.07.2023	25ans	Magazine	<b>A trip to Switzerland for being beautiful through 5 senses.</b> <i>Moriyama Saori</i>	70'000	87'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/TYO/2023/230728_25ans.pdf">http://clippings.switzerlandtourism.ch/TYO/2023/230728_25ans.pdf</a> ResultURL:					
21.09.2023	25ans.jp	Online	<b>Enrich your mind and skin. Take a trip to Switzerland - The home of wellness and beauty</b> <i>Moriyama Saori</i>	1'800'000	1'800'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/TYO/2023/230921_25ans.jp.pdf">http://clippings.switzerlandtourism.ch/TYO/2023/230921_25ans.jp.pdf</a> ResultURL: <a href="https://www.25ans.jp/lifestyle/travel/a44847234/swisstravel-230825/">https://www.25ans.jp/lifestyle/travel/a44847234/swisstravel-230825/</a>					
19.10.2023	Asahi Shimbun Digital ' & TRAVEL'	Online	<b>New discovery - Special holiday in Zurich</b> <i>Iwasawa Satomi</i>	300'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/TYO/2023/231019_Asahi_Digita_Travel.pdf">http://clippings.switzerlandtourism.ch/TYO/2023/231019_Asahi_Digita_Travel.pdf</a> ResultURL: <a href="https://www.asahi.com/and/article/20231019/424184417/">https://www.asahi.com/and/article/20231019/424184417/</a>					
21.10.2023	TV Asahi 'Tabi Salad'	TV/Cable/Video	<b>Asahi TV 'Tabi Salad' Switzerland - Zurich</b> <i>Nishikawa Masayuki</i>	49'300'000	49'300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/TYO/2023/231021_AsahiTV_Tabi_Salad.mov">http://clippings.switzerlandtourism.ch/TYO/2023/231021_AsahiTV_Tabi_Salad.mov</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				<b>JAPAN: 4 Clippings</b>	<b><u>51'470'000</u></b>	<b><u>51'262'500</u></b>

## NETHERLANDS

<b>06.02.2023</b>	Vogue	Magazine	<b>Graubünden</b> <i>Pander Stephanie</i>	90'000	280'800
ClippingsURL: ResultURL:					
<b>08.05.2023</b>	Arts & Auto	Magazine	<b>Grand Tour langs de Zwitserse Riviera</b> <i>Bowman-Dekker Monique</i>	111'868	279'670
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06938.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06938.pdf</a> ResultURL:					
<b>22.07.2023</b>	Reisachtig.com	Blog	<b>Wat is leuk in Basel? 5 hoogtepunten, 7 gratis activiteiten</b> <i>Weenink Laura</i>	20'000	5'000
ClippingsURL: ResultURL: <a href="https://www.reisachtig.com/2023/07/22/wat-is-leuk-in-basel-5-hoogtepunten-7-gratis-activiteiten/">https://www.reisachtig.com/2023/07/22/wat-is-leuk-in-basel-5-hoogtepunten-7-gratis-activiteiten/</a>					

**NETHERLANDS: 3 Clippings** **221'868** **565'470**

## NORTH AMERICA

<b>28.02.2023</b>	AFAR .com	Online	<b>Stay Here Next: The Alpina Gstaad in Switzerland</b> <i>Flowers Jennifer</i>	1'216'534	304'134
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20228_AFAR_Jennifer_Flowers.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20228_AFAR_Jennifer_Flowers.pdf</a> ResultURL: <a href="https://www.afar.com/hotels/alpina-gstaad-switzerland-review">https://www.afar.com/hotels/alpina-gstaad-switzerland-review</a>					

**NORTH AMERICA: 1 Clippings** **1'216'534** **304'134**

## OTHER

<b>11.11.2023</b>	Alames	Radio	<b>Viajar a Suiza: En el corazón de Europa se encuentra este país alpino con paisajes de ensueño.</b> <i>Lahitte Luis</i>	21'000	
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/OTHER/2023/radio_interview_BA_only_audio.wav">http://clippings.switzerlandtourism.ch/OTHER/2023/radio_interview_BA_only_audio.wav</a> ResultURL:					

OTHER: 1 Clippings 21'000

## SPAIN

15.05.2023	mujerdehoy.com	Online	Tiempo de emocionarse <i>Ribelles Geles</i>	551'000	551'000
------------	----------------	--------	---	---------	---------

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2023/mujerhoy.es\\_Diez\\_escapadas\\_de\\_lujo\\_para\\_un\\_verano\\_slow.pdf](http://clippings.switzerlandtourism.ch/BCN/2023/mujerhoy.es_Diez_escapadas_de_lujo_para_un_verano_slow.pdf)  
ResultURL:

01.07.2023	Mujer de Hoy	Magazine	Tiempo de emocionarse <i>Ribelles Geles</i>	349'921	1'630'528
------------	--------------	----------	---	---------	-----------

ClippingsURL: [http://clippings.switzerlandtourism.ch/BCN/2023/mujerhoy\\_tiempodemocionarse.pdf](http://clippings.switzerlandtourism.ch/BCN/2023/mujerhoy_tiempodemocionarse.pdf)  
ResultURL:

SPAIN: 2 Clippings 900'921 2'181'528

## SWITZERLAND

31.08.2023	Gastro Journal	Newspaper	Das Hotel des Horlogers setzt neue Massstäbe	20'000	20'394
------------	----------------	-----------	--	--------	--------

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/387342359.pdf>  
ResultURL:

SWITZERLAND: 1 Clippings 20'000 20'394

## UK/IRELAND

05.07.2023	Glamour Magazine	Magazine	Glamour shops: looking for a last-minute getaway? The best hotels, villas, beach clubs and retreats to book (by unknown) <i>Boston, Ali</i>	515'281	1'288'203
------------	------------------	----------	---	---------	-----------

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/05Jul23\\_glamourmagazine.co.uk.pdf](http://clippings.switzerlandtourism.ch/LON/2023/05Jul23_glamourmagazine.co.uk.pdf)  
ResultURL: <https://www.glamourmagazine.co.uk/gallery/glamour-shops-travel>

11.07.2023	Country Living Online www.countryliving.co.uk	Online	The best hotels in Geneva for a trip to the delightful Swiss city <i>Carrier Rhonda</i>	172'322	43'081
------------	--	--------	---	---------	--------

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/06Jul23\\_countryliving.co.uk.pdf](http://clippings.switzerlandtourism.ch/LON/2023/06Jul23_countryliving.co.uk.pdf)  
ResultURL: <https://www.countryliving.com/uk/travel-ideas/abroad/g44418583/best-hotels-geneva/>

16.07.2023	Condé Nast Traveller (online)	Online	Ticino: Switzerland's Italian-flavoured southern corner <i>Fairweather Catherine</i>	270'000	67'500
------------	-------------------------------	--------	--	---------	--------

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/16jul23\\_cntraveller.com.pdf](http://clippings.switzerlandtourism.ch/LON/2023/16jul23_cntraveller.com.pdf)  
ResultURL: <https://www.cntraveller.com/article/ticino-switzerland#:~:text=The%20canton%20is%20the%20gateway,bowls%20of%20pasta%20and%20gelato.>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
18.07.2023	The Wordrobe Magazine Online	Online	<b>THE BEST EUROPEAN MOUNTAIN HOTELS FOR SUMMER 2023</b> <i>Ditobio Soshia</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/18Jul23_Thewordrobe.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/18Jul23_Thewordrobe.com.pdf</a> ResultURL: <a href="https://thewordrobe.com/the-best-european-mountain-hotels-for-summer-2023/">https://thewordrobe.com/the-best-european-mountain-hotels-for-summer-2023/</a>					
22.07.2023	The Independent online	Online	<b>Montreux city guide: Where to eat, drink, shop and stay in the picturesque Swiss town</b> <i>MacEacheran Mike</i>	9'463'000	2'365'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/22Jul23_independent.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/22Jul23_independent.co.uk.pdf</a> ResultURL: <a href="https://www.independent.co.uk/travel/europe/switzerland/montreux-city-guide-switzerland-things-to-do-b2377487.html">https://www.independent.co.uk/travel/europe/switzerland/montreux-city-guide-switzerland-things-to-do-b2377487.html</a>					
26.07.2023	Viestra Magazine	Magazine	<b>WHERE TO GO IN EUROPE TO ESCAPE THE HEATWAVE (by unknow)</b> <i>Potter Francesca</i>	50'000	125'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/26Jul2023_Viestramagazine.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/26Jul2023_Viestramagazine.com.pdf</a> ResultURL: <a href="https://viestramagazine.com/where-to-go-in-europe-to-escape-the-heatwave-p1609-201.htm">https://viestramagazine.com/where-to-go-in-europe-to-escape-the-heatwave-p1609-201.htm</a>					
28.07.2023	Luxuriate Life Magazine	Online	<b>WALDHOTEL FLETSCHHORN: A REIMAGINED ALPINE (by unknown)</b> <i>Davies Seff</i>	144'000	144'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/28Jul23_luxuriate.life.pdf">http://clippings.switzerlandtourism.ch/LON/2023/28Jul23_luxuriate.life.pdf</a> ResultURL: <a href="https://luxuriate.life/waldhotel-fletschhorn/">https://luxuriate.life/waldhotel-fletschhorn/</a>					
04.08.2023	Belfast Telegraph online	Online	<b>Zurich travel review: An artistic Mecca</b> <i>O'Donoghue Domhnall</i>	317'999	79'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/04Aug23_belfasttelegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/04Aug23_belfasttelegraph.co.uk.pdf</a> ResultURL: <a href="https://www.belfasttelegraph.co.uk/life/travel/zurich-travel-review-an-artistic-mecca/a1803986171.html#">https://www.belfasttelegraph.co.uk/life/travel/zurich-travel-review-an-artistic-mecca/a1803986171.html#</a>					
05.08.2023	The Times	Newspaper	<b>More hotels with natural swim spots</b> <i>Lewis Carol</i>	365'880	640'290
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_TheTimes2.pdf">http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_TheTimes2.pdf</a> ResultURL:					
05.08.2023	Belfast Telegraph	Newspaper	<b>Zurich: An artistic Mecca</b> <i>O'Donoghue Domhnall</i>	50'000	87'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_BelfastTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_BelfastTelegraph.pdf</a> ResultURL:					
12.08.2023	The Times	Newspaper	<b>Where is safe to book for summer?</b> <i>Turner Sarah</i>	365'880	640'290
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/12Aug23_TheTimes.pdf">http://clippings.switzerlandtourism.ch/LON/2023/12Aug23_TheTimes.pdf</a> ResultURL:					
12.08.2023	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>Europe's best affordable hotels</b> <i>Turner Sarah</i>	3'210'000	802'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/12Aug23_thetimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/12Aug23_thetimes.co.uk.pdf</a> ResultURL: <a href="https://www.thetimes.co.uk/article/best-affordable-hotels-europe-budget-cheap-2snb58psl">https://www.thetimes.co.uk/article/best-affordable-hotels-europe-budget-cheap-2snb58psl</a>					
13.08.2023	The Sunday Times	Newspaper	<b>Europe's coolest hotels from £25</b> <i>Turner Sarah</i>	647'622	1'133'339
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/13Aug23_TheSundayTimes.pdf">http://clippings.switzerlandtourism.ch/LON/2023/13Aug23_TheSundayTimes.pdf</a> ResultURL:					
28.08.2023	Business Traveller online	Online	<b>Airport hotels: Enjoy your stay (by unknown)</b> <i>Smith Graham</i>	205'000	51'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/28Aug23_businesstraveller.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/28Aug23_businesstraveller.com.pdf</a> ResultURL: <a href="https://www.businesstraveller.com/features/airport-hotels-enjoy-your-stay/">https://www.businesstraveller.com/features/airport-hotels-enjoy-your-stay/</a>					
11.09.2023	Luxe Magazine	Magazine	<b>Cosy autumn boltholes</b> <i>Armstrong Kathryn</i>	20'000	50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/11Sep23_luxe-magazine.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/11Sep23_luxe-magazine.co.uk.pdf</a> ResultURL: <a href="https://luxe-magazine.co.uk/2023/09/cosy-autumn-boltholes/">https://luxe-magazine.co.uk/2023/09/cosy-autumn-boltholes/</a>					
26.09.2023	Luxury Lifestyle Magazine (luxurylifestylemag.co.uk)	Online	<b>The Boutique Hotel Himmelrich Wins Best Luxury Boutique Hotel In Switzerland 2023 (by unknown)</b> <i>Gibbons Nick</i>	164'400	41'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/26Sep23_luxurylifestylemag.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/26Sep23_luxurylifestylemag.co.uk.pdf</a> ResultURL: <a href="https://www.luxurylifestylemag.co.uk/travel/the-boutique-hotel-himmelrich-wins-best-luxury-boutique-hotel-in-switzerland-2023/">https://www.luxurylifestylemag.co.uk/travel/the-boutique-hotel-himmelrich-wins-best-luxury-boutique-hotel-in-switzerland-2023/</a>					
27.09.2023	Sleeper Magazine	Magazine	<b>Mandarin Oriental Savoy, Zurich opening winter 2023</b> <i>Rogers Cara</i>	11'942	29'855
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/27Sep23_sleepermagazine.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/27Sep23_sleepermagazine.com.pdf</a> ResultURL: <a href="https://www.sleepermagazine.com/stories/projects/mandarin-oriental-savoy-zurich-opening-winter-2023/">https://www.sleepermagazine.com/stories/projects/mandarin-oriental-savoy-zurich-opening-winter-2023/</a>					
03.10.2023	Snow Industry News	Online	<b>Skiline Launches 70 New Ski Properties For This Winter Season (by unknown)</b> <i>Wolfs, Milla</i>	14'000	3'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/03Oct23_snowindustrynews.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/03Oct23_snowindustrynews.com.pdf</a> ResultURL: <a href="https://www.snowindustrynews.com/articles/skiline-launches-70-new-ski-properties-for-this-winter-season#:~:text=Specialist%20ski%20holiday%20company%20Skiline,4*%20and%205*%20hotels.&amp;text=The%20properties%20listed%20are%20located,%2C%20Austria%2C%20Italy%20and%20Finland.">https://www.snowindustrynews.com/articles/skiline-launches-70-new-ski-properties-for-this-winter-season#:~:text=Specialist%20ski%20holiday%20company%20Skiline,4*%20and%205*%20hotels.&amp;text=The%20properties%20listed%20are%20located,%2C%20Austria%2C%20Italy%20and%20Finland.</a>					
11.10.2023	FT Financial Times Online	Online	<b>Ramdane Touhami's peak performance</b> <i>Daly Jackie</i>	32'800'000	8'200'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/11Oct23_ft.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/11Oct23_ft.com.pdf</a> ResultURL: <a href="https://www.ft.com/content/c1c17149-d014-43ec-9759-c774e4e2b478">https://www.ft.com/content/c1c17149-d014-43ec-9759-c774e4e2b478</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
12.10.2023	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>25 city breaks that are even better - and cheaper - in autumn</b> Newsom Sean	35'400'000	8'850'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/12Oct23_thetimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/12Oct23_thetimes.co.uk.pdf</a> ResultURL: <a href="https://www.thetimes.co.uk/article/25-city-breaks-that-are-even-better-and-cheaper-in-autumn-0hhssptx">https://www.thetimes.co.uk/article/25-city-breaks-that-are-even-better-and-cheaper-in-autumn-0hhssptx</a>					
14.10.2023	FT Financial Times (ski supplement)	Newspaper	<b>20 ski trips to book now</b> Le Breton Gabriella	105'592	184'786
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/14Oct23_FTskiSupplement1.pdf">http://clippings.switzerlandtourism.ch/LON/2023/14Oct23_FTskiSupplement1.pdf</a> ResultURL:					
20.10.2023	Skier & Snowboarder Magazine	Magazine	<b>Discover new resorts across the Alps with flexiski this winter</b> Baldwin Frank	30'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/20Oct23_skierandsnowboarder.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/20Oct23_skierandsnowboarder.com.pdf</a> ResultURL: <a href="https://www.skierandsnowboarder.com/discover-new-resorts-across-the-alps-with-flexiski-this-winter/#:-:text=As%20well%20as%20offering%20favourites,breaks%20available%20from%20£320pp.">https://www.skierandsnowboarder.com/discover-new-resorts-across-the-alps-with-flexiski-this-winter/#:-:text=As%20well%20as%20offering%20favourites,breaks%20available%20from%20£320pp.</a>					
25.10.2023	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>Europe's most stylish three-star hotels</b> Turner Sarah	35'400'000	8'850'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/25Oct23_thetimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/25Oct23_thetimes.co.uk.pdf</a> ResultURL: <a href="https://www.thetimes.co.uk/article/europes-most-stylish-three-star-hotels-tmm9gfb0w">https://www.thetimes.co.uk/article/europes-most-stylish-three-star-hotels-tmm9gfb0w</a>					
25.10.2023	The Telegraph (online)	Online	<b>The best hotels and ski chalets in Verbier</b> Aspden-Kean Lucy	68'500'000	17'125'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/25Oct23_telegraph.co.uk2.pdf">http://clippings.switzerlandtourism.ch/LON/2023/25Oct23_telegraph.co.uk2.pdf</a> ResultURL: <a href="https://www.telegraph.co.uk/travel/ski/resort-guides/switzerland/verbier/verbier-hotels-and-chalets/">https://www.telegraph.co.uk/travel/ski/resort-guides/switzerland/verbier/verbier-hotels-and-chalets/</a>					
26.10.2023	Esquire (Online)	Online	<b>The Best Hotels for City Breaks in Europe (by unknown)</b> Parker Samuel	190'000	47'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/26Oct23_esquire.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/26Oct23_esquire.com.pdf</a> ResultURL: <a href="https://www.esquire.com/uk/food-drink/g45642498/best-european-hotels/">https://www.esquire.com/uk/food-drink/g45642498/best-european-hotels/</a>					
01.11.2023	Anthology magazine	Magazine	<b>A Weekend in Zürich</b> Cassidy Edel	15'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_AnthologyMagazine.pdf">http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_AnthologyMagazine.pdf</a> ResultURL:					
<b>UK/IRELAND: 26 Clippings</b>				<u>188'677'918</u>	<u>51'024'944</u>
<b>Grand Total over ALL</b>				<u>291'737'423</u>	<u>141'256'216</u>