

# MarketingActivitiesCentral



Luxury Hotels & Homes

## AUSTRALIA

<i>Title</i> <b>KMM: Media Trip 'St Moritz' with Brandman agency</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>Contacts</b> <b>4</b>
<i>Date from - to</i> <b>02/27/2023 – 03/05/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	
<i>Activity</i> Intl. Media Trip 'St. Moritz'		
Organised by Brandman PR agency		
- STS STP support - Support with story ideas		
<a href="http://clippings.switzerlandtourism.ch/SYD/2023/20230512104553_210423_BrisbaneTimes_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/20230512104553_210423_BrisbaneTimes_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf</a> <a href="http://clippings.switzerlandtourism.ch/SYD/2023/20230512104724_210423_SMH_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/20230512104724_210423_SMH_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf</a>		

<i>Title</i> <b>Promotion: Signature Luxury Travel &amp; Style</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>193332</b>
<i>Date from - to</i> <b>05/01/2023 – 07/31/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>869994</b>
<i>Activity</i> For more than 13 years, Signature has been inspiring the lifestyle of our readers with bespoke travel experiences. We are a multi-platform title providing you with one of the most qualified reaches to consumers of luxury. Signature is a sophisticated magazine supported with growing digital channels.		
- 800-word native content article written by journalist to our brief - 'in partnership with' tag - Native content piece high up with CTA on website		
<a href="http://clippings.switzerlandtourism.ch/SYD/2023/20230512132434_090523_SignatureLuxury_Kirsty_GttoS_RF_IsThisTheWorldsMostScenicRailways.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/20230512132434_090523_SignatureLuxury_Kirsty_GttoS_RF_IsThisTheWorldsMostScenicRailways.pdf</a>		

<i>Title</i> <b>Digital Marketing: Podcast sponsoring 'Holidays to Switzerland'</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>99750</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>99750</b>

*Activity*  
Sponsoring of the Podcast 'Holidays to Switzerland' by Carolyn Schonafinger.

Almost 60 episodes have been published to date and the podcast has received more than 55,000 downloads.

2023 YE Downloads have now on track to surpass 100,000

[http://clippings.switzerlandtourism.ch/SYD/2023/20230512150356\\_190423\\_HolidaysToSwitzerland\\_Episode70\\_MtPilatus.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/20230512150356_190423_HolidaysToSwitzerland_Episode70_MtPilatus.pdf)  
[http://clippings.switzerlandtourism.ch/SYD/2023/20230512150451\\_050423\\_HolidaysToSwitzerland\\_Episode69\\_SwissRailPass.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/20230512150451_050423_HolidaysToSwitzerland_Episode69_SwissRailPass.pdf)  
[http://clippings.switzerlandtourism.ch/SYD/2023/20230512150539\\_030523\\_HolidaysToSwitzerland\\_Episode71\\_WinterFamilyTrip.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/20230512150539_030523_HolidaysToSwitzerland_Episode71_WinterFamilyTrip.pdf)  
[http://clippings.switzerlandtourism.ch/SYD/2023/20230512150633\\_220323\\_HolidaysOnLocation\\_Episode68\\_WhereToStay.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/20230512150633_220323_HolidaysOnLocation_Episode68_WhereToStay.pdf)

<b>AUSTRALIA</b>	<b>3</b> <i>MarketingActivities</i>	<b>193'332</b> <i>Circulation</i>	<b>969'748</b> <i>Contacts</i>
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## AUSTRIA/HUNGARY

<i>Title</i> <b>Campaigning: Luxury Hotels &amp; Homes Inserat im Vienna Deluxe Magazin, Österreich</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>35000</b>
<i>Date from - to</i> <b>11/15/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>87500</b>

*Activity*  
Ganzseitiges „Luxury Hotels & Homes“ Inserat im österreichischen Magazin „Vienna Deluxe Magazin“.

[http://clippings.switzerlandtourism.ch/VIE/2023/20231121145734\\_300\\_23d\\_08\\_ins\\_wien\\_luxury\\_230x297.pdf](http://clippings.switzerlandtourism.ch/VIE/2023/20231121145734_300_23d_08_ins_wien_luxury_230x297.pdf)

<b>AUSTRIA/HUNGARY</b>	<b>1</b> <i>MarketingActivities</i>	<b>35'000</b> <i>Circulation</i>	<b>87'500</b> <i>Contacts</i>
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## BENELUX

<i>Title</i> <b>Summer. Luxery Edition. TravMedia Print</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12500</b>
<i>Date from - to</i> <b>04/01/2023 – 06/01/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>31250</b>
<i>Activity</i> Cooperation with TravMedia to promote the Grand Train Tour of Switzerland. In print magazines targeting the travel industry, with a focus on travel agents.		
Belgium every two weeks on Friday Published in Dutch and French version. Luxurey Hotel Cooperation		
<a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230704144807_2023_TravMagazine_BE_Advertorial_Hoko_NL.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230704144807_2023_TravMagazine_BE_Advertorial_Hoko_NL.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/AMS/2023/20230704145005_2023_TravMagazine_BE_Advertorial_Hoko_FR.pdf">http://clippings.switzerlandtourism.ch/AMS/2023/20230704145005_2023_TravMagazine_BE_Advertorial_Hoko_FR.pdf</a>		

**BENELUX**

**1**  
*MarketingActivities*

**12'500**  
*Circulation*

**31'250**  
*Contacts*

## BRAZIL

<i>Title</i> <b>BRAZIL KEY PARTNER PACKAGE - Switzerland Travel Experience 2023 on the Road (B2B)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>171</b>
<i>Date from - to</i> <b>03/13/2023 – 03/17/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	
<i>Activity</i> Switzerland Travel Experience "on the road" is a pocket version of the successful STE Brazil format, to be realized in 3 selected regions of Brazil relevant for destination Switzerland (São Paulo, Brasilia, and Curitiba).		
The objective is to get closer to the travel agents by visiting their region of origin, still selecting the best buyers from different cities for a full Switzerland Travel Experience in a mix of workshops and network lunch/dinner.		
The shorter program will allow different travel agents to attend the training and became an expert on Switzerland destination and products.		

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

*Instrument*  
**KAM**  
  
*Marketing Tool*  
**Inhouse Training**

*Circulation*  
  
*Contacts*  
**28000**

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

*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*  
**BRAZIL KEY PARTNER PACKAGE - Influencer Summer Offensive 2023**

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

*Circulation*  
  
*Contacts*  
**17575000**

*Date from - to*  
**06/01/2023 – 09/30/2023**

*Activity*  
A recent survey (<https://www.mundodomarketing.com.br/ultimas-noticias/39744/influenciadores-digitais-ja-fazem-parte-da-estrategia-de-marketing-de-92-por-cento-das-marcas-turismo.html>) about the efficiency of digital influencers in the Brazilian tourism industry shows that 92% of tourism brands adopt this kind of media.

For this campaign we will leverage celebrities and influencers based in Rio (network of Carol Sampaio highly connected opinion leader in Rio)

We will invite 6 influencer couples to travel around Switzerland, each of them under one of the following four themes: Gastronomy / Outdoor / Wellness / Family.

*Title*  
**BRAZIL KEY PARTNER PACKAGE - Luxury Brand Activation 2023**

*Instrument*  
**Campaigning & Activation**  
  
*Marketing Tool*  
**OOH incl. Digital OOH**

*Circulation*  
  
*Contacts*  
**3435000**

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

*Activity*  
In partnership with the main luxury shopping malls in São Paulo City (Iguatemi and Cidade Jardim) and Rio de Janeiro, targeting AAA customers (these malls have the highest concentration of HNWIs in these cities).

Dedicated brand activation in backlights, digital / social media and B2C events.

ST Brazil has experience working with these 2 institutions and has learned what works well for maximum impact.

Switzerland is the only country in partnership with these 2 institutions.

<i>Title</i> <b>STS2023: Sales Manual 2023-2024 (B2B)</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>Contacts</b> <b>28000</b>
<i>Date from - to</i> <b>06/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Inhouse Training</b>	
<i>Activity</i>		
<ul style="list-style-type: none"> <li>- The new edition 2023 / 2024 focused on the segmentation "winter/summer/cities".</li> <li>- The sales manual will base on the consecrated format with the segments and integrate an update of new experiences.</li> <li>- Following the sustainability and digitalization trend, the manual will be printed at 500 copies.</li> <li>- 28'000 electronic versions distributed via e-mailing.</li> <li>- Permanently available on ST's website at brochures.myswitzerland.com.</li> <li>- The manual is used during all trainings, events and fairs throughout the year.</li> </ul>		

<i>Title</i> <b>KMM: Press Trip Young KOLs</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>337500</b>
<i>Date from - to</i> <b>03/24/2023 – 04/05/2023</b>	<i>Marketing Tool</i> <b>Social Media Organic</b>	
<i>Activity</i>		
<p>The objective of ST's promotion in Brazil is to expand the target group to younger HNWI's, who still perceived Switzerland as a conservative and traditional country.</p>		

To start the process of mind shifting, ST Brazil invited 7 Key Opinion Leaders from Sao Paulo, mainly consisting of young people from rich traditional families.

The impressive trip would start a word of mouth strategy among the different closed circles in Brazil.

Zermatt was the first destination to support us in this quest, as well as St. Moritz.

<i>Title</i> <b>KMM: Press Trip Adriane Galisteu</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>2423000</b>
<i>Date from - to</i> <b>02/25/2023 – 03/07/2023</b>	<i>Marketing Tool</i> <b>Ambassador/Influencer</b>	
<i>Activity</i>		
<p>Instagram @galisteuoficial 5 mio followers</p> <p>ST Support: flights and 10 overnights and STPs</p> <p>Destinations: Geneva, Interlaken and Zurich</p> <p>Launch of avatar Galis of Metavers during the trip.</p>		

<i>Title</i> <b>HOTEL COOPERATION BRAZIL: Luxury Accommodation Trade e-Newsletter 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>700</b>
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<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>3500</b>
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*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.

<i>Title</i> <b>KAM: ILTM Latin America 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>
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<i>Date from - to</i> <b>05/09/2023 – 05/12/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>350</b>
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*Activity*

- Activation by ST Brazil
- Visibility at press conference
- In 2023, 350 exhibiting companies, 350 buyers from 50 cities and 9 countries, 18'000 scheduled appointments.
- Venue: Bienal São Paulo

<i>Title</i> <b>KAM: Brazil Winter Famtrip Jan 2023 - Pontresina &amp; St. Moritz</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i>
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<i>Date from - to</i> <b>01/11/2023 – 01/13/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	<i>Contacts</i> <b>3</b>
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*Activity*

- ST Brazil took advantage of the participation of key TOs from Brazil at the STMS and organized 2 extra nights in Switzerland before the official program started.
- 3 Brazilian Tour Operators: Blue Papaya; Sete Mares Turismo; Plantel Turismo;
- Swiss Partners support: Engadin-St Moritz Tourism, Grand Hotel Kronenhof Pontresina, Swiss Travel System.

<i>Title</i> <b>KAM: Blue Papaya Winter Famtrip March 2023 - Crans-Montana, St. Moritz, Zermatt</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>6</b>
<i>Date from - to</i> <b>03/08/2023 – 03/17/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	

*Activity*  
Famtrip as result of winter sales incentive campaign in partnership with Blue Papaya Travel.  
6 participants: 2 Blue Papaya + 4 travel agentes.  
Travel agencies: Trip Experiences; Isabella Lucas Viagens; Flytour Uberaba; Skyler.  
Partners involved/promoted:  
Crans Montana Tourism; Guarda Golf Hotel & Residences;  
St Moritz Tourism; Kulm Hotel St Moritz; Grand Hotel Kronenhof Pontresina; Badrutt's Palace;  
Zermatt Tourism; Grand Hotel Zermatterhof; Mont Cervin Palace, Monte Rosa & Schweizerhof ;  
Swiss Internation Air, Swiss Travel System;

<i>Title</i> <b>KAM: Michel Reybier Cocktail</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>50</b>
<i>Date from - to</i> <b>08/30/2023 – 08/30/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	

*Activity*  

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

<i>Title</i> <b>Campaigning &amp; Activation: Influencer Trip @silviabraz</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1300005</b>
<i>Date from - to</i> <b>01/04/2023 – 01/14/2023</b>	<i>Marketing Tool</i> <b>Ambassador/Influencer</b>	

*Activity*  
Silvia Braz – 1.3MIO followers  
Trip to promote Lucerne – Mandarin Oriental, Gstaad – Alpina Gstaad and Crans-Montana – Guarda Golf Hotel.  
ST Support: flight, transfer, overnights and program.  
Segment: Luxury

<p><i>Title</i> <b>Campaigning &amp; Activation: Influencer Trip @Mariabbraz</b></p> <p><i>Date from - to</i> <b>01/04/2023 – 01/14/2023</b></p> <p><i>Activity</i> January, 4th to 14th.</p> <p>Maria Braz – 360K followers. Trip to promote Lucerne – Mandarin Oriental, Gstaad – Alpina Gstaad and Crans-Montana – Guarda Golf Hotel. ST Support: Overnights, transfer and program. Segment: Luxury.</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>360005</b></p>
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<p><i>Title</i> <b>Campaigning &amp; Activation: Influencer Trip @brunoastuto</b></p> <p><i>Date from - to</i> <b>01/09/2023 – 01/13/2023</b></p> <p><i>Activity</i> Bruno Astuto– 941K followers Trip to promote Crans-Montana/ Guarda Golf Hotel. ST Support: transfer and overnight. Segment: Luxury.</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>941002</b></p>
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<p><i>Title</i> <b>KMM: Switzerland Travel Experience Brazil 2023</b></p> <p><i>Date from - to</i> <b>03/13/2023 – 03/17/2023</b></p> <p><i>Activity</i> - Events in São Paulo, Brasília and Curitiba to Journalists, influencers and opinion makers. - Guests from São Paulo, Rio de Janeiro, Brasília, Curitiba, Londrina and Florianópolis.</p> <p>10.178 MIO - Media Contacts</p>	<p><i>Instrument</i> <b>KMM</b></p> <p><i>Marketing Tool</i> <b>Media Conference</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>95</b></p>
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<p><i>Title</i> <b>KMM: Press release ILTM Latin América</b></p> <p><i>Date from - to</i> <b>05/05/2023 – 05/12/2023</b></p> <p><i>Activity</i> Press release highlighting the Switzerland Tourism presence and the largest Swiss delegation. Mailing: 600 journalists</p>	<p><i>Instrument</i> <b>KMM</b></p> <p><i>Marketing Tool</i> <b>Media Release</b></p>	<p><i>Circulation</i></p> <p><b>250000</b></p> <p><i>Contacts</i> <b>250000</b></p>
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<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>KMM – Meetings with journalists at ILTM Latin América</b>  <i>Date from - to</i> <b>05/10/2023 – 05/10/2023</b>  <i>Activity</i> Meeting with approximately 15 journalists in the ILTM press room. Gift bag to each journalist containing: <ul style="list-style-type: none"> <li>• A flash drive with ST Brazil latest press releases</li> <li>• Luggage belt</li> </ul>	<b>KMM</b>  <i>Marketing Tool</i> <b>Media Conference</b>	  <i>Contacts</i> <b>15</b>
  <i>Title</i> <b>Campaigning &amp; Activation: Influencer Trip Lucerna &amp; Zermatt @gabrielgotijo - Key Partner Package</b>  <i>Date from - to</i> <b>06/18/2023 – 06/25/2023</b>  <i>Activity</i> Brazilian digital influencer representing Gabriel Gotijo 94'2 followers ST Brazil supported: Flights and STP, hotel and program in Lucerne and Zermatt.	  <i>Instrument</i> <b>Campaigning &amp; Activation</b>  <i>Marketing Tool</i> <b>Ambassador/Influencer</b>	  <i>Circulation</i>  <i>Contacts</i> <b>94202</b>
  <i>Title</i> <b>Campaigning &amp; Activation: Influencer Trip: Xmas Market @byfabigama</b>  <i>Date from - to</i> <b>11/27/2023 – 12/02/2023</b>  <i>Activity</i> Influencer trip to cover the Xmas Market and Winter Season @byfabigama: 553K followers on Instagram Focus of this trip: Xmas Market and 5 stars hotels (project in partnership with the Leading Hotels of the World) ST support: 1 Swiss Travel Pass, accommodation, programme and meals	  <i>Instrument</i> <b>Campaigning &amp; Activation</b>  <i>Marketing Tool</i> <b>Ambassador/Influencer</b>	  <i>Circulation</i>  <i>Contacts</i> <b>553000</b>
  <i>Title</i> <b>CAMPAIGNING &amp; ACTIVATION: Brand Luxury Activity - Winter Launch</b>  <i>Date from - to</i> <b>12/06/2023 – 12/06/2023</b>  <i>Activity</i> On December 6th, Switzerland Tourism gathered among 28 socialities to launch the Winter season. The event was a lunch hosted by Carlota restaurant with a menu including Swiss ingredients. The Omnia has sponsored this activity and Cailler also participated with chocolate bars. All the participants received our Christmas gift at the end.	  <i>Instrument</i> <b>Campaigning &amp; Activation</b>  <i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	  <i>Circulation</i>  <i>Contacts</i> <b>28</b>

Is the second consecutive year that ST Brazil is promoting a winter lunch as a “opening” of the winter season in Switzerland.

<i>Title</i> <b>Campaigning &amp; Activation: The President Magazine</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>105000</b>
<i>Date from - to</i> <b>04/29/2023 – 05/06/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>262500</b>

*Activity*  
Online content as part of negotiation of a media trip.

The content was published in 3 different editions.

35 copies each edition

- Romantik Schweizerhof Grindelwald
- La Reserve Geneva
- Grand Hotel Bellevue Bern

**BRAZIL**

<b>22</b> <i>MarketingActivities</i>	<b>355'700</b> <i>Circulation</i>	<b>27'591'432</b> <i>Contacts</i>
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## CZECH REPUBLIC

<i>Title</i> <b>Luxury Travel Digest 4/2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10000</b>
<i>Date from - to</i> <b>04/14/2023 – 04/14/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>25000</b>

*Activity*  
20/1 advertorial "Swiss Summer" in print edition of high-end premium travel magazine Luxury Travel Digest in its summer edition presentation of GToS and GTToS with promotion of premium panoramic trains, RF video campaign, Swisustainable possibilities (Lugano, Zermatt) Lucern, Pilatus, Rigi, Titlis, Davos Klosters, RhB, Andermatt, Radisson Blu, GEX, and Schilthorn.

[http://clippings.switzerlandtourism.ch/PRG/2023/20231025143141\\_svycarsko\\_upravy\\_text2.pdf](http://clippings.switzerlandtourism.ch/PRG/2023/20231025143141_svycarsko_upravy_text2.pdf)

<i>Title</i> <b>5/1 Swiss bliss in Luxury Guide 6/2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>13000</b>
<i>Date from - to</i> <b>06/20/2023 – 07/20/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>32500</b>

*Activity*  
5/1 advertorial "Swiss bliss" placed in premium print lifestyle magazine Luxury Guide with promotion of Lucerne, Pilatus, SGV, Rigi, Titlis, Davos, Schilthorn and GTToS (incl. RF campaign).

[http://clippings.switzerlandtourism.ch/PRG/2023/20231025145517\\_svycarskoNEW.pdf](http://clippings.switzerlandtourism.ch/PRG/2023/20231025145517_svycarskoNEW.pdf)

<i>Title</i> <b>SWISSmag - Winter 2023/2024</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>3000</b>
<i>Date from - to</i> <b>09/14/2023 – 09/14/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>7500</b>

*Activity*  
New edition of printed magazine SWISSmag focused on Winter season 2023/2024 with 58 pages tourism / culture content incl. 10/1 ST article presenting market parnters news.

- Articles:
- 1/1 Brienzer Rothorn photo and promotion
  - 2/1 News from Switzerland (Global warming, highway e-stamp, survey of Swiss positive attitude towards Czechs, new program of Swiss contribution funds, H. R. Giger exhibition in CZ)
  - 1/1 175 year of Swiss constitution
  - 1/1 Switzerland in Security Council of UN

[http://clippings.switzerlandtourism.ch/PRG/2023/20231103142448\\_SWISSmag\\_29\\_FINAL.pdf](http://clippings.switzerlandtourism.ch/PRG/2023/20231103142448_SWISSmag_29_FINAL.pdf)

<b>CZECH REPUBLIC</b>	<b>3</b>	<b>26'000</b>	<b>65'000</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## FRANCE

<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>

*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

<b>FRANCE</b>	<b>1</b>	<b>70'000</b>	<b>210'000</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>Contacts</b>
<i>Date from - to</i> <b>04/28/2022 – 05/01/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</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>Contacts</b>
<i>Date from - to</i> <b>01/28/2023 – 02/04/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</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>
<i>Activity</i> ♣ 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.		

<i>Title</i> <b>Promotion: Family Booklet 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10000</b>
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<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>
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*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 (Park Hyatt Zurich)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>579323</b>
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<i>Date from - to</i> <b>07/23/2023 – 07/27/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>579323</b>
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*Activity*

- ♣ Facebook 500 CHF boosted post for hotel partner.
- ♣ Impressions: 579,323
- ♣ Clicks: 875
- ♣ Reach: 310,974
- ♣ Park Hyatt Zurich

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112114849\\_Park\\_Hyatt.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112114849_Park_Hyatt.png)

<i>Title</i> <b>Campaigning: GCC Ladies Events</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>220</b>
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<i>Date from - to</i> <b>03/11/2023 – 03/16/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>220</b>
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*Activity*

Date: 11 - 16 MAR

Ladies' VIP Events in Riyadh, Doha, Sharjah, Al Ain and Abu Dhabi

Local partners: Swiss Embassy Riyadh, Sharjah Ladies Club, First Abu Dhabi Bank, etc.  
Contacts: 220

Partners: Swiss Deluxe Hotel, Badrutt's Palace Hotel, Beau Rivage Hotel, Eden au Lac, Le Crans Hotel & SPA, Mandarin Oriental 16.03

[http://clippings.switzerlandtourism.ch/DXB/2024/20240109111549\\_Ladies\\_VIP\\_Events.pptx](http://clippings.switzerlandtourism.ch/DXB/2024/20240109111549_Ladies_VIP_Events.pptx)  
[http://clippings.switzerlandtourism.ch/DXB/2024/20240112115049\\_Program\\_VIP\\_Ladies\\_Events\\_2023\\_v4.pdf](http://clippings.switzerlandtourism.ch/DXB/2024/20240112115049_Program_VIP_Ladies_Events_2023_v4.pdf)  
[http://clippings.switzerlandtourism.ch/DXB/2024/20240112120334\\_Screenshot\\_2024-01-12\\_at\\_12.01.31.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112120334_Screenshot_2024-01-12_at_12.01.31.png)

<i>Title</i> <b>KAM: Al Rais Luxury Campaign</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2620000</b>
<i>Date from - to</i> <b>06/01/2023 – 07/31/2023</b>	<i>Marketing Tool</i> <b>Audio incl. Digital</b>	<i>Contacts</i> <b>2620000</b>

- Activity*
- 50 radio spots in Al Khaleejia Radio (Reach: 2'500'000)
  - 15'000 flyers: houses, corporate, etc distributed thru al Khaleej Newspaper (Reach 60'000)
  - Social media (Reach 60'000)
  - Landing page on Al Rais Holidays website
  - Digital flyer promotion thru corporate and partner intranet
  - Total reach: 2'620'000
  - Partners: Geneva, LGR, Interlaken, Graubunden, Gstaad

[http://clippings.switzerlandtourism.ch/DXB/2023/20230619142953\\_AL\\_RAIS\\_-\\_ST\\_GT\\_-\\_07\\_Jun.jpg](http://clippings.switzerlandtourism.ch/DXB/2023/20230619142953_AL_RAIS_-_ST_GT_-_07_Jun.jpg)  
[http://clippings.switzerlandtourism.ch/DXB/2023/20230619143232\\_AL\\_RAIS\\_-\\_ST\\_GT\\_-\\_14\\_Jun.jpg](http://clippings.switzerlandtourism.ch/DXB/2023/20230619143232_AL_RAIS_-_ST_GT_-_14_Jun.jpg)  
[http://clippings.switzerlandtourism.ch/DXB/2023/20230619143730\\_AL\\_RAIS\\_-\\_ST\\_GT\\_-\\_21\\_Jun.jpg](http://clippings.switzerlandtourism.ch/DXB/2023/20230619143730_AL_RAIS_-_ST_GT_-_21_Jun.jpg)

<i>Title</i> <b>KAM: Omeir Luxury Campaign</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5249000</b>
<i>Date from - to</i> <b>06/01/2023 – 07/31/2023</b>	<i>Marketing Tool</i> <b>Audio incl. Digital</b>	<i>Contacts</i> <b>5249000</b>

- Activity*
- 90'000 SMS
  - 49'000 newsletters
  - Banners on website
  - 50 radio spots (reach 2'500'000)
  - Paid Social media ads - lead generation ads (Instagram and Facebook) (reach 10'000)
  - 1 post on Barq UAE (reach 2'600'000)
  - Total reach: 5'249'000
  - Partners: Geneva, LGR, Interlaken, Graubunden, Gstaad

[http://clippings.switzerlandtourism.ch/DXB/2023/20230621143141\\_OMEIR.pdf](http://clippings.switzerlandtourism.ch/DXB/2023/20230621143141_OMEIR.pdf)

<i>Title</i> <b>Promotion: Winter Inspirations Booklet 2023/24</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>10000</b>
<i>Date from - to</i> <b>12/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>30000</b>

- Activity*
- ♣ Date: Dec 2023.
  - ♣ Production of 10,000 winter brochures including 17 hotels, 2 destinations and First Ski Experience.
  - ♣ 5000 physical brochures were distributed through hand out at mall activation in Jeddah and Riyadh.
  - ♣ 5000 digital brochure downloads at mall activation in Jeddah and Riyadh.
  - ♣ Raffle draw to win 2 overnights on in Davos and Interlaken total of 780+ participants
  - ♣ Regions: Interlaken, Davos, SWISS, STS.

[http://clippings.switzerlandtourism.ch/DXB/2024/20240104121952\\_Winter\\_2023.24.pdf](http://clippings.switzerlandtourism.ch/DXB/2024/20240104121952_Winter_2023.24.pdf)  
[http://clippings.switzerlandtourism.ch/DXB/2024/20240111204737\\_PHOTO-2024-01-05-23-25-15.jpg](http://clippings.switzerlandtourism.ch/DXB/2024/20240111204737_PHOTO-2024-01-05-23-25-15.jpg)  
[http://clippings.switzerlandtourism.ch/DXB/2024/20240111204820\\_PHOTO-2023-12-29-17-29-12\\_4.jpg](http://clippings.switzerlandtourism.ch/DXB/2024/20240111204820_PHOTO-2023-12-29-17-29-12_4.jpg)

<p><i>Title</i> <b>KAM: STM Health and post-convention</b></p> <p><i>Date from - to</i> <b>06/25/2023 – 06/30/2023</b></p> <p><i>Activity</i> Date: 25th-30th June.</p> <p>9 GCC delegates/buyers from government, private sector and doctors traveled to Switzerland to meet with our medical partners in Engelberg.</p> <p>3 Post-convention tour: Schloss Mammern, Zihlschlacht, Swiss Medical Network, Hirslanden, Kusnacht Practice, Mentalva, Neoviva, Clinique Les Alpes, Meiringen, Genolier, Bad Ragaz, USZ.</p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240109112904_STMH23_Invitation.pdf">http://clippings.switzerlandtourism.ch/DXB/2024/20240109112904_STMH23_Invitation.pdf</a> <a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240109113112_IMG_6383_2.JPG">http://clippings.switzerlandtourism.ch/DXB/2024/20240109113112_IMG_6383_2.JPG</a></p>	<p><i>Instrument</i> <b>KAM</b></p> <p><i>Marketing Tool</i> <b>Trip - Group</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>9</b></p>
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<p><i>Title</i> <b>Digital: Winter Hotel Facebook Campaign (Tschuggen Grand Hotel)</b></p> <p><i>Date from - to</i> <b>03/02/2023 – 03/07/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>♣ Date: 2 – 7 MAR</li> <li>♣ Facebook 500 CHF boosted post for hotel partner.</li> <li>♣ Impressions: 471,178</li> <li>♣ Clicks: 5,867</li> <li>♣ Reach: 289,856</li> <li>♣ Tschuggen Grand Hotel</li> </ul> </p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240112115844_Tschuggen.png">http://clippings.switzerlandtourism.ch/DXB/2024/20240112115844_Tschuggen.png</a></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></p> <p><i>Contacts</i> <b>471178</b></p>
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<p><i>Title</i> <b>KAM: Al Rais Winter Campaign</b></p> <p><i>Date from - to</i> <b>11/13/2023 – 12/10/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>- Content: winter campaign</li> <li>- 50 radio spots (Al Arabiya Radio (reach 1'500'000)</li> <li>- 20'000 flyers distributed through Dar Al Khaleej newspaper</li> <li>- Social media: instagram, facebook, twitter (reach 100'000)</li> <li>- Digital: landing page on Al Rais Holidays website</li> <li>- Total reach: 1'620'000</li> <li>- Partners: Davos &amp; Interlaken</li> </ul> </p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127082208_Switzerland_Flier_-_Front_Back_Page.jpg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127082208_Switzerland_Flier_-_Front_Back_Page.jpg</a> <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127082357_Switzerland_Flier_-_Inside_Page.jpg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127082357_Switzerland_Flier_-_Inside_Page.jpg</a> <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127082548_Interlaken_Ski_Packages.jpg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127082548_Interlaken_Ski_Packages.jpg</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Audio incl. Digital</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>1620000</b></p>
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<p><i>Title</i> <b>KAM: Alrayah Autumn Campaign</b></p> <p><i>Date from - to</i> <b>09/01/2023 – 10/31/2023</b></p> <p><i>Activity</i> -10 social media ADS with a reach of approx 14k - 30 radio ADs Via Dubai Radio Live Streaming. - Partners: Crans-Montana, Zurich &amp; Ticino</p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127130353_image1.jpeg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127130353_image1.jpeg</a>  <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127130415_image_2.jpeg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127130415_image_2.jpeg</a>  <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127130428_Interlaken_.jpeg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127130428_Interlaken_.jpeg</a>  <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127130441_lugano.jpeg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127130441_lugano.jpeg</a>  <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127130452_zurich_.jpeg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127130452_zurich_.jpeg</a>  <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127130504_Record.mpeg">http://clippings.switzerlandtourism.ch/DXB/2023/20231127130504_Record.mpeg</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Audio incl. Digital</b></p>	<p><i>Circulation</i> <b>1681000</b></p> <p><i>Contacts</i> <b>1681000</b></p>
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<p><i>Title</i> <b>KAM: Omeir Winter Campaign</b></p> <p><i>Date from - to</i> <b>10/01/2023 – 11/30/2023</b></p> <p><i>Activity</i> - Impressions: 123'000 - Reach: 61'500 - Partners: Davos &amp; Interlaken</p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127131523_small_Switzerland_flyer_cover.png">http://clippings.switzerlandtourism.ch/DXB/2023/20231127131523_small_Switzerland_flyer_cover.png</a>  <a href="http://clippings.switzerlandtourism.ch/DXB/2023/20231127132005_small_Switzerland_flyer_content.png">http://clippings.switzerlandtourism.ch/DXB/2023/20231127132005_small_Switzerland_flyer_content.png</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Audio incl. Digital</b></p>	<p><i>Circulation</i> <b>123000</b></p> <p><i>Contacts</i> <b>123000</b></p>
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<p><i>Title</i> <b>Digital: Mandarin Oriental Influencer Trip</b></p> <p><i>Date from - to</i> <b>05/12/2023 – 05/16/2023</b></p> <p><i>Activity</i> ♣ Content creators Noha Nabil and Abdullah Al Jumah visited Lucerne and Geneva in partnership with Mandarin Oriental to showcase Switzerland as the perfect summer vacation. ♣ Instagram: 290,310 likes, 1,605 comments ♣ Instagram stories: 209, total of 8 Million views</p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240111211451_____mp4">http://clippings.switzerlandtourism.ch/DXB/2024/20240111211451_____mp4</a></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>8291915</b></p> <p><i>Contacts</i> <b>8291915</b></p>
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<i>Title</i> <b>Digital: Winter Hotel Facebook Campaign (Park Hyatt Zurich)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>387271</b>
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*Date from - to*  
**04/01/2023 – 04/08/2023**

*Activity*  
♣ Date: 1 – 8 APR  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 387,271  
♣ Clicks: 6,240  
♣ Reach: 246,847  
♣ Park Hyatt

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112121047\\_Park\\_Hyatt\\_.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112121047_Park_Hyatt_.png)

<i>Title</i> <b>Digital: Family Hotel Facebook Campaign (Beau-Rivage Geneva)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>658919</b>
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*Date from - to*  
**04/24/2023 – 04/30/2023**

*Activity*  
♣ Date: 24 – 30 APR  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 658,919  
♣ Clicks: 6,748  
♣ Reach: 451,969  
♣ Beau-Rivage

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112121218\\_Beau-Rivage\\_Fam.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112121218_Beau-Rivage_Fam.png)

<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Beau-Rivage Geneva Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>477498</b>
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*Date from - to*  
**06/19/2023 – 06/22/2023**

*Activity*  
♣ Date: 19 – 22 JUN, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 477,498  
♣ Clicks: 4,612  
♣ Reach: 426,821  
♣ Beau-Rivage Geneva Hotel

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112123543\\_Beau\\_Rivage\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112123543_Beau_Rivage_Lux.png)

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<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Grand Resort Bad Ragaz)</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>823989</b>
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*Date from - to*  
**06/03/2023 – 06/28/2023**

*Activity*  
♣ Date: 3 – 28 JUN, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 823,989  
♣ Clicks: 6,718  
♣ Reach: 568,321  
♣ Grand Resort Bad Ragaz

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112123827\\_Bad\\_Ragaz\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112123827_Bad_Ragaz_Lux.png)

<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Grand Hotel Villa Castagnola)</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>857406</b>
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*Date from - to*  
**06/12/2023 – 06/17/2023**

*Activity*  
♣ Date: 12 – 17 JUN, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 857,406  
♣ Clicks: 5,644  
♣ Reach: 670,445  
♣ Grand Hotel Villa Castagnola

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112124038\\_Castagnola\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112124038_Castagnola_Lux.png)

<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Eden Roc Hotel)</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>675349</b>
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*Date from - to*  
**06/10/2023 – 06/14/2023**

*Activity*  
♣ Date: 10 – 14 JUN, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 675,349  
♣ Clicks: 5,022  
♣ Reach: 501,519  
♣ Eden Roc Hotel

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112124213\\_Eden\\_Roc\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112124213_Eden_Roc_Lux.png)

<p><i>Title</i> <b>Digital: Family Hotel Facebook Campaign (Victoria Jungfrau Hotel)</b></p> <p><i>Date from - to</i> <b>06/07/2023 – 06/11/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>♣ Date: 7 – 11 JUN, 23</li> <li>♣ Facebook 500 CHF boosted post for hotel partner.</li> <li>♣ Impressions: 656,999</li> <li>♣ Clicks: 5,905</li> <li>♣ Reach: 518,397</li> <li>♣ Victoria Jungfrau Grand Hotel &amp; Spa</li> </ul> </p>	<p><i>Instrument</i> <b>Campainging &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>656999</b></p>
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[http://clippings.switzerlandtourism.ch/DXB/2024/20240112124404\\_VJC\\_Fam.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112124404_VJC_Fam.png)

<p><i>Title</i> <b>Digital: MBC Social Media.</b></p> <p><i>Date from - to</i> <b>07/14/2023 – 07/21/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>♣ Date: 14-21 JUL 2023</li> <li>♣ The MBC crew with Haya Yasmeen and Sara Murad visited Switzerland to highlight Lucerne and Geneva.</li> <li>♣ Total of 5 episodes: 10Mil contacts</li> <li>♣ Sara Murad: 40'161 likes &amp; 728 comments</li> <li>♣ Haya Yasmeen: 5'200 likes &amp; 184 comments</li> <li>♣ Partner: Lucerne, Geneva, Buergenstock Resort and Four Seasons Geneva</li> </ul> </p>	<p><i>Instrument</i> <b>Campainging &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>TV/Cinema Spot incl. Digital</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>10046274</b></p>
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<http://clippings.switzerlandtourism>  
<http://clippings.switzerlandtourism>

<p><i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Dolder Grand Hotel)</b></p> <p><i>Date from - to</i> <b>07/17/2023 – 07/20/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>♣ Date: 17 – 20 July, 23</li> <li>♣ Facebook 500 CHF boosted post for hotel partner.</li> <li>♣ Impressions: 383,677</li> <li>♣ Clicks: 5,167</li> <li>♣ Reach: 298,881</li> <li>♣ Dolder Grand Hotel</li> </ul> </p>	<p><i>Instrument</i> <b>Campainging &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>383677</b></p>
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[http://clippings.switzerlandtourism.ch/DXB/2024/20240112125652\\_Dolder\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112125652_Dolder_Lux.png)

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<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Mandarin Oriental Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>459225</b>
<i>Date from - to</i> <b>07/12/2023 – 07/16/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>459225</b>

*Activity*  
♣ Date: 12 – 16 Jul, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 459,225  
♣ Clicks: 6,431  
♣ Reach: 305,599  
♣ Mandarin Oriental

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112125814\\_Mandarine\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112125814_Mandarine_Lux.png)

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<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Tschuggen Grand Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>455917</b>
<i>Date from - to</i> <b>08/01/2023 – 08/05/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>455917</b>

*Activity*  
♣ Date: 1 – 5 Aug, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 455,917  
♣ Clicks: 4,763  
♣ Reach: 321,281  
♣ Tschuggen Grand Hotel

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112130113\\_Tschuggen\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112130113_Tschuggen_Lux.png)

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<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Aspen Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>429676</b>
<i>Date from - to</i> <b>08/01/2023 – 08/05/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>429676</b>

*Activity*  
♣ Date: 1 – 5 Aug, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 429,676  
♣ Clicks: 4,815  
♣ Reach: 355,839  
♣ Aspen Hotel

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112130224\\_Aspen\\_Lux.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112130224_Aspen_Lux.png)

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*Title*  
**Digital: Luxury Hotel Facebook Campaign  
(Park Hyatt Zurich)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**753692**

*Date from - to*  
**08/10/2023 – 08/14/2023**

*Activity*  
♣ Date: 10 – 14 Aug, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 753,692  
♣ Clicks: 7,428  
♣ Reach: 583,935  
♣ Park Hyatt Zurich

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112134633\\_PH.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112134633_PH.png)

*Title*  
**Digital: Luxury Hotel Facebook Campaign  
(Budrutt Palace)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**635519**

*Date from - to*  
**08/08/2023 – 08/12/2023**

*Activity*  
♣ Date: 8 – 12 Aug, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 635,519  
♣ Clicks: 6,559  
♣ Reach: 511,102  
♣ Budrutt Palace

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112134756\\_Badrutt.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112134756_Badrutt.png)

*Title*  
**Digital: Luxury Hotel Facebook Campaign  
(Carlton Hotel)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**

*Date from - to*  
**08/06/2023 – 08/10/2023**

*Activity*  
♣ Date: 6 – 10 Aug, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 653,659  
♣ Clicks: 6,482  
♣ Reach: 497,658  
♣ Carlton Hotel

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112134816\\_Carlton.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112134816_Carlton.png)

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*Title*  
**Digital: Luxury Hotel Facebook Campaign  
(Burgenstock Collection)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**423171**

*Date from - to*  
**08/01/2023 – 08/05/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*  
♣ Date: 1 – 5 Aug, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 423,171  
♣ Clicks: 5,417  
♣ Reach: 307,457  
♣ Burgenstock Collection

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112135048\\_Burgenstock.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112135048_Burgenstock.png)

*Title*  
**Digital: Family Hotel Facebook Campaign  
(Mandarin Oriental Palace)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**806071**

*Date from - to*  
**09/01/2023 – 09/06/2023**

*Marketing Tool*  
**Social Media Paid**

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

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112134534\\_Mandarin.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112134534_Mandarin.png)

*Title*  
**Digital/Health: Medical Facebook Campaign  
(Badragaz Resort)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**971561**

*Date from - to*  
**10/02/2023 – 10/09/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*  
♣ Date: 02 – 09 October  
♣ Facebook campaign. Several posts. Various targeting.  
♣ Impressions: 971,561  
♣ Clicks: 6,557  
♣ Reach: 430,942  
♣ Partner: Badragaz Resort

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112133845\\_Badragaz.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112133845_Badragaz.png)

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<i>Title</i> <b>Campaigning: Weddings SoMe Campaign. (Dolder Grand Hotel Zurich)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1914625</b>
<i>Date from - to</i> <b>11/19/2023 – 11/23/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>1914625</b>

*Activity*  
♣ Date: 19 – 23 November  
♣ Facebook boosted post promoting wedding hotel in Switzerland to Arabs.  
♣ Impressions: 1,914,625  
♣ Clicks: 8,090  
♣ Reach: 960,200  
♣ Dolder Grand Hotel Zurich

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112133137\\_Wedding\\_Dolder.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112133137_Wedding_Dolder.png)

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<i>Title</i> <b>Campaigning: Weddings SoMe Campaign. (Beau-Rivage Geneva)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1054544</b>
<i>Date from - to</i> <b>11/24/2023 – 11/30/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>1054544</b>

*Activity*  
♣ Date: 24 – 30 November  
♣ Facebook boosted post promoting wedding hotel in Switzerland to Arabs.  
♣ Impressions: 1,054,544  
♣ Clicks: 8,611  
♣ Reach: 678,064  
♣ Beau-Rivage Geneva

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112133106\\_Wedding\\_beau-rivage.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112133106_Wedding_beau-rivage.png)

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<i>Title</i> <b>Campaigning: Fourth Health Newsletter</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12275</b>
<i>Date from - to</i> <b>11/16/2023 – 11/16/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12275</b>

*Activity*  
Date: 16 November  
Medical newsletter sent out to more than 12,275 GCC Doctors and some medical dealers  
Contacts: 12,275  
Opening rate: 16.9%, Click rate: 7.9%  
Click-to-open rate: 46.4%

[http://clippings.switzerlandtourism.ch/DXB/2024/2024011221851\\_Health\\_NL\\_4.pdf](http://clippings.switzerlandtourism.ch/DXB/2024/2024011221851_Health_NL_4.pdf)

<p><i>Title</i> <b>Digital: Winter Hotel Facebook Campaign (Burgenstock)</b></p> <p><i>Date from - to</i> <b>12/19/2023 – 12/23/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>♣ Date: 19 – 23 Dec, 22</li> <li>♣ Facebook 500 CHF boosted post for hotel partner.</li> <li>♣ Impressions: 612,228</li> <li>♣ Clicks: 4,133</li> <li>♣ Reach: 303,376</li> <li>♣ Burgenstock</li> </ul> </p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240112131514_Burgenstock.png">http://clippings.switzerlandtourism.ch/DXB/2024/20240112131514_Burgenstock.png</a></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>612228</b></p> <p><i>Contacts</i> <b>612228</b></p>
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<p><i>Title</i> <b>Campaigning: Third HIA Health Advertorial</b></p> <p><i>Date from - to</i> <b>10/01/2023 – 10/31/2023</b></p> <p><i>Activity</i> Date: October 2023.</p> <p>Topic: Rehabilitation.</p> <p>Feature about rehabilitation in Hia magazine, an arabic monthly women's magazine.</p> <p>Contacts: 350'000.</p> <p>Distributed in the entire Middle East</p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240111222208_Hia_3.png">http://clippings.switzerlandtourism.ch/DXB/2024/20240111222208_Hia_3.png</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Placement Paid</b></p>	<p><i>Circulation</i> <b>140000</b></p> <p><i>Contacts</i> <b>350000</b></p>
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<p><i>Title</i> <b>GCC Workshop in Crans-Montana</b></p> <p><i>Date from - to</i> <b>12/12/2023 – 12/14/2023</b></p> <p><i>Activity</i>  <ul style="list-style-type: none"> <li>- 66 GCC travel agents joined the workshop and met 77 Swiss partners in Crans-Montana.</li> <li>- The workshop enabled more than 1000 meetings between suppliers and buyers.</li> <li>- 9 fam-groups with 9 different pre/post tours covered all GCC key partners.</li> </ul> </p> <p><a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014_Picture_1.jpg">http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014_Picture_1.jpg</a>  <a href="http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031_Pictureaa_1.jpg">http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031_Pictureaa_1.jpg</a></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>66</b></p>
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<b>GCC</b>	<b>39</b> <i>MarketingActivities</i>	<b>182'275</b> <i>Circulation</i>	<b>44'571'597</b> <i>Contacts</i>
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## GERMANY

<i>Title</i> <b>KAM: FTI Herbstkampagne</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>95899</b>
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<i>Date from - to</i> <b>11/14/2022 – 01/31/2023</b>	<i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b>	<i>Contacts</i> <b>95899</b>
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*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\\_\\_FTI\\_Co-Marketing\\_2022\\_Reporting.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230327104632_Schweiz_Tourismus__FTI_Co-Marketing_2022_Reporting.pdf)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20230329130736\\_FTI\\_Mailing\\_Januar2023.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230329130736_FTI_Mailing_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>
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<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>
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*Activity*  
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>
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<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>
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*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> <b>RF Grand Train Tour Campaign 2023 - Germany</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>740000</b>
<i>Date from - to</i> <b>10/12/2023 – 11/13/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>740000</b>

*Activity*  
Print Ad Playboy Genuss und Reisen  
Laufzeit: 12.10.2023 - 13.11.2023 (4 Wochen)  
Kommentar: 1 co-branded Artikel + 2 organische posts (FB oder IG) + Framing Ads  
Garantie: 12.000 visits

[http://clippings.switzerlandtourism.ch/FRA/2023/20230922145515\\_Screenshot\\_2023-09-22\\_at\\_14.54.57.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230922145515_Screenshot_2023-09-22_at_14.54.57.png)

<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>

*Activity*  
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>KAM: loop pool München: Luxus Reisemesse</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>91</b>
<i>Date from - to</i> <b>06/15/2023 – 06/15/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>91</b>

*Activity*  
loop pool in München mit 91 Luxus Reiseveranstalter aus dem Raum München. Integration sämtlicher Hotels der Luxus-HoKop in Präsentation und FollowUps

[http://clippings.switzerlandtourism.ch/FRA/2023/20230620153927\\_IMG\\_5790.jpg](http://clippings.switzerlandtourism.ch/FRA/2023/20230620153927_IMG_5790.jpg)

<i>Title</i> <b>KAM: UNIQUE MOMENTS Tour / Luxusreisemesse in Berlin</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>28</b>
<i>Date from - to</i> <b>07/03/2023 – 07/03/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>28</b>

*Activity*  
Reisemesse mit Luxusreiseveranstalter aus dem Raum Berlin

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<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		
<a href="http://clippings.switzerlandtourism.ch/FRA/2023/20230725103511_7327kl_Kopie.jpeg">http://clippings.switzerlandtourism.ch/FRA/2023/20230725103511_7327kl_Kopie.jpeg</a>		

<i>Title</i> <b>RF Grand Train Tour Campaign 2023 - Germany</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>470942</b>
<i>Date from - to</i> <b>05/25/2023 – 06/01/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	<i>Contacts</i> <b>470942</b>
<i>Activity</i> Social Ads Playboy Auf Instagram haben wir einen Post, ein Reel & eine Story auf dem Kanal playboygermany geschaltet. Laufzeit: 25.05-01.06.2023		
<a href="http://clippings.switzerlandtourism.ch/FRA/2023/20230922153304_Screenshot_2023-09-22_at_15.32.46.png">http://clippings.switzerlandtourism.ch/FRA/2023/20230922153304_Screenshot_2023-09-22_at_15.32.46.png</a>		

<i>Title</i> <b>RF Grand Train Tour Campaign 2023 - Germany</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>720000</b>
<i>Date from - to</i> <b>10/01/2023 – 10/31/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>720000</b>
<i>Activity</i> Playboy Advertorial Advertorial mit Fokus auf GTToS – vor allem auf Regionen Montreux Riviera und Crans Montana.		
<a href="http://clippings.switzerlandtourism.ch/FRA/2023/20231003112643_PLAY11030_ADVERTORIAL_Schweiz_V1.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/20231003112643_PLAY11030_ADVERTORIAL_Schweiz_V1.pdf</a>		

<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		
<a href="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</a>		

<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> <b>1226230</b>
<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>SALON Kampagne: Advertorials Grand Tour Deluxe und Swiss Deluxe Hotels</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>96000</b>
<i>Date from - to</i> <b>06/01/2023 – 11/07/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>96000</b>

*Activity*  
- Kooperation mit dem Magazin SALON zur Bewerbung der Swiss Deluxe Hotels und der Grand Tour Deluxe bei der vorrangig weiblichen Leserschaft zwischen 35 und 59 Jahre im Rahmen eines exklusiven Dinner-Events in Düsseldorf in der zeitgenössischen Kunstsammlung Philara  
- Aufruf zur Bewerbung für das exklusive Dinner-Event mit einem 1/1 Seite Printadvertorial in der Ausgabe 02/2023, 1.6.2023  
- Nachberichterstattung zum Event in der Ausgabe 04/2023, 7.11.2023  
- SALON Ist ein Magazin für Design, Kultur und Gastlichkeit auf hohem Niveau

[http://clippings.switzerlandtourism.ch/FRA/2023/20231207215724\\_SchweizTour\\_GrTourLuxe\\_salon\\_LOW3052.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231207215724_SchweizTour_GrTourLuxe_salon_LOW3052.pdf)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207215826\\_Swiss\\_deluxe\\_Hotels\\_Salon\\_4-2023\\_LOW.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231207215826_Swiss_deluxe_Hotels_Salon_4-2023_LOW.pdf)  
[http://clippings.switzerlandtourism.ch/FRA/2023/20231207220323\\_S\\_37\\_Kuechennews.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231207220323_S_37_Kuechennews.pdf)

*Title*  
**SALON Kampagne: Exklusives Dinner-Event in Düsseldorf GToS Deluxe und SDH**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**80**

*Contacts*  
**80**

*Date from - to*  
**09/04/2023 – 09/04/2023**

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

*Activity*  
- Hochkarätiges Dinner-Event im exklusiven Rahmen der zeitgenössischen Kunst-Sammlung Philara in Düsseldorf  
- Begrüßung durch Chefredakteurin Anne Petersen und den Inhaber der Sammlung Philara, Gil Bronner  
- 80 hochkarätige Gäste aus Kultur, Wirtschaft und Medien sowie Leserinnen und Leser der SALON haben teilgenommen  
- Eröffnung einer Fotoausstellung mit Fotografien der Swiss Deluxe Hotels entlang der Grand Tour Deluxe auf der Basis der Reportage zur Grand Tour Deluxe, die 2022 in der SALON erschienen ist  
- VR-Experience entlang der GToS  
- Sternekoch Yannick Crepoux aus dem Swiss Deluxe Hotel LeCrans hat ein viergängiges Menü mit Begleitung von Weinen aus dem Wallis serviert  
- Musikalisch wurde der Abend von der Band Jazz Generation untermalt

*Title*  
**Social Media Posts: Dinner-Event mit SALON, SDH und GToS Deluxe**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**1000000**

*Contacts*  
**1000000**

*Date from - to*  
**09/05/2023 – 09/07/2023**

*Marketing Tool*  
**Social Media Organic**

*Activity*  
- Social Media Posts und Stories von SALON (Instagram: 24,2 tsd Followr)  
- Social Media Posts und Stories von Content Creatoren, die an dem Event teilgenommen haben  
- 20 Posts/ Stories Reichweite insgesamt: 1 Mio

[http://clippings.switzerlandtourism.ch/FRA/2023/20231208000022\\_Instagram\\_Story\\_Petra\\_Dieners.jpg](http://clippings.switzerlandtourism.ch/FRA/2023/20231208000022_Instagram_Story_Petra_Dieners.jpg)

*Title*  
**ST Newsletter Juli 23**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**117319**

*Contacts*  
**117319**

*Date from - to*  
**07/05/2023 – 07/05/2023**

*Marketing Tool*  
**eNewsletter**

*Activity*  
Newsletter Sommer Hit Fountain Dip

*Title*  
**C&A: Kadewe Celebration Days (Website)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**5394**

*Contacts*  
**5394**

*Date from - to*  
**10/16/2023 – 10/21/2023**

*Marketing Tool*  
**Website**

*Activity*  
Während der Kadewe Celebration Days 2023 haben wir den drei Luxuskaufhäusern Kadewe Berlin, Alsterhaus Hamburg und Oberpollinger München drei attraktive Pakete mit Übernachtung für 2 Pax inkl. Reise aus Deutschland zur Verfügung gestellt (Barterdeal).

[http://clippings.switzerlandtourism.ch/FRA/2023/20231218161707\\_Kadewe\\_CelebrationDays23\\_Reporting\\_SchweizTourismus.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231218161707_Kadewe_CelebrationDays23_Reporting_SchweizTourismus.pdf)

<i>Title</i> <b>C&amp;A: Kadewe Celebration Days (OOH)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2000000</b>
<i>Date from - to</i> <b>10/16/2023 – 10/21/2023</b>	<i>Marketing Tool</i> <b>OOH incl. Digital OOH</b>	<i>Contacts</i> <b>2000000</b>
<i>Activity</i> Während der Kadewe Celebration Days 2023 haben wir den drei Luxuskaufhäusern Kadewe Berlin, Alsterhaus Hamburg und Oberpollinger München drei attraktive Pakete mit Übernachtung für 2 Pax inkl. Reise aus Deutschland zur Verfügung gestellt (Barterdeal).		
Alle Zahlen sind kumuliert von den Standorten Berlin, Hamburg und München. Es wurden Plakate (OOH) in Berlin und Hamburg sowie DOOH im öV in München platziert, um das Gewinnspiel zu bewerben.		

[http://clippings.switzerlandtourism.ch/FRA/2023/20231218162246\\_Kadewe\\_CelebrationDays23\\_Reporting\\_SchweizTourismus.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231218162246_Kadewe_CelebrationDays23_Reporting_SchweizTourismus.pdf)

<i>Title</i> <b>C&amp;A: Kadewe Celebration Days (Newsletter)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>907361</b>
<i>Date from - to</i> <b>10/16/2023 – 10/21/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>907361</b>
<i>Activity</i> Während der Kadewe Celebration Days 2023 haben wir den drei Luxuskaufhäusern Kadewe Berlin, Alsterhaus Hamburg und Oberpollinger München drei attraktive Pakete mit Übernachtung für 2 Pax inkl. Reise aus Deutschland zur Verfügung gestellt (Barterdeal).		

Bei der Reichweite handelt es sich um die kumulierte Reichweite der drei Newsletter und bei der Opening Rate um den Durchschnittswert der drei Häuser.

[http://clippings.switzerlandtourism.ch/FRA/2023/20231218163013\\_Kadewe\\_CelebrationDays23\\_Reporting\\_SchweizTourismus.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231218163013_Kadewe_CelebrationDays23_Reporting_SchweizTourismus.pdf)

<i>Title</i> <b>C&amp;A: Kadewe Celebration Days (Broschüre)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>21000</b>
<i>Date from - to</i> <b>10/16/2023 – 10/21/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>21000</b>
<i>Activity</i> Während der Kadewe Celebration Days 2023 haben wir den drei Luxuskaufhäusern Kadewe Berlin, Alsterhaus Hamburg und Oberpollinger München drei attraktive Pakete mit Übernachtung für 2 Pax inkl. Reise aus Deutschland zur Verfügung gestellt (Barterdeal).		

Die Anzahl der Broschüren für die drei Luxuskaufhäuser wurden kumuliert.

<i>Title</i> <b>C&amp;A: Kadewe Celebration Days (Radio)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>19000000</b>
<i>Date from - to</i> <b>10/16/2023 – 10/21/2023</b>	<i>Marketing Tool</i> <b>Audio incl. Digital</b>	<i>Contacts</i> <b>19000000</b>
<i>Activity</i> Während der Kadewe Celebration Days 2023 haben wir den drei Luxuskaufhäusern Kadewe Berlin, Alsterhaus Hamburg und Oberpollinger München drei attraktive Pakete mit Übernachtung für 2 Pax inkl. Reise aus Deutschland zur Verfügung gestellt (Barterdeal).		

Die Reichweite des Radiospots der 3x lokal in München, Hamburg und Berlin platziert wurde, ist kumuliert.

[http://clippings.switzerlandtourism.ch/FRA/2023/20231218164110\\_Kadewe\\_CelebrationDays23\\_Reporting\\_SchweizTourismus.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231218164110_Kadewe_CelebrationDays23_Reporting_SchweizTourismus.pdf)



*Title*  
**ST Newsletter August 23**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**94164**

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

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**94164**

*Activity*  
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)

*Title*  
**ST Newsletter September 23**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**101671**

*Date from - to*  
**09/04/2023 – 09/04/2023**

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**101671**

*Activity*  
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)

*Title*  
**ST Newsletter Oktober 23**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**103783**

*Date from - to*  
**10/04/2023 – 10/04/2023**

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**103783**

*Activity*  
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)

*Title*  
**ST Newsletter November 23**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**105746**

*Date from - to*  
**11/06/2023 – 11/06/2023**

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**105746**

*Activity*  
Diesen Winter: Stille, Spass, Musik, und mehr

*Title*  
**ST Newsletter Dezember 23**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**108068**

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

*Marketing Tool*  
**eNewsletter**

*Contacts*  
**108068**

*Activity*  
Weinachten

## GERMANY

**36**  
*MarketingActivities*

**4'090'680**  
*Circulation*

**27'937'807**  
*Contacts*

## INDIA

<i>Title</i> <b>KAM: Switzerland Travel Experience (STE) 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i> <b>628</b>
<i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	
<i>Activity</i>		
- 27th Nov 2023 - 1st Dec 2023		
- 21 Swiss suppliers travelled across India to meet and interact with the travel trade via a combination of roadshows and a VIP buyer event		
- Roadshows across 2 cities		
Mumbai (27th Nov)		
Delhi (1st Dec)		
2 sessions per city Each session featured an 2.min introductory PPT for each partner, followed by Table-top meetings		
- VIP Event in Chennai 27th - 30th Nov 2023		
2 batches of 24 personally-invited key buyers (for 1.5 days each) travelled to Taj Fisherman's Cove Resort & Spa, Chennai, to		

[http://clippings.switzerlandtourism.ch/BOM/2023/20231213132528\\_STE.pdf](http://clippings.switzerlandtourism.ch/BOM/2023/20231213132528_STE.pdf)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213132944\\_Misha\\_STE\\_Briefing.pdf](http://clippings.switzerlandtourism.ch/BOM/2023/20231213132944_Misha_STE_Briefing.pdf)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213133235\\_Partner\\_PPTs.pdf](http://clippings.switzerlandtourism.ch/BOM/2023/20231213133235_Partner_PPTs.pdf)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213134340\\_Backdrop\\_Creatives.zip](http://clippings.switzerlandtourism.ch/BOM/2023/20231213134340_Backdrop_Creatives.zip)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213140651\\_805\\_23b\\_01\\_fly\\_ste\\_india\\_2023\\_final\\_high.pdf](http://clippings.switzerlandtourism.ch/BOM/2023/20231213140651_805_23b_01_fly_ste_india_2023_final_high.pdf)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213140751\\_Program\\_STEIndia23\\_-\\_4\\_-\\_22nd\\_Nov\\_2023.pdf](http://clippings.switzerlandtourism.ch/BOM/2023/20231213140751_Program_STEIndia23_-_4_-_22nd_Nov_2023.pdf)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213141005\\_Buyers\\_Booklet\\_2023\\_with\\_cover.pdf](http://clippings.switzerlandtourism.ch/BOM/2023/20231213141005_Buyers_Booklet_2023_with_cover.pdf)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213141135\\_Buyer\\_Programs.zip](http://clippings.switzerlandtourism.ch/BOM/2023/20231213141135_Buyer_Programs.zip)  
[http://clippings.switzerlandtourism.ch/BOM/2023/20231213141400\\_VIP\\_Event\\_Buyer\\_Invites.zip](http://clippings.switzerlandtourism.ch/BOM/2023/20231213141400_VIP_Event_Buyer_Invites.zip)

## INDIA

**1**  
*MarketingActivities*

**628**  
*Circulation*

**628**  
*Contacts*

## ITALY

<i>Title</i> <b>Campaigning &amp; Activation: PromoSvizzera Spring - Michelle Hunziker in Ticino</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i> <b>3036686</b>
<i>Date from - to</i> <b>04/22/2023 – 04/22/2023</b>	<i>Marketing Tool</i> <b>Ambassador/Influencer</b>	
<i>Activity</i>		
Period: 22.04.23		
Visit of Bellinzona and Ascona to realize video for campaign Promosvizzera.		
Overnight at Eden Rock Ascona		
Interview with CHI TV Instagram and Donna Moderna		
Dayly stories on Michelle Instagram about backstage and various location		
Contacts: 3'036'686 impressions.		
Partners: STS, Ticino		

<i>Title</i> <b>KAM: World Tourism Event in Turin</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5000</b>
<i>Date from - to</i> <b>09/21/2023 – 09/23/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>5000</b>
<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/2023/20230913082506_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: Trip Group Andermatt</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>6</b>
<i>Date from - to</i> <b>07/21/2023 – 07/23/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	<i>Contacts</i> <b>6</b>
<i>Activity</i> Date: 21-23/07/2023 Whatt: Fam trip Participants: 6 travel agents Focus: Site inspection hotel Andrmatt Radisson and The Chedi, excursions in summer		

[http://clippings.switzerlandtourism.ch/MIL/2023/20230723125458\\_Gruppo\\_maglia\\_ST.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230723125458_Gruppo_maglia_ST.jpeg)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20230723125529\\_Gruppo\\_Chedi.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230723125529_Gruppo_Chedi.jpeg)  
[http://clippings.switzerlandtourism.ch/MIL/2023/20230723125558\\_WhatsApp\\_Image\\_2023-07-23\\_at\\_12.39.00.jpeg](http://clippings.switzerlandtourism.ch/MIL/2023/20230723125558_WhatsApp_Image_2023-07-23_at_12.39.00.jpeg)

<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>

*Activity*  
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>

*Activity*  
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

<b>ITALY</b>	<b>6</b> <i>MarketingActivities</i>	<b>33'200</b> <i>Circulation</i>	<b>3'141'352</b> <i>Contacts</i>
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## MULTIPLE MARKETS

<i>Title</i> <b>MySwitzerland Pro: Room Alert</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>1293</b>
<i>Date from - to</i> <b>09/11/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Other...</b>	

*Activity*  
to strengthen MySwitzerland Pro further, we developed the Room Alert Feature.

In alignment with Markets, Accomodations Team as well as Global Accounts, we used the great opportunity of enhancing MyS Pro with a functionality that allows hotels with B2B interest to publish vacant hotel rooms on short notice, while buyers have the option to specifically demand for specific capacities.

Having had several interactions with buyers (such as tour operators), this addresses a specific demand, especially in times where it's a massive challenge to find available hotel contingents.

<i>Title</i> <b>Switzerland Travel Mart - Snow Edition 2023</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>367</b>
<i>Date from - to</i> <b>01/15/2023 – 01/19/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>367</b>
<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!		

<i>Title</i> <b>PreTour Snow Travel Mart (STMS) 2023</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>01/12/2023 – 01/15/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	<i>Contacts</i> <b>0</b>
<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.		

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.		

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*Title*  
**Luxury Hotels & Homes  
Kooperationskampagne 23**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**11269209**

*Date from - to*  
**12/11/2023 – 12/25/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*  
Kooperationskampagne für die Luxury Hotels & Homes im Winter 2023.

Impressions: 11'269'209  
Link Klicks: 135'976  
CPC: 0.15

*Title*  
**Hotelkooperationen  
Grundrauschen 2023**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**50426493**

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

*Marketing Tool*  
**Social Media Paid**

*Activity*  
Jährliches Grundrauschen für alle Hotelkooperationen. Automatisierte Ausspielung über META mit Katalog-Ads.

Impressions: 50'426'493  
Link Klicks: 921'886  
CPC: 0.35

*Title*  
**Hotelkooperationen  
Hotelquiz Swisstainable 2023**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**21490016**

*Date from - to*  
**06/06/2023 – 07/26/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*  
Hotelquiz Kampagne "Welcher Hoteltyp bist du?" mit Einbezug der Swisstainable Unterkünfte.

Impressions: 21'490'016  
Link Klicks: 449'343  
CPC: 0.23

*Title*  
**Gastronomie  
Fondue Finder Winter 22/23  
Welle 2**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**10133881**

*Date from - to*  
**01/26/2023 – 02/17/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*  
Fondue Finder Kampagne im Winter 22/23, 2. Welle (Awareness + Confidence)

Impressions: 10'133'881  
Link Klicks: 200'370  
CPC: 0.36

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

<i>Title</i> <b>Hotelgruppierungen</b> <b>Tschuggen Gruppe</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>
<i>Date from - to</i> <b>06/15/2023 – 06/29/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>5552284</b>
<i>Activity</i> Kampagne für die Tschuggen Gruppe.		
Impressions: 5'552'284 Link Klicks: 6'622 CPC: 1.43		

<i>Title</i> <b>Hotels</b> <b>Kampagne Million Stars Hotels</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>
<i>Date from - to</i> <b>08/01/2023 – 08/15/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>2508531</b>
<i>Activity</i> Kampagne für die Million Stars Hotels.		
Impressions: 2'508'531 Link Klicks: 50'824 CPC: 0.08		

<p><i>Title</i> <b>Hotelkooperationen Pinterest Kampagne</b></p> <p><i>Date from - to</i> <b>11/30/2023 – 12/31/2023</b></p> <p><i>Activity</i> Kampagne mit Pinterest zur Generierung von Traffic für die Hotellandingpages.</p> <p>Impressions: 40'159'834 Link Klicks: 133'622 CPC: 0.82</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></p> <p><i>Contacts</i> <b>40159834</b></p>
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**MULTIPLE MARKETS**

<b>13</b>	<b>142'978'545</b>
<i>MarketingActivities</i>	<i>Circulation</i> <span style="margin-left: 100px;"><i>Contacts</i></span>

**NORTH AMERICA**

<p><i>Title</i> <b>KAM: Sales Manual Switzerland Yodel 2023</b></p> <p><i>Date from - to</i> <b>03/01/2023 – 12/31/2023</b></p> <p><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</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></p> <p><i>Contacts</i> <b>0</b></p>
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<p><i>Title</i> <b>KAM: Trade Newsletter February 2023</b></p> <p><i>Date from - to</i> <b>02/16/2023 – 02/16/2023</b></p> <p><i>Activity</i> Sent to 12,258 subscribers, 3,722 Unique opens, 34.1% of all recipients opened and 16% clicked a link</p> <p>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.</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>12258</b></p> <p><i>Contacts</i> <b>12258</b></p>
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[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: Trade Newsletter April 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12047</b>
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<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>
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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](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>
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<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>
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*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 St. Moritz</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>75</b>
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<i>Date from - to</i> <b>06/01/2023 – 06/01/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>75</b>
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*Activity*  
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from St. Moritz and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).  
Attendees: 75

[http://clippings.switzerlandtourism.ch/NYC/2023/20230606122649\\_20230601\\_St\\_Moritz.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20230606122649_20230601_St_Moritz.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>
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<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>
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*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: WebinarPlus webinar, TravPro</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>1604</b>
<i>Date from - to</i> <b>06/11/2023 – 09/15/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>1604</b>
<i>Activity</i> Two recorderd webinars submitted on the online portal of TravelPro. Live chatting with ST members during two afternoons answering questions live. 1538 travel agents registered resulting in 800 North American unique viewers.		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230915154248_Visitors_webinario.xlsx">http://clippings.switzerlandtourism.ch/NYC/2023/20230915154248_Visitors_webinario.xlsx</a>		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230925165416_Webinario_reporting_slide.pptx">http://clippings.switzerlandtourism.ch/NYC/2023/20230925165416_Webinario_reporting_slide.pptx</a>		

<i>Title</i> <b>KAM: Trade Newsletter July 2023</b>	<i>Instrument</i> <b>Campainging &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>¹- 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: ILTM North America</b>	<i>Instrument</i> <b>Campainging &amp; Activation</b>	<i>Circulation</i> <b>980</b>
<i>Date from - to</i> <b>09/18/2023 – 09/21/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>980</b>
<i>Activity</i> Switzerland private space (6 tables) at most important luxury b2b conference in North America. Over 300 one-to-one meetings were conducted with top luxury accounts from US, Canada and Mexico and access to all networking functions. Swiss partners: STS, Zurich, Mandarin Oriental Savoy, Jungfrau Railways & Region, Hotel Schweizerhof Grindelwald, Grand Resort Bad Ragaz, Lausanne and Beau Rivage Palace Lausanne Overall attendance: 980 Press conference in front of 23 lifestyle travel writers Raffle: trip to Switzerland including Edelweiss flight tickets		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230927104950_092023_ILTMNorthAmerica_Bahamas.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230927104950_092023_ILTMNorthAmerica_Bahamas.pdf</a>		

<i>Title</i> <b>KAM: Virtuoso Travel Week Las Vegas</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>165</b>
<i>Date from - to</i> <b>08/12/2023 – 08/18/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>165</b>
<i>Activity</i> Participation to annual Virtuoso Conference in Las Vegas. 4 days of 1:1 meetings (1 tracks, 120 slots ), and exclusive Switzerland reception with Virtuoso Switzerland hotels (with 42 advisors).		
WINNER of Tourims Board of the Year 2023 award voted by Virtuoso advisors. This is the fifth time Switzerland Tourism has won the award in the last decade (2013, 2014, 2018, 2019 & 2023).		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230825122845_VTW_Reporting_2023.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230825122845_VTW_Reporting_2023.pdf</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! - 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.		
<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>		

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

<i>Title</i> <b>KAM: Webinar with The Bürgenstock Collection</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>54</b>
<i>Date from - to</i> <b>10/05/2023 – 10/05/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>54</b>
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from The Bürgenstock Collection and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 54		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231006155902_20231005_The_Burgenstock_Collection.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231006155902_20231005_The_Burgenstock_Collection.pdf</a>		

<i>Title</i> <b>Virtuoso Forum Canada 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>48</b>
<i>Date from - to</i> <b>10/04/2023 – 10/05/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>48</b>
<i>Activity</i> Two days forum organized by Virtuoso Canada in Vancouver. 67 agencies from the luxury segment attended. The two days was split between 1:1 meetings as well as gala night where ST had the chance to make a presentation. The vent was the occasion to distribute the Yodel brochure, and to present the Swiss Virtuoso properties.		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231024121805_Owner_Manager_List_-_Canada_Forum_2023.xlsx">http://clippings.switzerlandtourism.ch/NYC/2023/20231024121805_Owner_Manager_List_-_Canada_Forum_2023.xlsx</a>		

<i>Title</i> <b>KAM: Tauck Travel Academy</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>35</b>
<i>Date from - to</i> <b>10/01/2023 – 10/07/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	<i>Contacts</i> <b>35</b>
<i>Activity</i> Travel academy where top selling agents (invited by Tauck) discovered Switzerland on a 6-night trip. 3 nights in Montreux (Fairmont Palace) and 3 nights in Bern (Bellevue Palace). Academy sessions were held in the morning and in the afternoons activities within the destinations were organized. The advisors were Virtuoso only. Transfer to Bern with the new Golden Pass and stop in Interlaken (Harder Kulm)		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231026122103_102023_TauckTravelAcademySwitzerland_Reporting.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231026122103_102023_TauckTravelAcademySwitzerland_Reporting.pdf</a>		

<i>Title</i> <b>STNA 2023 Campaigning &amp; Activation — TSQ Billboard</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>37800000</b>
<i>Date from - to</i> <b>04/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>OOH incl. Digital OOH</b>	<i>Contacts</i> <b>37800000</b>
<i>Activity</i> All TSQ billboard impressions for the total 29 weeks of presence		
<a href="http://clippings.switzerlandtourism.ch/NYC/2024/20240112193224_Reporting_TimesSquare_Presentation_2023.pdf">http://clippings.switzerlandtourism.ch/NYC/2024/20240112193224_Reporting_TimesSquare_Presentation_2023.pdf</a>		

<p><i>Title</i> <b>KAM: Joint Marketing Agreement with Alpine Adventures - Lucerne</b></p> <p><i>Date from - to</i> <b>08/28/2023 – 12/31/2023</b></p> <p><i>Activity</i> Joint marketing agreement with Alpine Adventures to promote the city of Lucerne as an ideal pre-post ski trips destination. Collaboration with the Grand Hotel National. Activities with Ski Magazine, On The Snow and Outside Media. Messages further pushed through Alpine Adventures and ST's channels.</p> <p>--&gt; New product for Alpine Adventures (pre/post ski trips)</p>	<p><i>Instrument</i> <b>KAM</b></p> <p><i>Marketing Tool</i> <b>Business Plan</b></p>	<p><i>Circulation</i> <b>1008890</b></p> <p><i>Contacts</i> <b>1008890</b></p>
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[http://clippings.switzerlandtourism.ch/NYC/2024/2024011175611\\_2023\\_BPAlpineAdventuresLucerne\\_Reporting\\_FINAL-email.pdf](http://clippings.switzerlandtourism.ch/NYC/2024/2024011175611_2023_BPAlpineAdventuresLucerne_Reporting_FINAL-email.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>Activity</i> 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,</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>
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[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>Activity</i> - 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</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>
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[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> <b>KMM: Newsletter December 2023, THE OMNIA &amp; 7132 Hotel</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2319</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>2319</b>

*Activity*  
Nestled amid the picturesque Alpine landscape, two extraordinary hotels captivate discerning travelers with their distinctiveness: THE OMNIA in the enchanting Zermatt, Valais, and the 7132 Hotel in the charming village of Vals, Grisons.

[http://clippings.switzerlandtourism.ch/NYC/2023/20231219181333\\_2312\\_Hotels\\_NL\\_ENG.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20231219181333_2312_Hotels_NL_ENG.pdf)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20231219181531\\_2312\\_Hotels\\_NL\\_FRENCH.pdf](http://clippings.switzerlandtourism.ch/NYC/2023/20231219181531_2312_Hotels_NL_FRENCH.pdf)

<i>Title</i> <b>KAM: Virtuoso 4-page Ad - The Magazine.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <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)

<i>Title</i> <b>KMM: Influencer / KOL Campaign - Zurich Dolce Farniente with LA based top Design KOL group</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>0</b>
<i>Date from - to</i> <b>04/17/2023 – 04/22/2023</b>	<i>Marketing Tool</i> <b>Ambassador/Influencer</b>	<i>Contacts</i> <b>0</b>

[http://clippings.switzerlandtourism.ch/NYC/2024/20240112171526\\_SWITZERLAND\\_DOLCEFARNIENTE\\_APRIL2023.pdf](http://clippings.switzerlandtourism.ch/NYC/2024/20240112171526_SWITZERLAND_DOLCEFARNIENTE_APRIL2023.pdf)

**NORTH AMERICA**

**25**  
*MarketingActivities*

**538'815**  
*Circulation*

**42'997'960**  
*Contacts*

## OTHER

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

<b>1</b>	<b>1'293</b>
<i>MarketingActivities</i>	<i>Circulation</i> <i>Contacts</i>

## SPAIN

<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>	<i>Instrument</i>	<i>Circulation</i>
<b>ST Touring magazine distribution.</b>	<b>Campaigning &amp; Activation</b>	<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>
<i>Activity</i> 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**

**2**

**33'136**

**153'136**

*MarketingActivities*

*Circulation*

*Contacts*

**SWITZERLAND**

*Title*  
**Campaigning: Bergwelten.**

*Instrument*  
**Campaigning & Activation**

*Circulation*

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

*Marketing Tool*  
**Placement Paid**

*Contacts*

*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.

*Title*  
**Promotion: Magazin Miss Money Penny (German only)**

*Instrument*  
**Campaigning & Activation**

*Circulation*

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

*Marketing Tool*  
**Advertisement Print**

*Contacts*  
**0**

*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

*Title*  
**Assistants Day 2023**

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Date from - to*  
**09/06/2023 – 09/06/2023**

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

*Contacts*  
**74**

*Activity*  
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> <b>Contacts</b>
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*Date from - to*  
**01/01/2023 – 12/31/2023**

*Activity*  
- 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

*Marketing Tool*  
**Content Collaboration Digital**

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

*Activity*

*Marketing Tool*  
**ST Magazine**

**0**

<i>Title</i> <b>Campaigning: Distribution ST "Grün" Broschüren national</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>18333</b>
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*Date from - to*  
**05/01/2023 – 09/03/2023**

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

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

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**54999**

<i>Title</i> <b>Campaigning: Distribution ST "White" Broschüren national</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>16900</b>
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*Date from - to*  
**10/02/2023 – 12/31/2023**

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

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

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**50700**

<p><i>Title</i> <b>Campaigning: Expats 2023: Hello Switzerland Switzerland Tourism</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></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> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Content Collaboration Digital</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>37045</b></p>
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<p><i>Title</i> <b>Campaigning: Travelnews - Newsletter Integration</b></p> <p><i>Date from - to</i> <b>01/05/2023 – 03/30/2023</b></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> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Content Collaboration Digital</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>2994</b></p>
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<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>Contacts</b> <b>35267396</b></p>
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<p><i>Title</i> <b>Digital Activity Swiss Historic Hotels - Relief payments</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>Contacts</b> <b>0</b></p>
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<i>Title</i> <b>Unterkunfts Broschüren - Flughafen ZRH</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5000</b>
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<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>15000</b>
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*Activity*  
Miete & Nutzung einer Präsentationsfläche beim Switzerland Info & Schalter, Ankunft 2.

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

<i>Title</i> <b>Coop Promo - Schnee</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2504509</b>
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<i>Date from - to</i> <b>01/10/2023 – 01/10/2023</b>	<i>Marketing Tool</i> <b>Supplement Print</b>	<i>Contacts</i> <b>5009018</b>
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*Activity*  
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.

Folgende Partner konnten integriert werden:

- Jungfrau Region
- Raffeisen
- SBB Gepäckservice

<i>Title</i> <b>Coop Promo - Herbst &amp; Reminder</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5009018</b>
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<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>
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*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

<p><i>Title</i> <b>Swisstainable “on the move” 2023 - Overall Website Sessions ST + SBB</b></p> <p><i>Date from - to</i> <b>05/31/2023 – 10/31/2023</b></p> <p><i>Activity</i> 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.</p> <p>We had an Awareness Campaign, a Product Campaign and a B2B Campaign to gain new participants</p> <p>&gt; All Sessions are combined reported in this record</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Website</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>86000</b></p>
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[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)

<p><i>Title</i> <b>Campaigning: Winter Beilage SaW &amp; Le Temps. Online.</b></p> <p><i>Date from - to</i> <b>11/11/2023 – 11/17/2023</b></p> <p><i>Activity</i> Monothematische Winter Beilage in Schweiz am Wochenende und Le Temps zum Thema Winter in der Schweiz mit zusätzlicher Online-Verlängerung.</p> <p>CH Media Publishing Netz: Was: Promotion (Artikel ROS mit 8 – 10 Stories aus Printausgabe) Laufzeit: 11.-17.11.2023 Impressionen: 824.071 Klicks: 2.080 (0,25%)</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>Contacts</b> <b>1044812</b></p>
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<p><i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b></p> <p><i>Date from - to</i> <b>03/23/2023 – 03/23/2023</b></p> <p><i>Activity</i> 2x 1 Doppelseite: - “Die Geheimnisse der Walliser Wiedkräuter” &amp; “Der Ruf des weilden Westens” - “In 17 Tagen durch den Parc Ela” &amp; “Eine Nacht über dem Abgrund”</p> <p>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</p> <p>Total: 420.000 Contacts, 5.232 Interactions</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Placement Paid</b></p>	<p><i>Circulation</i> <b>420000</b></p> <p><i>Contacts</i> <b>420000</b></p>
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<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>
<i>Activity</i> 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>
<i>Activity</i> 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>
<i>Activity</i> 1 Doppelseite Advertorial:		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, : SOM Post:		

<p><i>Title</i> <b>Campaigning: SBB/RAW Freizeitkampagne Swisstainable 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 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 &amp; Herbst                  - Übernahme Look'n'Feel in die Saisonkampagne Sommer &amp; 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> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b></p>	<p><i>Circulation</i> <b>33000000</b></p>
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<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>
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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

<b>SWITZERLAND</b>	<b>22</b> <i>MarketingActivities</i>	<b>9'816'464</b> <i>Circulation</i>	<b>83'572'880</b> <i>Contacts</i>
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## UK/IRELAND

<p><i>Title</i> <b>KAM Alhorn 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 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> <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>
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[http://clippings.switzerlandtourism.ch/LON/2024/20240109193915\\_Switzerland\\_Alhorn\\_2023\\_UK\\_WEB\\_Spreads.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240109193915_Switzerland_Alhorn_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>
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*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>
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*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>KMM: Media Newsletter December 2023</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>1612</b>
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<i>Date from - to</i> <b>12/11/2023 – 12/11/2023</b>	<i>Marketing Tool</i> <b>Media Release</b>	<i>Contacts</i> <b>1612</b>
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*Activity*  
Media newsletter sent to UK travel media, focusing on latest news and activities in Switzerland in winter.

Unique Opens: 495 Opening rate: 30.71% Click rate: 4.03% Click to open rate: 13.13%

**Features:**  
Advent Calendar  
Offcut Foodtruck  
New Gondola Dent du Midi  
Mandarin Oriental Savoy

[http://clippings.switzerlandtourism.ch/LON/2023/20231215172533\\_KMM\\_NL\\_December.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20231215172533_KMM_NL_December.pdf)

<i>Title</i> <b>KMM: Buergenstock dinner at RAC 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>17</b>
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<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>17</b>
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*Activity*  
Media dinner with Bürgenstock Selcection at RAC (Royal Automobile Club) in London. Presentation of the hotel group. Dinner created and presented by Bürgenstock chef together with RAC equipe.

[http://clippings.switzerlandtourism.ch/LON/2024/20240104120619\\_The\\_Burgenstock\\_Collection\\_\\_Switzerland\\_Tourism\\_invite\\_you\\_to\\_5.png](http://clippings.switzerlandtourism.ch/LON/2024/20240104120619_The_Burgenstock_Collection__Switzerland_Tourism_invite_you_to_5.png)

<i>Title</i> <b>KMM: Influencer Trip Preferred 2023</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>5</b>
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<i>Date from - to</i> <b>01/29/2023 – 02/02/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	<i>Contacts</i> <b>5</b>
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*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>EIP Telegraph All Year-Round Promotion Print</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>2163915</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>2163915</b>
<i>Activity</i> 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 monts 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		
<a href="http://clippings.switzerlandtourism.ch/LON/2024/20240108151407_Snow_Sports_Hotels_Print.pdf">http://clippings.switzerlandtourism.ch/LON/2024/20240108151407_Snow_Sports_Hotels_Print.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/LON/2024/20240108151444_swiss_mossiman_FINAL.pdf">http://clippings.switzerlandtourism.ch/LON/2024/20240108151444_swiss_mossiman_FINAL.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/LON/2024/20240108151548_1026CC-TRVTR-1-290423-K026C-D5_11.pdf">http://clippings.switzerlandtourism.ch/LON/2024/20240108151548_1026CC-TRVTR-1-290423-K026C-D5_11.pdf</a>		

<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>
<i>Activity</i> We distributed the Touring Magazine 2023 with The Sunday Times on 30 April 2023. Full run Greater London with 145'000 inserts		
<a href="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</a>		

Title	Instrument	Circulation
<b>Promotion: Forum Collaboration for Luxury Hotels &amp; Homes</b>	<b>Campaigning &amp; Activation</b>	<b>Contacts</b>
<i>Date from - to</i> <b>11/16/2023 – 11/16/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<b>100</b>
<i>Activity</i>		
Summary of the sponsorship activation:		
<ul style="list-style-type: none"> <li>- Gala Black Tie dinner Event on 16 November in London</li> <li>- Sponsorship of exclusive dinner at Spencer House with private Club ‘Forum’, a High-Networth community of over 300 business leaders in 30 global cities</li> <li>- 6x Luxury hotels joining plus Christine Peter joining</li> <li>- The Cambrian, Adelboden</li> <li>- The Omnia, Zermatt</li> <li>- The Dolder Grand, Zürich</li> <li>- The Living Circle</li> </ul>		

- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100412\\_Contacts\\_database.xlsx](http://clippings.switzerlandtourism.ch/LON/2024/20240115100412_Contacts_database.xlsx)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100436\\_Follow\\_Up\\_Mail\\_Forum\\_2023.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115100436_Follow_Up_Mail_Forum_2023.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100458\\_Forum\\_event\\_Thursday.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115100458_Forum_event_Thursday.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100509\\_Menu.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115100509_Menu.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_130.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_130.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_044.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_044.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_081.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_081.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_083.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_083.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_024.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_024.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_168.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_168.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_207.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_207.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_216.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_216.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_215.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_215.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_112.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_112.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_072.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_072.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_098.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_098.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_063.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_063.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_089.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_089.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115100554\\_Forum\\_SwissHotels\\_Nov\\_2023\\_075.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115100554_Forum_SwissHotels_Nov_2023_075.jpg)

<p><i>Title</i> <b>B2C: Goodwood Revival Festival to promote GToS</b></p> <p><i>Date from - to</i> <b>09/08/2023 – 09/10/2023</b></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>180000</b></p> <p><i>Contacts</i> <b>180000</b></p>
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*Activity*

- 3 day vintage era automobile festival – Goodwood Motor Circuit.
- Set against an enchanting backdrop of the 1940's – 1960's era. Recaptures the spirit of a golden age of British motor racing
- Integrated partners – GToS and OTV. Also STC (UK)
- Switzerland promotional space – peaked pagoda in the 'Over the Road' area
- On display – fully customized & branded Scalextric model of Furka Pass, Tremola & the closed hotel on Furka incl. Skilift and Beatushölen and much more to discover for audience participation
- Large vintage poster of Switzerland (e.g. Klausenpass poster, James Bond on Furka pass)
- STRAPA was included with Swiss Wine & Cheese, we served both over 4-days & distributed a leaflet flyer with logos & the explanation about the products

- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103619\\_Grandtour\\_A5\\_Folded\\_Aug23\\_v3\\_OL.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115103619_Grandtour_A5_Folded_Aug23_v3_OL.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103658\\_Goodwood\\_Back\\_Wall\\_Graphics\\_A\\_10PC\\_2023.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115103658_Goodwood_Back_Wall_Graphics_A_10PC_2023.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103726\\_Goodwood\\_Back\\_Wall\\_Graphics\\_B\\_10PC\\_2023.pdf](http://clippings.switzerlandtourism.ch/LON/2024/20240115103726_Goodwood_Back_Wall_Graphics_B_10PC_2023.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103821\\_Screenshot\\_2023-10-23\\_at\\_15-24-47\\_Goodwood\\_Competition\\_Win\\_a\\_trip\\_to\\_St.\\_Moritz\\_Switzerland\\_Tourism.png](http://clippings.switzerlandtourism.ch/LON/2024/20240115103821_Screenshot_2023-10-23_at_15-24-47_Goodwood_Competition_Win_a_trip_to_St._Moritz_Switzerland_Tourism.png)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1444.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1444.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1445.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1445.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1452.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1452.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1469.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1469.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_0616.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_0616.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1497.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1497.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1433.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1433.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1431.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1431.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1435.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1435.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1434.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1434.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1436.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1436.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1437.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1437.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1459.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1459.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1504.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1504.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1458.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1458.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_2351.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_2351.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1462.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1462.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_2237.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_2237.jpg)
- [http://clippings.switzerlandtourism.ch/LON/2024/20240115103932\\_IMG\\_1461.jpg](http://clippings.switzerlandtourism.ch/LON/2024/20240115103932_IMG_1461.jpg)

<b>UK/IRELAND</b>	<b>10</b> <i>MarketingActivities</i>	<b>2'325'027</b> <i>Circulation</i>	<b>77'066'267</b> <i>Contacts</i>
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<b>Grand Total over ALL</b>	<b>186</b> <i>MarketingActivities</i>	<b>17'712'129</b> <i>Circulation</i>	<b>451'376'395</b> <i>Contacts</i>
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PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
<b>AUSTRALIA</b>					
01.01.2023	Signature Luxury Travel & Style	Magazine	<b>Alpine Grandeur</b> <i>McCarthy Fiona</i>	30'000	132'300
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010123_SignatureLuxury_FionaMcCarthy_StMoritz_AlpineGrandeur.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010123_SignatureLuxury_FionaMcCarthy_StMoritz_AlpineGrandeur.pdf</a> ResultURL:					
23.01.2023	International Traveller	Online	<b>The Most scenic peaks and valleys in Switzerland</b> <i>Eveson Imogen</i>	12'500	12'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/230123_InternationalTraveller_Web_ImogenEvenson_TheMostScenicPeaksAndValleysInSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/230123_InternationalTraveller_Web_ImogenEvenson_TheMostScenicPeaksAndValleysInSwitzerland.pdf</a> ResultURL:					
01.02.2023	Mindfood	Magazine	<b>First among equals</b> <i>Skelly Susan</i>	65'000	97'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010223_Mindfood_SusanSkelly_FirstAmongEquals.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010223_Mindfood_SusanSkelly_FirstAmongEquals.pdf</a> ResultURL:					
01.02.2023	International Traveller	Newsletter	<b>The most scenic peaks and valleys in Switzerland</b> <i>Eveson Imogen</i>	42'800	42'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010223_InternationalTraveller_eNews_Imogen_TheMostScenicPeaksAndValleysInSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010223_InternationalTraveller_eNews_Imogen_TheMostScenicPeaksAndValleysInSwitzerland.pdf</a> ResultURL:					
08.02.2023	LATTE - Luxury News (trade)	Online	<b>Jumeirah Enters Switzerland with Geneva Purchase</b> <i>Dundas Guy</i>	3'750	3'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/080223_LATTE_GuyDundas_JumeirahGroupExpandsPresenceInEurope.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/080223_LATTE_GuyDundas_JumeirahGroupExpandsPresenceInEurope.pdf</a> ResultURL:					
10.02.2023	LATTE - Luxury News (trade)	Newsletter	<b>Jumeirah enters Switzerland</b> <i>Dundas Guy</i>	15'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/100223_LATTE_eNews_GuyDundas_Geneva_JumeirahEntersSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/100223_LATTE_eNews_GuyDundas_Geneva_JumeirahEntersSwitzerland.pdf</a> ResultURL:					
17.02.2023	The Australian (Travel + Luxury Magazine)	Newspaper	<b>Swiss Bliss</b> <i>Wong Venus</i>	291'000	472'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/170223_TravelLuxury_VenusWong_SwissBliss.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/170223_TravelLuxury_VenusWong_SwissBliss.pdf</a> ResultURL:					
23.02.2023	Signature Luxury Travel & Style	Online	<b>Your ultimate guide to Switzerland</b> <i>Bedford Kirstie</i>	30'000	132'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/230223_SignatureLuxury_eNews_YourUltimateGuideToSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/230223_SignatureLuxury_eNews_YourUltimateGuideToSwitzerland.pdf</a> ResultURL:					
23.02.2023	Signature Luxury Travel & Style	Online	<b>Your ultimate luxury guide to Switzerland</b> <i>Bedford Kirstie</i>	30'000	132'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/230223_SignatureLuxury_Web_Kirsty_YourUltimateLuxuryGuideToSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/230223_SignatureLuxury_Web_Kirsty_YourUltimateLuxuryGuideToSwitzerland.pdf</a> ResultURL:					
23.02.2023	Executive Traveller	Social Media/Influencer	<b>Buergenstock Resort</b> <i>Flynn David</i>	10'600	70
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/230223_ExecutiveTraveller_SoMe_BuergenstockResort.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/230223_ExecutiveTraveller_SoMe_BuergenstockResort.pdf</a> ResultURL:					
01.03.2023	The Australian (Travel + Luxury Magazine)	Newspaper	<b>Swiss health havens that run like clockwork</b> <i>Wong Venus</i>	291'000	509'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010323_TheAustralian_SwissHealthHavensThatRunLikeClockwork.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010323_TheAustralian_SwissHealthHavensThatRunLikeClockwork.pdf</a> ResultURL:					
01.03.2023	Luxury Travel Magazine Indesign Media	Newsletter	<b>Artisanal experiences in Switzerland</b> <i>Skelly Susan</i>	10'500	42'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010323_LuxuryTraveller_Web_SusanSkelly_ArtisanalExperiencesInSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010323_LuxuryTraveller_Web_SusanSkelly_ArtisanalExperiencesInSwitzerland.pdf</a> ResultURL:					
01.03.2023	Virtuoso Australia PTY LTD 'LIFE'	Magazine	<b>Swiss Hits</b> <i>David Brandon</i>	11'000	27'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010323_VirtuosoMag_DavidBrandon_SwissHits.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010323_VirtuosoMag_DavidBrandon_SwissHits.pdf</a> ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
01.03.2023	The Australian	Online	<b>Best Spa Retreats in Switzerland</b> Wong Venus	2'100'000	2'100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010323_TheAustralian_Online_VenusWong_BestSpaRetreatInSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010323_TheAustralian_Online_VenusWong_BestSpaRetreatInSwitzerland.pdf</a> ResultURL:					
01.03.2023	International Traveller	Magazine	<b>Greener pastures</b> Eveson Imogen	30'000	147'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/010323_InternationalTraveller_Imogen_GeenerPastures.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/010323_InternationalTraveller_Imogen_GeenerPastures.pdf</a> ResultURL:					
04.03.2023	Influencer (social media)	Social Media/Influencer	<b>Health Switzerland</b> Wong Venus	3'511	240
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/040323_VenusWong_SoMe_HealthSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/040323_VenusWong_SoMe_HealthSwitzerland.pdf</a> ResultURL:					
08.03.2023	The Australian (Travel + Luxury Magazine)	Social Media/Influencer	<b>Swiss wellness and spa</b> Wong Venus	8'975	50
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/080323_TravelAndLuxury_SoMe_Instagram_Post_SwissWellnessAndSpa.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/080323_TravelAndLuxury_SoMe_Instagram_Post_SwissWellnessAndSpa.pdf</a> ResultURL:					
21.04.2023	SMH Mon-Sat.	Online	<b>Nine must-do highlights of St Moritz, Switzerland</b> Dean Anabel	267'750	267'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/210423_SMH_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/210423_SMH_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf</a> ResultURL:					
21.04.2023	The Age	Online	<b>Nine must-do highlights of St. Moritz, Switzerland</b> Dean Anabel	2'152'000	3'080'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/210423_TheAge_AnabelDean_NineMustDoHighlightsOfStMoritz.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/210423_TheAge_AnabelDean_NineMustDoHighlightsOfStMoritz.pdf</a> ResultURL:					
21.04.2023	WA today	Online	<b>Nine must-do highlights of St Moritz, Switzerland</b> Dean Anabel	692'000	692'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/210423_WAtoday_AnabelDean_StMoritz_NineMustDoHighlightsOfStMoritzSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/210423_WAtoday_AnabelDean_StMoritz_NineMustDoHighlightsOfStMoritzSwitzerland.pdf</a> ResultURL:					
21.04.2023	Brisbane Times Online	Online	<b>Nine must-do highlights of St Moritz, Switzerland</b> Dean Anabel	758'000	758'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/210423_BrisbaneTimes_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/210423_BrisbaneTimes_AnabelDean_NineMustDoHighlightsOfStMoritzSwitzerland.pdf</a> ResultURL:					
20.05.2023	Get Lost Magazine (Grin Creative)	Online	<b>Buergenstock Resort</b> Jamieson Justin	15'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/200523_GetLost_Web_BuergenstockResort.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/200523_GetLost_Web_BuergenstockResort.pdf</a> ResultURL:					
20.05.2023	Get Lost Magazine (Grin Creative)	Newsletter	<b>The definitive list of the worlds best pools</b> Jamieson Justin	30'000	30'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/200523_GetLost_eNews_Buergenstock_TheDefinitiveListOfTheWorldsBestPools.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/200523_GetLost_eNews_Buergenstock_TheDefinitiveListOfTheWorldsBestPools.pdf</a> ResultURL:					
28.05.2023	Get Lost Magazine (Grin Creative)	Magazine	<b>You've heard of Birkenstock... now Burgenstock</b> Jamieson Justin	20'000	80'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/280523_GetLost_eNews_Buergenstock.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/280523_GetLost_eNews_Buergenstock.pdf</a> ResultURL:					
27.09.2023	Karry On	Online	<b>Mandarin Oriental Savoy Zurich Set to Open</b>	40'000	60'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/270923_KarryOn_ZRH_MandarinOrientalSavoyZurichSetToOpen.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/270923_KarryOn_ZRH_MandarinOrientalSavoyZurichSetToOpen.pdf</a> ResultURL:					
21.11.2023	The Australian (Travel + Luxury Magazine)	Newspaper	<b>Eight Epic Trips To Put on Your Bucket List</b> Wallman Nikki	291'000	509'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/211123_AUST_EightEpicTrips.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/211123_AUST_EightEpicTrips.pdf</a> ResultURL:					
28.11.2023	eTN Global Travel Industry News	Online	<b>Luxury &amp; Charm at Lucerne's Grand Hotel National</b> La Bua Robert	4'778	4'778
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SYD/2023/261123_EGlobal_Lucerne_LuxuryCharmAtLucernesGrandHotelNational.pdf">http://clippings.switzerlandtourism.ch/SYD/2023/261123_EGlobal_Lucerne_LuxuryCharmAtLucernesGrandHotelNational.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				<b>AUSTRALIA: 27 Clippings</b>	<b><u>7'256'164</u></b>	<b><u>9'362'238</u></b>

## AUSTRIA/HUNGARY

<b>01.01.2023</b>	Wellhotel	Magazine	<b>Mandarin Oriental Palace, Luzern</b> <i>Jungfer Angela</i>	16'190	79'331
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ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-9f289d4623055ef13f1866ad5774f4203b1fe0e3.pdf>  
ResultURL:

<b>09.01.2023</b>	Falstaff	Online	<b>Das sind die höchstgelegenen Skigebiete in Europa</b> <i>Hilmbauer Claudia</i>	528'030	132'007
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ClippingsURL: [http://clippings.switzerlandtourism.ch/VIE/2023/2023-01-09\\_falstaff\\_travel.png](http://clippings.switzerlandtourism.ch/VIE/2023/2023-01-09_falstaff_travel.png)  
ResultURL: <https://www.falstaff-travel.com/insider-tipp/skiurlaub-mit-schneegarantie-europa/>

<b>20.01.2023</b>	News	Magazine	<b>Das Geheimnis der fünf Sterne</b> <i>Lugmayr Christine</i>	41'635	130'782
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ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-132f218c1f71f7f311368f3d017971f63321fbaf.pdf>  
ResultURL:

<b>21.02.2023</b>	leadersnet.at	Online	<b>Sieben spektakuläre Luxus-Pools zum Abtauchen</b> <i>Leitenmüller Paul</i>	120'000	30'000
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ClippingsURL: [http://clippings.switzerlandtourism.ch/VIE/2023/2023-02-21\\_leadersnet.png](http://clippings.switzerlandtourism.ch/VIE/2023/2023-02-21_leadersnet.png)  
ResultURL: <https://www.leadersnet.at/luxury-news/66910,sieben-spektakulaere-luxus-pools-zum-abtauchen.html>

<b>01.06.2023</b>	Falstaff	Magazine	<b>Ein Schloss am Vierwaldstättersee</b> <i>Rosam Wolfgang</i>	53'858	252'594
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ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-e52d6763b2f1e2388de37620bfb0889ba6597a8d.pdf>  
ResultURL:

<b>19.07.2023</b>	Bus & Hotel Report International	Magazine	<b>Mit Blick auf die Rhône</b> <i>Redaktion Team</i>	3'515	17'224
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ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-89619796078d9e4291d5a4d374a325c70549deae.pdf>  
ResultURL:

<b>27.07.2023</b>	tip daily Newsletter	Newsletter	<b>Mit dem Baur au Lac in See stechen</b> <i>Redaktion Team</i>	4'275	4'275
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ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-04d22791d0d478dcfa40062dc0186d016b05e130.pdf>  
ResultURL:

<b>19.08.2023</b>	KURIER	Online	<b>Hohenlohes auf Genuss-Tour: Über Nizza und Luzern zurück in die Heimat</b> <i>Hohenlohe Karl</i>	2'815'737	703'934
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ClippingsURL: [http://clippings.switzerlandtourism.ch/VIE/2023/2023-08-19\\_kurier.png](http://clippings.switzerlandtourism.ch/VIE/2023/2023-08-19_kurier.png)  
ResultURL: <https://kurier.at/leben/essen-trinken/teil-4-hohenlohes-auf-genuss-tour-ueber-nizza-luzern-den-vierwaldstaettersee-zurueck-in-die-heimat/402560150>

<b>28.08.2023</b>	Freizeit.at	Online	<b>Hohenlohes auf Genuss-Tour: Über Nizza und Luzern zurück in die Heimat</b> <i>Hohenlohe Karl</i>	442'778	110'694
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ClippingsURL: [http://clippings.switzerlandtourism.ch/VIE/2023/2023-08-28\\_freizeit.png](http://clippings.switzerlandtourism.ch/VIE/2023/2023-08-28_freizeit.png)  
ResultURL: <https://www.falstaff.com/de/news/made-in-zuerich-eine-stadt-der-kreativen-qualitaet>

<b>04.09.2023</b>	Perfect Eagle	Magazine	<b>Seensucht &amp; Dolce Vita</b> <i>Scheck Markus</i>	19'000	91'770
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ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-7b70991afa317c6ec2096624413981123d841d9c.pdf>  
ResultURL:

<b>27.09.2023</b>	Kronen Zeitung krone.at	Online	<b>Die Schokoladenseite der Schweiz</b> <i>Thomas Andrea</i>	3'412'234	853'058
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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>

<b>28.09.2023</b>	Woman	Magazine	<b>Zuhause &amp; unterwegs - The Dolder Grand, Zürich</b> <i>Gisch Stephanie</i>	121'157	810'540
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ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-d20d10482dc64751e333db7ebf2f9715ca1c7531.pdf>  
ResultURL:

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
01.10.2023	Kronen Zeitung krone.at	Newspaper	<b>Die Schokoladenseite der Schweiz</b> Thomas Andrea	1'112'925	3'505'714
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-e655b8b3597a9fd44dac067aaab80843c78518e.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-e655b8b3597a9fd44dac067aaab80843c78518e.pdf</a> ResultURL:					
06.10.2023	Falstaff	Magazine	<b>WELTKLASSE AM RHEINUFER</b> Rosam Wolfgang	53'858	218'663
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-3d962d459542aa30e46fcc4be9e2698195747957.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-3d962d459542aa30e46fcc4be9e2698195747957.pdf</a> ResultURL:					
19.10.2023	Falstaff	Magazine	<b>The Dolder Grand, Schweiz</b> Rosam Wolfgang	71'250	525'825
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-602cf1662ba58f1263191c852a07726e4a47999c.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-602cf1662ba58f1263191c852a07726e4a47999c.pdf</a> ResultURL:					
19.10.2023	Falstaff	Magazine	<b>Heilendes Wasser</b> Rosam Wolfgang	71'250	525'825
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-c70f26764aca2e3bd3d58206b190898dd52128a.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-c70f26764aca2e3bd3d58206b190898dd52128a.pdf</a> ResultURL:					
01.11.2023	Hotel & Design	Magazine	<b>Elegance oblige</b> Redaktion Team	11'400	43'434
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-416a1e31ace4048159d10f9f1af5f0bba6e30a70.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-416a1e31ace4048159d10f9f1af5f0bba6e30a70.pdf</a> ResultURL:					
03.11.2023	Falstaff	Magazine	<b>Zürichs ältestes Grandhotel öffnet wieder</b> Rosam Wolfgang	53'858	218'663
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-2b75e372fdb289c8d70f5ca3391b3849f48ed9a7.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-2b75e372fdb289c8d70f5ca3391b3849f48ed9a7.pdf</a> ResultURL:					
17.11.2023	Falstaff	Magazine	<b>Das gediegene Paradies</b> Novotny Maik	38'000	261'440
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-32a53867f081dec6966e0f4f96f55c5f732a0d9b.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-32a53867f081dec6966e0f4f96f55c5f732a0d9b.pdf</a> ResultURL:					
25.11.2023	Oberösterreichische Nachrichten nachrichten.at	Newspaper	<b>Stadt der Diplomaten und Uhrenjäger</b> Haas Karin	129'200	218'348
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-1360caf74a3167a20e83af1cd22277413cabb122.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-1360caf74a3167a20e83af1cd22277413cabb122.pdf</a> ResultURL:					
04.12.2023	Signature	Magazine	<b>Let it flow</b> Sirch Angela	136'132	936'588
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-ed51dfc3a6c886a27cf6fc43a7cd9f87648efead.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-ed51dfc3a6c886a27cf6fc43a7cd9f87648efead.pdf</a> ResultURL:					
13.12.2023	Hotel & Design	Magazine	<b>Mit Kunst in Szene setzen</b> Redaktion Team	11'000	43'434
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-8fd8dd46983ebf1b57ffac468020f2ec12b7f8eb.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-8fd8dd46983ebf1b57ffac468020f2ec12b7f8eb.pdf</a> ResultURL:					
14.12.2023	Falstaff	Magazine	<b>Badrutt's Palace</b> Hilmbauer Claudia	71'250	525'825
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-78558afb8bf02d6512783a4de67b02572ef4cf38.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-78558afb8bf02d6512783a4de67b02572ef4cf38.pdf</a> ResultURL:					
21.12.2023	Falstaff Living	Magazine	<b>Kunsttrip Genf</b> Novotny Maik	38'000	261'440
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-8298b59c2ed97410eefe55ea6d628d0b8f1f5ed1.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-8298b59c2ed97410eefe55ea6d628d0b8f1f5ed1.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:					
<b>AUSTRIA/HUNGARY: 25 Clippings</b>				<b><u>9'400'282</u></b>	<b><u>10'676'683</u></b>



PublicationDate Media MediaType Headlines Author Circulation Contacts

## BELGIUM/LUXEMBOURG

**02.01.2023** OH! Life Magazine **Nos adresses à la montage - France, Italie, Suisse** 5'000 5'000  
*Goor - Mahaux Christiane*

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08618.pdf>  
ResultURL:

**05.01.2023** BE Perfect Magazine **Zermatt - Les très bon élève Suisse** 12'500 31'250  
*Calmant Servane*

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08617.pdf>  
ResultURL:

**27.02.2023** vtm.be/nieuws Online **Ruth vervangt kunst door werk van Mabelle en verstoopt de ring** 395'000 395'000  
*Vijverman Koen*

ClippingsURL:  
ResultURL: <https://vtm.be/ruth-vervangt-kunst-door-werk-van-mabelle-and-verstoopt-de-ring~v3eacc602-a99a-4661-8c61-a68a6d0d43d6>

**28.02.2023** VTM - Amusementsprogramma's TV/Cable/Video **Verliefd, verloofd & getrouwd in 24 uur** 1'000'000 1'000'000  
*Vijverman Koen*

ClippingsURL:  
ResultURL: <https://vtm.be/vtmgo/afspelen/3aa2ac45-e6ec-44a6-bc1b-ded894802625>

**16.03.2023** Trends Style Magazine **An Palaus au bord du lac / Een paleis aan het meer** 59'068 147'670  
*Vanspauwen Bruno*

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08649.pdf>  
ResultURL:

**04.05.2023** Fifty & Me Magazine Magazine **Niks boven Gstaad** 45'000 112'500  
*Dorgelo Daphne*

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08673.pdf>  
ResultURL:

**04.07.2023** Essentielle focus (La Libre) Magazine **Zomerverblijf in de bergen** 55'486 213'621  
*Buyle Raoul*

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08716.pdf>  
ResultURL:

**BELGIUM/LUXEMBOURG: 7 Clippings** 1'572'054 1'905'041

## CHINA

**11.04.2023** 七海星尘seven sea Social Media/Influencer **Stay in the Scene** 8'533

ClippingsURL: <http://clippings.switzerlandtourism.ch/BJJ/2023/qihai-20230411-8533.pdf>  
ResultURL:

**CHINA: 1 Clippings** 8'533

## CZECH REPUBLIC

**05.01.2023** Forbes Magazine **THE BEST CLINICS IN EUROPE** 32'400 81'000  
*Capkova Irena*

ClippingsURL: <http://clippings.switzerlandtourism.ch/PRG/2023/mb-0ea4b3218f291322208c74e03335a29186c32ca9.pdf>  
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
05.01.2023	Forbes.cz	Online	<b>The beauty of slowness. Experience Switzerland from a luxury train with the most beautiful view</b> <i>editorial staff</i>	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> <i>Kadavá Eva</i>	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:					
17.05.2023			<b>Train adventure: sustainable journeys through Switzerland in spring</b> <i>editorial staff</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PRG/2023/2023-05-17_Travel_Digest.png">http://clippings.switzerlandtourism.ch/PRG/2023/2023-05-17_Travel_Digest.png</a> ResultURL: <a href="https://www.traveldigest.cz/2023/05/17/vlakove-dobrodruzstvi-udrzitelne-cesty-jarnim-svycarskem/">https://www.traveldigest.cz/2023/05/17/vlakove-dobrodruzstvi-udrzitelne-cesty-jarnim-svycarskem/</a>					
<b>CZECH REPUBLIC: 4 Clippings</b>				<u>998'750</u>	<u>390'216</u>

## FRANCE

01.01.2023	Yonder	Online	<b>Mandarin Oriental Palace Luzern, une élégance moderne au charme d'antan</b> <i>Gautrand Pierre</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Mandarin_Oriental_Palace_Luzern_une_elegance_moderne_au_charme_historique.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Mandarin_Oriental_Palace_Luzern_une_elegance_moderne_au_charme_historique.pdf</a> ResultURL: <a href="https://www.yonder.fr/hotels/hotels-du-mois/mandarin-oriental-palace-luzern-une-elegance-moderne-au-charme-historique">https://www.yonder.fr/hotels/hotels-du-mois/mandarin-oriental-palace-luzern-une-elegance-moderne-au-charme-historique</a>					
04.03.2023	ELLE.FR	Online	<b>Visite de l'autre Suisse, festive et arty</b> <i>DEMONT Florence</i>	9'068'000	2'267'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Visite_de_lautre_Suisse_festive_et_arty_-_Elle.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Visite_de_lautre_Suisse_festive_et_arty_-_Elle.pdf</a> ResultURL: <a href="https://www.elle.fr/Loisirs/Evasion/Visite-de-l-autre-Suisse-festive-et-arty-4110141">https://www.elle.fr/Loisirs/Evasion/Visite-de-l-autre-Suisse-festive-et-arty-4110141</a>					
04.03.2023	ELLE	Magazine	<b>Art de vie - Escapades, l'autre Suisse</b> <i>DEMONT Florence</i>	344'117	2'078'467
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/ELLE_ELLG_4028_4p-emag.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/ELLE_ELLG_4028_4p-emag.pdf</a> ResultURL:					
05.03.2023	LESECHOS.FR - LES ECHOS ONLINE	Online	<b>Nous avons testé l'hôtel The Alpina à Gstaad</b> <i>REALI Mariana</i>	9'959'000	2'489'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Nous_avons_teste_lhotelThe_Alpina_a_Gstaad__Les_Echos.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Nous_avons_teste_lhotelThe_Alpina_a_Gstaad__Les_Echos.pdf</a> ResultURL: <a href="https://www.lesechos.fr/weekend/voyages/nous-avons-teste-lhotel-the-alpina-a-gstaad-1911693">https://www.lesechos.fr/weekend/voyages/nous-avons-teste-lhotel-the-alpina-a-gstaad-1911693</a>					
25.03.2023	CHALLENGES.FR	Online	<b>Suisse: Six Senses Installe son refuge de luxe à Crans-Montana</b> <i>Massalovich Sophie</i>	3'402'000	850'500
ClippingsURL: ResultURL: <a href="https://www.challenges.fr/luxe/suisse-six-senses-installe-son-refuge-de-luxe-a-crans-montana_849903">https://www.challenges.fr/luxe/suisse-six-senses-installe-son-refuge-de-luxe-a-crans-montana_849903</a>					
14.04.2023	Les Hardis (ancien Les Grands Ducs) Online	Online	<b>Nos meilleures idées pour partir en vacances en montagne cet été</b> <i>FICHOT-MARION Adine</i>	110'000	27'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Quelques_idees_sur_ou_partir_en_vacances_a_la_montagne_cet_ete.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Quelques_idees_sur_ou_partir_en_vacances_a_la_montagne_cet_ete.pdf</a> ResultURL: <a href="https://www.leshardis.com/2023/04/idees-ou-partir-en-vacances-montagne-ete/">https://www.leshardis.com/2023/04/idees-ou-partir-en-vacances-montagne-ete/</a>					
29.05.2023	HOTEL & LODGE ONLINE	Online	<b>6 spas d'hôtels à travers le monde</b> <i>Cattelain Le Dü Anne-Marie</i>	10'000	2'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/6_spas_dhotels_a_travers_le_monde__Hotel_Lodge_Magazine.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/6_spas_dhotels_a_travers_le_monde__Hotel_Lodge_Magazine.pdf</a> ResultURL: <a href="https://hoteletlodge.fr/hotel/6-spas-dhotels-a-travers-le-monde/">https://hoteletlodge.fr/hotel/6-spas-dhotels-a-travers-le-monde/</a>					
29.05.2023	LEFIGARO.FR - LE FIGARO ONLINE	Online	<b>Hôtel The Alpina à Gstaad, l'avis d'expert du Figaro</b> <i>Cattelain Le Dü Anne-Marie</i>	25'909'000	6'477'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Hotel_The_Alpina_a_Gstaad_lavis_dexpert_du_Figaro.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Hotel_The_Alpina_a_Gstaad_lavis_dexpert_du_Figaro.pdf</a> ResultURL: <a href="https://www.lefigaro.fr/voyages/hotels/hotel-the-alpina-a-gstaad-l-avis-et-les-notes-du-figaro-20231209">https://www.lefigaro.fr/voyages/hotels/hotel-the-alpina-a-gstaad-l-avis-et-les-notes-du-figaro-20231209</a>					
23.06.2023	The Good Life online - TheGoodHub	Online	<b>Lucerne : 14 adresses pour un weekend hors du temps en Suisse</b> <i>DEBRAS Bérénice</i>	208'000	208'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Lucerne_-_14_adresses_pour_un_weekend_hors_du_temps_en_Suisse.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Lucerne_-_14_adresses_pour_un_weekend_hors_du_temps_en_Suisse.pdf</a> ResultURL: <a href="https://thegoodlife.fr/lucerne-weekend-en-suisse-adresses/">https://thegoodlife.fr/lucerne-weekend-en-suisse-adresses/</a>					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
<b>23.06.2023</b>	THE GOOD LIFE	Magazine	<b>36 heures à Lucerne pour une parenthèse hors du temps</b> <i>DEBRAS Bérénice</i>	60'000	150'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/TGLSHORLO-GOOD_DIRECTORY.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/TGLSHORLO-GOOD_DIRECTORY.pdf</a> ResultURL:					
<b>26.06.2023</b>	VOYAGER ICI & AILLEURS	Magazine	<b>The Alpina - Gstaad</b> <i>LAHARGOUE Lucas</i>	55'000	137'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/3826_001.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/3826_001.pdf</a> ResultURL:					
<b>14.08.2023</b>	PALACESCOPE	Online	<b>Une escapade à Lausanne</b> <i>Hirth Sandra</i>	159'169	39'792
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Une_escapade_a_Lausanne_-_PalaceScope_-_pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Une_escapade_a_Lausanne_-_PalaceScope_-_pdf</a> ResultURL: <a href="https://www.palacescope.com/2022/10/18/une-escapade-a-lausanne/">https://www.palacescope.com/2022/10/18/une-escapade-a-lausanne/</a>					
<b>15.09.2023</b>	CôtéMaison.fr	Online	<b>Zurich : coffre-fort de culture</b> <i>BATISSE-PICHET Florence</i>	497'503	124'376
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Zurich_coffre-fort_de_culture__Chemin_Lisant_le_blog_de_Florence_Batisse-Pichet.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Zurich_coffre-fort_de_culture__Chemin_Lisant_le_blog_de_Florence_Batisse-Pichet.pdf</a> ResultURL: <a href="https://blogs.cotemaison.fr/chemin-lisant/2023/09/15/zurich-coffre-fort-de-culture/">https://blogs.cotemaison.fr/chemin-lisant/2023/09/15/zurich-coffre-fort-de-culture/</a>					
<b>15.09.2023</b>	Attitude Luxe - Online	Online	<b>Zurich : creuset d'histoire et de culture</b> <i>BATISSE-PICHET Florence</i>	13'000	3'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Zurich_creuset_dhistoire_et_de_culture.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Zurich_creuset_dhistoire_et_de_culture.pdf</a> ResultURL: <a href="https://www.attitude-luxe.com/article/02407">https://www.attitude-luxe.com/article/02407</a>					
<b>01.10.2023</b>	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>					
<b>01.11.2023</b>	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:					
<b>24.11.2023</b>	HARPER'S BAZAAR FRANCE	Magazine	<b>Gstaad : nos meilleures adresses pour un voyage grand luxe et authentique au coeur du village suisse</b> <i>Grandehanna Sibilla</i>	150'000	375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Gstaad_nos_meilleures_adresses_pour_un_voyage_grand_luxe_et_authentique_au_coeur_du_village_suisse.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Gstaad_nos_meilleures_adresses_pour_un_voyage_grand_luxe_et_authentique_au_coeur_du_village_suisse.pdf</a> ResultURL: <a href="https://www.harperbazaar.fr/culture/gstaad-nos-meilleures-adresses-pour-un-voyage-grand-luxe-et-authentique-au-coeur-du-village-suisse_1485">https://www.harperbazaar.fr/culture/gstaad-nos-meilleures-adresses-pour-un-voyage-grand-luxe-et-authentique-au-coeur-du-village-suisse_1485</a>					
<b>01.12.2023</b>	GRANDS REPORTAGES	Magazine	<b>Une passion suisse</b> <i>PORTE Jean-Marc</i>	42'000	650'160
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/2023-12-13-GRANDS_REPORTAGES_HORS-SERIE-Decembre_2023-10000000066146628.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/2023-12-13-GRANDS_REPORTAGES_HORS-SERIE-Decembre_2023-10000000066146628.pdf</a> ResultURL:					
<b>04.12.2023</b>	EDGAR MAGAZINE ONLINE	Online	<b>Dolder Grand, plénitude ultra</b> <i>SAUVOY Clément</i>	72'000	18'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Dolder_Grand_plenitude_ultra_-_Edgar_Magazine.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Dolder_Grand_plenitude_ultra_-_Edgar_Magazine.pdf</a> ResultURL: <a href="https://www.edgarmagazine.com/dolder-grand-plenitude-ultra/">https://www.edgarmagazine.com/dolder-grand-plenitude-ultra/</a>					
<b>04.12.2023</b>	EDGAR MAGAZINE ONLINE	Online	<b>LeCrans, un 5 étoiles de légende</b> <i>SAUVOY Clément</i>	72'000	18'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/LeCrans_un_5_etoiles_de_legende_-_Edgar_Magazine.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/LeCrans_un_5_etoiles_de_legende_-_Edgar_Magazine.pdf</a> ResultURL: <a href="https://www.edgarmagazine.com/lecrans-un-5-etoiles-de-legende/">https://www.edgarmagazine.com/lecrans-un-5-etoiles-de-legende/</a>					
<b>04.12.2023</b>	EDGAR MAGAZINE ONLINE	Online	<b>LeCrans, un 5 étoiles de légende</b> <i>SAUVOY Clément</i>	72'000	18'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Mandarin_Oriental_Palace_siderante_beaute_lacustre_-_Edgar_Magazine.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Mandarin_Oriental_Palace_siderante_beaute_lacustre_-_Edgar_Magazine.pdf</a> ResultURL: <a href="https://www.edgarmagazine.com/mandarin-oriental-palace-siderante-beaute-lacustre/">https://www.edgarmagazine.com/mandarin-oriental-palace-siderante-beaute-lacustre/</a>					
<b>24.12.2023</b>	Beaux Arts Magazine Online	Online	<b>Ces (très) luxueux spas hôteliers peuplés d'art</b> <i>BELMONT Sarah</i>	144'788	36'197
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Ces_tres_luxueux_spas_hoteliers_peuples_dart__Beaux_Arts.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Ces_tres_luxueux_spas_hoteliers_peuples_dart__Beaux_Arts.pdf</a> ResultURL: <a href="https://www.beauxarts.com/lifestyle/ces-tres-luxueux-spas-hoteliers-peuples-dart/">https://www.beauxarts.com/lifestyle/ces-tres-luxueux-spas-hoteliers-peuples-dart/</a>					
<b>24.12.2023</b>	Beaux Arts Magazine Online	Online	<b>Les hôtels-musées les plus spectaculaires au monde</b> <i>BELMONT Sarah</i>	144'788	36'197
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Les_hotels-musees_les_plus_spectaculaires_au_monde__Beaux_Arts.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Les_hotels-musees_les_plus_spectaculaires_au_monde__Beaux_Arts.pdf</a> ResultURL: <a href="https://www.beauxarts.com/lifestyle/les-hotels-musees-les-plus-spectaculaires-au-monde/">https://www.beauxarts.com/lifestyle/les-hotels-musees-les-plus-spectaculaires-au-monde/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				<b>FRANCE: 23 Clippings</b>	<b>50'923'236</b>	<b>16'137'657</b>

## GERMANY

01.01.2023	www.tagesspiegel.de Tagesspiegel online	Online	<b>Wintertipps für Luzern: Schoggi, Teatime und Picasso</b> <i>Lippitz, Ulf</i>	7'300'000	1'825'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2022-12-02_Tagesspiegel_Schoggi_Teatime_und_Picasso.png">http://clippings.switzerlandtourism.ch/FRA/2023/2022-12-02_Tagesspiegel_Schoggi_Teatime_und_Picasso.png</a> ResultURL: <a href="https://www.tagesspiegel.de/gesellschaft/reise/wintertipps-fur-luzern-schoggi-teatime-und-picasso-8877595.html">https://www.tagesspiegel.de/gesellschaft/reise/wintertipps-fur-luzern-schoggi-teatime-und-picasso-8877595.html</a>					
01.01.2023	Mortimer Reisemagazin Online www.mortimer-reisemagazin	Online	<b>Im Einklang mit der Natur im Tessin</b> <i>Raab Karsten-Thilo</i>	120'000	30'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_Mortimer2.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_Mortimer2.pdf</a> ResultURL: <a href="https://www.mortimer-reisemagazin.de/im-einklang-mit-der-natur-im-tessin/">https://www.mortimer-reisemagazin.de/im-einklang-mit-der-natur-im-tessin/</a>					
01.01.2023	Sternfresser.de - per aspera ad astra***	Online	<b>SCHWEIZER MEMORANDUM</b> <i>Mihm Kai</i>	6'477	6'477
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_sternfresser2.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_sternfresser2.pdf</a> ResultURL: <a href="https://www.sternfresser.de/restaurantkritik/2020/memories-sven-wassmer-bad-ragaz-2020/">https://www.sternfresser.de/restaurantkritik/2020/memories-sven-wassmer-bad-ragaz-2020/</a>					
01.01.2023	Sternfresser.de - per aspera ad astra***	Online	<b>BOCK AUF WIDDER</b> <i>Mihm Kai</i>	6'477	6'477
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_sternfresser1.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_sternfresser1.pdf</a> ResultURL:					
01.01.2023	ADAC Reisemagazin (Redaktion) c/c relevance GmbH	Magazine	<b>Schweiz</b> <i>Ramm Diddo</i>	58'000	715'720
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/2023-01-01_ADAC_Reisemagazin2.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/2023-01-01_ADAC_Reisemagazin2.pdf</a> ResultURL:					
10.01.2023	Radioreise	Online	<b>CRANS MONTANA A LA CARTE - DER KULINARISCHE STREIFZUG ÜBER DAS SONNENPLATEAU IM WALLIS</b> <i>Tauscher Alexander</i>	40'000	40'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-10_radioreise.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-10_radioreise.png</a> ResultURL: <a href="https://www.radioreise.de/2023/01/crans-montana-la-carte-der-kulinarische-streifzug-ueber-das-sonnenplateau-im-wallis.html">https://www.radioreise.de/2023/01/crans-montana-la-carte-der-kulinarische-streifzug-ueber-das-sonnenplateau-im-wallis.html</a>					
02.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss, Reise Genuss	Magazine	<b>Vom Lago Maggiore zum Genfer See</b> <i>Clef Ulrich</i>	32'000	96'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/Reisegenuss_II-23-DS.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/Reisegenuss_II-23-DS.pdf</a> ResultURL:					
19.02.2023	Deutschlandfunk online	Online	<b>Die Geburtsstätte des Bobsports in St. Moritz</b> <i>von Schenck Susanne</i>	950'000	950'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/Adrenalinrausch_im_Eiskanal_-_Die_Geburtsstaette_des_Bobsport.mp3">http://clippings.switzerlandtourism.ch/FRA/2023/Adrenalinrausch_im_Eiskanal_-_Die_Geburtsstaette_des_Bobsport.mp3</a> ResultURL: <a href="https://www.deutschlandfunkkultur.de/bobsport-sankt-moritz-100.html">https://www.deutschlandfunkkultur.de/bobsport-sankt-moritz-100.html</a>					
23.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss, Reise Genuss	Online	<b>Nachhaltiger geht's nicht</b> <i>Clef Ulrich</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss8.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss8.png</a> ResultURL: <a href="https://www.reise-genuss.de/gourmet/mattias-roock/">https://www.reise-genuss.de/gourmet/mattias-roock/</a>					
23.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss, Reise Genuss	Online	<b>Lage, Lage, Lage</b> <i>Clef Ulrich</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss4.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss4.png</a> ResultURL: <a href="https://www.reise-genuss.de/hotels/leden-rocl/">https://www.reise-genuss.de/hotels/leden-rocl/</a>					
23.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss, Reise Genuss	Online	<b>Der Youngster unter den Tessiner Sterneköchen</b> <i>Clef Ulrich</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss6.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss6.png</a> ResultURL: <a href="https://www.reise-genuss.de/gourmet/marco-campanella/">https://www.reise-genuss.de/gourmet/marco-campanella/</a>					
23.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss, Reise Genuss	Online	<b>Inmitten der Natur und mit nachhaltiger Sterneküche</b> <i>Clef Ulrich</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss3.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reisegenuss3.png</a> ResultURL: <a href="https://www.reise-genuss.de/hotels/castello-del-sole/">https://www.reise-genuss.de/hotels/castello-del-sole/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
<b>23.02.2023</b>	c/c/c Clef Creative Communications GmbH Golf Genuss, Reise Genuss	Online	<b>Der Tradition verpflichtet</b> Clef Ulrich		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reiseegenuss1.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reiseegenuss1.png</a> ResultURL: <a href="https://www.reise-genuss.de/gourmet/peter-knogl/">https://www.reise-genuss.de/gourmet/peter-knogl/</a>					
<b>26.02.2023</b>	RBB Inforadio	Radio	<b>Adrenalinrausch im Eiskanal</b> von Schenck Susanne	300'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-674d28b3b50ba29b92d74ba1ca976c5e9ce56c59.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-674d28b3b50ba29b92d74ba1ca976c5e9ce56c59.pdf</a> ResultURL:					
<b>26.02.2023</b>	Deutschlandfunk	Radio	<b>Adrenalinrausch im Eiskanal</b> von Schenck Susanne	2'030'000	2'030'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-f6eb2f333b8410c6f8ec2aad35f9e92edf854606.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-f6eb2f333b8410c6f8ec2aad35f9e92edf854606.pdf</a> ResultURL:					
<b>26.02.2023</b>	Deutschlandfunk	Radio	<b>Sonntagsspaziergang</b> Dresdner Joachim	2'030'000	2'030'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-85c8bd094feca97a0c4ac1ae7853fb5828751460.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-85c8bd094feca97a0c4ac1ae7853fb5828751460.pdf</a> ResultURL:					
<b>26.02.2023</b>	RBB Inforadio	Radio	<b>ARD rbb - Info Radio</b> Bötig Ingo	300'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-a654d0645aa73b05272afc476f32c584ec0ddc63.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-a654d0645aa73b05272afc476f32c584ec0ddc63.pdf</a> ResultURL:					
<b>16.03.2023</b>	GALA	Magazine	<b>Vom Berg an den See</b> de Vries Michael	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:					
<b>23.03.2023</b>	Frankfurter Allgemeine Zeitung (FAZ)	Newspaper	<b>Reicher Onkel zur rechten Zeit</b> Schrahe Christoph	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:					
<b>07.05.2023</b>	Die Welt / Welt am Sonntag Newspaper Verlagsbüro Düsseldorf		<b>“Ich koche nicht für Instagram”</b> Biringer Eva	413'887	724'302
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-05-07_Welt_am_Sonntag.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-05-07_Welt_am_Sonntag.pdf</a> ResultURL:					
<b>18.06.2023</b>	1001reisetraeume.de	Online	<b>Der Duft des Südens im Tessin</b> Düring Detlef	8'536	2'134
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-18_1001_Reisetraume.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-18_1001_Reisetraume.png</a> ResultURL: <a href="https://1001reisetraeume.de/der-duft-des-suedens-im-tessin/">https://1001reisetraeume.de/der-duft-des-suedens-im-tessin/</a>					
<b>25.06.2023</b>	Gourmet-Blog Network	Blog	<b>La Terrasse du Petit Palais, Montreux – Feine Kulinarik und beste Aussicht</b> Zehrt Dirk	138'500	138'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-25_gourmet-blog2.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-25_gourmet-blog2.pdf</a> ResultURL: <a href="https://www.gourmet-blog.de/la-terrasse-du-petit-palais-montreux-feine-kulinarik-beste-aussicht/">https://www.gourmet-blog.de/la-terrasse-du-petit-palais-montreux-feine-kulinarik-beste-aussicht/</a>					
<b>27.06.2023</b>	Gourmet-Blog Network	Blog	<b>Seilbahnfahrt von Chantarella zum Piz Nair – Spektakuläre Natur im Engadin</b> Zehrt Dirk	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>					
<b>28.06.2023</b>	Gourmet-Blog Network	Blog	<b>Radweg von Sils Maria bis Pontresina – Eine malerische Route entlang der Seen</b> Zehrt Dirk	138'500	138'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-28_gourmet-blog.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-28_gourmet-blog.pdf</a> ResultURL: <a href="https://www.gourmet-blog.de/radweg-von-sils-maria-bis-pontresina-eine-malerische-route-entlang-der-seen/">https://www.gourmet-blog.de/radweg-von-sils-maria-bis-pontresina-eine-malerische-route-entlang-der-seen/</a>					
<b>02.07.2023</b>	reisenundessen.de		<b>Mit dem Gotthard Panorama Express von Lugano nach Luzern</b> Ferro Thomas		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-07-02_reisenundessen.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-07-02_reisenundessen.pdf</a> ResultURL: <a href="https://reisenundessen.de/gotthard-panorama-express-von-lugano-nach-luzern/">https://reisenundessen.de/gotthard-panorama-express-von-lugano-nach-luzern/</a>					
<b>24.07.2023</b>	Bayerischer Rundfunk	TV/Cable/Video	<b>Eisenbahnromantik: Die Gornergratbahn</b> Schweitzer Alexander	600'000	600'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-d804998dcecc958b0e8d06dfdf2dfe8b3e23a33b.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-d804998dcecc958b0e8d06dfdf2dfe8b3e23a33b.pdf</a> ResultURL:					
<b>14.08.2023</b>	ADAC Reisemagazin (Redaktion) c/o Relevanz GmbH	Magazine	<b>Bern</b> Schaefer Barbara	58'000	715'720
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/2023-08-14_ADAC_Reisemagazin.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/2023-08-14_ADAC_Reisemagazin.pdf</a> ResultURL:					
<b>19.09.2023</b>	rbb Fernsehen & Hörfunk/ ARD	TV/Cable/Video	<b>Die Schweiz von oben</b> Bardehle Peter	400'000	400'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-6bdbb5956db12b20d16ffd71f8e400f09e4e4d3b.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-6bdbb5956db12b20d16ffd71f8e400f09e4e4d3b.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
27.11.2023	Merian	Magazine	<b>Lässiges Luxusleben</b> <i>Dippel Tinka</i>	79'654	800'523
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-11-27_Merian1.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-11-27_Merian1.pdf</a> ResultURL:					
27.11.2023	Merian	Magazine	<b>Zürich: zu Tisch bei Pionieren</b> <i>Deharde Olaf</i>	79'654	800'523
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-11-27_Merian2.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-11-27_Merian2.pdf</a> ResultURL:					
07.12.2023	PHOENIX / ZDF	TV/Cable/Video	<b>Eisenbahn-Romantik: Winterzauber Schweiz</b> <i>Schweitzer Alexander</i>	300'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-3bd3ce7a985844085a993aca7577b8565ca5ccb8.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-3bd3ce7a985844085a993aca7577b8565ca5ccb8.pdf</a> ResultURL:					
16.12.2023	Deutsche Welle DW-TV	TV/Cable/Video	<b>DW-TV Kulturzeit 10:30 Uhr</b> <i>Wilke Corinna</i>	400'000	400'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-fee6aef1f5bb8fe25426ee0240dcf0367f2e26b0.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-fee6aef1f5bb8fe25426ee0240dcf0367f2e26b0.pdf</a> ResultURL:					
16.12.2023	Deutsche Welle DW-TV	TV/Cable/Video	<b>DW-TV Euromaxx 16:30 Uhr</b> <i>Wilke Corinna</i>	400'000	400'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-9dda9975ef3c19dcee85b5bf5cc76cc101a8a687.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-9dda9975ef3c19dcee85b5bf5cc76cc101a8a687.pdf</a> ResultURL:					
19.12.2023	Deutsche Welle DW-TV	TV/Cable/Video	<b>DW-TV Check-in nachts</b> <i>Wilke Corinna</i>	400'000	400'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-7ccc82ba730de9bee9f6ed568b4b3a090ae2f8e8.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-7ccc82ba730de9bee9f6ed568b4b3a090ae2f8e8.pdf</a> ResultURL:					
25.12.2023	PHOENIX / ZDF	TV/Cable/Video	<b>Eisenbahn-Romantik: Winterzauber Schweiz</b> <i>Schweitzer Alexander</i>	300'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-350d4c39f5e52b521e40458ded20d59d4a5d3b24.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-350d4c39f5e52b521e40458ded20d59d4a5d3b24.pdf</a> ResultURL:					
<b>GERMANY: 35 Clippings</b>				<u><b>17'453'029</b></u>	<u><b>18'240'082</b></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:					
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_anderlatt.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/180123_chi_anderlatt.pdf</a> ResultURL:					
25.01.2023	F (Femminile)	Magazine	<b>Piscine calde con vista mozzafiato, saune sugli alberi, massaggi apres ski: Tschuggen Grand Hotel ad Arosa (1p)</b> <i>Taliento Luisa</i>	420'000	420'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/250123_f_erosa.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/250123_f_erosa.pdf</a> ResultURL:					
03.02.2023	gazzettadellevalli.it	Online	<b>Sci, tanto sole e neve: Corvatsch ed Engadina pronti per carnevale e i grandi eventi di primavera (1/3p)</b> <i>Danzoni Alberto</i>	33'297	33'297
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/020323_gazzettadellevalli.it_engadina.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/020323_gazzettadellevalli.it_engadina.pdf</a> ResultURL:					
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:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
01.03.2023	The Good Life	Magazine	<b>Hotel imperdibili sulla neve: Six Senses, Crans Montana &amp; Badrutt's Palace, St. Moritz (2 paragrafi)</b> <i>Daliovi Valeria</i>	50'000	125'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/030123_thegoodlifeitalia_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/030123_thegoodlifeitalia_hoko.pdf</a> ResultURL:					
01.03.2023	Destinazione Benessere	Magazine	<b>Offerta wellness The Dolder Hotel, Zurigo (1 p. - pag. 76)</b> <i>Volpe Barbara</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/030123_destinazionebenessere_hoko.png">http://clippings.switzerlandtourism.ch/MIL/2023/030123_destinazionebenessere_hoko.png</a> ResultURL: <a href="https://www.destinazionebenessere.com/wp-content/uploads/Destinazione_Benessere_Rivista_DB26.pdf">https://www.destinazionebenessere.com/wp-content/uploads/Destinazione_Benessere_Rivista_DB26.pdf</a>					
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 Vanessa</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>					
13.03.2023	identitagolose.it	Online	<b>Raffinatezza senza tempo del Grand Hotel Kronenhof di Pontresina, Grande Dame d'ospitalità in Engadina (1/3 p.)</b> <i>Canova Elisabetta</i>	79'220	19'805
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/031323_identitagolose.it_engadin.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/031323_identitagolose.it_engadin.pdf</a> ResultURL:					
13.03.2023	thecubemagazine.com	Online	<b>Grand Hotel kronenhof, la grande dame dell'ospitalità in Engadina (1/3 p.)</b>	5'000	1'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/031323_theclubemagazine.com_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/031323_theclubemagazine.com_hoko.pdf</a> ResultURL:					
22.03.2023	myluxury.it	Online	<b>Le 5 spa di lusso più belle ed esclusive del mondo: Burgenstock Resort (1/3 p.)</b> <i>Pistonesi Laura</i>	130'000	32'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/032223_myluxury.it_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/032223_myluxury.it_hoko.pdf</a> ResultURL:					
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:					
04.04.2023	cipriamagazine.it	Online	<b>Canton Ticino, una piccola regione, un grande mondo (1/3 p.)</b> <i>Bortolotti Stefania</i>	5'000	1'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/040523_cipriamagazine.it_ticino.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/040523_cipriamagazine.it_ticino.pdf</a> ResultURL:					
29.04.2023	sensidelviaggio.it	Online	<b>Benvenuti in Svizzera fra tendenze e novità (1/3p.)</b> <i>Augustoni Arianna</i>	384	2'688
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/042923_sensidelviaggio.it_.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/042923_sensidelviaggio.it_.pdf</a> ResultURL:					
31.08.2023	Neveglam.com	Online	<b>The palace Gstaad protagonista di film Polanski (1p)</b> <i>Bragaglia Dario</i>	4'400	1'100
ClippingsURL: ResultURL: <a href="https://www.neveglam.com/2023/08/31/benvenuti-all80a-edizione-del-festival-del-cinema-di-venezial">https://www.neveglam.com/2023/08/31/benvenuti-all80a-edizione-del-festival-del-cinema-di-venezial</a>					
01.12.2023	CN Traveller	Magazine	<b>Gli indirizzi a St. Moritz preferiti di Remo Ruffini, presidente Moncler (2p)</b> <i>Magro Sara</i>	71'000	177'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/01.12.23_st.moritz_-_conde_nast_traveller.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/01.12.23_st.moritz_-_conde_nast_traveller.pdf</a> ResultURL:					
01.12.2023	Arbiter	Magazine	<b>Incantesimo accogliente: Hotel Palace Gstaad (10p)</b> <i>Magro Sara</i>	22'000	55'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/011223_Arbiter_Gstaad.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/011223_Arbiter_Gstaad.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:					
05.12.2023	elle.it	Online	<b>Gli hotel di lusso con le decorazioni natalizie più belle da prenotare ora: Gstaad Palace / Six Senses Crans Montana (2 paragrafi)</b> <i>Passari Daniela</i>	101'000	707'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/">http://clippings.switzerlandtourism.ch/MIL/2023/</a> ResultURL: <a href="https://www.elle.com/it/lifestyle/viaggi/a45979791/hotel-lusso-decorazioni-natale-2023/">https://www.elle.com/it/lifestyle/viaggi/a45979791/hotel-lusso-decorazioni-natale-2023/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				<b>ITALY: 19 Clippings</b>	<b><u>4'739'143</u></b>	<b><u>5'180'995</u></b>

## JAPAN

<b>18.01.2023</b>	Bi Premium	Magazine	<b>Trip Abroad - Great nature, World superb view.</b> <i>Mizutani Shinobu</i>	80'000	200'000	
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/TYO/2023/230118_Bi-Premium.pdf">http://clippings.switzerlandtourism.ch/TYO/2023/230118_Bi-Premium.pdf</a> ResultURL:						
<b>16.05.2023</b>	Best Flower Arrangement	Magazine	<b>Flower journey in Europe - Switzerland</b> <i>Mizutani Shinobu</i>	120'000	300'000	
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/TYO/2023/230516_Best_flower_Arrangement.pdf">http://clippings.switzerlandtourism.ch/TYO/2023/230516_Best_flower_Arrangement.pdf</a> ResultURL:						
<b>28.07.2023</b>	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:						
<b>25.12.2023</b>	Safari	Magazine	<b>Winter historic mountain resort St. Moritz</b> <i>Koseki Chieko</i>	105'800	264'500	
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/TYO/2024/231225_Safari.pdf">http://clippings.switzerlandtourism.ch/TYO/2024/231225_Safari.pdf</a> ResultURL:						
				<b>JAPAN: 4 Clippings</b>	<b><u>375'800</u></b>	<b><u>852'000</u></b>

## KOREA

<b>09.01.2023</b>	Daily Economy	Newspaper	<b>Sustainable Accommodation Luxury VS Budget</b> <i>Jeon Kihwan</i>	800'000	1'400'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230109-Daily_Economy.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230109-Daily_Economy.pdf</a> ResultURL:					
<b>19.01.2023</b>	Allure Online	Online	<b>Sustainable Hotels, The Dolder Grand, Zürich</b> <i>Jang Sungsil</i>	300'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230119-allure.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230119-allure.pdf</a> ResultURL:					
<b>16.03.2023</b>	Kookje Shinmoon Online	Online	<b>Holiday in Graubünden</b> <i>Yoo Jihyun</i>	300'000	75'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230316-Kookje_Shinmoon_Online.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230316-Kookje_Shinmoon_Online.pdf</a> ResultURL:					
<b>01.04.2023</b>	NOBLIAN	Magazine	<b>Sustainability at Dolder Grand Zurich</b> <i>Choi Yunjung</i>	40'000	100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230401-Noblian.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230401-Noblian.pdf</a> ResultURL:					
<b>01.04.2023</b>	Bar & Dining	Magazine	<b>Montreux Narcisuss</b> <i>Jung Mina</i>	60'000	150'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230401-Bar__Dining.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230401-Bar__Dining.pdf</a> ResultURL:					



PublicationDate Media MediaType Headlines Author Circulation Contacts

KOREA: 5 Clippings

1'500'000

1'800'000

## NETHERLANDS

20.03.2023 Residence Magazine Culinaire Janssen Roel 25'000 87'500

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06928.pdf>  
ResultURL:

08.05.2023 Arts & Auto Magazine Grand Tour langs de Zwitserse Riviera Bowman-Dekker Monique 111'868 279'670

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06938.pdf>  
ResultURL:

18.05.2023 Margriet Magazine Vive la suisse! Yuksel Elise 122'816 307'040

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06943.pdf>  
ResultURL:

20.07.2023 Society World Magazine #ZWITSERLAND Brands Illonka 21'500 53'750

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06967.pdf>  
ResultURL:

13.09.2023 Nouveau Magazine 10 goede redenen om dat dit najaar te doen: met de (nacht)trein naar Zwitserland Willemars Anita 37'403 93'508

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07001.pdf>  
ResultURL:

23.09.2023 Residence Magazine De stille wateren van het meer Weyel Ivo 25'000 87'500

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07017.pdf>  
ResultURL:

02.10.2023 Quote Magazine Zon in koude dagen van Regteren Altena Yvo 38'142 114'426

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07020.pdf>  
ResultURL:

20.11.2023 Harper's Bazaar Magazine Zwitser Wonderland Lukassen Evie 25'000 75'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07038.pdf>  
ResultURL:

NETHERLANDS: 8 Clippings

406'729

1'098'394

## NORTH AMERICA

02.01.2023 @theartofplating Online Results: Veggie Day Press trip 2022 Nguyen Maria 903'000 903'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/NYC/2023/theartofplating.pdf>  
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
03.01.2023	Haute Living San Francisco Magazine .com	Online	<b>Swiss Sauna Therapy: Boost Your Health at This Wellness Resort Above Lake Lucerne</b> <i>Hensley Becca</i>	128'000	32'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230103_Haute_Living_SFO_Becca_Hensley.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230103_Haute_Living_SFO_Becca_Hensley.pdf</a> ResultURL: <a href="https://www.hautelivingsf.com/2023/01/03/swiss-sauna-therapy-boost-your-health-at-this-wellness-resort-above-lake-lucerne/">https://www.hautelivingsf.com/2023/01/03/swiss-sauna-therapy-boost-your-health-at-this-wellness-resort-above-lake-lucerne/</a>					
02.02.2023	Instinct Magazine .com	Online	<b>Arosa Gay Ski Week lived up to its lofty location</b> <i>Dupuis Adam</i>	588'000	147'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230202_InstinctMagazine_Adam_Dupuis.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230202_InstinctMagazine_Adam_Dupuis.pdf</a> ResultURL: <a href="https://instinctmagazine.com/arosa-gay-ski-week-lived-up-to-its-lofty-location/">https://instinctmagazine.com/arosa-gay-ski-week-lived-up-to-its-lofty-location/</a>					
10.02.2023	Architectural Digest.com	Online	<b>28 Historic Hotels You Must Visit Before You Die</b> <i>Mafi Nick</i>	3'460'000	865'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230210_architecturaldigest.com_Mafi.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230210_architecturaldigest.com_Mafi.pdf</a> ResultURL: <a href="https://www.architecturaldigest.com/story/worlds-most-historic-hotels">https://www.architecturaldigest.com/story/worlds-most-historic-hotels</a>					
11.02.2023	Yahoo! Life .com	Online	<b>Inside one of the most iconic hotels in the Swiss Alps</b> <i>King Rachel Jennifer</i>	11'894'524	2'973'631
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230211_Yahoo.com_King.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230211_Yahoo.com_King.pdf</a> ResultURL: <a href="https://www.yahoo.com/now/inside-one-most-iconic-hotels-050000356.html">https://www.yahoo.com/now/inside-one-most-iconic-hotels-050000356.html</a>					
11.02.2023	Fortune .com	Online	<b>Inside one of the most iconic hotels in the Swiss Alps</b> <i>King Rachel Jennifer</i>	13'225'604	3'306'401
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/Fortune.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/Fortune.pdf</a> ResultURL: <a href="https://fortune.com/2023/02/11/inside-look-winter-travel-switzerland-hotels-resorts/">https://fortune.com/2023/02/11/inside-look-winter-travel-switzerland-hotels-resorts/</a>					
16.02.2023	Goop .com	Online	<b>From St. Moritz to Zermatt: A Swiss Skiing Itinerary</b> <i>Pew Ali</i>	1'590'000	397'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230216_Goop.com_Pew.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230216_Goop.com_Pew.pdf</a> ResultURL: <a href="https://goop.com/style/outfitting-ideas/swiss-skiing-itinerary/">https://goop.com/style/outfitting-ideas/swiss-skiing-itinerary/</a>					
17.02.2023	Who What Wear .com	Blog	<b>How to Do Switzerland Like Celebs and Royals: Where to Stay, Shop, and Eat</b> <i>Fitzpatrick Erin</i>	3'004'945	751'236
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230217_WhoWhatWear.com_Fitzpatrick.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230217_WhoWhatWear.com_Fitzpatrick.pdf</a> ResultURL: <a href="https://www.whowhatwear.com/stylish-switzerland-travel-guide">https://www.whowhatwear.com/stylish-switzerland-travel-guide</a>					
28.02.2023	The Bay Area Reporter .com		<b>Alpine Adventure: Arosa Gay Ski Week's Swiss mist</b> <i>Karlin Rick</i>	51'800	12'950
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230228_BayAreaReporter.com_Karlin.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230228_BayAreaReporter.com_Karlin.pdf</a> ResultURL: <a href="https://www.ebar.com/story.php?ch=bartab&amp;sc=nightlife&amp;id=323214">https://www.ebar.com/story.php?ch=bartab&amp;sc=nightlife&amp;id=323214</a>					
02.03.2023	Instinct Magazine .com	Online	<b>Switzerland: Experiencing Luxury Travel In The Heart of Europe</b> <i>Dupuis Adam</i>	588'000	147'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230302_Instinct_Magazine_Adam_Dupuis.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230302_Instinct_Magazine_Adam_Dupuis.pdf</a> ResultURL: <a href="https://instinctmagazine.com/switzerland-experiencing-luxury-travel-in-the-heart-of-europe/">https://instinctmagazine.com/switzerland-experiencing-luxury-travel-in-the-heart-of-europe/</a>					
02.03.2023	The Bay Area Reporter	Newspaper	<b>Alpine Switzerland - Arosa Gay Ski Week's Swiss mist</b> <i>Karlin Rick</i>	29'000	58'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230302_TheBayAreaReporter_Karlin.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230302_TheBayAreaReporter_Karlin.pdf</a> ResultURL: <a href="https://issuu.com/bayareareporter/docs/march_2_2023">https://issuu.com/bayareareporter/docs/march_2_2023</a>					
15.03.2023	@thelosttwo	Social Media/Influencer	<b>Results: Media Trip to Switzerland</b> <i>Khan Claudia and Nieroda</i>	519'000	1'219'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/thelosttwo.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/thelosttwo.pdf</a> ResultURL: <a href="https://www.instagram.com/thelosttwo/">https://www.instagram.com/thelosttwo/</a>					
17.03.2023	Elle.com	Online	<b>ELLE Escapes: Zurich</b> <i>Stern Claire</i>	28'665'514	7'166'379
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230317_Elle.com_Stern.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230317_Elle.com_Stern.pdf</a> ResultURL: <a href="https://www.elle.com/culture/travel-food/a43341192/elle-escapes-zurich/">https://www.elle.com/culture/travel-food/a43341192/elle-escapes-zurich/</a>					
20.03.2023	Travel Weekly Northstar Travel Media	Magazine	<b>Extreme Swiss Luxury at the Kulm Hotel St. Moritz</b> <i>Thompson Mark</i>	24'600	73'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230320_TravelWeekly_Mark_A_Thompson.png">http://clippings.switzerlandtourism.ch/NYC/2023/20230320_TravelWeekly_Mark_A_Thompson.png</a> ResultURL:					
25.03.2023	Travel Weekly .com	Online	<b>Extreme Swiss Luxury at the Kulm Hotel St. Moritz</b> <i>Thompson Mark</i>	495'000	123'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230325_Travelweekly.com_Mark_A_Thompson.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230325_Travelweekly.com_Mark_A_Thompson.pdf</a> ResultURL: <a href="https://www.travelweekly.com/Europe-Travel/Extreme-Swiss-luxury-at-the-Kulm-Hotel-St-Moritz">https://www.travelweekly.com/Europe-Travel/Extreme-Swiss-luxury-at-the-Kulm-Hotel-St-Moritz</a>					
01.04.2023	Luxury Web Magazine .com	Online	<b>Hôtel Bristol Genève</b> <i>Angelakis* Manos &amp; Barbara</i>	24'200	6'050
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230401_LuxuryWebMagazine.com_Angelakis.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230401_LuxuryWebMagazine.com_Angelakis.pdf</a> ResultURL: <a href="http://www.luxuryweb.com/Hotels---Resorts/Hotel-Bristol-Genève/hotel-beristol-geneve-.html">http://www.luxuryweb.com/Hotels---Resorts/Hotel-Bristol-Genève/hotel-beristol-geneve-.html</a>					
04.04.2023	Instagram	Social Media/Influencer	<b>Results collab Jeremy Jauncey</b> <i>Jauncey Jeremy</i>	1'500'000	10'475'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/jeremyjauncey.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/jeremyjauncey.pdf</a> ResultURL: <a href="https://www.instagram.com/jeremyjauncey/">https://www.instagram.com/jeremyjauncey/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
06.04.2023	Travel + Leisure.com	Online	<b>The 100 Best New Hotels in the World</b> Erace Adam	9'190'000	2'297'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230406_TravelLeisure.com_Erace.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230406_TravelLeisure.com_Erace.pdf</a> ResultURL: <a href="https://www.travelandleisure.com/best-new-hotels-2023-7373061">https://www.travelandleisure.com/best-new-hotels-2023-7373061</a>					
08.04.2023	Instagram	Social Media/Influencer	<b>Results collab Pia Wurtzbach</b> Wurtzbach Pia	14'600'000	18'500'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/piawurtzbach.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/piawurtzbach.pdf</a> ResultURL: <a href="https://www.instagram.com/piawurtzbach/?g=5">https://www.instagram.com/piawurtzbach/?g=5</a>					
12.04.2023	Vacationer.travel .com	Online	<b>THE CAPTIVATING ELEGANCE OF THE DOLDER GRAND IN ZURICH</b> Mosby Kwin	245'000	61'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230412_Vacation.Travel.com_Mosby.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230412_Vacation.Travel.com_Mosby.pdf</a> ResultURL: <a href="https://www.vacationer.travel/the-dolder-grand-where-to-stay-in-zurich-switzerland/">https://www.vacationer.travel/the-dolder-grand-where-to-stay-in-zurich-switzerland/</a>					
12.04.2023	VisionTimes .com	Online	<b>Discovering the Enchanting Beauty of Geneva, Switzerland</b> Angelakis* Manna & Barbara	83'000	20'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230412_VisionTimes.com_Angelakis.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230412_VisionTimes.com_Angelakis.pdf</a> ResultURL: <a href="https://www.visiontimes.com/2023/04/12/discovering-the-enchanting-beauty-of-geneva-switzerland.html">https://www.visiontimes.com/2023/04/12/discovering-the-enchanting-beauty-of-geneva-switzerland.html</a>					
01.06.2023	Robb Report Magazine	Magazine	<b>Alpine Resort - Six Senses Crans-Montana, Switzerland</b> Murphy Jen	660'000	1'980'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230601_RobbReport_Murphy.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230601_RobbReport_Murphy.pdf</a> ResultURL:					
18.07.2023	CTV Vancouver	TV/Cable/Video	<b>Why Switzerland Is The Perfect Summer Or Fall Escape</b> Weatherhead Harrington Jennifer	1'500'000	375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/Screenshot_2024-01-13_at_2.58.55PM.png">http://clippings.switzerlandtourism.ch/NYC/2023/Screenshot_2024-01-13_at_2.58.55PM.png</a> ResultURL: <a href="https://bc.ctvnews.ca/video?clipId=2728706">https://bc.ctvnews.ca/video?clipId=2728706</a>					
27.07.2023	Instinct Magazine .com	Online	<b>EuroGames 2023 Open in Bern Switzerland, Bern Pride to Follow</b> Dupuis Adam	588'000	147'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230727_InstinctMagazine_Adam_Dupuis.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230727_InstinctMagazine_Adam_Dupuis.pdf</a> ResultURL: <a href="https://instinctmagazine.com/eurogames-2023-open-in-bern-switzerland-bern-pride-to-follow/">https://instinctmagazine.com/eurogames-2023-open-in-bern-switzerland-bern-pride-to-follow/</a>					
01.08.2023	German Life	Magazine	<b>BAD RAGAZ - There's more than just healing water therapy to be enjoyed in this small Swiss town.</b> Carter Wibke	20'000	50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/German_Life_Wibke_Carter.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/German_Life_Wibke_Carter.pdf</a> ResultURL:					
08.08.2023	Snow Magazine .com	Online	<b>Zermatt's Next Chapter</b> Murphy Jennifer	1'400'000	350'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230808_SnowMagazine.com_Murphy.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230808_SnowMagazine.com_Murphy.pdf</a> ResultURL: <a href="https://thesnowmag.com/zermatts-next-chapter/">https://thesnowmag.com/zermatts-next-chapter/</a>					
08.09.2023	forbes .com	Online	<b>Ski Season Alert: Explore These Top 4 Winter Destinations</b> MacGregor Sandra	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230908_Forbes.com_Sandra_MacGregor.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230908_Forbes.com_Sandra_MacGregor.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/sandramacgregor/2023/09/08/ski-season-alert-explore-these-top-4-winter-destinations/?sh=3c513d7863ee">https://www.forbes.com/sites/sandramacgregor/2023/09/08/ski-season-alert-explore-these-top-4-winter-destinations/?sh=3c513d7863ee</a>					
11.09.2023	OutTraveler.com	Online	<b>Exploring Bern: Your Gay Guide to Switzerland's Enchanting Capital</b> Diamond Alan	61'900	15'475
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230911_OutTraveler_Alan_Diamond.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230911_OutTraveler_Alan_Diamond.pdf</a> ResultURL: <a href="https://www.outtraveler.com/travel-guides/switzerland-bern-lgbtq-travel-guide">https://www.outtraveler.com/travel-guides/switzerland-bern-lgbtq-travel-guide</a>					
11.09.2023	Yahoo! Life .com	Online	<b>Exploring Bern: Your Gay Guide to Switzerland's Enchanting Capital</b> Diamond Alan	11'894'524	2'973'631
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230911_Yahoo_Alan_Diamond.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230911_Yahoo_Alan_Diamond.pdf</a> ResultURL: <a href="https://www.yahoo.com/lifestyle/exploring-bern-gay-guide-switzerland-090033706.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly90cmFuc2l0aW9uLm1lbnR3YXRlcj5jb20v&amp;guce_referrer_sig=AQAAAHqkM4qheLXi-EiUcUDX6iLh-94cMaAfK_xGpfN8f9zcRZeTXU7173dVoyqJPNq3rhgVqifeivst0Vw2NPWLUayV9-4RkLxyKEp-mWlh34V2IA9ryXvDPCYcLxZv4e2gGBY59tHa07nMOnGmxJMqjUNw0t10_keqdpFD6KHUnAL">https://www.yahoo.com/lifestyle/exploring-bern-gay-guide-switzerland-090033706.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly90cmFuc2l0aW9uLm1lbnR3YXRlcj5jb20v&amp;guce_referrer_sig=AQAAAHqkM4qheLXi-EiUcUDX6iLh-94cMaAfK_xGpfN8f9zcRZeTXU7173dVoyqJPNq3rhgVqifeivst0Vw2NPWLUayV9-4RkLxyKEp-mWlh34V2IA9ryXvDPCYcLxZv4e2gGBY59tHa07nMOnGmxJMqjUNw0t10_keqdpFD6KHUnAL</a>					
20.09.2023	The New York Post	Newspaper	<b>10 best Christmas vacation destinations for 2023, per travel experts</b> La Sala Camryn	522'874	1'045'748
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230920_NewYorkPost_Camryn_LaSala.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230920_NewYorkPost_Camryn_LaSala.pdf</a> ResultURL: <a href="https://nypost.com.cdn.ampproject.org/cis/nypost.com/article/best-christmas-vacation-ideas-destinations/amp/">https://nypost.com.cdn.ampproject.org/cis/nypost.com/article/best-christmas-vacation-ideas-destinations/amp/</a>					
25.09.2023	New York Post	Newspaper	<b>Swiss Roll</b> Lastoe Stacey	419'000	838'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230925_TheNewYorkPost_Lastoe.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230925_TheNewYorkPost_Lastoe.pdf</a> ResultURL:					
01.10.2023	Montecristo Magazine	Magazine	<b>Happy Valley - Bad Ragaz, Switzerland, is famous for hot springs and Heidi</b> Anthony Leslie	30'000	90'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231001Monte_Cristo_Leslie_Anthony.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231001Monte_Cristo_Leslie_Anthony.pdf</a> ResultURL:					
10.10.2023	SNOW Magazine	Magazine	<b>The World's Finest SKI HOTELS (Cervo Mountain resort and The Chedi)</b> Murphy Jennifer	40'000	120'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231010_Thesnomagazine_Jen_Murphy.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231010_Thesnomagazine_Jen_Murphy.pdf</a> ResultURL: <a href="https://thesnowmag.com/new-issue/">https://thesnowmag.com/new-issue/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
10.10.2023	SNOW Magazine	Magazine	<b>The good life, First Ladies of Skiing and the world's finest Ski Hotels</b> <i>Woit Leslie</i>	40'000	120'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231010_Snow_Magazine_Leslie_Woit.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231010_Snow_Magazine_Leslie_Woit.pdf</a> ResultURL: <a href="https://thesnowmag.com/new-issue/">https://thesnowmag.com/new-issue/</a>					
15.10.2023	Curious Traveler	TV/Cable/Video	<b>Curious Bern</b> <i>van Blokland Christine</i>	2'960'000	2'960'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/Curious_Traveler_Bern.mp4">http://clippings.switzerlandtourism.ch/NYC/2023/Curious_Traveler_Bern.mp4</a> ResultURL: <a href="https://vimeo.com/884807563/02ccc7e33f?share=copy">https://vimeo.com/884807563/02ccc7e33f?share=copy</a>					
17.10.2023	Renaissance Magazine		<b>Spa getaways refresh body and soul</b> <i>Wallace Doug</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/Renaissance_Wallace.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/Renaissance_Wallace.pdf</a> ResultURL:					
04.11.2023	Le Devoir .com	Online	<b>Se dépayser en Suisse, été comme hiver</b> <i>Parent Carolyne</i>	1'830'000	457'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231104_LeDevoir.com_Parent.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231104_LeDevoir.com_Parent.pdf</a> ResultURL: <a href="https://www.ledevoir.com/plaisirs/voyage/801134/suisse-cantonner-depaysement-ete-comme-hiver">https://www.ledevoir.com/plaisirs/voyage/801134/suisse-cantonner-depaysement-ete-comme-hiver</a>					
05.11.2023	Le Devoir	Newspaper	<b>Se cantonner au dépaysement, été comme hiver</b> <i>Parent Carolyne</i>	48'500	97'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231104_LeDevoir_Parent">http://clippings.switzerlandtourism.ch/NYC/2023/20231104_LeDevoir_Parent</a> ResultURL:					
05.11.2023	Luxury Magazine	Magazine	<b>Do it Like an Olympian</b> <i>Olmsted Larry</i>	120'000	360'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231105_LuxuryMagazine_McClarty.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231105_LuxuryMagazine_McClarty.pdf</a> ResultURL:					
07.11.2023	Modern Luxury Chicago Bureau	Magazine	<b>Swiss Bliss</b> <i>Anderson J.P</i>	50'000	150'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231107_modernluxurymedia.com_Anderson.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231107_modernluxurymedia.com_Anderson.pdf</a> ResultURL:					
08.11.2023	The Social CTV .com (TV)	TV/Cable/Video	<b>The best cities to visit in the winter</b> <i>Weatherhead Harrington Jennifer</i>	31'000	7'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/Screenshot_2024-01-13_at_3.00.31PM.png">http://clippings.switzerlandtourism.ch/NYC/2023/Screenshot_2024-01-13_at_3.00.31PM.png</a> ResultURL: <a href="https://www.youtube.com/watch?v=mc9P6-w6Oes&amp;t=139s">https://www.youtube.com/watch?v=mc9P6-w6Oes&amp;t=139s</a>					
20.11.2023	ARTNews .com	Online	<b>The World's 25 Best Hotels for Art Lovers</b> <i>Belmont Sarah</i>	822'000	205'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231120_ArtNews.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231120_ArtNews.pdf</a> ResultURL:					
04.12.2023	Vacay .ca	Online	<b>'The Best Cheese In the World' and More Culinary Excellence in Engelberg</b> <i>Brijbassi Adrian</i>	95'000	23'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231204_Vacay_Network_Adrian_Brijbassi.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231204_Vacay_Network_Adrian_Brijbassi.pdf</a> ResultURL: <a href="https://www.vacaynetwork.com/the-best-cheese-in-the-world-and-more-culinary-excellence-in-engelberg/">https://www.vacaynetwork.com/the-best-cheese-in-the-world-and-more-culinary-excellence-in-engelberg/</a>					
06.12.2023	CNN Travel .com	Online	<b>Less snow is falling worldwide, but these ski resorts are good bets for snowy slopes this season</b> <i>Ward T.....</i>	124'000'000	31'000'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231206_CNNTravel_Terry_Ward.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231206_CNNTravel_Terry_Ward.pdf</a> ResultURL: <a href="https://edition.cnn.com/travel/ski-resorts-best-chances-for-snow/index.html">https://edition.cnn.com/travel/ski-resorts-best-chances-for-snow/index.html</a>					
08.12.2023	Origin Magazine	Magazine	<b>Wellness in the Heart of Zermatt</b> <i>Pleasant Maranda</i>	150'000	375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231208_Origin_34.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231208_Origin_34.pdf</a> ResultURL:					
08.12.2023	Origin Magazine	Magazine	<b>Zermatt Switzerland Wellness by Design</b> <i>Pleasant Maranda</i>	150'000	375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/Origin_Zermatt_Wellness.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/Origin_Zermatt_Wellness.pdf</a> ResultURL:					
11.12.2023	Profession Voyages .com	Online	<b>Ski en Suisse: Zermatt (1/3)</b> <i>Lawrence Gary</i>	24'390	6'098
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/121123_Profession_Voyages_Gary_Lawrence.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/121123_Profession_Voyages_Gary_Lawrence.pdf</a> ResultURL: <a href="https://professionvoyages.com/ski-en-suisse-zermatt-1-3/">https://professionvoyages.com/ski-en-suisse-zermatt-1-3/</a>					
19.12.2023	Cosmopolitan .com	Online	<b>It's the Most Wonderful Time of the Year...to Visit the Christmas Markets in Zürich, Switzerland</b> <i>Gagliano G.....</i>	36'200'000	9'050'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231219_Cosmopolitan_Siena.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231219_Cosmopolitan_Siena.pdf</a> ResultURL: <a href="https://www.cosmopolitan.com/lifestyle/a46084424/zurich-christmas-markets/">https://www.cosmopolitan.com/lifestyle/a46084424/zurich-christmas-markets/</a>					
20.12.2023	SNOW Magazine	Magazine	<b>The World's Finest Ski Hotels</b> <i>Woit Leslie</i>	30'000	90'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/12123Snow_Magazine_Leslie_Woit_Best_Hotels.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/12123Snow_Magazine_Leslie_Woit_Best_Hotels.pdf</a> ResultURL: <a href="https://thesnowmag.com/new-issue/">https://thesnowmag.com/new-issue/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
20.12.2023	Elle Decor .com	Online	<b>The 25 Most Iconic Hotels to Visit on Earth, According to Travel Experts</b> <i>Spratte Joyce Katy</i>	2'770'000	692'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231220_ElleDecor_Katy_Joyce.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231220_ElleDecor_Katy_Joyce.pdf</a> ResultURL: <a href="https://www.elledecor.com/life-culture/travel/g46095948/most-iconic-hotels-to-visit/">https://www.elledecor.com/life-culture/travel/g46095948/most-iconic-hotels-to-visit/</a>					

**NORTH AMERICA: 50 Clippings**

307'055'260

110'939'620

## OTHER

23.10.2023	Alames	Newspaper	<b>Viajar a Suiza / 30 estrellas para 30 años, es lema en honor a las tres décadas que cumplirá el St. Moritz Gourmet Festival</b> <i>Lahitte Luis Roberto</i>	20'000'000	
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/OTHER/2023/www-forbesargentina-com-lifestyle-30-estrellas-30-anos-lemahonor-tres-decadas-c.pdf">http://clippings.switzerlandtourism.ch/OTHER/2023/www-forbesargentina-com-lifestyle-30-estrellas-30-anos-lemahonor-tres-decadas-c.pdf</a> ResultURL: <a href="https://www.forbesargentina.com/lifestyle/30-estrellas-30-anos-lemahonor-tres-decadas-cumplira-st-moritz-gourmet-festival-n42928">https://www.forbesargentina.com/lifestyle/30-estrellas-30-anos-lemahonor-tres-decadas-cumplira-st-moritz-gourmet-festival-n42928</a>					

11.11.2023	Alames	Radio	<b>Viajar a Suiza: En el corazón de Europa se encuentra este país alpino con paisajes de ensueño.</b> <i>Lahitte Luis Roberto</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: 2 Clippings**

20'021'000

## POLAND

22.01.2023	Onet.pl	Online	<b>Zermatt – szwajcarski kurort u stóp Matterhornu</b> <i>Zalewska Ewa</i>	2'500'000	625'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/WAW/2023/2023-01-22_onet.png">http://clippings.switzerlandtourism.ch/WAW/2023/2023-01-22_onet.png</a> ResultURL: <a href="https://www.onet.pl/styl-zycia/damosfera/zermatt-szwajcarski-kurort-u-stop-matterhornu/qghmgzc.30bc1058">https://www.onet.pl/styl-zycia/damosfera/zermatt-szwajcarski-kurort-u-stop-matterhornu/qghmgzc.30bc1058</a>					

22.01.2023	domosfera.pl	Online	<b>Zermatt – szwajcarski kurort u stóp Matterhornu</b> <i>Zajackowska Agata</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/WAW/2023/2023-01-22_Damosfera.png">http://clippings.switzerlandtourism.ch/WAW/2023/2023-01-22_Damosfera.png</a> ResultURL: <a href="https://www.damosfera.pl/zermatt-szwajcarski-kurort-u-stop-matterhornu/">https://www.damosfera.pl/zermatt-szwajcarski-kurort-u-stop-matterhornu/</a>					

07.08.2023	www.dobrewiadomosci.pl	Online	<b>Holidays by car in Switzerland. Which cities are worth seeing?</b> <i>red</i>	320'000	80'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/WAW/2023/2023-08-07_dobrewiadomosci.pdf">http://clippings.switzerlandtourism.ch/WAW/2023/2023-08-07_dobrewiadomosci.pdf</a> ResultURL: <a href="https://dobrewiadomosci.net/pl/68546-wakacje-samochodem-w-szwajcarii-ktore-miasta-warto-zobaczyc/">https://dobrewiadomosci.net/pl/68546-wakacje-samochodem-w-szwajcarii-ktore-miasta-warto-zobaczyc/</a>					

14.09.2023	Chwila dla Ciebie	Magazine	<b>MUSIC PLAYS BY THE LAKE</b> <i>Potocka Elżbieta</i>	335'000	837'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/WAW/2023/mb-1be224ee3cb64fcd0f526fe631f331ae6beb0420.pdf">http://clippings.switzerlandtourism.ch/WAW/2023/mb-1be224ee3cb64fcd0f526fe631f331ae6beb0420.pdf</a> ResultURL:					

**POLAND: 4 Clippings**

3'405'000

1'605'000

PublicationDate Media MediaType Headlines Author Circulation Contacts

## SWITZERLAND

23.08.2023 Urner Wochenblatt Newsletter **Gebürtiger Urner wird ab 1. Oktober neuer Chef des Hotels The Chedi** 21'000 21'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/385871287.pdf>  
ResultURL:

31.08.2023 Gastro Journal Newspaper **Das Hotel des Horlogers setzt neue Masstäbe** 20'000 20'394

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

SWITZERLAND: 2 Clippings 41'000 41'394

## UK/IRELAND

01.06.2023 Harper's Bazaar Magazine **Full steam ahead** *Halfhead Lucy* 111'424 278'560

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/01Jun23\\_HarpersBazaar.pdf](http://clippings.switzerlandtourism.ch/LON/2023/01Jun23_HarpersBazaar.pdf)  
ResultURL:

03.07.2023 Luxurious Magazine Online Online **Waldhotel Fletschhorn, one of Switzerland's most discreet summer retreats** *Godbold Natasha* 250'000 62'500

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/03Jul23\\_luxuriousmagazine.com.pdf](http://clippings.switzerlandtourism.ch/LON/2023/03Jul23_luxuriousmagazine.com.pdf)  
ResultURL: <https://www.luxuriousmagazine.com/waldhotel-fletschhorn-switzerland/>

11.07.2023 Country Living Online Online **The best hotels in Geneva for a trip to the delightful Swiss city** *Carrier Rhonda* 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/>

13.07.2023 Tatler online Online **Forget St Tropez, Davina Chelsea reveals why Gstaad is the most glamorous summer hotspot** *Chelsea Davina* 361'663 90'416

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/13Jul23\\_tatler.com.pdf](http://clippings.switzerlandtourism.ch/LON/2023/13Jul23_tatler.com.pdf)  
ResultURL: <https://www.tatler.com/article/forget-st-tropez-why-gstaad-is-the-most-glamorous-summer-hotspot>

15.07.2023 Luxury Lifestyle Magazine Online **Hotel Review: The Dolder Grand, Zurich in Switzerland** *Ho Baldwin* 164'400 41'100

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/15Jul23\\_luxurylifestylemagazine.pdf](http://clippings.switzerlandtourism.ch/LON/2023/15Jul23_luxurylifestylemagazine.pdf)  
ResultURL: <https://www.luxurylifestylemag.co.uk/travel/hotel-review-the-dolder-grand-zurich-in-switzerland/>

16.07.2023 Irish Mail on Sunday Newspaper **Broaden your mind on a hobby holiday...(by unknown)** *Sheridan Anne* 54'899 96'073

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/16Jul23\\_IrishMailonSunday.pdf](http://clippings.switzerlandtourism.ch/LON/2023/16Jul23_IrishMailonSunday.pdf)  
ResultURL:

16.07.2023 The Mail on Sunday Newspaper **We're all going on a hobby holiday** *Tweedy Joanna* 872'375 1'526'656

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/16Jul23\\_TheMailOnSunday.pdf](http://clippings.switzerlandtourism.ch/LON/2023/16Jul23_TheMailOnSunday.pdf)  
ResultURL:

18.07.2023 Luxury Lifestyle Magazine Online **Hotel Review: Grand Resort Bad Ragaz, Bad Ragaz In Switzerland** *Darling Sara* 164'400 41'100

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/18Jul23\\_Luxurylifestylemag.co.uk.pdf](http://clippings.switzerlandtourism.ch/LON/2023/18Jul23_Luxurylifestylemag.co.uk.pdf)  
ResultURL: <https://www.luxurylifestylemag.co.uk/travel/hotel-review-grand-resort-bad-ragaz-bad-ragaz-in-switzerland/>

22.07.2023 Country Life Magazine **Gstaad in summer: Chalets, cows and the joys of warm mountain air** *Paterson Rosie* 41'314 103'285

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/22Jul23\\_countrylife.co.uk.pdf](http://clippings.switzerlandtourism.ch/LON/2023/22Jul23_countrylife.co.uk.pdf)  
ResultURL: <https://www.countrylife.co.uk/travel/gstaad-in-summer-xxx-draft-258250>

22.07.2023 LoveEXPLORING Online **These VIP Vacation Hotspots Are Celebrity Favourites** *Cicurel Deborah* 63'000 15'750

ClippingsURL: [http://clippings.switzerlandtourism.ch/LON/2023/22Jul23\\_loveexploring.pdf](http://clippings.switzerlandtourism.ch/LON/2023/22Jul23_loveexploring.pdf)  
ResultURL: <https://www.loveexploring.com/galleries/65340/where-the-rich-and-famous-go-for-a-holiday?page=1>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
28.07.2023	The Sybarite (experieluxury)	Online	<b>Summer in Switzerland with The Dolder Grand</b> <i>Cofie John</i>	190'000	47'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/28Jun23_Experieluxury.co.pdf">http://clippings.switzerlandtourism.ch/LON/2023/28Jun23_Experieluxury.co.pdf</a> ResultURL: <a href="https://www.theguardian.com/tv-and-radio/2023/jul/01/digging-with-flo-podcast-review-intrigue-burning-sun-k-pop-sex-scandals-radio-4-blum-the-ashes-5-live">https://www.theguardian.com/tv-and-radio/2023/jul/01/digging-with-flo-podcast-review-intrigue-burning-sun-k-pop-sex-scandals-radio-4-blum-the-ashes-5-live</a>					
28.07.2023	The Sybarite (experieluxury)	Online	<b>The Best Grand European Hotels to Escape to this Summer</b> <i>Fulton Hazel</i>	190'000	47'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/28Jul23_thesybarite.co.pdf">http://clippings.switzerlandtourism.ch/LON/2023/28Jul23_thesybarite.co.pdf</a> ResultURL: <a href="https://thesybarite.co/the-best-european-hotels-summer">https://thesybarite.co/the-best-european-hotels-summer</a>					
03.08.2023	LoveEXPLORING	Online	<b>The wacky Warner Bros hotel and the world's other unusual themed stays</b> <i>Eames Dom</i>	63'000	15'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/03Aug23_loveexploring.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/03Aug23_loveexploring.com.pdf</a> ResultURL: <a href="https://www.loveexploring.com/gallerylist/84080/unusual-themed-hotels-around-the-world">https://www.loveexploring.com/gallerylist/84080/unusual-themed-hotels-around-the-world</a>					
05.08.2023	Irish Daily Mail	Newspaper	<b>Gstaad's fine with me!</b> <i>Murphy Catherine</i>	51'188	89'579
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_IrishDailyMail.pdf">http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_IrishDailyMail.pdf</a> ResultURL:					
05.08.2023	MSN UK (online)	Online	<b>A Historic Palace In the Amalfi Coast And More Wow-Factor Stays</b> <i>Hughes Rebecca</i>	63'510'000	15'877'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_msn.com.en-gb.pdf">http://clippings.switzerlandtourism.ch/LON/2023/05Aug23_msn.com.en-gb.pdf</a> ResultURL: <a href="https://www.msn.com/en-iel/travel/tripideas/a-historic-palace-in-the-amalfi-coast-and-more-wow-factor-stays/ss-AA1ePDzr#image=23">https://www.msn.com/en-iel/travel/tripideas/a-historic-palace-in-the-amalfi-coast-and-more-wow-factor-stays/ss-AA1ePDzr#image=23</a>					
07.08.2023	The Travel Magazine	Online	<b>Hotel Review: Six Senses Crans-Montana, Crans-Montana, Switzerland</b> <i>Dalton Nick</i>	150'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/07Aug23_thetravelmagazine.net.pdf">http://clippings.switzerlandtourism.ch/LON/2023/07Aug23_thetravelmagazine.net.pdf</a> ResultURL: <a href="https://www.thetravelmagazine.net/six-senses-crans-montana/">https://www.thetravelmagazine.net/six-senses-crans-montana/</a>					
09.08.2023	The Telegraph Online	Online	<b>Europe's biggest holiday rip-offs – including the €2 charge for cutting a sandwich in half</b> <i>Smith Oliver</i>	10'333'447	2'583'362
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/09Aug23_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/09Aug23_telegraph.co.uk.pdf</a> ResultURL: <a href="https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwir8ImdntSAAxV1SUEAHb2hC0gQFnoECA0QAw&amp;url=https%3A%2F%2Fwww.msn.com%2Fen-gb%2Ftravel%2Fnews%2Furope-s-biggest-holiday-rip-offs-including-the-2-charge-for-cutting-a-sandwich-in-half%2F-AAlf156M%23%3A~%3Atext%3DA%2520diner%2520in%2520Lake%2520Como%2Ctranslation%253A%2520divided%2520in%2520half">https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwir8ImdntSAAxV1SUEAHb2hC0gQFnoECA0QAw&amp;url=https%3A%2F%2Fwww.msn.com%2Fen-gb%2Ftravel%2Fnews%2Furope-s-biggest-holiday-rip-offs-including-the-2-charge-for-cutting-a-sandwich-in-half%2F-AAlf156M%23%3A~%3Atext%3DA%2520diner%2520in%2520Lake%2520Como%2Ctranslation%253A%2520divided%2520in%2520half</a>					
19.08.2023	The Times Weekend	Magazine	<b>Pools! Beaches! Grab a last-minute sunny escape</b> <i>Mellor Richard</i>	446'164	1'115'410
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/19Aug23_TheTimes.pdf">http://clippings.switzerlandtourism.ch/LON/2023/19Aug23_TheTimes.pdf</a> ResultURL:					
20.08.2023	Sunday Mail	Newspaper	<b>Magnificent seven stays</b> <i>Jones Richard</i>	158'324	277'067
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/20Aug23_SundayMail.pdf">http://clippings.switzerlandtourism.ch/LON/2023/20Aug23_SundayMail.pdf</a> ResultURL:					
23.08.2023	The Telegraph Online	Online	<b>The world's most famous hotel pools – and the scandals that took place in their waters</b> <i>Holt Laura</i>	10'333'447	2'583'362
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/23Aug23_telegraph.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/23Aug23_telegraph.co.uk.pdf</a> ResultURL: <a href="https://www.telegraph.co.uk/travel/destinations/club-tropicana-profumo-the-worlds-most-storied-hotel-pools/">https://www.telegraph.co.uk/travel/destinations/club-tropicana-profumo-the-worlds-most-storied-hotel-pools/</a>					
26.08.2023	The Daily Telegraph	Newspaper	<b>A pool can be a site of scandal and salaciousness</b> <i>Holt Laura</i>	317'817	317'817
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/26Aug23_TheDailyTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2023/26Aug23_TheDailyTelegraph.pdf</a> ResultURL:					
24.09.2023	MailOnline	Online	<b>A look Inside the world's top 50 best luxury hotels for 2023</b> <i>Thornhill Ted</i>	19'526'849	4'881'712
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/24Sep23_dailymail.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/24Sep23_dailymail.co.uk.pdf</a> ResultURL: <a href="https://www.dailymail.co.uk/travel/article-12537587/The-Worlds-50-Best-Hotels-2023-named-luxury-Italian-property-No-1-Claridges-London-flies-flag-UK-Aman-New-York-Americas-entry.html">https://www.dailymail.co.uk/travel/article-12537587/The-Worlds-50-Best-Hotels-2023-named-luxury-Italian-property-No-1-Claridges-London-flies-flag-UK-Aman-New-York-Americas-entry.html</a>					
03.10.2023	Condé Nast Traveller (online)	Online	<b>10 stunning hotels in Europe for the perfect destination wedding</b> <i>Nath Aatish</i>	3'100'000	775'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/03Oct23_cntraveller.in.pdf">http://clippings.switzerlandtourism.ch/LON/2023/03Oct23_cntraveller.in.pdf</a> ResultURL: <a href="https://www.cntraveller.in/story/10-stunning-hotels-in-europe-for-the-perfect-destination-wedding/">https://www.cntraveller.in/story/10-stunning-hotels-in-europe-for-the-perfect-destination-wedding/</a>					
06.10.2023	The Wordrobe Magazine Online	Online	<b>Tschuggen Grand Hotel launches four new stunning mountain lofts in Arosa, Switzerland</b> <i>Ritchie Sophie</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/06Oct23_thewordrobe.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/06Oct23_thewordrobe.com.pdf</a> ResultURL: <a href="https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwjT_bi_6O2BAxXIWkEAHfoiCawQFnoECA0QAw&amp;url=https%3A%2F%2Fthewordrobe.com%2Ftschuggen-grand-hotel-launches-four-new-stunning-mountain-lofts-in-arosa-switzerland%2F%23%3A~%3Atext%3DNestled%2520on%2520the%2520mountainside%2520at%2Claunching%2520four%2520new%2520Mountain%2520Lofts">https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwjT_bi_6O2BAxXIWkEAHfoiCawQFnoECA0QAw&amp;url=https%3A%2F%2Fthewordrobe.com%2Ftschuggen-grand-hotel-launches-four-new-stunning-mountain-lofts-in-arosa-switzerland%2F%23%3A~%3Atext%3DNestled%2520on%2520the%2520mountainside%2520at%2Claunching%2520four%2520new%2520Mountain%2520Lofts</a>					
09.10.2023	World Architecture News online	Online	<b>WIN AWARDS 2023: A ROUND UP OF THE INVITING SHORTLIST IN THE HOTELS AND OTHER OVERNIGHT ACCOMMODATION CATEGORY</b> <i>Editors</i>		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/09Oct23_worldarchitecturenews.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/09Oct23_worldarchitecturenews.com.pdf</a> ResultURL: <a href="https://www.worldarchitecturenews.com/article/1840072/win-awards-2023-round-inviting-shortlist-hotels-overnight-accommodation-category">https://www.worldarchitecturenews.com/article/1840072/win-awards-2023-round-inviting-shortlist-hotels-overnight-accommodation-category</a>					
10.10.2023	SheerLuxe Online	Online	<b>10 Great Ski Apartments To Book This Season</b> <i>Andrew Sherri</i>	250'000	62'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/10Oct23_sheerluxe.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/10Oct23_sheerluxe.com.pdf</a> ResultURL: <a href="https://sheerluxe.com/culture/travel/europe/ski-apartments-to-rent">https://sheerluxe.com/culture/travel/europe/ski-apartments-to-rent</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
14.10.2023	The Times	Newspaper	<b>En vacances avec Coco: 7 places to stay</b> Turner Sarah	365'880	640'290
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/14Oct23_TheTimes.pdf">http://clippings.switzerlandtourism.ch/LON/2023/14Oct23_TheTimes.pdf</a> ResultURL:					
15.10.2023	The Sunday Times	Newspaper	<b>5 more futuristic hotels</b> Turner Sarah	647'622	1'133'339
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/15Oct23_SundayTimes.pdf">http://clippings.switzerlandtourism.ch/LON/2023/15Oct23_SundayTimes.pdf</a> ResultURL:					
16.10.2023	The Times and the Sunday Times online (thetimes.co.uk)	Online	<b>The futuristic French hotel that feels out of this world</b> Turner Sarah	35'400'000	8'850'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/16Oct23_thetimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/16Oct23_thetimes.co.uk.pdf</a> ResultURL: <a href="https://www.thetimes.co.uk/article/the-french-hotel-that-s-out-of-this-world-f5xrn59k5#:~:text=The%20AlpenGold%20Hotel%20is%20nicknamed,spectacular%20views%20of%20Lake%20Davos.">https://www.thetimes.co.uk/article/the-french-hotel-that-s-out-of-this-world-f5xrn59k5#:~:text=The%20AlpenGold%20Hotel%20is%20nicknamed,spectacular%20views%20of%20Lake%20Davos.</a>					
18.10.2023	Roadbook	Online	<b>Spectacular ski resorts for a getaway in the Alps this winter</b> Horne Ollie	2'612	653
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/18Oct23_Roadbook.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/18Oct23_Roadbook.com.pdf</a> ResultURL: <a href="https://roadbook.com/travel/best-ski-resorts-alps-europe/">https://roadbook.com/travel/best-ski-resorts-alps-europe/</a>					
20.10.2023	Country & Town House online	Online	<b>A Spectacular Swiss Resort: Bürgenstock – Review</b> Bati Anwer	60'000	15'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/20Oct23_countryandtownhouse.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/20Oct23_countryandtownhouse.com.pdf</a> ResultURL: <a href="https://www.countryandtownhouse.com/travel/burgenstock-resort-review/">https://www.countryandtownhouse.com/travel/burgenstock-resort-review/</a>					
24.10.2023	Snow Industry News	Online	<b>Chedi Andermatt Ready For Season With Skiing Luxury In The Swiss Alps (by unknown)</b> Welby Mike	14'000	3'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/24Oct23_snowindustrynews.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/24Oct23_snowindustrynews.com.pdf</a> ResultURL: <a href="https://www.snowindustrynews.com/articles/chedi-ander-matt-ready-for-season-with-skiing-luxury-in-the-swiss-alps">https://www.snowindustrynews.com/articles/chedi-ander-matt-ready-for-season-with-skiing-luxury-in-the-swiss-alps</a>					
<b>UK/IRELAND: 32 Clippings</b>				<u><b>147'616'147</b></u>	<u><b>41'715'362</b></u>
<b>Grand Total over ALL</b>				<u><b>572'763'594</b></u>	<u><b>219'953'215</b></u>