

MarketingActivitiesCentral



Inspiring Meeting Hotels

BRAZIL

Title
BRAZIL KEY PARTNER PACKAGE - Sales Manual 2023-2024

Instrument
KAM

Circulation

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

Marketing Tool
Inhouse Training

Contacts
28000

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

Title
STS2023: Sales Manual 2023-2024 (B2B)

Instrument
KAM

Circulation

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

Marketing Tool
Inhouse Training

Contacts
28000

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.

<i>Title</i> HOTEL COOPERATION BRAZIL: Luxury Accommodation Trade e-Newsletter 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 700
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 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.

BRAZIL

3 <i>MarketingActivities</i>	700 <i>Circulation</i>	59'500 <i>Contacts</i>
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FRANCE

<i>Title</i> E-mail news 06	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2242
<i>Date from - to</i> 12/21/2023 – 12/21/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 2242

Activity
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.

http://clippings.switzerlandtourism.ch/PAR/2024/20240103120302_La_Suisse_a_portee_de_TGV_pour_vos_evenements_cet_hiver.pdf

<i>Title</i> Campaign activation : White Magazine (ST Winter)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 70000
<i>Date from - to</i> 06/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 210000

Activity
 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

FRANCE

2

72'242

212'242

MarketingActivities

Circulation

Contacts

GCC

Title
KAM: Discover Europe, Dubai

Instrument
Campaigning & Activation

Circulation

Contacts

Date from - to
04/28/2022 – 05/01/2023

Marketing Tool
Event/Fair/Workshop

Activity
-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.

Title
KAM: STE/Race to Switzerland

Instrument
Campaigning & Activation

Circulation

Contacts

Date from - to
01/28/2023 – 02/04/2023

Marketing Tool
Event/Fair/Workshop

Activity
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.

Title
Digital: Family Hotel Facebook Campaign (Pilatus Kulm Hotel)

Instrument
Campaigning & Activation

Circulation

Contacts
839090

Date from - to
09/12/2023 – 09/17/2023

Marketing Tool
Social Media Paid

Activity
♣ Date: 12 – 17 Sept, 23
♣ Facebook 500 CHF boosted post for hotel partner.
♣ Impressions: 839,090
♣ Clicks: 7,373
♣ Reach: 613,002
♣ Pilatus Kulm Hotel

<i>Title</i> GCC Workshop in Crans-Montana	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 66
<i>Date from - to</i> 12/12/2023 – 12/14/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 66

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/2024/20240112122031_Pictureaa_1.jpg

GCC	4	839'156
	<i>MarketingActivities</i>	<i>Circulation</i>
		<i>Contacts</i>

GERMANY

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

Activity
Versendet an 2800 Journalisten

http://clippings.switzerlandtourism.ch/FRA/2023/20230127130750_Das_neue_Jahr_bringt_neue_innovative_Hotels_in_der_Schweiz.pdf

<i>Title</i> KAM: Digital Sales Guide 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10985
<i>Date from - to</i> 03/01/2023 – 12/31/2023	<i>Marketing Tool</i> Other...	<i>Contacts</i> 10985

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

Activity

http://clippings.switzerlandtourism.ch/FRA/2023/20230711145843_2023.01._NL_GEN_DE.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230711145932_2023.01._NL_GEN_DE.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230711144834_2023.03._NL_GEN_DE.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230711145114_2023.04._NL_GEN_DE.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230711144106_2023.05._NL_GEN_DE.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230711143825_2023.06._NL_GEN_DE.pdf

<i>Title</i> KMM: Nah am Wasser gebaut - Unterkünfte am Wasser	<i>Instrument</i> KMM	<i>Circulation</i> 2800
<i>Date from - to</i> 06/06/2023 – 06/06/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2800
<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		
<i>Title</i> ITB Swisstainable-Event	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 250
<i>Date from - to</i> 03/08/2023 – 03/08/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 250
<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		
<i>Title</i> KKM: Die neuen Perlen der Gastfreundschaft	<i>Instrument</i> KMM	<i>Circulation</i> 2500
<i>Date from - to</i> 09/06/2023 – 09/06/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2500
<i>Activity</i> 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		
<i>Title</i> ST Newsletter Juli 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 117319
<i>Date from - to</i> 07/05/2023 – 07/05/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 117319
<i>Activity</i> Newsletter Sommer Hit Fountain Dip		
<i>Title</i> ST Newsletter August 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 94164
<i>Date from - to</i> 08/08/2023 – 08/08/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 94164
<i>Activity</i> Sommer in Festlaune		
http://clippings.switzerlandtourism.ch/FRA/2024/20240104093756_2023.08._NL_GEN_DE.pdf		

<i>Title</i> ST Newsletter September 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 101671
<i>Date from - to</i> 09/04/2023 – 09/04/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 101671
<i>Activity</i> Herbst in der Schweiz: staunen und genießen		
http://clippings.switzerlandtourism.ch/FRA/2024/20240104100525_2023.09._NL_GEN_DE.pdf		

<i>Title</i> ST Newsletter Oktober 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 103783
<i>Date from - to</i> 10/04/2023 – 10/04/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 103783
<i>Activity</i> Herbst 2023: intensiver, sinnlicher, Swisstainable		
http://clippings.switzerlandtourism.ch/FRA/2024/20240104102909_2023.10._NL_GEN_DE.pdf		

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

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

GERMANY

17
MarketingActivities

1'465'120
Circulation

1'476'355
Contacts

ITALY

<i>Title</i> KAM: World Tourism Event in Turin	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 5000
<i>Date from - to</i> 09/21/2023 – 09/23/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 5000
<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		

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/2023/20230926102723_Panel_presentation.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/2023/20231005150744_Senza_nome.jpg

<i>Title</i> KAM: Trade Workshop Swiss Family Village	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 60
<i>Date from - to</i> 09/20/2023 – 09/20/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 60
<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/2023/20230924080557_Zani_con_Bls.jpeg

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

<p><i>Title</i> Campaigning & Activation: Swiss Family Village - distribution ST Magazines and Partner Brochures</p> <p><i>Date from - to</i> 09/20/2023 – 10/01/2023</p> <p><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>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 4200</p> <p><i>Contacts</i> 12600</p>
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ITALY	4	33'200	104'660
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

MULTIPLE MARKETS

<p><i>Title</i> Switzerland Travel Mart - Snow Edition 2023</p> <p><i>Date from - to</i> 01/15/2023 – 01/19/2023</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> KAM</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 367</p>
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<p><i>Title</i> PreTour Snow Travel Mart (STMS) 2023</p> <p><i>Date from - to</i> 01/12/2023 – 01/15/2023</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> KAM</p> <p><i>Marketing Tool</i> Trip - Group</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 0</p>
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Confirmed for 2023 is: Switzerland Travel Mart – Snow Edition January 15 to 19, 2023 in the destination Zermatt – Matterhorn.

<p><i>Title</i> Social Media SCIB (Organic)</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Social Media organic content will be communicated by SCIB HQ on 4 channels: LinkedIn, Instagram, Youtube and Telegram. Social media content strategy was developed in line with Social Media strategy of Switzerland Tourism.</p> <p>Frequency of publications per channel: LinkedIn x2 weekly, IG x5 weekly, Telegram x1 weekly, Youtube x2 monthly.</p> <p>Goal 2023: Followers LinkedIn - 14000</p> <p>http://clippings.switzerlandtourism.ch/ZRH/2024/20240112121843_SoMe_2023_report.pptx</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Organic</p>	<p><i>Circulation</i> Contacts 397305</p>
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<p><i>Title</i> Seminarhotels mit Inspiration Kooperationskampagne 23</p> <p><i>Date from - to</i> 06/28/2023 – 07/27/2023</p> <p><i>Activity</i> Kooperationskampagne für die Seminarhotels mit Inspiration im Sommer 2023.</p> <p>Impressions: 5'108'043 Link Klicks: 42'764 CPC: 0.51</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 5108043</p>
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<p><i>Title</i> Hotelkooperationen Grundrauschen 2023</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Jährliches Grundrauschen für alle Hotelkooperationen. Automatisierte Ausspielung über META mit Katalog-Ads.</p> <p>Impressions: 50'426'493 Link Klicks: 921'886 CPC: 0.35</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 50426493</p>
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<i>Title</i> Hotelkooperationen Hotelquiz Swisstainable 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 21490016
<i>Date from - to</i> 06/06/2023 – 07/26/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 7084729
<i>Activity</i> Hotelquiz Kampagne “Welcher Hoteltyp bist du?” mit Einbezug der Swisstainable Unterkünfte.		
Impressions: 21'490'016 Link Klicks: 449'343 CPC: 0.23		

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

<i>Title</i> Gastronomie Fondue Finder Winter 22/23 Welle 2	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10133881
<i>Date from - to</i> 01/26/2023 – 02/17/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 1436637
<i>Activity</i> Fondue Finder Kampagne im Winter 22/23, 2. Welle (Awareness + Confidence)		
Impressions: 10'133'881 Link Klicks: 200'370 CPC: 0.36		

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

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

12
MarketingActivities

Circulation

140'163'939
Contacts

NORTH AMERICA

<i>Title</i> KAM: Trade Newsletter February 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12258
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<i>Date from - to</i> 02/16/2023 – 02/16/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12258
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Activity
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

<i>Title</i> KAM: Webinar with Ticino	<i>Instrument</i> KAM	<i>Circulation</i> 88
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<i>Date from - to</i> 02/16/2023 – 02/16/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 88
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Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Ticino Tourism and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).
Attendees: 88

http://clippings.switzerlandtourism.ch/NYC/2023/20230217114213_20230216_Ticino.pdf

<i>Title</i> KAM: Webinar with Lucerne	<i>Instrument</i> KAM	<i>Circulation</i> 80
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<i>Date from - to</i> 03/16/2023 – 03/16/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 80
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Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Lucerne Tourism and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).
Attendees: 80

http://clippings.switzerlandtourism.ch/NYC/2023/20230316160540_20230316_Lucerne.pdf

<i>Title</i> KAM: Trade Newsletter April 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12047
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<i>Date from - to</i> 04/18/2023 – 04/18/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12047
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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.
- ↳ 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

<i>Title</i> KAM: Trade Newsletter July 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 11964
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<i>Date from - to</i> 07/05/2023 – 07/05/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 11964
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Activity
Sent to 11,964 subscribers, 4,380 Unique opens, 38.07% of all recipients opened and 6.59% clicked a link

- Switzerland News & Update.
- ↳ 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/2023/20230821144948_Trade_newsletter_07_05.html

<i>Title</i> KAM: Trade Newsletter August 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 11741
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<i>Date from - to</i> 08/23/2023 – 08/23/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 11741
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Activity
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!
- Virtuoso Tourism Board of the Year 2023.
 - Discover Ticino - the Como of Switzerland.
 - Zurich Airport celebrates 75 years.
 - Schilthorn - Piz Gloria a 007 experience.
 - Book your client's winter getaway in Lucerne.
 - Our hotel recommendations.

http://clippings.switzerlandtourism.ch/NYC/2023/20230828094417_Trade_newsletter_August_2023.html

<p><i>Title</i> KAM: Switzerland Yodel Digital Distribution with Northstar - Emails</p> <p><i>Date from - to</i> 04/01/2023 – 12/31/2023</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 138916</p> <p><i>Contacts</i> 138916</p>
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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/2023/20231211144341_TAW_EMAIL_08.22.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/2023/20231211144457_TravelPulse_Email_07_12.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/2023/20231211144720_TravelWeekly_Email_06_21.html
- http://clippings.switzerlandtourism.ch/NYC/2023/20231211144742_TravelWeekly_Email_11_18.html

<p><i>Title</i> KAM: Switzerland Yodel Digital Distribution with TravelMarket Report - Emails</p> <p><i>Date from - to</i> 05/01/2023 – 12/31/2023</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 105320</p> <p><i>Contacts</i> 105320</p>
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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/2023/20231208173100_TMR_EMAIL_09.21.html
- http://clippings.switzerlandtourism.ch/NYC/2023/20231211153044_TravelMarketReport_Reporting.pdf

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

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

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

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

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

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

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

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

NORTH AMERICA

12
MarketingActivities

532'496
Circulation

744'431
Contacts

OTHER

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

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/2023/20231219110115_MYS_Pro_Steller_ITB_Berlin_A5.pdf
http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110443_MyS_Pro_Winner_Taiwan.jpg

OTHER

1
MarketingActivities

Circulation

1'293
Contacts

<i>Title</i> Assistants Day 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 74
<i>Date from - to</i> 09/06/2023 – 09/06/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 74
<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> MySwitzerland.com/meeting - Event Planner/WeddingFinder/Special MICEOffers/Group Experiences	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 74
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 74
<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> Campaigning: Distribution ST "White" Broschüren national	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 16900
<i>Date from - to</i> 10/02/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 50700
<i>Activity</i> Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren		
D: 13'000 F: 3'000 I: 900		

<p><i>Title</i> Campaigning: Expats 2023: Hello Switzerland Switzerland Tourism</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Expats-Aktivitäten Hello Switzerland mit Switzerland Tourism</p> <p>- Online Advertorial on 3 seasonal Landingpages: 12'000 page views - Seasonal Social Media Campaign on Facebook: 1'228 Reach</p> <p>- 1 Newsletter: 19'303 Empfänger</p> <p>- Leaderboard Banner: 4'514 AdImp</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> Contacts 37045</p>
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<p><i>Title</i> Campaigning: Travelnews - Newsletter Integration</p> <p><i>Date from - to</i> 01/05/2023 – 03/30/2023</p> <p><i>Activity</i> 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>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> Contacts 2994</p>
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<p><i>Title</i> Hotels Grand Tour of Switzerland online Promotion</p> <p><i>Date from - to</i> 05/01/2023 – 10/31/2023</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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 35267396</p>
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<p><i>Title</i> Digital Activity Swiss Historic Hotels - Relief payments</p> <p><i>Date from - to</i> 09/01/2023 – 10/31/2023</p> <p><i>Activity</i></p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 0</p>
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<i>Title</i> Unterkunfts Broschüren - Flughafen ZRH	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 5000
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 15000

Activity
Miete & Nutzung einer Präsentationsfläche beim Switzerland Info & Schalter, Ankunft 2.

1x Bahn, quer, inkl. Branding
1x Screen

<i>Title</i> Unterkunfts Broschüren - Miss Money Penny	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 5000
<i>Date from - to</i> 08/17/2023 – 08/17/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 15000

Activity
Distribution Seminar Broschüre via Miss Money Penny Magazin

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

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> Swisstainable "on the move" 2023 - Overall Website Sessions ST + SBB	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 86000
<i>Date from - to</i> 05/31/2023 – 10/31/2023	<i>Marketing Tool</i> Website	

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_ProductLandingpage.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

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 420000
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<i>Date from - to</i> 03/23/2023 – 03/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 420000
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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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 370000
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<i>Date from - to</i> 05/23/2023 – 05/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 370000
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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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 370000
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<i>Date from - to</i> 07/23/2023 – 07/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 370000
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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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 250000
<i>Date from - to</i> 11/15/2023 – 11/15/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 250000

Activity
1 Doppelseite Advertorial:

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

<i>Title</i> Unterkunfts Broschüren - Goldbach	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 30500
<i>Date from - to</i> 07/27/2023 – 10/10/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 91500

Activity
Seminarhotels
- 4'000 Stück in der Bilan am 30.8.2023

Family Hotels
- 5'000 Stück in der Schweizer Familie am 27.7.2023

Spa Hotels
- 15'000 Stück in der Annabelle am 06.10. 2023
- 6'500 Stück in der Femina am 08.10.23

<i>Title</i> Campaigning: Distribution ST Hotel Broschüren - Bilanz Magazin	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12000
<i>Date from - to</i> 12/22/2023 – 12/22/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 36000

Activity
Inspiring Meeting Hotels
Deutsch

Auflage Magazin: 12'000

<p><i>Title</i> Campaigning: SBB/RAW Freizeitkampagne Swisstainable Push</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> RAW Beteiligung an der Verlängerung und Verstärkung der Swisstainable Kampagne (B2C und B2B). Aktivität ist Bestandteil der Leistungsvereinbarung SBB x RAW x ST.</p> <p>Die Aktivität umfasst folgende Aspekte: - Integration Swisstainable in die RAW-Vermarktungskampagne im Sommer & Herbst - Übernahme Look'n'Feel in die Saisonkampagne Sommer & Herbst - Paid-Kampagne Gewinnung zusätzlicher Freizeit-Leistungspartner für Swisstainable - Integration in bestehende Kanäle (NL/SoMe/Magazin etc., inkl. Automation Prozess)</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> 33000000</p> <p><i>Contacts</i> 33000000</p>
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<p><i>Title</i> Fonduefinder - Goldbach Newsletter & Ads</p> <p><i>Date from - to</i> 11/17/2023 – 12/03/2023</p> <p><i>Activity</i> Fonduefinder Push auf diversen Goldbachplattformen.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Native Advertisement Paid</p>	<p><i>Circulation</i> 852704</p> <p><i>Contacts</i> 852704</p>
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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

SWITZERLAND	20 <i>MarketingActivities</i>	7'341'122 <i>Circulation</i>	77'606'551 <i>Contacts</i>
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UK/IRELAND

<p><i>Title</i> KAM Alphorn 2023</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Sales Guide to Switzerland in print and digital version highlighting the best of 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> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 14500</p> <p><i>Contacts</i> 43500</p>
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http://clippings.switzerlandtourism.ch/LON/2024/20240109193915_Switzerland_Alphorn_2023_UK_WEB_Spreads.pdf

<i>Title</i> e-Marketing: B2C Newsletter January 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 61120
<i>Date from - to</i> 01/10/2023 – 01/10/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 61120

Activity

General Topic: The January Newsletter of 2023 was sent out on 10th of January to all markets and promoted Switzerland as a event destination.

Market Specific Content: Integrated a PowderByrne Offer which was clicked quite successfull (28 clicks)

Results: Opening Rate: 55.09%, Openings: 33'671, Clicks: 1414 / 2.31%, CTR: 1.63%, CTOR: 4.2%

http://clippings.switzerlandtourism.ch/LON/2023/20230721153109_1_2023_uk.pdf

http://clippings.switzerlandtourism.ch/LON/2023/20230721153342_Dont_miss_out__Preview_of_events_for_2023.pdf

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

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

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

UK/IRELAND	4	220'620	539'650
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

Grand Total over ALL	81	9'698'636	221'900'913
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

PublicationDate Media MediaType Headlines Author Circulation Contacts

AUSTRALIA

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

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/100723_EGlobal_Hotel_SwissLuxuryRideFerrariHotelMeilenstein.pdf
ResultURL:

AUSTRALIA: 1 Clippings 4'778 4'778

AUSTRIA/HUNGARY

31.12.2023 connoisseur circle Magazine Frischer Wind in Crans-Montana Dressler Andreas 23'750 175'275

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2024/mb-8b3a1986df9dfbb2b6854c485c17050c0848e849.pdf>
ResultURL:

AUSTRIA/HUNGARY: 1 Clippings 23'750 175'275

CZECH REPUBLIC

15.01.2023 5 recommended accommodations directly in the ski area editorial staff

ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-01-15_esquire.png
ResultURL: <https://esquire.cz/lifestyle/5-doporuceni-hodnych-ubytovani-primo-ve-ski-arealu/>

06.03.2023 stream.cz Online Rigi editorial staff 462'533 115'633

ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-03-06_stream.png
ResultURL: <https://www.stream.cz/kam-na-hory/rigi-64558985>

10.05.2023 Epoque Magazine Rigi and Pilatus: two records in the heart of Switzerland Šída Radim 57'743 144'358

ClippingsURL: <http://clippings.switzerlandtourism.ch/PRG/2023/mb-a24aa7e6b31541ca4d16f8e6028d20cde98f681d.pdf>
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
CZECH REPUBLIC: 3 Clippings				<u>520'276</u>	<u>259'991</u>

FRANCE

11.06.2023	Travel Extra Magazine	Magazine	La splendeur du Lac des Quatre-Cantons <i>CLAUDEL Damien</i>	300'000	750'000
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2022/Travel_Extra.pdf ResultURL: https://vip.travelextramagazine.com					
22.08.2023	L'ALSACE	Newspaper	Fribourg amusante et accueillante <i>Freedman Stéphanie</i>	69'565	258'782
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/26-ADN-20230822-ADNTTALO1010-pdf.pdf ResultURL:					
22.08.2023	L'ALSACE ONLINE - LALSACE.FR	Online	Fribourg amusante et accueillante (réservé aux abonnés) <i>Freedman Stéphanie</i>	252'720	63'180
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/SUISSE_Fribourg_amusante_et_accueillante.pdf ResultURL: https://www.lalsace.fr/magazine-tourisme-et-patrimoine/2023/08/21/fribourg-amusante-et-accueillante					
22.08.2023	TF1	TV/Cable/Video	Alpes vertigineuses : le train le plus pentu du monde <i>CHARNAY Gaëlle</i>	6'400'000	6'400'000
ClippingsURL: ResultURL: https://www.tf1info.fr/voyages/video-pilatus-suisse-le-grand-frisson-dans-les-alpes-ce-train-a-cremaillere-est-le-plus-pentu-du-monde-2267334.html					
22.08.2023	TF1info.fr (ancien Ici.fr)	Online	Le grand frisson dans les Alpes : ce train à crémaillère est le plus pentu du monde <i>CHARNAY Gaëlle</i>	17'767'000	4'441'750
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/VIDO_-_Le_grand_frisson_dans_les_Alpes_-_ce_train_a_cremaillere_est_le_plus_pentu_du_monde___TF1_IN.pdf ResultURL: https://www.tf1info.fr/voyages/video-pilatus-suisse-le-grand-frisson-dans-les-alpes-ce-train-a-cremaillere-est-le-plus-pentu-du-monde-2267334.html					
22.08.2023	TF1		Post Facebook TF1 Info - Alpes vertigineuses : le train le plus pentu du monde <i>CHARNAY Gaëlle</i>	2'400'000	38'000
ClippingsURL: ResultURL: https://www.facebook.com/watch/?v=173746082397370&ref=sharing					
19.09.2023	bichearoundtheworld.fr	Blog	Où manger au lac de Thoune ? <i>Adam Caroline</i>	20'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Ou_manger_au_lac_de_Thoune___blog_voyage.pdf ResultURL: https://bichearoundtheworld.fr/ou-manger-au-lac-de-thoune/					
01.10.2023	DERNIERES NOUVELLES D'ALSACE	Newspaper	Fribourg amusante et accueillante <i>Freedman Stéphanie</i>	132'868	548'745
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/8-ADN-20231001-ADNTTEGE1008-pdf.pdf ResultURL:					
01.11.2023	ENVOLS - EN-VOLS.FR	Online	Tout schuss / Reconnexion totale <i>NORT Nathalie</i>	150'871	37'718
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/ENVOLS_HS_00012_copy.pdf ResultURL:					
01.12.2023	GRANDS REPORTAGES	Magazine	Une passion suisse <i>PORTE Jean-Marc</i>	42'000	650'160
ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/2023-12-13-GRANDS_REPORTAGES_HORS-SERIE-Decembre_2023-10000000066146628.pdf ResultURL:					
FRANCE: 10 Clippings				<u>27'535'024</u>	<u>13'193'335</u>

PublicationDate Media MediaType Headlines Author Circulation Contacts

GERMANY

01.01.2023 WELT N24 ONLINE Online **Auf dieser Brücke im Berner Oberland ist der Weg das Ziel** Seipp Bettina 23'999'000 5'999'750

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-12-22_Welt_Auf_dieser_Bruecke_im_Berner_Oberland_ist_der_Weg_das_Ziel.png
ResultURL: <https://www.welt.de/reise/nah/article242779213/Schweiz-Auf-dieser-Bruecke-im-Berner-Oberland-ist-der-Weg-das-Ziel.html>

01.01.2023 Mortimer Reisemagazin Online **Im Einklang mit der Natur im Tessin** Raab Karsten-Thilo 120'000 30'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_Mortimer2.pdf
ResultURL: <https://www.mortimer-reisemagazin.de/im-einklang-mit-der-natur-im-tessin/>

01.01.2023 Mortimer Reisemagazin Online **Der Hotelcheck: Das Belvedere in Locarno** Raab Karsten-Thilo 120'000 30'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_Mortimer1.pdf
ResultURL: <https://www.mortimer-reisemagazin.de/der-hotelcheck-das-belvedere-in-locarno/>

23.03.2023 Frankfurter Allgemeine Zeitung (FAZ) Newspaper **Reicher Onkel zur rechten Zeit** Schrahe Christoph 237'120 948'480

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-03-23_FAZ.pdf
ResultURL:

01.06.2023 Menschen-Reisen-AbenteuerBlog **Tessin im Frühling: Der ewige Traum vom Süden** Krauskopf Gerd 6'000 6'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-01_Menschen-Reisen-Abenteuer.pdf
ResultURL: <http://www.menschen-reisen-abenteuer.de/index.php/reiseberichte/europa/schweiz/722-tessin-im-fruehling>

04.06.2023 ARD online Online **Das Berner Oberland - Sommer in den Schweizer Alpen** Schäfer André 2'340'000 2'340'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-04_ARD.png
ResultURL: <https://www.ardmediathek.de/video/traumziele/das-berner-oberland-sommer-in-den-schweizer-alpen/swr/Y3JpZDovL3N3ci5kZS9hZXgvczE3MTgzMjg>

23.06.2023 Gour-med Magazine **Tessin: Der ewige Traum vom Süden** Krauskopf Gerd 120'000 552'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/gour-med.pdf>
ResultURL:

21.07.2023 ARTE - Der europäische Kulturkanal TV/Cable/Video **arte Der Vierwaldstättersee 17:50 Uhr** Schäfer André 200'000 200'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-d728e862529e1000effdfc10896c42715d5322f1.pdf>
ResultURL:

11.08.2023 ARTE - Der europäische Kulturkanal TV/Cable/Video **arte Der Vierwaldstättersee 17:50 Uhr** Höfener Beate 200'000 200'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-e7703d8263da0bf17eee3d16edd705f15f316e5f.pdf>
ResultURL:

24.09.2023 Saarländischer Rundfunk TV **Der Vierwaldstättersee** Schweitzer Alexander 200'000 200'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-ba3b24c642829148b595bb17ede4294f96f0f6bc.pdf>
ResultURL:

24.09.2023 Südwestrundfunk SWR TV **Der Vierwaldstättersee** Schweitzer Alexander 300'000 300'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-d06d958f4ea49bf2dd444f52429a1ef5edee613d.pdf>
ResultURL:

24.09.2023 ARD / SWR RP TV/Cable/Video **Der Vierwaldstättersee** Schweitzer Alexander 300'000 300'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-6f38b86fa8ad4f21850a7f75471ef7f0191eea46.pdf>
ResultURL:

08.10.2023 3sat TV/Cable/Video **Traumhafte Bahnstrecken der Schweiz: Von Luzern über Interlaken aufs Jungfraujo** Janikowski 100'000 100'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2024/mb-de31a2e64c66af5f64fd273c9de9144d8c9abbcb.pdf>
ResultURL:

07.12.2023 PHOENIX / ZDF TV/Cable/Video **Eisenbahn-Romantik: Winterzauber Schweiz** Schweitzer Alexander 300'000 300'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2024/mb-3bd3ce7a985844085a993aca7577b8565ca5ccb8.pdf>
ResultURL:

25.12.2023 PHOENIX / ZDF TV/Cable/Video **Eisenbahn-Romantik: Winterzauber Schweiz** Schweitzer Alexander 300'000 300'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2024/mb-350d4c39f5e52b521e40458ded20d59d4a5d3b24.pdf>
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
26.12.2023	Südwestrundfunk SWR TV	BWTV/Cable/Video	Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	208'051	208'051
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-9499eb4b70ab618fc63e57e1f4d04199a85c5ef3.pdf ResultURL:					
26.12.2023	ARD / SWR RP	TV/Cable/Video	Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	73'410	73'410
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-8dfe4df03584789373639b689004c0cb552a110f.pdf ResultURL:					
27.12.2023	Saarländischer Rundfunk SRF TV	SFTV/Cable/Video	Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	200'000	200'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-a8f926634f1b970d3e801fd6e70506dde5c31336.pdf ResultURL:					
27.12.2023	Südwestrundfunk SWR TV	BWTV/Cable/Video	Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	14'204	14'204
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-d2d933f4c6b4c202138836b6b4d2c1ef371b2471.pdf ResultURL:					
27.12.2023	ARD / SWR RP	TV/Cable/Video	Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	17'117	17'117
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-52cf074b766f5320652f78bc0fe2071da7b3c740.pdf ResultURL:					
GERMANY: 20 Clippings				<u><u>29'354'902</u></u>	<u><u>12'319'012</u></u>

ITALY

01.01.2023	Posh	Magazine	Luxury Alps: The Chedi Andermatt (6p) Tereo Antonella Gemma	50'000	125'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/301222_posh_hoko.pdf ResultURL:					
10.01.2023	Intimità	Magazine	Losanna, la perla della Svizzera (2p) Piana Francesca	154'007	385'018
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/100123_intimitadellafamiglia_losanna.pdf ResultURL:					
18.01.2023	Chi	Magazine	Andermatt, The Chedi, Radisson Blu Reussen & Glacier Express (paragrafo) Moietta Laura	2'088'000	2'088'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/180123_chi_anderlatt.pdf ResultURL:					
23.01.2023	TRAVEL & SPA	Magazine	St. Moritz, Cresta Palace Celerina (6p)	424'000	1'060'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/230123_travelspa_hoko.pdf ResultURL:					
01.02.2023	Area Wellness	Magazine	Ginevra, Hotel Villa la Reserve (5 p.)	15'000	37'500
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/033123_areawellness_ginevra.pdf ResultURL:					
03.02.2023	gazzettadellevalli.it	Online	Sci, tanto sole e eve: Corvatsch ed Engadina pronti per carnevale e i grandi eventi di primavera (1/3p) Panzeri Alberto	33'297	33'297
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/020323_gazzettadellevalli.it_engadina.pdf ResultURL:					
07.02.2023	agendaviaggi.com	Online	Aletsch Arena, grande ghiacciaio del Vallese: divertimento, relax, paesaggi mozzafiato e natura incontaminata (1/2 p.) Chianese Alessandra	443	3'101
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/020723_agendaviaggi.com_aletscharena.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
16.02.2023	Grazia	Magazine	Andermatt, la montagna incantata (1 p.) <i>Damiano Ildo</i>	519'000	519'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/021623_grazia_anderlatt.pdf ResultURL:					
01.03.2023	The Good Life	Magazine	Hotel imperdibili sulla neve: Six Senses, Crans Montana & Badrutt's Palace, St. Moritz (2 paragrafi) <i>Dalio Valerio</i>	50'000	125'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/030123_thegoodlifeitalia_hoko.pdf ResultURL:					
01.03.2023	Destinazione Benessere	Magazine	Offerta wellness The Dolder Hotel, Zurigo (1 p. - pag. 76) <i>Volpe Barbara</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/030123_destinazionebenessere_hoko.png ResultURL: https://www.destinazionebenessere.com/wp-content/uploads/Destinazione_Benessere_Rivista_DB26.pdf					
12.03.2023	harpersbazaar.com	Online	Trattamenti da fare in spa per preparare il corpo alla primavera: Carlton Hotel St. Moritz (paragrafo) <i>Eredi Vanessa</i>	700'000	175'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/031223_harpersbazaar.com_hoko.pdf ResultURL: https://www.harpersbazaar.com/it/bellezza/benessere/a43242943/trattamenti-spa-primavera-2023/					
13.03.2023	areawellness.eu	Online	La nuova veste del Cresta Palace Hotel (1/3 p.)	5'000	1'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/031323_areawellness.eu_hoko.pdf ResultURL: https://areawellness.eu/icona-svizzera					
13.03.2023	identitagolose.it	Online	Raffinatezza senza tempo del Grand Hotel Kronenhof di Pontresina, Grande Dame d'ospitalità in Engadina (1/3 p.) <i>Camara Elisabetta</i>	79'220	19'805
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/031323_identitagolose.it_engadin.pdf ResultURL:					
13.03.2023	thecubemagazine.com	Online	Grand Hotel kronenhof, la grande dame dell'ospitalità in Engadina (1/3 p.)	5'000	1'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/031323_theclubemagazine.com_hoko.pdf ResultURL:					
22.03.2023	myluxury.it	Online	Le 5 spa di lusso più belle ed esclusive del mondo: Burgenstock Resort (1/3 p.) <i>Pistonesi Laura</i>	130'000	32'500
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/032223_myluxury.it_hoko.pdf ResultURL:					
02.04.2023	Il Giornale	Newspaper	Andermatt, tante novità tra sci e relax (colonna) <i>Golzi Saporiti Camilla</i>	303'000	303'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/040223_ilgiornale_anderlatt.pdf ResultURL:					
04.04.2023	cipriamagazine.it	Online	Canton Ticino, una piccola regione, un grande mondo (1/3 p.) <i>Bortolotti Stefania</i>	5'000	1'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/040523_cipriamagazine.it_ticino.pdf ResultURL:					
29.04.2023	sensidelviaggio.it	Online	Benvenuti in Svizzera fra tendenze e novità (1/3p.) <i>Augustoni Arianna</i>	384	2'688
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/042923_sensidelviaggio.it_.pdf ResultURL:					
13.05.2023	Pegasonews.info	Online	Apertura stagione estiva in Engadina, al Cresta Palace Celerina tante attività per utti (1/3p.) <i>Giovanetti</i>	11'467	2'867
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/051323_pegasonews.info_engadina.pdf ResultURL:					
15.05.2023	myluxury.it	Online	Ilary Blasi a Lugano - Villa Principe Leopoldo	130'000	32'500
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/051623_myluxury.it_lugano.pdf ResultURL:					
01.12.2023	Arbiter	Magazine	Incantesimo accogliente: Hotel Palace Gstaad (10p) <i>Magro Sara</i>	22'000	55'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/011223_Arbiter_Gstaad.pdf ResultURL:					
01.12.2023	Gentleman	Magazine	Let it snow: il Carlton a St. Moritz (paragrafo + foto) <i>Oristano Alessandra</i>	157'842	394'605
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/011223_Gentleman_Stmoriz.pdf ResultURL:					
28.12.2023	lastampa.it/viaggi	Online	Lenzerheide-Valbella: light-art nelle Alpi Grigioni con menzione H Guardaval (1p) <i>Battaglini Andrea Elvezio</i>	7'989	55'923
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/Svizzera_alla_scoperta_delle_Alpi_Grigioni_-_La_Stampa.pdf ResultURL: https://www.lastampa.it/viaggi/mondo/2023/12/28/news/svizzera_graubunden_lenzerheide_valbella-13959582/					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				ITALY: 23 Clippings	<u>4'890'649</u>	<u>5'453'554</u>

POLAND

30.06.2023	wyborcza.pl	Online	Switzerland in the eyes of visitors and locals: what do they love it for? <i>Wieretely Matylda</i>	4'000'000	1'000'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/2023-06-30_wyborcza.png
ResultURL: <https://wyborcza.pl/10,82983,29927578,szwajcaria-w-oczach-przyjezdnym-i-lokalsow-za-co-ja-kochaja.html>

31.08.2023	wyborcza.pl	Online	Four steps to heaven <i>Imielski Roman</i>	4'000'000	1'000'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/2023-08-31_wyborcza.pdf
ResultURL: <https://wyborcza.pl/7,111390,30140881,cztery-kroki-do-nieba.html>

09.10.2023	Business Traveller	Magazine	4 PEAKS IN 4 DAYS <i>Mróz Marzena</i>	30'000	300'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/WAW/2023/mb-d5100de7d9868eb6af35da55e5cd83ca2a62e574.pdf>
ResultURL:

POLAND: 3 Clippings **8'030'000** **2'300'000**

SPAIN

15.05.2023	mujerdehoy.com	Online	Tiempo de emocionarse <i>Ribelles Geles</i>	551'000	551'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/BCN/2023/mujerhoy.es_Diez_escapadas_de_lujo_para_un_verano_slow.pdf
ResultURL:

SPAIN: 1 Clippings **551'000** **551'000**

PublicationDate Media

MediaType

Headlines Author

Circulation

Contacts

Grand Total over ALL

70'910'379

34'256'945