

# MarketingActivitiesCentral



Spa & Vitality Hotels

## BRAZIL

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

*Instrument*  
**KAM**

*Circulation*

*Contacts*  
**28000**

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

*Marketing Tool*  
**Inhouse Training**

*Activity*

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

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

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

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

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

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Contacts*  
**17575000**

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

*Marketing Tool*  
**Social Media Organic**

*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.

<i>Title</i> <b>STS2023: Sales Manual 2023-2024 (B2B)</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <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>Contacts</i> <b>28000</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 Adriane Galisteu</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <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>Contacts</i> <b>2423000</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>
<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>
<i>Activity</i>		
<ul style="list-style-type: none"> <li>- Exclusive e-newsletter available for 5-star properties only.</li> <li>- Highly appreciated by the Brazilian trade (high demand).</li> <li>- One edition is sent once during the same month up to 800 top luxury contacts in Brazil.</li> <li>- Great opening rate of more than 30% on average (more with exclusive newsletters).</li> <li>- Also sent via WhatsApp to 1'200 travel agents and 600 corporate travel clients.</li> </ul>		

<i>Title</i> <b>KAM: Health Mission Brazil 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>138</b>
<i>Date from - to</i> <b>04/24/2023 – 04/27/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>138</b>
<i>Activity</i> First Health Mission in Brazil. - 9 events in 2 cities: São Paulo and Rio de Janeiro. - B2b, media & b2c events in the agenda. - During the three-day agenda packed with events and networking opportunities, the delegation engaged in many inspiring discussions with key b2b and b2c players, gaining valuable insights into the great potential of the health tourism sector in Switzerland that has yet to be discovered by the Brazilian market. - Distribution of the new 2023 Health Magazine PT version. - Delegation composed by: ST Head of Health Tourism + ST SAO + 05 Swiss Partners		

<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>	<i>Contacts</i> <b>50</b>
<i>Activity</i> ♣ 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>KAM: TTW GROUP Post-ILTM Famtrip 2023 Crans Montana, Gstaad and Zurich</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>8</b>
<i>Date from - to</i> <b>12/08/2023 – 12/13/2023</b>	<i>Marketing Tool</i> <b>Trip - Group</b>	<i>Contacts</i> <b>8</b>
<i>Activity</i> ♣ Exclusive Winter Famtrip organized by ST Brazil in partnership with TTW Group ♣ TTW Group's CEO and COO + six luxury travel agents (members of TTW Lab) experienced a customized ski program including: Crans-Montana, Gstaad and Zurich. ♣ Program support: Crans Montana Tourism & Congress, Six Senses Crans Montana, Gstaad Saanenland Tourismus, The Alpina Gstaad, Baur Au Lac, Mandarin Oriental Savoy Zurich, Swiss, Swiss Travel System, MOB and many more local partners involved. ♣ Fantastic Social Media results and engagement; ♣ ST Presence: Fabien Clerc, Brazil Market Director.		

<i>Title</i> <b>Campaigning &amp; Activation: Influencer Trip @byfabigama</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>576001</b>
<i>Date from - to</i> <b>01/16/2023 – 01/18/2023</b>	<i>Marketing Tool</i> <b>Ambassador/Influencer</b>	<i>Contacts</i> <b>576001</b>
<i>Activity</i> Fabiane Gama – 578K followers Trip to promote Zermatt – Cervo Hotel. ST Support: STP and 2 overnights. Segment: Snow lover.		

<b>BRAZIL</b>	<b>9</b>	<b>700</b>	<b>20'633'697</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## CZECH REPUBLIC

<i>Title</i> <b>TOP 10 Winter experiences - PremiumSports.cz</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>90750</b>
<i>Date from - to</i> <b>01/10/2023 – 02/08/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	<i>Contacts</i> <b>90750</b>
<i>Activity</i> On-line advertorial presenting TOP 10 Winter activities and experiences placed at website portal PremiumSports.cz (focused on active vacation and premium experiences) with promotion of: GTToS incl. RHB, wellness at Rigi, Davos Klosters Premium Card, Spengler Cup, Pistenbully experience by Zermatt Bergbahnen, Early bird offer by Aletsch Arena, cross-country skiing in Val Mustair, Via Silenzi snowshoe hiking trail in Engadin Scuol, fondue ride by Rigi Bahnen, brunch on Lake Lucerne, Snowpenair by JFB.		
Article published on 10. 1. and promoted again via Premium Media Group e-newsletter on 8. 2. 2023.		
<a href="http://clippings.switzerlandtourism.ch/PRG/2023/20230207113803_Switzerland_-_TOP_10_Winter_Expresiences.pdf">http://clippings.switzerlandtourism.ch/PRG/2023/20230207113803_Switzerland_-_TOP_10_Winter_Expresiences.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/PRG/2023/20230207114159_Premium_Ski_newsletter_2-2023.pdf">http://clippings.switzerlandtourism.ch/PRG/2023/20230207114159_Premium_Ski_newsletter_2-2023.pdf</a>		

<i>Title</i> <b>Summer in mountains - Denik.cz</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1688829</b>
<i>Date from - to</i> <b>05/15/2023 – 05/15/2023</b>	<i>Marketing Tool</i> <b>Native Advertisement Paid</b>	<i>Contacts</i> <b>1688829</b>
<i>Activity</i> Digital advertorial "Summer in mountains" placed at Denik.cz (one of the biggest newspaper website in the market) with focus on Engadin Scuol (Bogn Engiadina, hike, RHB), Davos Klosters (bike, hike, Davos Klosters Premium Card), Zermatt Bergbahnen (Alpine Crossing).		
LINK: <a href="https://pr.denik.cz/doporucujeme/leto-v-horach-20230515.html">https://pr.denik.cz/doporucujeme/leto-v-horach-20230515.html</a>		
<a href="http://clippings.switzerlandtourism.ch/PRG/2023/20231026110840_SummerInMountains_DenikCZ_15052023.pdf">http://clippings.switzerlandtourism.ch/PRG/2023/20231026110840_SummerInMountains_DenikCZ_15052023.pdf</a>		
<a href="http://clippings.switzerlandtourism.ch/PRG/2023/20231026110913_Switzerland_Tourism_Denik.cz_statistics_15.05.2023.pdf">http://clippings.switzerlandtourism.ch/PRG/2023/20231026110913_Switzerland_Tourism_Denik.cz_statistics_15.05.2023.pdf</a>		

**CZECH REPUBLIC**

**2**

**1'779'579**

MarketingActivities

Circulation

Contacts

**FRANCE**

<p><i>Title</i> <b>Campaign &amp; Activation: Consumer ST Stand Alone 2023 - Octobre Wellness</b></p> <p><i>Date from - to</i> <b>10/12/2023 – 10/12/2023</b></p> <p><i>Activity</i> <b>Wellness</b></p> <p>30'714 adresses abouties 11'191 ouvertures OR 36.44% CTR (876 clics uniques) 2.85% CTOR 7.83% 77 desinscriptions</p> <p><a href="http://clippings.switzerlandtourism.ch/PAR/2023/20231120160801_2023.10_SA_Wellness_FR.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/20231120160801_2023.10_SA_Wellness_FR.pdf</a></p>	<p><i>Instrument</i> <b>Campainging &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>30714</b></p> <p><i>Contacts</i> <b>30714</b></p>
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<p><i>Title</i> <b>Campaign Activation : ArtParis/ArtFair (SC_KP Bsle)</b></p> <p><i>Date from - to</i> <b>03/29/2023 – 04/02/2023</b></p> <p><i>Activity</i> Présence avec un stand de 12m2 à la foire d'art ArtFair/ArtParis dans le cadre du KPP avec Bâle Tourisme. Lieux : Grand Palais Ephémère, Paris Du 29 mars au 2 avril. 134 galeries de 25 pays présents Contenu : mise en avant des villes suisses et de la ville de Bâle en particulier (focus sur les musées). Participation d'un sous partenaire hôtel "Les Trois Rois". Distribution des brochures : brochure AMOS 23 (500ex), hôtels Boutique &amp; design (200ex), Hôtel Wellness (200ex), hôtels historiques (200ex), SwissTravelMap (100 ex) + diverses brochures de Bâle Tourisme</p> <p><a href="http://clippings.switzerlandtourism.ch/PAR/2023/20231215160515_IMG_2715.HEIC">http://clippings.switzerlandtourism.ch/PAR/2023/20231215160515_IMG_2715.HEIC</a> <a href="http://clippings.switzerlandtourism.ch/PAR/2023/20231215160610_WhatsApp_Image_2023-04-03_at_10.58.00.jpeg">http://clippings.switzerlandtourism.ch/PAR/2023/20231215160610_WhatsApp_Image_2023-04-03_at_10.58.00.jpeg</a></p>	<p><i>Instrument</i> <b>Campainging &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Event/Fair/Workshop</b></p>	<p><i>Circulation</i> <b>81857</b></p> <p><i>Contacts</i> <b>81857</b></p>
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<p><i>Title</i> <b>Campaign activation : White Magazine (ST Winter)</b></p> <p><i>Date from - to</i> <b>06/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Distribution of the Green magazine with : Le "Guide Outdoor" (distributed with the sports newspaper l'Equipe) in the Paris (IDF) and Lyon (Rhône-Alpes) regions. Publication date: June Au Vieux Campeur event : June ST Desk : May - December</p>	<p><i>Instrument</i> <b>Campainging &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Circulation</i> <b>70000</b></p> <p><i>Contacts</i> <b>210000</b></p>
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**FRANCE**

**3**

**100'714**

**322'571**

*MarketingActivities*

*Circulation*

*Contacts*

**GCC**

*Title*  
**KAM: Discover Europe, Dubai**

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Contacts*

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

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

*Activity*  
-28-01 May at 25hours Hotel-Dubai.  
-NTOS of CH, DE, AT & IE-105 travel agents from all over GCC.  
-Approx- 35 one to one meetings per partner.  
-46 Partners from:Ticino,Zurich,LGR, Geneva,Interlaken, Bern,Luzern, Graubunden.  
-95 agents did attend the WS.

*Title*  
**KAM: STE/Race to Switzerland**

*Instrument*  
**Campaigning & Activation**

*Circulation*

*Contacts*

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

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

*Activity*  
1 week of workshops and events in the GCC. Meeting of around 600 GCC buyers through interactive game "Race to Switzerland", leisure activities and 1to1 meetings.

*Title*  
**Promotion: Luxury Booklet 2023**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**10000**

*Date from - to*  
**02/01/2023 – 12/31/2023**

*Marketing Tool*  
**ST Magazine**

*Contacts*  
**30000**

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

<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>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>Promotion: Winter Inspirations Booklet 2023/24</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>12/01/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>30000</b>
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*Activity*

- ♣ 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><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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[http://clippings.switzerlandtourism.ch/DXB/2024/20240109112904\\_STMH23\\_Invitation.pdf](http://clippings.switzerlandtourism.ch/DXB/2024/20240109112904_STMH23_Invitation.pdf)  
[http://clippings.switzerlandtourism.ch/DXB/2024/20240109113112\\_IMG\\_6383\\_2.JPG](http://clippings.switzerlandtourism.ch/DXB/2024/20240109113112_IMG_6383_2.JPG)

<p><i>Title</i> <b>Digital: Winter Hotel Facebook Campaign (Hotel des Trois Couronnes)</b></p> <p><i>Date from - to</i> <b>01/25/2023 – 01/30/2023</b></p> <p><i>Activity</i> ♣ Date: 25 – 30 Jan ♣ Facebook 500 CHF boosted post for hotel partner. ♣ Impressions: 292,152 ♣ Clicks: 5,076 ♣ Reach: 177,440 ♣ Hôtel des Trois Couronnes</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>292152</b></p>
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[http://clippings.switzerlandtourism.ch/DXB/2024/20240112115726\\_Des\\_Trois.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112115726_Des_Trois.png)

<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> ♣ Date: 2 – 7 MAR ♣ Facebook 500 CHF boosted post for hotel partner. ♣ Impressions: 471,178 ♣ Clicks: 5,867 ♣ Reach: 289,856 ♣ Tschuggen Grand Hotel</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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[http://clippings.switzerlandtourism.ch/DXB/2024/20240112115844\\_Tschuggen.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112115844_Tschuggen.png)



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*Title*  
**Digital: Mandarin Oriental Influencer Trip**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**8291915**

*Date from - to*  
**05/12/2023 – 05/16/2023**

*Marketing Tool*  
**Ambassador/Influencer**

*Activity*  
♣ 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

[http://clippings.switzerlandtourism.ch/DXB/2024/2024011211451\\_\\_\\_\\_\\_mp4](http://clippings.switzerlandtourism.ch/DXB/2024/2024011211451_____mp4)

*Title*  
**Digital: Luxury Hotel Facebook Campaign (Beau-Rivage Geneva Hotel)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**477498**

*Date from - to*  
**06/19/2023 – 06/22/2023**

*Marketing Tool*  
**Social Media Paid**

*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)

*Title*  
**Digital: Luxury Hotel Facebook Campaign (Grand Resort Bad Ragaz)**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**823989**

*Date from - to*  
**06/03/2023 – 06/28/2023**

*Marketing Tool*  
**Social Media Paid**

*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 (Eden Roc Hotel)</b>	<i>Instrument</i> <b>Campaigning &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)

<i>Title</i> <b>Digital: Family Hotel Facebook Campaign (Victoria Jungfrau Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>656999</b>
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*Date from - to*  
**06/07/2023 – 06/11/2023**

*Activity*  
 ♣ Date: 7 – 11 JUN, 23  
 ♣ Facebook 500 CHF boosted post for hotel partner.  
 ♣ Impressions: 656,999  
 ♣ Clicks: 5,905  
 ♣ Reach: 518,397  
 ♣ Victoria Jungfrau Grand Hotel & Spa

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112124404\\_VJC\\_Fam.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112124404_VJC_Fam.png)

<i>Title</i> <b>Digital: MBC Social Media.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>Contacts</b> <b>10046274</b>
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*Date from - to*  
**07/14/2023 – 07/21/2023**

*Activity*  
 ♣ Date: 14-21 JUL 2023  
 ♣ The MBC crew with Haya Yasmeen and Sara Murad visited Switzerland to highlight Lucerne and Geneva.  
 ♣ Total of 5 episodes: 10Mil contacts  
 ♣ Sara Murad: 40'161 likes & 728 comments  
 ♣ Haya Yasmeen: 5'200 likes & 184 comments  
 ♣ Partner: Lucerne, Geneva, Buergenstock Resort and Four Seasons Geneva

<http://clippings.switzerlandtourism>.

<http://clippings.switzerlandtourism>.

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<i>Title</i> <b>Digital: Luxury Hotel Facebook Campaign (Dolder Grand Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>383677</b>
<i>Date from - to</i> <b>07/17/2023 – 07/20/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>383677</b>

*Activity*  
♣ Date: 17 – 20 July, 23  
♣ Facebook 500 CHF boosted post for hotel partner.  
♣ Impressions: 383,677  
♣ Clicks: 5,167  
♣ Reach: 298,881  
♣ Dolder Grand Hotel

[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 (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 (Cervo Hotel)</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>611052</b>
<i>Date from - to</i> <b>09/04/2023 – 09/08/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	<i>Contacts</i> <b>611052</b>

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

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

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

*Instrument*  
**Campaigning & Activation**

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

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

*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**

*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**

*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)

<p><i>Title</i> <b>Campaigning: Weddings SoMe Campaign. (Dolder Grand Hotel Zurich)</b></p> <p><i>Date from - to</i> <b>11/19/2023 – 11/23/2023</b></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>1914625</b></p> <p><i>Contacts</i> <b>1914625</b></p>
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*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)

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

- ♣ Date: 19 – 23 Dec, 22
- ♣ Facebook 500 CHF boosted post for hotel partner.
- ♣ Impressions: 612,228
- ♣ Clicks: 4,133
- ♣ Reach: 303,376
- ♣ Burgenstock

[http://clippings.switzerlandtourism.ch/DXB/2024/20240112131514\\_Burgenstock.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240112131514_Burgenstock.png)

<i>Title</i> <b>Campaigning: Third HIA Health Advertorial</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>140000</b>
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<i>Date from - to</i> <b>10/01/2023 – 10/31/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>350000</b>
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*Activity*  
Date: October 2023.

Topic: Rehabilitation.

Feature about rehabilitation in Hia magazine, an arabic monthly women's magazine.

Contacts: 350'000.

Distributed in the entire Middle East

[http://clippings.switzerlandtourism.ch/DXB/2024/20240111222208\\_Hia\\_3.png](http://clippings.switzerlandtourism.ch/DXB/2024/20240111222208_Hia_3.png)

<i>Title</i> <b>GCC Workshop in Crans-Montana</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>66</b>
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<i>Date from - to</i> <b>12/12/2023 – 12/14/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>66</b>
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*Activity*  
- 66 GCC travel agents joined the workshop and met 77 Swiss partners in Crans-Montana.  
- The workshop enabled more than 1000 meetings between suppliers and buyers.  
- 9 fam-groups with 9 different pre/post tours covered all GCC key partners.

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

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

<b>GCC</b>	<b>26</b>	<b>182'275</b>	<b>28'366'226</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## GERMANY

<i>Title</i> <b>KAM: FTI Herbstkampagne</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>95899</b>
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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\\_FTICo-Marketing\\_2022\\_Reporting.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230327104632_Schweiz_Tourismus_FTICo-Marketing_2022_Reporting.pdf)

[http://clippings.switzerlandtourism.ch/FRA/2023/20230329130736\\_FTIMailing\\_Januar2023.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20230329130736_FTIMailing_Januar2023.pdf)

[http://clippings.switzerlandtourism.ch/FRA/2023/20230329160947\\_Koop22\\_KW48-51\\_Landingpage\\_ganze\\_Seite.png](http://clippings.switzerlandtourism.ch/FRA/2023/20230329160947_Koop22_KW48-51_Landingpage_ganze_Seite.png)

<p><i>Title</i> <b>C&amp;A: Digitale Herbstkampagne: So klingt der Schweizer Herbst</b></p> <p><i>Date from - to</i> <b>08/23/2023 – 09/29/2023</b></p> <p><i>Activity</i> Wir führen eine starke emotionale digitale Herbstkampagne durch Anhand von unterschiedlichen typischen Tönen und Geräuschen aus den Regionen, soll der User emotional &amp; sinnlich auf das Herbst erleben in der Schweiz aufmerksam gemacht werden. Für jeden Key Partner wird ein Video mit individuellem Sound produziert, der auf eine Herbstaktivität (Outdoor Enthusiast / Nature Lover) abzielt. Paid Distribution via Meta, YouTube und Spotify</p> <p>Ziel: Zwischensaison stärken und emotional auf den Herbst aufmerksam machen</p>	<p><i>Instrument</i> <b>Basis</b></p> <p><i>Marketing Tool</i> <b>Package</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>1655398</b></p>
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<p><i>Title</i> <b>KMM: Das neue Jahr bringt neue innovative Hotels in der Schweiz</b></p> <p><i>Date from - to</i> <b>01/10/2023 – 01/10/2023</b></p> <p><i>Activity</i> Versendet an 2800 Journalisten</p>	<p><i>Instrument</i> <b>KMM</b></p> <p><i>Marketing Tool</i> <b>Media Release</b></p>	<p><i>Circulation</i> <b>2800</b></p> <p><i>Contacts</i> <b>2800</b></p>
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[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)

<p><i>Title</i> <b>KAM: DER Touristik: DERTOOUR Wellnesswelten-Magalog</b></p> <p><i>Date from - to</i> <b>08/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Mit Content-Darstellung von Nature Spas und den besten Wellnessdestinationen der Schweiz</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>100000</b></p> <p><i>Contacts</i> <b>100000</b></p>
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[http://clippings.switzerlandtourism.ch/FRA/2023/20231204115057\\_Aufmacher\\_Wellness\\_Mitteleruopa\\_und\\_Kooperation\\_Schweiz.pdf](http://clippings.switzerlandtourism.ch/FRA/2023/20231204115057_Aufmacher_Wellness_Mitteleruopa_und_Kooperation_Schweiz.pdf)

<p><i>Title</i> <b>KAM: Digital Sales Guide 2023</b></p> <p><i>Date from - to</i> <b>03/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Webbasierter Sales Guide für Reiseberater:innen in Deutschland. Angebote zu den Themen "Swisstainable", ÖV, Hotelkooperationen und Touring. Die Bewerbung erfolgt durch verschiedene Fachmedien.</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>Contacts</b> <b>10985</b></p>
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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>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>KMM: Nature Spa im farbenfrohen Herbst</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>
<i>Activity</i> Versand an 2500 Medienschaffende via MyNewsdesk und Mediennewsletter		
<a href="http://clippings.switzerlandtourism.ch/FRA/2023/20231020160325_Nature_Spa_im_farbenfrohen_Herbst__Entspannung_inmitten_herrlicher_Naturlandschaften__Schweiz_Tour.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/20231020160325_Nature_Spa_im_farbenfrohen_Herbst__Entspannung_inmitten_herrlicher_Naturlandschaften__Schweiz_Tour.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>
<i>Activity</i> Versand an 2500 Medienschaffende via MyNewsdesk und über Mediennewsletter		
<a href="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</a>		

<p><i>Title</i> <b>C&amp;A: Digitale Herbstkampagne: So klingt der Schweizer Herbst / Meta</b></p> <p><i>Date from - to</i> <b>09/06/2023 – 09/30/2023</b></p> <p><i>Activity</i> Wir führen eine starke emotionale digitale Herbstkampagne durch Anhand von unterschiedlichen typischen Tönen und Geräuschen aus den Regionen, soll der User emotional &amp; sinnlich auf das Herbsterebnis in der Schweiz aufmerksam gemacht werden. Für jeden Key Partner wird ein Video mit individuellem Sound produziert, der auf eine Herbstaktivität (Outdoor Enthusiast / Nature Lover) abzielt. Paid Distribution via Meta, YouTube und Spotify</p> <p>Ziel: Zwischensaison stärken und emotional auf den Herbst aufmerksam machen</p> <p><a href="http://clippings.switzerlandtourism.ch/FRA/2023/20231030154540_2310_SoklingtderSchweizerHerbst_Reporting_Meta.pptx">http://clippings.switzerlandtourism.ch/FRA/2023/20231030154540_2310_SoklingtderSchweizerHerbst_Reporting_Meta.pptx</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>Contacts</b> <b>6144899</b></p>
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<p><i>Title</i> <b>C&amp;A: Digitale Herbstkampagne: So klingt der Schweizer Herbst / YouTube</b></p> <p><i>Date from - to</i> <b>09/06/2023 – 09/30/2023</b></p> <p><i>Activity</i> Wir führen eine starke emotionale digitale Herbstkampagne durch Anhand von unterschiedlichen typischen Tönen und Geräuschen aus den Regionen, soll der User emotional &amp; sinnlich auf das Herbsterebnis in der Schweiz aufmerksam gemacht werden. Für jeden Key Partner wird ein Video mit individuellem Sound produziert, der auf eine Herbstaktivität (Outdoor Enthusiast / Nature Lover) abzielt. Paid Distribution via Meta, YouTube und Spotify</p> <p>Ziel: Zwischensaison stärken und emotional auf den Herbst aufmerksam machen</p> <p><a href="http://clippings.switzerlandtourism.ch/FRA/2023/20231030155043_2310_SoklingtderSchweizerHerbst_Reporting_YouTube.pptx">http://clippings.switzerlandtourism.ch/FRA/2023/20231030155043_2310_SoklingtderSchweizerHerbst_Reporting_YouTube.pptx</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Video Digital Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>5826362</b></p>
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<p><i>Title</i> <b>C&amp;A: Digitale Herbstkampagne: So klingt der Schweizer Herbst / Spotify</b></p> <p><i>Date from - to</i> <b>09/06/2023 – 09/30/2023</b></p> <p><i>Activity</i> Diese Podcast Ads Kampagne stärkt die Keypartner Kampagne "So klingt der Schweizer Herbst" im deutschen Markt. Damit wollen wir die potenziellen Deutschen Gäste noch geballter für einen Herbsturlaub in der Schweiz begeistern. Durch gezielte Ausspielung von Premium Audio-Ads in kuratierten Podcasts holen wir die Zielgruppe emotional ab und nehmen sie akustisch mit auf eine Reise in die Schweiz.</p> <p>-Podcast Ads mit Festplatzierungen bei „Fest &amp; Flauschig“ sowie „Gemischtes Hack“ -Audio Ads RoN mit Targeting</p> <p><a href="http://clippings.switzerlandtourism.ch/FRA/2023/20231030160200_2310_SoklingtderSchweizerHerbst_Reporting_Spotify.pptx">http://clippings.switzerlandtourism.ch/FRA/2023/20231030160200_2310_SoklingtderSchweizerHerbst_Reporting_Spotify.pptx</a> <a href="http://clippings.switzerlandtourism.ch/FRA/2023/20231030160739_2310_SoklingtderSchweizerHerbst_Reporting_Spotify_Highlight_Image.pptx">http://clippings.switzerlandtourism.ch/FRA/2023/20231030160739_2310_SoklingtderSchweizerHerbst_Reporting_Spotify_Highlight_Image.pptx</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>Contacts</b> <b>1641936</b></p>
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<p><i>Title</i> <b>C&amp;A: Digitale Herbstkampagne: So klingt der Schweizer Herbst / Landing Page</b></p> <p><i>Date from - to</i> <b>09/06/2023 – 09/30/2023</b></p> <p><i>Activity</i> Wir führen eine starke emotionale digitale Herbstkampagne durch Anhand von unterschiedlichen typischen Tönen und Geräuschen aus den Regionen, soll der User emotional &amp; sinnlich auf das Herbsterebnis in der Schweiz aufmerksam gemacht werden. Für jeden Key Partner wird ein Video mit individuellem Sound produziert, der auf eine Herbstaktivität (Outdoor Enthusiast / Nature Lover) abzielt. Paid Distribution via Meta, YouTube und Spotify</p> <p>Ziel: Zwischensaison stärken und emotional auf den Herbst aufmerksam machen</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>84007</b></p> <p><i>Contacts</i> <b>84007</b></p>
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[http://clippings.switzerlandtourism.ch/FRA/2023/20231030161334\\_2310\\_SoklingtderSchweizerHerbst\\_Reporting\\_LandingPage.pptx](http://clippings.switzerlandtourism.ch/FRA/2023/20231030161334_2310_SoklingtderSchweizerHerbst_Reporting_LandingPage.pptx)

<p><i>Title</i> <b>ST Newsletter Juli 23</b></p> <p><i>Date from - to</i> <b>07/05/2023 – 07/05/2023</b></p> <p><i>Activity</i> Newsletter Sommer Hit Fountain Dip</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>117319</b></p> <p><i>Contacts</i> <b>117319</b></p>
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<p><i>Title</i> <b>ST Newsletter August 23</b></p> <p><i>Date from - to</i> <b>08/08/2023 – 08/08/2023</b></p> <p><i>Activity</i> Sommer in Festlaune</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>94164</b></p> <p><i>Contacts</i> <b>94164</b></p>
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[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)

<p><i>Title</i> <b>ST Newsletter September 23</b></p> <p><i>Date from - to</i> <b>09/04/2023 – 09/04/2023</b></p> <p><i>Activity</i> Herbst in der Schweiz: staunen und genießen</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>101671</b></p> <p><i>Contacts</i> <b>101671</b></p>
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[http://clippings.switzerlandtourism.ch/FRA/2024/20240104100525\\_2023.09.\\_NL\\_GEN\\_DE.pdf](http://clippings.switzerlandtourism.ch/FRA/2024/20240104100525_2023.09._NL_GEN_DE.pdf)

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

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

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

<b>GERMANY</b>	<b>28</b>	<b>1'708'819</b>	<b>32'092'656</b>
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## INDIA

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>KAM: Switzerland Travel Experience (STE) 2023</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>628</b>
<i>Activity</i>		
<ul style="list-style-type: none"> <li>- 27th Nov 2023 - 1st Dec 2023</li> <li>- 21 Swiss suppliers travelled across India to meet and interact with the travel trade via a combination of roadshows and a VIP buyer event</li> <li>- Roadshows across 2 cities</li> <li>Mumbai (27th Nov)</li> <li>Delhi (1st Dec)</li> <li>2 sessions per city Each session featured an 2.min introductory PPT for each partner, followed by Table-top meetings</li> <li>- VIP Event in Chennai 27th - 30th Nov 2023</li> <li>2 batches of 24 personally-invited key buyers (for 1.5 days each) travelled to Taj Fisherman's Cove Resort &amp; Spa, Chennai, to</li> </ul>		
<ul style="list-style-type: none"> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20231213132528_STE.pdf">http://clippings.switzerlandtourism.ch/BOM/2023/20231213132528_STE.pdf</a></li> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20231213132944_Misha_STE_Briefing.pdf">http://clippings.switzerlandtourism.ch/BOM/2023/20231213132944_Misha_STE_Briefing.pdf</a></li> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20231213133235_Partner_PPTs.pdf">http://clippings.switzerlandtourism.ch/BOM/2023/20231213133235_Partner_PPTs.pdf</a></li> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20231213134340_Backdrop_Creatives.zip">http://clippings.switzerlandtourism.ch/BOM/2023/20231213134340_Backdrop_Creatives.zip</a></li> <li><a href="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</a></li> <li><a href="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</a></li> <li><a href="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</a></li> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20231213141135_Buyer_Programs.zip">http://clippings.switzerlandtourism.ch/BOM/2023/20231213141135_Buyer_Programs.zip</a></li> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20231213141400_VIP_Event_Buyer_Invites.zip">http://clippings.switzerlandtourism.ch/BOM/2023/20231213141400_VIP_Event_Buyer_Invites.zip</a></li> </ul>		

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
<b>KAM: Switzerland Travel Mart - Snow Edition (STMS) 2023</b>	<b>Campaigning &amp; Activation</b>	
<i>Date from - to</i> <b>01/13/2023 – 01/20/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>5</b>
<i>Activity</i>		
<ul style="list-style-type: none"> <li>- STMS 2023 took place in Zermatt 15th - 19th Jan 2023</li> <li>- Pre-tours prior to the event 13th - 15th Jan 2023</li> <li>- Key buyers from all over the world got an opportunity to interact / network / meet with Swiss winter suppliers</li> <li>- Buyers interacted with Suppliers over pre-fixed One-to-One meetings and a social program, as well as pre-tours which gave them a chance to experience Switzerland's various winter touristic offerings</li> <li>- Participating buyers: Pangea Travel (BOM), Travel Engineers (DEL), All Four Seasons Holidays (AMD), TBO.com (BOM) and Encompass Experiences (BLR)</li> </ul>		
<ul style="list-style-type: none"> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20230123131441_STMS_2023.pdf">http://clippings.switzerlandtourism.ch/BOM/2023/20230123131441_STMS_2023.pdf</a></li> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20230123131606_STMS_2022_-_Workshop_Program_-_India_-_Final.pdf">http://clippings.switzerlandtourism.ch/BOM/2023/20230123131606_STMS_2022_-_Workshop_Program_-_India_-_Final.pdf</a></li> <li><a href="http://clippings.switzerlandtourism.ch/BOM/2023/20230123132004_STMS_2023_List_Suppliers.pdf">http://clippings.switzerlandtourism.ch/BOM/2023/20230123132004_STMS_2023_List_Suppliers.pdf</a></li> </ul>		

## ITALY

<p><i>Title</i> <b>KMM: individual media trip North</b></p> <p><i>Date from - to</i> <b>02/03/2023 – 02/05/2023</b></p> <p><i>Activity</i> Date: 03-05.02.2023 Marta Ghelma RHB and St. Moritz for Style Piccoli online Overnight at Hotel Carlton</p>	<p><i>Instrument</i> <b>KMM</b></p> <p><i>Marketing Tool</i> <b>Trip - Individual</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>1</b></p>
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<p><i>Title</i> <b>KMM: Group media trip Interlaken &amp; BLS</b></p> <p><i>Date from - to</i> <b>10/11/2023 – 10/13/2023</b></p> <p><i>Activity</i> Date: 11-13.10.23 Program: Travel by Trenino Verde delle Alpi, kayaking on Lake Brienz, Lake Thun by boat, Giessbach Park Overnight at Deltapark Resort and lunch at Parkhotel Giessbach Partner: Interlaken &amp; BLS</p> <p>POSTPONE FROM JUNE TO OCTOBER</p>	<p><i>Instrument</i> <b>KMM</b></p> <p><i>Marketing Tool</i> <b>Trip - Group</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>4</b></p>
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<p><i>Title</i> <b>Campaigning &amp; Activation: PromoSvizzera Spring - Michelle Hunziker in Ticino</b></p> <p><i>Date from - to</i> <b>04/22/2023 – 04/22/2023</b></p> <p><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</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>3036686</b></p>
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<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: Trade Workshop Swiss Family Village</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>60</b>
<i>Date from - to</i> <b>09/20/2023 – 09/20/2023</b>	<i>Marketing Tool</i> <b>Event/Fair/Workshop</b>	<i>Contacts</i> <b>60</b>
<i>Activity</i> Period: 20.09.2023 Trade Event to promote KP partner destinations during preopening of the Summer/Autumn Village in Piazza Gae Aulenti in Milano. Fornitore: Tourist Trend 42 organizzazioni, 60 people		

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

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



<p><i>Title</i> <b>Campaigning &amp; Activation: Swiss Family Village - distribution ST Magazines and Partner Brochures</b></p> <p><i>Date from - to</i> <b>09/20/2023 – 10/01/2023</b></p> <p><i>Activity</i> Period: 20.09. - 01.10.23 What: distribution of ST and Partner Brochures during public event Swiss Family Village Partner: Made in Bern, Ticino, Zurich, STS, RhB, HoKo ST Magazin: Svizzera 7 - 1000 pcs / Svizzera - Itinerari circolari - 1000 pcs / Swiss Family Hotels &amp; Lodging 2023 - 1000 pcs / Swiss travel Maps 500 pcs / Svizzera Mobile 200 / myGrandTrain Tour Booklet EN - 500 pcs</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>4200</b></p> <p><i>Contacts</i> <b>12600</b></p>
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<p><i>Title</i> <b>Campaigning &amp; Activation: Winter - Branded Content Gazzetta.it</b></p> <p><i>Date from - to</i> <b>11/27/2023 – 12/10/2023</b></p> <p><i>Activity</i> Publication date: 27.11 (online for 14 days) Smart article plus on Gazzetta.it Topics: wellness in Leukerbad, Scuol, Interlaken and How to enjoy video Impressions: 9,5 million Views: 15'400 Average time: 2'08"</p> <p>Link <a href="https://studio.gazzetta.it/svizzera_turismo-sa2-benessere-e-spa/">https://studio.gazzetta.it/svizzera_turismo-sa2-benessere-e-spa/</a></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Native Advertisement Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>9500000</b></p>
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<p><i>Title</i> <b>Campaigning &amp; Activation: Winter - FB post @Gazzetta</b></p> <p><i>Date from - to</i> <b>12/14/2023 – 12/14/2023</b></p> <p><i>Activity</i> Date: 14.12 Dark post carousel on FB @gazzetta Topics: how to winter Reach: 898 k Click: 800</p> <p>Link <a href="https://bitly.ws/39hPU">https://bitly.ws/39hPU</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>898000</b></p>
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<p><i>Title</i> <b>Campaigning &amp; Activation: Golf tournament Swiss Cup at Menaggio-Cadenabbia Golf Club</b></p> <p><i>Date from - to</i> <b>10/15/2023 – 10/15/2023</b></p> <p><i>Activity</i> Date: 15.10.23 Golf Tournament Swiss Cub at Menaggio &amp; Cadenabbia Golf Club Distribution of ST brochure Apero with Swiss Cheese Participants: 120</p> <p><a href="http://clippings.switzerlandtourism.ch/MIL/2023/20231108161425_WhatsApp_Image_2023-10-23_at_11.59.21_1.jpeg">http://clippings.switzerlandtourism.ch/MIL/2023/20231108161425_WhatsApp_Image_2023-10-23_at_11.59.21_1.jpeg</a> <a href="http://clippings.switzerlandtourism.ch/MIL/2023/20231108161539_Screenshot_2023-11-08_at_16.13.36.png">http://clippings.switzerlandtourism.ch/MIL/2023/20231108161539_Screenshot_2023-11-08_at_16.13.36.png</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>120</b></p>
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<p><i>Title</i> <b>Campaigning &amp; Activation: Winter - IG post @Gazzetta</b></p> <p><i>Date from - to</i> <b>12/14/2023 – 12/14/2023</b></p> <p><i>Activity</i> Date: 14.12.2023 Dark post carousel on IG @gazzetta Topics: how to winter Reach: 637 k Click: 200</p> <p>Link <a href="https://www.instagram.com/p/C01kZwytQgg/">https://www.instagram.com/p/C01kZwytQgg/</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>637000</b></p>
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<p><i>Title</i> <b>Campaigning &amp; Activation: HoKo - Distribution Brochures SPA and Vitality in Virgin Active Clubs Italy</b></p> <p><i>Date from - to</i> <b>06/05/2023 – 12/18/2023</b></p> <p><i>Activity</i> Date: 05.06. - 18.12.2023 Distribution SPA and Vitality Hotels Brochures to members of Virgin Activ Club in Italy 40 clubs Circulation: 4000 Brochures</p> <p><a href="http://clippings.switzerlandtourism.ch/MIL/2024/20240110184140_Screenshot_2024-01-10_at_18.39.54.png">http://clippings.switzerlandtourism.ch/MIL/2024/20240110184140_Screenshot_2024-01-10_at_18.39.54.png</a></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>4000</b></p> <p><i>Contacts</i> <b>12000</b></p>
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<b>ITALY</b>	<b>12</b> <i>MarketingActivities</i>	<b>37'200</b> <i>Circulation</i>	<b>14'188'471</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>
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<i>Date from - to</i> <b>09/11/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Other...</b>	<i>Contacts</i> <b>1293</b>
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*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.

[http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105407\\_Screenshot\\_at\\_Dec\\_19\\_10-53-51.png](http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105407_Screenshot_at_Dec_19_10-53-51.png)

<i>Title</i> <b>Switzerland Travel Mart - Snow Edition 2023</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i>
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<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>
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*Activity*  
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>
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<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>
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*Activity*  
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.

<p><i>Title</i> <b>Spa &amp; Vitality Kooperationskampagne 23</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Kooperationskampagne für die Spa &amp; Vitality Hotels im 2023 "Wellnesskalender".</p> <p>Impressions: 4'904'910 Link Klicks: 59'504 CPC: 0.49</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>4904910</b></p>
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<p><i>Title</i> <b>Hotelkooperationen Grundrauschen 2023</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Jährliches Grundrauschen für alle Hotelkooperationen. Automatisierte Ausspielung über META mit Katalog-Ads.</p> <p>Impressions: 50'426'493 Link Klicks: 921'886 CPC: 0.35</p>	<p><i>Instrument</i> <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>50426493</b></p>
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<p><i>Title</i> <b>Hotelkooperationen Hotelquiz Swisustainable 2023</b></p> <p><i>Date from - to</i> <b>06/06/2023 – 07/26/2023</b></p> <p><i>Activity</i> Hotelquiz Kampagne "Welcher Hoteltyp bist du?" mit Einbezug der Swisustainable Unterkünfte.</p> <p>Impressions: 21'490'016 Link Klicks: 449'343 CPC: 0.23</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>21490016</b></p>
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<p><i>Title</i> <b>Gastronomie Fondue Finder Winter 22/23 Welle 2</b></p> <p><i>Date from - to</i> <b>01/26/2023 – 02/17/2023</b></p> <p><i>Activity</i> Fondue Finder Kampagne im Winter 22/23, 2. Welle (Awareness + Confidence)</p> <p>Impressions: 10'133'881 Link Klicks: 200'370 CPC: 0.36</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Social Media Paid</b></p>	<p><i>Circulation</i> <b>Contacts</b> <b>10133881</b></p>
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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>Contacts</i> <b>1436637</b>
<i>Date from - to</i> <b>01/15/2023 – 01/31/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</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>Top 3 Star Hotels Kampagne</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i> <b>1418103</b>
<i>Date from - to</i> <b>09/14/2023 – 10/12/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</b>	
<i>Activity</i> Branding-Kampagne für die Top 3 Star Hotels.		
Impressions: 1'418'103 Link Klicks: 35'048 CPC: 0.28		

<i>Title</i> <b>Hotels</b> <b>Kampagne Million Stars Hotels</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i>  <i>Contacts</i> <b>2508531</b>
<i>Date from - to</i> <b>08/01/2023 – 08/15/2023</b>	<i>Marketing Tool</i> <b>Social Media Paid</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**

<p><b>11</b> <i>MarketingActivities</i></p>	<p><i>Circulation</i></p>	<p><b>132'480'065</b> <i>Contacts</i></p>
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**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: Webinar with Ticino</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>88</b>
<i>Date from - to</i> <b>02/16/2023 – 02/16/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>88</b>
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Ticino Tourism and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 88		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230217114213_20230216_Ticino.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230217114213_20230216_Ticino.pdf</a>		

<i>Title</i> <b>KAM: Trade Newsletter April 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>12047</b>
<i>Date from - to</i> <b>04/18/2023 – 04/18/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>12047</b>
<i>Activity</i> Sent to 12,047 subscribers, 4,341 Unique opens, 37.18% of all recipients opened and 19.44% clicked a link  Switzerland News & Update. <ul style="list-style-type: none"> <li>↳ The train ride of a lifetime with Roger &amp; Trevor.</li> <li>- Promo: Experience the Grand Train Tour.</li> <li>- A gourmet food experience in Valais.</li> <li>- Urban nature in the Swiss Capital.</li> <li>- Discover the Liechtenstein trail on an e-bike.</li> <li>- Brand new Switzerland Sales Guide - Yodel.</li> </ul>		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230421104738_Trade_Newsletter_April_2023.html">http://clippings.switzerlandtourism.ch/NYC/2023/20230421104738_Trade_Newsletter_April_2023.html</a>		

<i>Title</i> <b>KAM: Webinar with St. Moritz</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>75</b>
<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>
<i>Activity</i> 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		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230606122649_20230601_St_Moritz.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230606122649_20230601_St_Moritz.pdf</a>		

<i>Title</i> <b>KAM: Webinar with VALAIS - Matterhorn Region</b>	<i>Instrument</i> <b>KAM</b>	<i>Circulation</i> <b>87</b>
<i>Date from - to</i> <b>06/15/2023 – 06/15/2023</b>	<i>Marketing Tool</i> <b>Webinar</b>	<i>Contacts</i> <b>87</b>
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from VALAIS - Matterhorn Region and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 87		
<a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230615143305_20230615_Valais.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230615143305_20230615_Valais.pdf</a>		

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<i>Title</i> <b>KAM: Switzerland Yodel Distribution via Canadian Travel Press</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>4000</b>
<i>Date from - to</i> <b>05/29/2023 – 05/29/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>4000</b>

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

<i>Title</i> <b>KAM: 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>

*Activity*  
Two recorded 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.

[http://clippings.switzerlandtourism.ch/NYC/2023/20230915154248\\_Visitors\\_webinario.xlsx](http://clippings.switzerlandtourism.ch/NYC/2023/20230915154248_Visitors_webinario.xlsx)  
[http://clippings.switzerlandtourism.ch/NYC/2023/20230925165416\\_Webinario\\_reporting\\_slide.pptx](http://clippings.switzerlandtourism.ch/NYC/2023/20230925165416_Webinario_reporting_slide.pptx)

<i>Title</i> <b>KAM: Trade Newsletter July 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>11964</b>
<i>Date from - to</i> <b>07/05/2023 – 07/05/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>11964</b>

*Activity*  
Sent to 11,964 subscribers, 4,380 Unique opens, 38.07% of all recipients opened and 6.59% clicked a link

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

[http://clippings.switzerlandtourism.ch/NYC/2023/20230821144948\\_Trade\\_newsletter\\_07\\_05.html](http://clippings.switzerlandtourism.ch/NYC/2023/20230821144948_Trade_newsletter_07_05.html)

<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>

*Activity*  
Sent to 11,741 subscribers, 4,042 Unique opens, 35.6% of all recipients opened and 6.5% clicked a link

Switzerland is more popular than ever!  
- Virtuoso Tourism Board of the Year 2023.  
- Discover Ticino - the Como of Switzerland.  
- Zurich Airport celebrates 75 years.  
- Schilthorn - Piz Gloria a 007 experience.  
- Book your client's winter getaway in Lucerne.  
- Our hotel recommendations.

[http://clippings.switzerlandtourism.ch/NYC/2023/20230828094417\\_Trade\\_newsletter\\_August\\_2023.html](http://clippings.switzerlandtourism.ch/NYC/2023/20230828094417_Trade_newsletter_August_2023.html)



<p><i>Title</i> <b>STNA 2023 Campaigning &amp; Activation — TSQ Billboard</b></p> <p><i>Date from - to</i> <b>04/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>OOH incl. Digital OOH</b></p>	<p><i>Circulation</i> <b>37800000</b></p> <p><i>Contacts</i> <b>37800000</b></p>
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*Activity*  
All TSQ billboard impressions for the total 29 weeks of presence

[http://clippings.switzerlandtourism.ch/NYC/2024/20240112193224\\_Reporting\\_TimesSquare\\_Presentation\\_2023.pdf](http://clippings.switzerlandtourism.ch/NYC/2024/20240112193224_Reporting_TimesSquare_Presentation_2023.pdf)

<p><i>Title</i> <b>KAM: Switzerland Yodel Digital Distribution with Northstar - Emails</b></p> <p><i>Date from - to</i> <b>04/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>138916</b></p> <p><i>Contacts</i> <b>138916</b></p>
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*Activity*  
Sales manual digitally distributed and promoted with Northstar Travel Group:  
3x email to TravelAge WEST database  
average 18,857 recipients,  
44.17% open rate, 0.35% click-through rate  
3x emails to Travel Pulse database  
average 72,966 recipients,  
60.67% open rate, 0.20% click-through rate  
3x email to Travel Weekly database  
average 47,093 recipients,

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

<p><i>Title</i> <b>KAM: Switzerland Yodel Digital Distribution with TravelMarket Report - Emails</b></p> <p><i>Date from - to</i> <b>05/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>105320</b></p> <p><i>Contacts</i> <b>105320</b></p>
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*Activity*  
- Sales manual digitally distributed and promoted with TravelMarket Report:  
- 2x email to TravelMarket report database  
average 52,660 recipients,  
29.69% open rate, 1.0% click-through rate

[http://clippings.switzerlandtourism.ch/NYC/2023/20231208173040\\_TMR\\_EMAIL\\_04.26.html](http://clippings.switzerlandtourism.ch/NYC/2023/20231208173040_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>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>“Well-being” - Jen Weatherhead TV segment CTV Vancouver</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>1665000</b>
<i>Date from - to</i> <b>06/28/2023 – 06/28/2023</b>	<i>Marketing Tool</i> <b>TV/Cinema Spot incl. Digital</b>	<i>Contacts</i> <b>1665000</b>

*Activity*  
 Raising awareness for highlights in Switzerland as part of the “Well-Being” campaign with On-Air travel expert Jennifer Weatherhead in the Morning Travel Show on CTV Calgary for customers affluent on travel, art, nature, and well-being.

Perfect for the start of the direct flights from Calgary to Zurich and to discover Switzerland for the summer and fall season with special summer tips.

♣ Impression: 555'000

[http://clippings.switzerlandtourism.ch/NYC/2024/20240112225135\\_Screenshot\\_2024-01-12\\_at\\_22.51.11.png](http://clippings.switzerlandtourism.ch/NYC/2024/20240112225135_Screenshot_2024-01-12_at_22.51.11.png)

## NORTH AMERICA

**18**  
*MarketingActivities*

**536'496**  
*Circulation*

**40'215'117**  
*Contacts*

## OTHER

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

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

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

[http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105933\\_STM\\_MYS\\_Pro\\_Geneva.jpg](http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105933_STM_MYS_Pro_Geneva.jpg)

[http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110115\\_MYS\\_Pro\\_Steller\\_ITB\\_Berlin\\_A5.pdf](http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110115_MYS_Pro_Steller_ITB_Berlin_A5.pdf)

[http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110443\\_MyS\\_Pro\\_Winner\\_Taiwan.jpg](http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110443_MyS_Pro_Winner_Taiwan.jpg)

**OTHER**

**1** **1'293**  
*MarketingActivities* *Circulation* *Contacts*

**POLAND**

<i>Title</i> <b>Campaigning&amp;Activation: ST B2B NL February.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>703</b>
<i>Date from - to</i> <b>02/01/2023 – 02/28/2023</b>	<i>Marketing Tool</i> <b>eNewsletter</b>	<i>Contacts</i> <b>703</b>
<i>Activity</i> KAM meetings Waw and KRK SPA and Vitality New Hotels in Switzerland. GTToS winter Wedding in Switzerland.		

**POLAND**

**1** **703** **703**  
*MarketingActivities* *Circulation* *Contacts*

**SPAIN**

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

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

*Contacts*

*Date from - to*

**01/01/2023 – 12/31/2023**

*Marketing Tool*

**Placement Paid**

*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*

**Assistants Day 2023**

*Instrument*

**Campaigning & Activation**

*Circulation*

*Contacts*

**74**

*Date from - to*

**09/06/2023 – 09/06/2023**

*Marketing Tool*

**Event/Fair/Workshop**

*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

*Title*

**MySwitzerland.com/meeting - Event Planner/WeddingFinder/Special MICEOffers/Group Experiences**

*Instrument*

**Campaigning & Activation**

*Circulation*

*Contacts*

*Marketing Tool*

**Content Collaboration Digital**

*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

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

<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>
<i>Date from - to</i> <b>05/01/2023 – 09/03/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>54999</b>
<i>Activity</i> Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren		
D: 14'000 F: 3'500 I: 1'000		

<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>
<i>Date from - to</i> <b>10/02/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>ST Magazine</b>	<i>Contacts</i> <b>50700</b>
<i>Activity</i> Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren		
D: 13'000 F: 3'000 I: 900		

<i>Title</i> <b>Campaigning: RAW Freizeit - Reisemagazin Winter</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>150000</b>
<i>Date from - to</i> <b>11/15/2023 – 12/31/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>300000</b>
<i>Activity</i> Freizeit - Inspirations-Magazin via SBB/RAW Auflage pro Ausgabe: DE 90'000 / FR 42'000 / IT 18'000 Logopräsenz auf dem Cover Mitabsender des Editorials Content-Co-Creation: 4 Content-Stories (Umfang: 4 Doppelseiten), redaktionell aufbereitet 1 Inserat 1/1 Seite im Magazin pro Ausgabe (Backcover) Distribution schweizweit an allen Bahnhöfen via Dispoboxen		

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*Title*  
**Campaigning: Expats 2023: Hello Switzerland  
Switzerland Tourism**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**37045**

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

*Marketing Tool*  
**Content Collaboration Digital**

*Activity*  
Expats-Aktivitäten Hello Switzerland mit Switzerland Tourism

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

*Title*  
**Campaigning: Travelnews - Newsletter  
Integration**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**2994**

*Date from - to*  
**01/05/2023 – 03/30/2023**

*Marketing Tool*  
**Content Collaboration Digital**

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

*Title*  
**Hotels  
Grand Tour of Switzerland online Promotion**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**35267396**

*Date from - to*  
**05/01/2023 – 10/31/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*  
GToS x Hotels Kampagne

Impressions: 35'267'396  
Link Klicks: 582'351  
CPC: 0.11

*Title*  
**Digital Activity Swiss Historic Hotels - Relief  
payments**

*Instrument*  
**Campaigning & Activation**

*Circulation*  
**Contacts**  
**0**

*Date from - to*  
**09/01/2023 – 10/31/2023**

*Marketing Tool*  
**Social Media Paid**

*Activity*

<p><i>Title</i> <b>Campaigning: Sponsored Package audienzz. Nature Spa.</b></p> <p><i>Date from - to</i> <b>09/11/2023 – 09/17/2023</b></p> <p><i>Activity</i> Nature Spa, CH-de</p> <p>bellevue.nzz.ch - 263.725 Ad Impressions - 1.413 clicks (CTR 0,54%)</p> <p>NZZ newsletter - Ca. 25.000 Abonnenten - 19.523 Impressions</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>595358</b></p>
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<p><i>Title</i> <b>Unterkunfts Broschüren - Flughafen ZRH</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Miete &amp; Nutzung einer Präsentationsfläche beim Switzerland Info &amp; Schalter, Ankunft 2.</p> <p>1x Bahn, quer, inkl. Branding 1x Screen</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>ST Magazine</b></p>	<p><i>Circulation</i> <b>5000</b></p> <p><i>Contacts</i> <b>15000</b></p>
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<p><i>Title</i> <b>Coop Promo - Schnee</b></p> <p><i>Date from - to</i> <b>01/10/2023 – 01/10/2023</b></p> <p><i>Activity</i> Sonderbeilage in der Coopzeitung D/F/I mit buchbaren Angeboten (2 Nächte, inkl. Frühstück 1x Abendessen) für CHF 269 in 4 Kategorien: Familien, Wellness, Geniesser und Sport.</p> <p>Folgende Partner konnten integriert werden: - Jungfrau Region - Raffeisen - SBB Gepäckservice</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Supplement Print</b></p>	<p><i>Circulation</i> <b>2504509</b></p> <p><i>Contacts</i> <b>5009018</b></p>
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<i>Title</i> <b>Coop Promo - Herbst &amp; Reminder</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>5009018</b>
<i>Date from - to</i> <b>08/29/2023 – 08/29/2023</b>	<i>Marketing Tool</i> <b>Advertisement Print</b>	<i>Contacts</i> <b>6742138</b>

*Activity*  
30 Hotels in 3 Preiskategorien.

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

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

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

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

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

> All Sessions are combined reported in this record

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

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>420000</b>
<i>Date from - to</i> <b>03/23/2023 – 03/23/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>420000</b>

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

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

Total: 420.000 Contacts, 5.232 Interactions

<i>Title</i> <b>Campaigning: Bergwelten. Beitrag ST.</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>370000</b>
<i>Date from - to</i> <b>05/23/2023 – 05/23/2023</b>	<i>Marketing Tool</i> <b>Placement Paid</b>	<i>Contacts</i> <b>370000</b>
<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>Unterkunfts Broschüren - Goldbach</b></p> <p><i>Date from - to</i> <b>07/27/2023 – 10/10/2023</b></p> <p><i>Activity</i> Seminarhotels - 4'000 Stück in der Bilan am 30.8.2023</p> <p>Family Hotels - 5'000 Stück in der Schweizer Familie am 27.7.2023</p> <p>Spa Hotels - 15'000 Stück in der Annabelle am 06.10. 2023 - 6'500 Stück in der Femina am 08.10.23</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>30500</b></p> <p><i>Contacts</i> <b>91500</b></p>
<p><i>Title</i> <b>Campaigning: TEADS inRead Display - Arenas Resort</b></p> <p><i>Date from - to</i> <b>12/05/2023 – 12/12/2023</b></p> <p><i>Activity</i> TEADS - RailAway: 2 Wochen Display-Ads im Teads Netzwerk Arosa &amp; Crans-Montana</p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Display &amp; Programmatic Paid</b></p>	<p><i>Circulation</i></p> <p><i>Contacts</i> <b>181427</b></p>
<p><i>Title</i> <b>Campaigning: SBB/RAW Freizeitkampagne 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></p> <p><i>Contacts</i> <b>33000000</b></p>

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

NL Slots (Teaser & Banner) total Abonnenten erreicht: 201'550  
 - Annabelle (DE) Abonnenten: 60'000  
 - Le Menu (DE) Abonnenten: 116'407  
 - Le Menu (FR) Abonnenten: 25'143

## SWITZERLAND

<b>24</b>	<b>9'996'964</b>	<b>83'696'353</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

## UK/IRELAND

<i>Title</i> <b>KAM Alphorn 2023</b>	<i>Instrument</i> <b>Campaigning &amp; Activation</b>	<i>Circulation</i> <b>14500</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>43500</b>
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*Activity*  
Sales Guide to Switzerland in print and digital version highlighting the best of Switzerland including STS, Hotels and STRAPA. Main distribution Partner Travel Weekly

Design partner was Dave George Creative Agency

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

<p><i>Title</i> <b>EIP Telegraph All Year-Round Promotion Online &amp; Digital</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>Native Advertisement Paid</b></p>	<p><i>Circulation</i> <b>74242088</b></p> <p><i>Contacts</i> <b>74242088</b></p>
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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>e-Marketing: B2C Newsletter March 2023</b></p> <p><i>Date from - to</i> <b>03/13/2023 – 03/13/2023</b></p>	<p><i>Instrument</i> <b>Campaigning &amp; Activation</b></p> <p><i>Marketing Tool</i> <b>eNewsletter</b></p>	<p><i>Circulation</i> <b>59924</b></p> <p><i>Contacts</i> <b>59924</b></p>
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*Activity*  
General Topic: The March Newsletter of 2023 was sent out on 13 of March to all markets and promoted Switzerland as a destination.  
Market Specific Content: Integrated an OTP Offer - Fred Holidays, Vintage Trains (388 clicks)  
Results: Opening Rate: 56.18%, Openings: 33'668, Clicks: 1'351 / 2.25%, CTR: 1.56%, CTOR: 4.01%

- [http://clippings.switzerlandtourism.ch/LON/2023/20230418163203\\_09032023\\_Signs\\_of\\_spring\\_in\\_the\\_Swiss\\_winter.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230418163203_09032023_Signs_of_spring_in_the_Swiss_winter.pdf)
- [http://clippings.switzerlandtourism.ch/LON/2023/20230721153624\\_Reporting\\_NL\\_03\\_2023\\_UK.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20230721153624_Reporting_NL_03_2023_UK.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>Activity</i> Waiting for the final report - these figures are from 2022</p> <p>Total number of UK/Ireland bookings (per person) with STC or on MySwitzerland in 2023</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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<p><i>Title</i> <b>Qualified reactions: Respondents in Sweepstakes</b></p> <p><i>Date from - to</i> <b>01/01/2023 – 12/31/2023</b></p> <p><i>Activity</i> Total: 29'909 new opt-ins (152'416 entries (+ ca. 28-30k additional entries*) who left their addresses) – opt-in 19.6%</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>181334</b></p> <p><i>Contacts</i> <b>181334</b></p>
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- SKATE Competition to win a luxury winter holiday in Switzerland. 12,561 entries. 4719 (37.56%) clicked the opt-in box to register to the B2C newsletter. (November-Jan)
  - Telegraph Extra Competition: Total 29,885 entries, 5,281 new Switzerland Tourism opt in's. Media value: £106.5k (opt-in 17%)
- Key stats:

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

<p><i>Title</i> <b>e-Marketing: B2C Newsletter Standalone October 2023</b></p> <p><i>Date from - to</i> <b>10/12/2023 – 10/12/2023</b></p> <p><i>Activity</i> General Topic: The October Standalone Newsletter of 2023 was sent out on 12th of October to the UK market and promoted Wellness in Switzerland.</p> <p>Results: Opening Rate: 41.81%, Openings: 11'625, Clicks: 516 / 1.86%, CTR: 1.40%, CTOR: 3.34%</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>27803</b></p> <p><i>Contacts</i> <b>27803</b></p>
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[http://clippings.switzerlandtourism.ch/LON/2023/20231214125741\\_2023.10\\_SA\\_Wellness\\_UK.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20231214125741_2023.10_SA_Wellness_UK.pdf)  
[http://clippings.switzerlandtourism.ch/LON/2023/20231214125926\\_Autumn-Winter\\_Wellness\\_with\\_Heart\\_in\\_Switzerland.pdf](http://clippings.switzerlandtourism.ch/LON/2023/20231214125926_Autumn-Winter_Wellness_with_Heart_in_Switzerland.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>
<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>
<i>Activity</i> 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.		
<a href="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</a>		

<i>Title</i> <b>KMM: Influencer Trip Preferred 2023</b>	<i>Instrument</i> <b>KMM</b>	<i>Circulation</i> <b>5</b>
<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>
<i>Activity</i> 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.		
<a href="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</a>		
<a href="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</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>		

**UK/IRELAND**

<b>9</b>	<b>247'227</b>	<b>74'989'701</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

**Grand Total over ALL**

<b>148</b>	<b>12'844'234</b>	<b>428'920'201</b>
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

PublicationDate Media MediaType Headlines Author Circulation Contacts

## AUSTRALIA

**17.02.2023** The Australian (Travel + Luxury Magazine) Newspaper **Swiss Bliss** Wong Venus 291'000 472'000

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/170223\\_TravelLuxury\\_VenusWong\\_SwissBliss.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/170223_TravelLuxury_VenusWong_SwissBliss.pdf)  
ResultURL:

**01.03.2023** The Australian (Travel + Luxury Magazine) Newspaper **Swiss health havens that run like clockwork** Wong Venus 291'000 509'250

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/010323\\_TheAustralian\\_SwissHealthHavensThatRunLikeClockwork.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/010323_TheAustralian_SwissHealthHavensThatRunLikeClockwork.pdf)  
ResultURL:

**01.03.2023** The Australian Online **Best Spa Retreats in Switzerland** Wong Venus 2'100'000 2'100'000

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/010323\\_TheAustralian\\_Online\\_VenusWong\\_BestSpaRetreatInSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/010323_TheAustralian_Online_VenusWong_BestSpaRetreatInSwitzerland.pdf)  
ResultURL:

**04.03.2023** Influencer (social media) Social Media/Influencer **Health Switzerland** Wong Venus 3'511 240

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/040323\\_VenusWong\\_SoMe\\_HealthSwitzerland.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/040323_VenusWong_SoMe_HealthSwitzerland.pdf)  
ResultURL:

**13.08.2023** The West Australian Newspaper **Kronenhof shows perfection comes at a price, but it's worth it** Laura Newell 251'489 462'237

ClippingsURL: [http://clippings.switzerlandtourism.ch/SYD/2023/130823\\_WestAust\\_Pontresina\\_KronenhofShowsPerfectionComesAtAPrice.pdf](http://clippings.switzerlandtourism.ch/SYD/2023/130823_WestAust_Pontresina_KronenhofShowsPerfectionComesAtAPrice.pdf)  
ResultURL:

**AUSTRALIA: 5 Clippings** 2'937'000 3'543'727

## AUSTRIA/HUNGARY

**09.01.2023** Falstaff Online **Das sind die höchstgelegenen Skigebiete in Europa** Hilmbauer Claudia 528'030 132'007

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/>

**18.01.2023** Avida Magazine **WINTER WISHLIST** Redaktion Team 7'600 41'572

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-270fab9027b58f66535ddbfc8a603d414c498ecc.pdf>  
ResultURL:

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

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

**22.02.2023** Hotel & Design Magazine **Einzigartiges Badehaus** Redaktion Team 11'400 44'688

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-5e8216a154928531db2ce6ec0669942f3b0b3c4b.pdf>  
ResultURL:

**22.02.2023** Hotel & Design Magazine **Das Grand Hotel des Bains Kempinski** Redaktion Team 11'400 44'688

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-11d1a4461bbba77c30bba55f1d571cb2891bb3da.pdf>  
ResultURL:



PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
01.05.2023	Bus & Hotel Report International	Magazine	<b>150-jähriges Bestehen</b> <i>Redaktion Team</i>	3'515	17'224
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-d4738f8232ae4903389769cd7d559fb147a1ac8a.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-d4738f8232ae4903389769cd7d559fb147a1ac8a.pdf</a> ResultURL:					
20.06.2023	Signature	Magazine	<b>Höhenrausch und Luxuszauber</b> <i>Sirch Angela</i>	136'132	744'642
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-6dbe8d083836e7a89f16d0835d3cc7178f3eb214.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-6dbe8d083836e7a89f16d0835d3cc7178f3eb214.pdf</a> ResultURL:					
08.08.2023	Falstaff	Magazine	<b>Grenzenlos entspannt</b> <i>Rosam Wolfgang</i>	53'858	252'594
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-561ba3b3d028c10145963844cf7f4805261f759c.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-561ba3b3d028c10145963844cf7f4805261f759c.pdf</a> ResultURL:					
09.08.2023	tip daily Newsletter	Newsletter	<b>Grand Hotel des Bains Kempinski bietet Key Longevity Retreats</b> <i>Redaktion Team</i>	4'275	4'275
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-e79b2dff915812c8167fcd57ad71761da2b01f57.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-e79b2dff915812c8167fcd57ad71761da2b01f57.pdf</a> ResultURL:					
01.09.2023	Falstaff	Online	<b>Diese 5 Wellness Trends aus aller Welt sorgen für Aha-Momente</b> <i>Hilmbauer Claudia</i>	319'854	79'963
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-01_falstaff_travel.png">http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-01_falstaff_travel.png</a> ResultURL: <a href="https://www.falstaff-travel.com/trendartikel/wellness-trends-aus-aller-welt-sorgen-fuer-herrliche-entspannung/">https://www.falstaff-travel.com/trendartikel/wellness-trends-aus-aller-welt-sorgen-fuer-herrliche-entspannung/</a>					
04.09.2023	Perfect Eagle	Magazine	<b>Seensucht &amp; Dolce Vita</b> <i>Scheck Markus</i>	19'000	91'770
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-7b70991afa317c6ec2096624413981123d841d9c.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-7b70991afa317c6ec2096624413981123d841d9c.pdf</a> ResultURL:					
27.09.2023	Kronen Zeitung krone.at	Online	<b>Die Schokoladenseite der Schweiz</b> <i>Thomas Andrea</i>	3'412'234	853'058
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-27_Kronenzeitung.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/2023-09-27_Kronenzeitung.pdf</a> ResultURL: <a href="https://www.krone.at/3123978">https://www.krone.at/3123978</a>					
28.09.2023	Woman	Magazine	<b>Zuhause &amp; unterwegs - The Dolder Grand, Zürich</b> <i>Gisch Stephanie</i>	121'157	810'540
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-d20d10482dc64751e333db7ebf2f9715ca1c7531.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-d20d10482dc64751e333db7ebf2f9715ca1c7531.pdf</a> ResultURL:					
01.10.2023	Kronen Zeitung krone.at	Newspaper	<b>Die Schokoladenseite der Schweiz</b> <i>Thomas Andrea</i>	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:					
16.10.2023	connoisseur circle	Magazine	<b>Skiurlaub in der Schweiz: Zum Dahinschmelzen gut ...</b> <i>Dressler Andreas</i>	23'750	175'275
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-106b632e768a0085fc5c07bb8dcfa3cab2254e04.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-106b632e768a0085fc5c07bb8dcfa3cab2254e04.pdf</a> ResultURL:					
19.10.2023	Falstaff	Magazine	<b>The Kusnacht Practice, Schweiz</b> <i>Rosam Wolfgang</i>	71'250	525'825
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-f0e1abf8be0999b5767691a1269ea77ae61ba085.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-f0e1abf8be0999b5767691a1269ea77ae61ba085.pdf</a> ResultURL:					
19.10.2023	Falstaff	Magazine	<b>The Dolder Grand, Schweiz</b> <i>Rosam Wolfgang</i>	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> <i>Rosam Wolfgang</i>	71'250	525'825
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-c70f26764aca2e3bdf3d58206b190898dd52128a.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-c70f26764aca2e3bdf3d58206b190898dd52128a.pdf</a> ResultURL:					
19.10.2023	Falstaff	Magazine	<b>Clinique La Prairie, Schweiz</b> <i>Rosam Wolfgang</i>	71'250	525'825
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-ce546fa706e01e29a1baeae26e810b78ec89d421.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-ce546fa706e01e29a1baeae26e810b78ec89d421.pdf</a> ResultURL:					
19.10.2023	Falstaff	Magazine	<b>Chenot Palace Weggis, Schweiz</b> <i>Rosam Wolfgang</i>	71'250	525'825
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/VIE/2023/mb-95c3bfab25c93aff5a96828441f311656081bbfe.pdf">http://clippings.switzerlandtourism.ch/VIE/2023/mb-95c3bfab25c93aff5a96828441f311656081bbfe.pdf</a> ResultURL:					
13.12.2023	Hotel & Design	Magazine	<b>Mit Kunst in Szene setzen</b> <i>Redaktion Team</i>	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:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
31.12.2023	connoisseur circle	Magazine	<b>Frischer Wind in Crans-Montana</b> Dressler Andreas	23'750	175'275

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

**AUSTRIA/HUNGARY: 22 Clippings**

6'564'068

9'747'828

## BELGIUM/LUXEMBOURG

04.05.2023	Fifty & Me Magazine	Magazine	<b>Niks boven Gstaad</b> Dorgelo Daphne	45'000	112'500
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08673.pdf>  
ResultURL:

**BELGIUM/LUXEMBOURG: 1 Clippings**

45'000

112'500

## CHINA

08.02.2023	T China	Magazine	<b>are also listed destinations for the pilot group tours.</b>	400'000	1'000'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/BJS/2023/Fengshang-20230208--1816.pdf>  
ResultURL:

**CHINA: 1 Clippings**

400'000

1'000'000

## CZECH REPUBLIC

05.01.2023	Forbes	Magazine	<b>THE BEST CLINICS IN EUROPE</b> Capkova Irena	32'400	81'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/PRG/2023/mb-0ea4b3218f291322208c74e03335a29186c32ca9.pdf>  
ResultURL:

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
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ClippingsURL: [http://clippings.switzerlandtourism.ch/PRG/2023/2023-01-05\\_Forbes.png](http://clippings.switzerlandtourism.ch/PRG/2023/2023-01-05_Forbes.png)  
ResultURL: <https://forbes.cz/krasa-pomalosti-poznejte-svycarsko-z-luxusniho-vlak-u-s-nejkrasnejsim-vyhledem/>

03.02.2023	Dolce Vita	Magazine	<b>The unmistakable signature of the winter Alps</b> Stech Adam	10'000	25'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/PRG/2023/mb-34d3a3165e12d88008886e223e0a6357a3c5d190.pdf>  
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
07.02.2023	Forbes.cz	Online	<b>Snowshoes by day and igloos by night. Enjoy Switzerland in an unconventional way</b> <i>Abel Ann</i>	936'293	234'073
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PRG/2023/2023-02-07__Forbes.png">http://clippings.switzerlandtourism.ch/PRG/2023/2023-02-07__Forbes.png</a> ResultURL: <a href="https://forbes.cz/pres-den-do-sneznic-a-na-noc-do-iglu-vychutnejte-si-svycarsko-netradicne/">https://forbes.cz/pres-den-do-sneznic-a-na-noc-do-iglu-vychutnejte-si-svycarsko-netradicne/</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:					
02.11.2023	Luxury Travel Digest	Magazine	<b>Best hotels</b> <i>editorial staff</i>	10'000	25'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PRG/2024/BestHotels_LuxuryTravelDigest_editorial_02112023.pdf">http://clippings.switzerlandtourism.ch/PRG/2024/BestHotels_LuxuryTravelDigest_editorial_02112023.pdf</a> ResultURL:					
<b>CZECH REPUBLIC: 6 Clippings</b>				<u>1'955'043</u>	<u>674'289</u>

## FRANCE

01.01.2023	LE POINT - Online	Online	<b>Sortir de Paris - Eloge de la montagne suisse</b> <i>LE FORT Clara</i>	13'406'000	3'351'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Sortir_de_Paris_loge_de_la_montagne_suisse.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Sortir_de_Paris_loge_de_la_montagne_suisse.pdf</a> ResultURL: <a href="https://www.lepoint.fr/hotels/sortir-de-paris-elogie-de-la-montagne-suisse-20-12-2022-2502340_501.php#11">https://www.lepoint.fr/hotels/sortir-de-paris-elogie-de-la-montagne-suisse-20-12-2022-2502340_501.php#11</a>					
05.02.2023	VOSGES MATIN	Newspaper	<b>Chic et accueillant</b> <i>LAURENT Ursula</i>	32'381	146'686
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/2023-02-05-VOSGES_MATIN-05_fevrier_2023-10000000064512207.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/2023-02-05-VOSGES_MATIN-05_fevrier_2023-10000000064512207.pdf</a> ResultURL:					
19.02.2023	BFMTV.com	TV/Cable/Video	<b>Tourisme du sommeil : le dernier luxe à la mode</b> <i>Weiss Juliette</i>	20'000'000	5'000'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Tourisme_du_sommeil_le_dernier_luxe_a_la_mode.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Tourisme_du_sommeil_le_dernier_luxe_a_la_mode.pdf</a> ResultURL: <a href="https://www.bfmtv.com/luxe/tourisme-du-sommeil-le-dernier-luxe-a-la-mode_GN-202302190130.html">https://www.bfmtv.com/luxe/tourisme-du-sommeil-le-dernier-luxe-a-la-mode_GN-202302190130.html</a>					
26.02.2023	L'EST REPUBLICAIN	Newspaper	<b>En Suisse, les vacances... C'est la santé !</b> <i>Cheffer Stéphanie</i>	114'710	507'018
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/voyage_pdf.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/voyage_pdf.pdf</a> ResultURL:					
26.02.2023	LE REPUBLICAIN LORRAIN	Newspaper	<b>En Suisse, les vacances... C'est la santé !</b> <i>Cheffer Stéphanie</i>	90'819	434'115
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/voyage_pdf.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/voyage_pdf.pdf</a> ResultURL:					
26.02.2023	VOSGES MATIN	Newspaper	<b>En Suisse, les vacances... C'est la santé !</b> <i>Cheffer Stéphanie</i>	32'381	146'686
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/voyage_pdf.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/voyage_pdf.pdf</a> ResultURL:					
26.02.2023	L'Est Republicain Online	Online	<b>Ces hôtels de luxe suisses développent le tourisme thermal et de santé</b> <i>Cheffer Stéphanie</i>	40'000	40'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/tourisme_Ces_hotels_de_luxe_suissees_developpent_le_tourisme_thermal_et_de_sante.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/tourisme_Ces_hotels_de_luxe_suissees_developpent_le_tourisme_thermal_et_de_sante.pdf</a> ResultURL: <a href="https://www.estrepublicain.fr/economie/2023/02/25/ces-hotels-de-luxe-suissees-developpent-le-tourisme-thermal-et-de-sante">https://www.estrepublicain.fr/economie/2023/02/25/ces-hotels-de-luxe-suissees-developpent-le-tourisme-thermal-et-de-sante</a>					
26.02.2023	Le Republicain Lorrain Online	Online	<b>Ces hôtels de luxe suisses développent le tourisme thermal et de santé (réservé aux abonnés)</b> <i>Cheffer Stéphanie</i>	20'000	20'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Suisse_Ces_hotels_de_luxe_suissees_developpent_le_tourisme_thermal_et_de_sante.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Suisse_Ces_hotels_de_luxe_suissees_developpent_le_tourisme_thermal_et_de_sante.pdf</a> ResultURL: <a href="https://www.republicain-lorrain.fr/economie/2023/02/25/ces-hotels-de-luxe-suissees-developpent-le-tourisme-thermal-et-de-sante">https://www.republicain-lorrain.fr/economie/2023/02/25/ces-hotels-de-luxe-suissees-developpent-le-tourisme-thermal-et-de-sante</a>					
26.02.2023	L'Est Republicain Online	Online	<b>Tourisme en Suisse : des randonnées immanquables</b> <i>Cheffer Stéphanie</i>	40'000	40'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Suisse_Tourisme_en_Suisse_des_randonnees_immanquables.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Suisse_Tourisme_en_Suisse_des_randonnees_immanquables.pdf</a> ResultURL: <a href="https://www.estrepublicain.fr/culture-loisirs/2023/02/25/tourisme-en-suisse-des-randonnees-immanquables">https://www.estrepublicain.fr/culture-loisirs/2023/02/25/tourisme-en-suisse-des-randonnees-immanquables</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
19.09.2023	bichearoundtheworld.fr	Blog	<b>Où manger au lac de Thoune ?</b> Adam Caroline	20'000	5'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/Ou_manger_au_lac_de_Thoune___blog_voyage.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/Ou_manger_au_lac_de_Thoune___blog_voyage.pdf</a> ResultURL: <a href="https://bichearoundtheworld.fr/ou-manger-au-lac-de-thoune/">https://bichearoundtheworld.fr/ou-manger-au-lac-de-thoune/</a>					
01.10.2023	COSY MOUNTAIN	Magazine	<b>Thermes de Vals - L'eau, la pierre et l'architecte</b> Parquet Patricia	30'000	49'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/CM57-COSY_MOUNTAIN_Vals.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/CM57-COSY_MOUNTAIN_Vals.pdf</a> ResultURL:					
01.11.2023	ENVOLS - EN-VOLS.FR	Online	<b>Tout schuss / Reconnexion totale</b> NORT Nathalie	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:					
24.11.2023	HARPER'S BAZAAR FRANCE	Magazine	<b>Gstaad : nos meilleures adresses pour un voyage grand luxe et authentique au coeur du village suisse</b> Grandchaum Sibille	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.harpersbazaar.fr/culture/gstaad-nos-meilleures-adresses-pour-un-voyage-grand-luxe-et-authentique-au-coeur-du-village-suisse_1485">https://www.harpersbazaar.fr/culture/gstaad-nos-meilleures-adresses-pour-un-voyage-grand-luxe-et-authentique-au-coeur-du-village-suisse_1485</a>					
01.12.2023	MAISONS COTE EST	Magazine	<b>Féerie d'hiver</b> BENOIT-LEMARCHAND Agnès	55'437	554'370
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/PAR/2023/COE0093_96_EVASIONSuisseGruyere_BAT_converted.pdf">http://clippings.switzerlandtourism.ch/PAR/2023/COE0093_96_EVASIONSuisseGruyere_BAT_converted.pdf</a> ResultURL:					
01.12.2023	GRANDS REPORTAGES	Magazine	<b>Une passion suisse</b> PORTE Jean-Marc	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:					
24.12.2023	Beaux Arts Magazine Online		<b>Ces (très) luxueux spas hôteliers peuplés d'art</b> BELMONT Sarah	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>					
24.12.2023	Beaux Arts Magazine Online		<b>Les hôtels-musées les plus spectaculaires au monde</b> BELMONT Sarah	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>					
<b>FRANCE: 17 Clippings</b>				<b><u>34'514'175</u></b>	<b><u>11'430'447</u></b>

## GERMANY

01.01.2023	WELT N24 ONLINE	Online	<b>Der Gipfel des Luxus – neue Hotels in Skigebieten</b> Freitag Susanne	23'999'000	5'999'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2022-11-16_Welt_Online.png">http://clippings.switzerlandtourism.ch/FRA/2023/2022-11-16_Welt_Online.png</a> ResultURL: <a href="https://www.welt.de/reise/winter/plus242133199/Der-Gipfel-des-Luxus-Neue-Hotels-in-den-Skigebieten-der-Alpen.html">https://www.welt.de/reise/winter/plus242133199/Der-Gipfel-des-Luxus-Neue-Hotels-in-den-Skigebieten-der-Alpen.html</a>					
01.01.2023	WELT N24 ONLINE	Online	<b>Den Kanton Aargau kennen Urlauber kaum – zu Unrecht</b> Teetz Arne	23'999'000	5'999'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2022-11-09_Welt_Online.png">http://clippings.switzerlandtourism.ch/FRA/2023/2022-11-09_Welt_Online.png</a> ResultURL: <a href="https://www.welt.de/reise/nah/article242006983/Schweiz-Den-Kanton-Aargau-kennen-Urlauber-kaum-zu-Unrecht.html">https://www.welt.de/reise/nah/article242006983/Schweiz-Den-Kanton-Aargau-kennen-Urlauber-kaum-zu-Unrecht.html</a>					
01.01.2023	Faz.net FAZ Electronic Media GmbH	Online	<b>Wieso Hotels jetzt eigene Parfums kreieren lassen</b> Reik Eva	2'457'500	2'457'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_FAZ1.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_FAZ1.pdf</a> ResultURL: <a href="https://www.faz.net/aktuell/stilmode-design/wieso-hotels-jetzt-eigene-parfums-kreieren-lassen-18268248.html#void">https://www.faz.net/aktuell/stilmode-design/wieso-hotels-jetzt-eigene-parfums-kreieren-lassen-18268248.html#void</a>					
01.01.2023	Mortimer Reisemagazin Online www.mortimer-reisemagazin.de	Online	<b>Im Einklang mit der Natur im Tessin</b> Raab Karsten-Thilo	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>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
01.01.2023	Sternefresser.de - per aspera ad astra***	Online	<b>SCHWEIZER MEMORANDUM</b> Mihm Kai	6'477	6'477
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_sternefresser2.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_sternefresser2.pdf</a> ResultURL: <a href="https://www.sternefresser.de/restauranterkritik/2020/memories-sven-wassmer-bad-ragaz-2020/">https://www.sternefresser.de/restauranterkritik/2020/memories-sven-wassmer-bad-ragaz-2020/</a>					
27.01.2023	Uberding	Blog	<b>Flims Laax Falera – Drei Must-Dos im wohl angesagtesten Wintersportgebiet Graubündens</b> <i>Lehrstuhl Thilo Philipp</i>	50'000	50'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-27_uberding.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-27_uberding.png</a> ResultURL: <a href="https://uberding.net/flims-laax-falera-drei-must-dos-im-wohl-angesagtesten-wintersportgebiet-graubuendens/">https://uberding.net/flims-laax-falera-drei-must-dos-im-wohl-angesagtesten-wintersportgebiet-graubuendens/</a>					
13.02.2023	Tweed	Magazine	<b>Grand Hotel der alten Schule</b> 0Redaktion 0Redaktion	55'000	327'800
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-9675c276474c4b36f88ee6dd1f35951481bfbea4.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-9675c276474c4b36f88ee6dd1f35951481bfbea4.pdf</a> ResultURL:					
23.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss Reise Genuss	Online	<b>Lage, Lage, Lage</b> Clef Ulrich		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reise-genuss4.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reise-genuss4.png</a> ResultURL: <a href="https://www.reise-genuss.de/hotels/eden-rocl">https://www.reise-genuss.de/hotels/eden-rocl</a>					
23.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss Reise Genuss	Online	<b>Gourmet &amp; Gesundheit</b> Clef Ulrich		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reise-genuss5.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reise-genuss5.png</a> ResultURL: <a href="https://www.reise-genuss.de/hotels/giardino/">https://www.reise-genuss.de/hotels/giardino/</a>					
23.02.2023	c/c/c Clef Creative Communications GmbH Golf Genuss Reise Genuss	Online	<b>Puristische Aromaküche am See und im Schnee</b> Clef Ulrich		
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reise-genuss7.png">http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-23_reise-genuss7.png</a> ResultURL: <a href="https://www.reise-genuss.de/gourmet/rolf-fliegauf/">https://www.reise-genuss.de/gourmet/rolf-fliegauf/</a>					
16.03.2023	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:					
20.03.2023	Premium Quaterly	Magazine	<b>Hotel Giardino Ascona</b> 0Redaktion 0Redaktion	18'000	45'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-2c35718df86eef4877f45715e04d2b4cf9a3c87d.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-2c35718df86eef4877f45715e04d2b4cf9a3c87d.pdf</a> ResultURL:					
23.03.2023	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:					
02.05.2023	SPA inside redspa media GmbH	Magazine	<b>Alpine Spa</b> Hänig Franka	30'000	112'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/2023-05-02_SPA_inside_na.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/2023-05-02_SPA_inside_na.pdf</a> ResultURL:					
07.05.2023	Die Welt / Welt am Sonntag Verlagsbüro Düsseldorf	Newspaper	<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:					
14.06.2023	Gourmet-Blog Network	Blog	<b>Spices Kitchen &amp; Terrace, Schweiz – Fusion-Restaurant im Bürgenstock Resort</b> Zehrt Dirk	138'500	138'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-14_gourmet-blog.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-14_gourmet-blog.pdf</a> ResultURL: <a href="https://www.gourmet-blog.de/spices-kitchen-terrace-schweiz-das-fusion-restaurant-im-buergenstock-resort/">https://www.gourmet-blog.de/spices-kitchen-terrace-schweiz-das-fusion-restaurant-im-buergenstock-resort/</a>					
27.06.2023	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>					
02.07.2023	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>					
21.07.2023	ARTE - Der europäische Kulturkanal	TV/Cable/Video	<b>arte Der Vierwaldstättersee 17:50 Uhr</b> Schäfer André	200'000	200'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-d728e862529e1000effdfc10896c42715d5322f1.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-d728e862529e1000effdfc10896c42715d5322f1.pdf</a> ResultURL:					
11.08.2023	ARTE - Der europäische Kulturkanal	TV/Cable/Video	<b>arte Der Vierwaldstättersee 17:50 Uhr</b> Höfener Beate	200'000	200'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-e7703d8263da0bf17eee3d16edd705f15f316e5f.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-e7703d8263da0bf17eee3d16edd705f15f316e5f.pdf</a> ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
03.09.2023	Welt am Sonntag Kompakt	Newspaper	<b>Auf großem Fuß</b> Souron Stéphanie	130'600	444'040
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-629149c29a352922a49e7d6eb7e73a4fb84580ec.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-629149c29a352922a49e7d6eb7e73a4fb84580ec.pdf</a> ResultURL:					
03.09.2023	Welt am Sonntag	Newspaper	<b>Auf großem Fuß</b> Souron Stéphanie	346'111	1'250'014
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-9ce230cbd820fe81b987cb38734db7481caa2a17.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-9ce230cbd820fe81b987cb38734db7481caa2a17.pdf</a> ResultURL:					
03.09.2023	Welt am Sonntag	Newspaper	<b>AUF GROSSEM FUSS</b> Souron Stéphanie	346'111	1'250'014
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-065f9f715cc7cca32dbc72bf6176a95e3ddc387a.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-065f9f715cc7cca32dbc72bf6176a95e3ddc387a.pdf</a> ResultURL:					
20.09.2023	WELT N24 ONLINE	Online	<b>Bergwandern mit Kind – kann das gutgehen?</b> Souron Stéphanie	23'999'000	5'999'750
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/2023-09-04_Welt.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/2023-09-04_Welt.pdf</a> ResultURL: <a href="https://www.welt.de/reise/nah/article247241380/Schweiz-Bergwandern-mit-Kind-kann-das-gutgehen-Ein-Test-im-Wallis.html">https://www.welt.de/reise/nah/article247241380/Schweiz-Bergwandern-mit-Kind-kann-das-gutgehen-Ein-Test-im-Wallis.html</a>					
24.09.2023	Saarländischer Rundfunk SRTV/Cable/Video TV		<b>Der Vierwaldstättersee</b> Schweitzer Alexander	200'000	200'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-ba3b24c642829148b595bb17ede4294f96f0f6bc.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-ba3b24c642829148b595bb17ede4294f96f0f6bc.pdf</a> ResultURL:					
24.09.2023	Südwestrundfunk SWR BWTv/Cable/Video TV		<b>Der Vierwaldstättersee</b> Schweitzer Alexander	300'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-d06d958f4ea49bf2dd444f52429a1ef5edee613d.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-d06d958f4ea49bf2dd444f52429a1ef5edee613d.pdf</a> ResultURL:					
24.09.2023	ARD / SWR RP	TV/Cable/Video	<b>Der Vierwaldstättersee</b> Schweitzer Alexander	300'000	300'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2023/mb-6f38b86fa8ad4f21850a7f75471ef7f0191eea46.pdf">http://clippings.switzerlandtourism.ch/FRA/2023/mb-6f38b86fa8ad4f21850a7f75471ef7f0191eea46.pdf</a> ResultURL:					
27.11.2023	Merian	Magazine	<b>Zürich: zu Tisch bei Pionieren</b> Deharde Olaf	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> Schweitzer Alexander	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:					
25.12.2023	PHOENIX / ZDF	TV/Cable/Video	<b>Eisenbahn-Romantik: Winterzauber Schweiz</b> Schweitzer Alexander	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:					
26.12.2023	Südwestrundfunk SWR BWTv/Cable/Video TV		<b>Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz</b> Schweitzer Alexander	208'051	208'051
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-9499eb4b70ab618fc63e57e1f4d04199a85c5ef3.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-9499eb4b70ab618fc63e57e1f4d04199a85c5ef3.pdf</a> ResultURL:					
26.12.2023	ARD / SWR RP	TV/Cable/Video	<b>Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz</b> Schweitzer Alexander	73'410	73'410
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-8dfe4df03584789373639b689004c0cb552a110f.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-8dfe4df03584789373639b689004c0cb552a110f.pdf</a> ResultURL:					
27.12.2023	Saarländischer Rundfunk SRTV/Cable/Video TV		<b>Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz</b> Schweitzer Alexander	200'000	200'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-a8f926634f1b970d3e801fd6e70506dde5c31336.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-a8f926634f1b970d3e801fd6e70506dde5c31336.pdf</a> ResultURL:					
27.12.2023	Südwestrundfunk SWR BWTv/Cable/Video TV		<b>Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz</b> Schweitzer Alexander	14'204	14'204
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-d2d933f4c6b4c202138836b6b4d2c1ef371b2471.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-d2d933f4c6b4c202138836b6b4d2c1ef371b2471.pdf</a> ResultURL:					
27.12.2023	ARD / SWR RP	TV/Cable/Video	<b>Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz</b> Schweitzer Alexander	17'117	17'117
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/FRA/2024/mb-52cf074b766f5320652f78bc0fe2071da7b3c740.pdf">http://clippings.switzerlandtourism.ch/FRA/2024/mb-52cf074b766f5320652f78bc0fe2071da7b3c740.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
<b>GERMANY: 35 Clippings</b>				<b><u>79'064'966</u></b>	<b><u>31'738'908</u></b>

## ITALY

<b>01.01.2023</b>	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:					
<b>18.01.2023</b>	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:					
<b>25.01.2023</b>	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:					
<b>01.02.2023</b>	Area Wellness	Magazine	<b>Ginevra, Hotel Villa la Reserve (5 p.)</b>	15'000	37'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/033123_areawellness_ginevra.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/033123_areawellness_ginevra.pdf</a> ResultURL:					
<b>07.02.2023</b>	viaggi.corriere.it	Online	<b>Crans-Montana: piste, rifugi, nuovi hotel. Il meglio per una vacanza d'inverno sulle Alpi svizzere (1p)</b> <i>Baccolatti Chiara</i>	33'621	235'347
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/020723_viaggi.corriere.it_cransmontana.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/020723_viaggi.corriere.it_cransmontana.pdf</a> ResultURL: <a href="https://viaggi.corriere.it/itinerari-e-luoghi/cards/cosa-fare-a-crans-montana-in-inverno/">https://viaggi.corriere.it/itinerari-e-luoghi/cards/cosa-fare-a-crans-montana-in-inverno/</a>					
<b>07.02.2023</b>	agendaviaggi.com	Online	<b>Aletsch Arena, grande ghiacciaio del Vallese: divertimento, relax, paesaggi mozzafiato e natura incontaminata (1/3 p.)</b> <i>Chianese Alessandra</i>	443	3'101
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/020723_agendaviaggi.com_aletscharena.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/020723_agendaviaggi.com_aletscharena.pdf</a> ResultURL:					
<b>10.02.2023</b>	stylepiccoli.it	Online	<b>Un San Valentino speciale sul trenino rosso e al Carlton di St. Moritz (1p)</b> <i>Ghelma Marta</i>	11'700	2'925
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/021023_stylepiccoli.it.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/021023_stylepiccoli.it.pdf</a> ResultURL: <a href="https://www.stylepiccoli.it/vacanze-con-bambini/san-valentino-speciale-sul-trenino-rosso/">https://www.stylepiccoli.it/vacanze-con-bambini/san-valentino-speciale-sul-trenino-rosso/</a>					
<b>16.02.2023</b>	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:					
<b>01.03.2023</b>	The Good Life	Magazine	<b>Hotel imperdibili sulla neve: Six Senses, Crans Montana &amp; Badrutt's Palace, St. Moritz (2 paragrafi)</b> <i>Dalio 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:					
<b>01.03.2023</b>	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>					
<b>12.03.2023</b>	harpersbazaar.com	Online	<b>Trattamenti da fare in spa per preparare il corpo alla primavera: Carlton Hotel St. Moritz (paragrafo)</b> <i>Eredi</i>	700'000	175'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/031223_harpersbazaar.com_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/031223_harpersbazaar.com_hoko.pdf</a> ResultURL: <a href="https://www.harpersbazaar.com/it/bellezza/benessere/a43242943/trattamenti-spa-primavera-2023/">https://www.harpersbazaar.com/it/bellezza/benessere/a43242943/trattamenti-spa-primavera-2023/</a>					
<b>22.03.2023</b>	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:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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_anderstatt.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/040223_ilgiornale_anderstatt.pdf</a> ResultURL:					
15.04.2023	D La Repubblica	Magazine	<b>La forza sia con voi: una giornata al Chenot Palace di Weggis (3p)</b> <i>Passariello Micol</i>	577'000	577'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/150423_DRepubblica_chenot.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/150423_DRepubblica_chenot.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:					
24.06.2023	vanityfair.it	Online	<b>Scrub corpo da fare in spa per una pelle pronta all'esposizione solare: Hotel Cervo Zermatt (paragrafo)</b> <i>Pragnolato Lidia</i>	288'911	288'911
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/MIL/2023/062423_vanityfair.it_hoko.pdf">http://clippings.switzerlandtourism.ch/MIL/2023/062423_vanityfair.it_hoko.pdf</a> ResultURL:					
01.12.2023	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>Oriano 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:					
<b>ITALY: 18 Clippings</b>				<b><u>5'366'901</u></b>	<b><u>5'384'577</u></b>

## KOREA

01.02.2023	Outdoor	Magazine	<b>Winter in Zürich</b> <i>Shin Eunjung</i>	50'000	125'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230201-Outdoor.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230201-Outdoor.pdf</a> ResultURL:					
01.05.2023	The Traveller	Magazine	<b>The Therme Vals / Peter Zumthor</b> <i>Kim Soohyun</i>	124'000	310'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230501-Traveller.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230501-Traveller.pdf</a> ResultURL:					
06.07.2023	Instagram	Social Media/Influencer	<b>Influencer Trip in Switzerland</b> <i>@yoribogo_</i>	37'066	37'066
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230706-yoribogo_.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230706-yoribogo_.pdf</a> ResultURL:					
07.07.2023	Instagram	Social Media/Influencer	<b>Influencer Trip in Switzerland</b> <i>@picn2k</i>	256'258	256'258
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20230707-pic2k.pdf">http://clippings.switzerlandtourism.ch/SEL/2023/20230707-pic2k.pdf</a> ResultURL:					
14.12.2023	Asia Today Online	Online	<b>Swiss Christmas Tour by Very Good Tour</b> <i>Lee Sooil</i>	180'000	45'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Asia_Today_Online.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Asia_Today_Online.png</a> ResultURL:					
14.12.2023	Discovery News	Online	<b>Swiss Christmas Tour by Very Good Tour</b> <i>Jung Kihwan</i>	6'680'000	1'670'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Discovery_News.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Discovery_News.png</a> ResultURL:					



PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
14.12.2023	E News Today	Online	<b>Swiss Christmas Tour by Very Good Tour</b> Choi Yongsun	132'000	33'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231214-E_News_Today.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231214-E_News_Today.png</a> ResultURL:					
14.12.2023	License News	Online	<b>Swiss Christmas Tour by Very Good Tour</b> Hwang Soojung	100'000	25'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231214-License_News.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231214-License_News.png</a> ResultURL:					
14.12.2023	Munhwa Ilbo Online	Online	<b>Swiss Christmas Tour by Very Good Tour</b> Kim Hojoon	1'800'000	450'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Munhwa_Ilbo.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Munhwa_Ilbo.png</a> ResultURL:					
14.12.2023	Tour Korea Online	Online	<b>Swiss Christmas Tour by Very Good Tour</b> Cho Sungran	1'500'000	375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Tour_Korea_Online.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231214-Tour_Korea_Online.png</a> ResultURL:					
14.12.2023	TTL NEWS	Online	<b>Swiss Christmas Tour by Very Good Tour</b> Jung Yeonbi	6'000	1'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231214-TTL_NEWS.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231214-TTL_NEWS.png</a> ResultURL:					
18.12.2023	The Korea Travel Times Online	Online	<b>Swiss Christmas Tour by Very Good Tour</b> Son Koeun	330'000	82'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/SEL/2023/20231218-The_Korea_Travel_Times_Online.png">http://clippings.switzerlandtourism.ch/SEL/2023/20231218-The_Korea_Travel_Times_Online.png</a> ResultURL:					
<b>KOREA: 12 Clippings</b>				<b><u>11'195'324</u></b>	<b><u>3'410'324</u></b>

## NORDICS

04.06.2023	Aftonbladet Söndag	Magazine	<b>Var hittar man de lyxigaste kurbaden</b> Knutson Lottie	118'000	118'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/STO/2023/SE_2023_06_Aftonbladet_Luzerne.pdf">http://clippings.switzerlandtourism.ch/STO/2023/SE_2023_06_Aftonbladet_Luzerne.pdf</a> ResultURL:					
<b>NORDICS: 1 Clippings</b>				<b><u>118'000</u></b>	<b><u>118'000</u></b>

## NORTH AMERICA

05.01.2023	Barron's - Penta .com	Online	<b>Health and Wellness Gets Scientific at Swiss Medical Practices and Spas</b> Kahle Laurie	308'000	77'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230105_Penta.com_Kahle.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230105_Penta.com_Kahle.pdf</a> ResultURL: <a href="https://www.barrons.com/articles/health-and-wellness-gets-scientific-at-swiss-medical-practices-and-spas-01672939601">https://www.barrons.com/articles/health-and-wellness-gets-scientific-at-swiss-medical-practices-and-spas-01672939601</a>					
18.01.2023	Men's Journal .com	Online	<b>Thermal Baths, Alpine Cuisine, and Hiking in the Swiss Alps: The 4-Day Weekend in Bad Ragaz, Switzerland</b> Smith Brittany	3'340'000	835'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230118_Mensjournal.com_Smith.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230118_Mensjournal.com_Smith.pdf</a> ResultURL: <a href="https://www.mensjournal.com/travel/bad-ragaz-switzerland-4-day-travel-guide-where-to-go-stay-and-eat">https://www.mensjournal.com/travel/bad-ragaz-switzerland-4-day-travel-guide-where-to-go-stay-and-eat</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
06.02.2023	Gaycities .com	Online	<b>How to enjoy Arosa Gay Ski Week without hitting the slopes</b> <i>Renzi Dan</i>	400'000	100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230206_Gaycities.com_Renzi.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230206_Gaycities.com_Renzi.pdf</a> ResultURL: <a href="https://www.gaycities.com/articles/68579/how-to-enjoy-arosa-gay-ski-week-without-hitting-the-slopes/">https://www.gaycities.com/articles/68579/how-to-enjoy-arosa-gay-ski-week-without-hitting-the-slopes/</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>					
01.03.2023	Luxury Travel Advisor	Magazine	<b>Chenot Palace</b> <i>Kalt Shari</i>	55'755	167'265
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230301_LuxuryTravelAdvisor_Kalt.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230301_LuxuryTravelAdvisor_Kalt.pdf</a> ResultURL: <a href="https://luxurytravel.mydigitalpublication.com/luxury-travel-advisor-april-2022?m=17817&amp;i=785200&amp;p=38&amp;ver=html5">https://luxurytravel.mydigitalpublication.com/luxury-travel-advisor-april-2022?m=17817&amp;i=785200&amp;p=38&amp;ver=html5</a>					
02.03.2023	forbes .com	Online	<b>What Clinique La Prairie's New 5-Day Detox Reset Program Is Like</b> <i>Harris Meggen Regina</i>	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230302_Forbes.com_Harris.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230302_Forbes.com_Harris.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/meggenharris/2023/03/02/what-clinique-la-prairies-new-5-day-detox-reset-program-is-like/?sh=74a405896cff">https://www.forbes.com/sites/meggenharris/2023/03/02/what-clinique-la-prairies-new-5-day-detox-reset-program-is-like/?sh=74a405896cff</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>					
08.03.2023	Elle Quebec .com	Online	<b>6 bonnes raisons d'aimer la Suisse</b> <i>Parent Carolyne</i>	180'000	45'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230308_Elle_Quebec_Carolyne_Parent.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230308_Elle_Quebec_Carolyne_Parent.pdf</a> ResultURL: <a href="https://www.ellequebec.com/style-de-vie/voyages/6-bonnes-raisons-daimer-la-suisse">https://www.ellequebec.com/style-de-vie/voyages/6-bonnes-raisons-daimer-la-suisse</a>					
13.03.2023	Travel Curator .com	Online	<b>SWITZERLAND'S TOP WELLNESS RETREAT ALSO HAS ONE OF THE WORLD'S MOST INSTAGRAMMABLE POOLS</b> <i>Hensley Bazaar</i>	22'500	5'625
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230313_TravelCurator.com_Hensley.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230313_TravelCurator.com_Hensley.pdf</a> ResultURL: <a href="https://travelcurator.com/beauty-wellness/burgenstock-resort-switzerlands-top-wellness-retreat/">https://travelcurator.com/beauty-wellness/burgenstock-resort-switzerlands-top-wellness-retreat/</a>					
24.03.2023	Men's Health Magazine .com	Online	<b>I Went to Switzerland on a Mission to Have the Gayest Trip of All Time</b> <i>Zane Zach</i>	27'600'000	6'900'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230324_MensHealthMagazine.com_Zane.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230324_MensHealthMagazine.com_Zane.pdf</a> ResultURL: <a href="https://www.menshealth.com/sex-women/a42814130/switzerland-gay-travel/">https://www.menshealth.com/sex-women/a42814130/switzerland-gay-travel/</a>					
29.03.2023	Elle Canada .com	Online	<b>How Heading to the Swiss Alps Helped to Mend My Broken Heart</b> <i>Slone Isabel</i>	174'000	43'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230329_Elle_Isabel_Slone.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230329_Elle_Isabel_Slone.pdf</a> ResultURL: <a href="https://www.ellecanada.com/life-and-love/how-to-heal-broken-heart-2023">https://www.ellecanada.com/life-and-love/how-to-heal-broken-heart-2023</a>					
31.03.2023	Nuvo Magazine .com	Online	<b>East-Meets-West at the Chedi Andermatt</b> <i>Tchea Michelle</i>	67'335	16'834
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230331_Nuvo_Michelle_Tchea.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230331_Nuvo_Michelle_Tchea.pdf</a> ResultURL: <a href="https://nuvomagazine.com/daily-edit/east-meets-west-at-the-chedi-anderlatt">https://nuvomagazine.com/daily-edit/east-meets-west-at-the-chedi-anderlatt</a>					
31.03.2023	forbes .com	Online	<b>Bürgenstock Resort In Switzerland Is A Slice Of Heaven On Earth</b> <i>Harris Meggen Regina</i>	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230331_Forbes.com_Harris.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230331_Forbes.com_Harris.pdf</a> ResultURL: <a href="https://www.forbes.com/cdn.ampproject.org/c/s/www.forbes.com/sites/meggenharris/2023/03/31/brgenstock-resort-in-switzerland-is-a-slice-of-heaven-on-earth/amp/">https://www.forbes.com/cdn.ampproject.org/c/s/www.forbes.com/sites/meggenharris/2023/03/31/brgenstock-resort-in-switzerland-is-a-slice-of-heaven-on-earth/amp/</a>					
01.04.2023	Metrosource Magazine	Magazine	<b>Life in Switzerland's Bad Ragaz</b> <i>Thompson Mark</i>	125'000	375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230401_Metrosource_Thompson.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230401_Metrosource_Thompson.pdf</a> ResultURL:					
12.04.2023	Vacationer.travel .com	Online	<b>THE CAPTIVATING ELEGANCE OF THE DOLDER GRAND IN ZURICH</b> <i>Mosby Kwin</i>	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>					
24.04.2023	Bloomberg Businessweek	Magazine	<b>The ultimate burnout spas</b> <i>Ellwood Mark</i>	975'000	2'925'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230424_BloombergBusinessweek_Ellwood.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230424_BloombergBusinessweek_Ellwood.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
22.05.2023	Condé Nast Traveler .com	Online	<b>How to Explore Switzerland's Engadin Valley in Summer</b> <i>Nieset Lane</i>	3'360'000	840'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230522_CondeNastTraveler.com_Nieset.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230522_CondeNastTraveler.com_Nieset.pdf</a> ResultURL: <a href="https://www.cntraveler.com/story/switzerlands-engadin-valley-swiss-alps-guide">https://www.cntraveler.com/story/switzerlands-engadin-valley-swiss-alps-guide</a>					
25.05.2023	Metrosource magazine .com	Online	<b>Life in Switzerland's Bad Ragaz</b> <i>Thompson Mark</i>	21'000	5'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230525_Metrosource.com_Thompson.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230525_Metrosource.com_Thompson.pdf</a> ResultURL: <a href="https://metrosource.com/life-in-switzerlands-bad-ragaz/">https://metrosource.com/life-in-switzerlands-bad-ragaz/</a>					
01.06.2023	Robb Report Magazine	Magazine	<b>Alpine Resort - Six Senses Crans-Montana, Switzerland</b> <i>Murphy Jen</i>	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:					
01.06.2023	Destination + Leisure IG	Social Media/Influencer	<b>Stefan Thurairatnam - influencer trip (stories)</b> <i>Thurairatnam Stefan</i>	312'000	14'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230601_DestinationLeisure_StefanThurairatnam.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230601_DestinationLeisure_StefanThurairatnam.pdf</a> ResultURL:					
02.06.2023	Destination + Leisure IG	Social Media/Influencer	<b>Stefan Thurairatnam - Influencer Trip (Posts)</b> <i>Thurairatnam Stefan</i>	1'512'000	60'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230602_DestinationLeisurs_StefanThurairatnam.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230602_DestinationLeisurs_StefanThurairatnam.pdf</a> ResultURL:					
10.06.2023	Bold Traveller .ca	Online	<b>Is Bad Ragaz the Ultimate Wellness Destination In Switzerland?</b> <i>Bujan Bianca</i>	1'060'000	265'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230610_Boldtraveller.ca_Bujan.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230610_Boldtraveller.ca_Bujan.pdf</a> ResultURL: <a href="https://boldtraveller.ca/travel-inspiration/is-bad-ragaz-the-ultimate-wellness-destination-in-switzerland/">https://boldtraveller.ca/travel-inspiration/is-bad-ragaz-the-ultimate-wellness-destination-in-switzerland/</a>					
13.06.2023	CBS News	TV/Cable/Video	<b>Victoria-Jungfrau Hotel &amp; Spa - Luxury hotel in Interlaken</b> <i>Gillette Wendy</i>	3'100'000	3'100'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230603_CBS.news_Gillette_JungfrauRegion.mov">http://clippings.switzerlandtourism.ch/NYC/2023/20230603_CBS.news_Gillette_JungfrauRegion.mov</a> ResultURL: <a href="https://vimeo.com/836235022/eb9c460f8e?share=copy">https://vimeo.com/836235022/eb9c460f8e?share=copy</a>					
20.06.2023	Luxury Magazine	Magazine	<b>Scientific Reset in Switzerland</b> <i>Frank Deborah</i>	120'000	360'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230620_LuxuryMagazine_Frank.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230620_LuxuryMagazine_Frank.pdf</a> ResultURL:					
26.09.2023	forbes .com	Online	<b>How To Spend A Weekend In Europe's Most Unexpected Destination For Wellness</b> <i>Haines Anna</i>	29'788'885	7'447'221
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20230926_Forbes.com_Haines.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20230926_Forbes.com_Haines.pdf</a> ResultURL: <a href="https://www.forbes.com/sites/annahaines/2023/09/26/how-to-spend-a-weekend-in-europes-most-unexpected-destination-for-wellness/?sh=20a4cdec4736">https://www.forbes.com/sites/annahaines/2023/09/26/how-to-spend-a-weekend-in-europes-most-unexpected-destination-for-wellness/?sh=20a4cdec4736</a>					
01.10.2023	Montecristo Magazine	Magazine	<b>Happy Valley - Bad Ragaz, Switzerland, is famous for hot springs and Heidi</b> <i>Anthony Leslie</i>	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:					
20.10.2023	Condé Nast Traveler .com	Online	<b>Part Hotel, Part Art Gallery: 15 Art-Forward Hotels Celebrating the Best of Human Creativity</b> <i>Denisyuk</i>	5'260'000	1'315'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231020_CondeNastTraveler.com_Denisyuk.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231020_CondeNastTraveler.com_Denisyuk.pdf</a> ResultURL: <a href="https://www.cntraveler.com/gallery/best-hotel-art">https://www.cntraveler.com/gallery/best-hotel-art</a>					
28.11.2023	The Zoe Report .com	Online	<b>Wellness Resorts To Rest &amp; Reset For The New Year</b> <i>Principe Merissa</i>	1'620'000	405'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/20231128_TheZoeReport.com_Principe.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/20231128_TheZoeReport.com_Principe.pdf</a> ResultURL: <a href="https://www.thezoereport.com/living/wellness-resorts-for-new-year">https://www.thezoereport.com/living/wellness-resorts-for-new-year</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>Swiss Cozy - Quiet Charm</b> <i>Pleasant Maranda</i>	150'000	375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/Origin_Swiss_Cozy.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/Origin_Swiss_Cozy.pdf</a> ResultURL:					
12.12.2023	Profession Voyages .com	Online	<b>Ski en Suisse: Saas-Fee (2/3)</b> <i>Lawrence Gary</i>	24'390	6'098
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/NYC/2023/121223_Profession_Voyages_Gary_Lawrence.pdf">http://clippings.switzerlandtourism.ch/NYC/2023/121223_Profession_Voyages_Gary_Lawrence.pdf</a> ResultURL: <a href="https://professionvoyages.com/ski-en-suisse-saas-fee-2-3/">https://professionvoyages.com/ski-en-suisse-saas-fee-2-3/</a>					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			<b>NORTH AMERICA: 33 Clippings</b>	<u>144'914'380</u>	<u>44'303'171</u>

## OTHER

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</i>	21'000	
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/OTHER/2023/radio_interview_BA_only_audio.wav">http://clippings.switzerlandtourism.ch/OTHER/2023/radio_interview_BA_only_audio.wav</a> ResultURL:					

**OTHER: 1 Clippings** 21'000

## SPAIN

01.02.2023	Woman	Magazine	<b>Refugio de diseño</b> <i>Boada Verónica</i>	196'577	377'510
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BCN/2023/woman_refugiodediseno.pdf">http://clippings.switzerlandtourism.ch/BCN/2023/woman_refugiodediseno.pdf</a> ResultURL:					

01.12.2023	Hola Fashion	Magazine	<b>Paraíso en las alturas</b> <i>Hernandez Cesar</i>	121'629	425'702
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/BCN/2023/Holafashion_resortbadragaz.pdf">http://clippings.switzerlandtourism.ch/BCN/2023/Holafashion_resortbadragaz.pdf</a> ResultURL:					

**SPAIN: 2 Clippings** 318'206 803'212

## SWITZERLAND

04.01.2023	NZZ - Neue Zürcher Zeitung Online		<b>Geniessen Sie noch oder entgiften Sie schon?</b>	5'900'000	1'475'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2023/342203529.pdf_WER_.pdf">http://clippings.switzerlandtourism.ch/ZRH/2023/342203529.pdf_WER_.pdf</a> ResultURL:					

14.07.2023	20 Minuten Online	Online	<b>Diese historische Hotels sind eine Reise wert</b>	3'313'000	828'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2023/380267682_Zeile_423.pdf">http://clippings.switzerlandtourism.ch/ZRH/2023/380267682_Zeile_423.pdf</a> ResultURL:					

23.11.2023	Tamedia AG Schweizer Familie	Magazine	<b>Weiss und Heiss</b> <i>Schweitzer Claus</i>	119'026	430'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2023/406887799.pdf">http://clippings.switzerlandtourism.ch/ZRH/2023/406887799.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
30.11.2023	Tages-Anzeiger Online	Online	<b>Sechs alpine Traumorte für Sport und Wellness</b> <i>Schweitzer Claus</i>	1'984'000	496'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/ZRH/2023/408958079.pdf">http://clippings.switzerlandtourism.ch/ZRH/2023/408958079.pdf</a> ResultURL:					

SWITZERLAND: 4 Clippings

11'316'026

3'229'250

## UK/IRELAND

11.01.2023	Daily Mirror (online)	Online	<b>Europe's best thermal spas from Iceland's iconic Blue Lagoon to Budapest's baths</b> <i>Boyd Milo</i>	25'490'000	6'372'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/11Jan23_news.knowledia.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/11Jan23_news.knowledia.com.pdf</a> ResultURL: <a href="https://www.mirror.co.uk/travel/europe/europes-best-thermal-spas-icelands-28919199">https://www.mirror.co.uk/travel/europe/europes-best-thermal-spas-icelands-28919199</a>					

01.02.2023	British Muslim Magazine	Magazine	<b>A Swiss-style spa-cation</b> <i>Khan Tahira</i>	38'000	38'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/01Feb23_BritishMuslimMagazine.pdf">http://clippings.switzerlandtourism.ch/LON/2023/01Feb23_BritishMuslimMagazine.pdf</a> ResultURL:					

18.07.2023	Luxury Lifestyle Magazine (luxurylifestylemag.co.uk)	Online	<b>Hotel Review: Grand Resort Bad Ragaz, Bad Ragaz In Switzerland</b> <i>Darling Sara</i>	164'400	41'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/18Jul23_Luxurylifestylemag.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/18Jul23_Luxurylifestylemag.co.uk.pdf</a> ResultURL: <a href="https://www.luxurylifestylemag.co.uk/travel/hotel-review-grand-resort-bad-ragaz-bad-ragaz-in-switzerland/">https://www.luxurylifestylemag.co.uk/travel/hotel-review-grand-resort-bad-ragaz-bad-ragaz-in-switzerland/</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:					

23.09.2023	Yorkshire Evening Post	Newspaper	<b>A heavenly stay in heidiland</b> <i>O'rouke Tara</i>	31'198	54'597
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/23Sep23_YorkshireEveningPost.pdf">http://clippings.switzerlandtourism.ch/LON/2023/23Sep23_YorkshireEveningPost.pdf</a> ResultURL:					

01.10.2023	Mayfair Times	Magazine	<b>Poles apart</b> <i>Whiley Jonathan</i>	21'218	53'045
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/01Oct23_Mayfairtimes.pdf">http://clippings.switzerlandtourism.ch/LON/2023/01Oct23_Mayfairtimes.pdf</a> ResultURL:					

04.10.2023	National Geographic Traveller UK Online	Online	<b>National Geographic Traveller (UK) Hotel Awards 2023 (by unknown)</b> <i>Ingram Simon</i>	301'000	75'250
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/04Oct23_nationalgeographic.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/04Oct23_nationalgeographic.com.pdf</a> ResultURL: <a href="https://www.nationalgeographic.com/travel/article/national-geographic-traveller-uk-hotel-awards-2023">https://www.nationalgeographic.com/travel/article/national-geographic-traveller-uk-hotel-awards-2023</a>					

13.10.2023	Lincolnshire World	Online	<b>Travel: A Swiss haven of health and wellness</b> <i>O'Rourke Tara</i>	122'351	30'588
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/13Oct23_lincolnshireworld.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/13Oct23_lincolnshireworld.com.pdf</a> ResultURL: <a href="https://www.lincolnshireworld.com/lifestyle/travel/travel-a-swiss-haven-of-health-and-wellness-4371790">https://www.lincolnshireworld.com/lifestyle/travel/travel-a-swiss-haven-of-health-and-wellness-4371790</a>					

13.10.2023	WarwickshireWorld	Online	<b>Travel: A Swiss haven of health and wellness</b> <i>O'Rourke Tara</i>	105'112	26'278
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/13Oct23_warwickshireworld.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/13Oct23_warwickshireworld.com.pdf</a> ResultURL: <a href="https://www.warwickshireworld.com/lifestyle/travel/travel-a-swiss-haven-of-health-and-wellness-4371790#">https://www.warwickshireworld.com/lifestyle/travel/travel-a-swiss-haven-of-health-and-wellness-4371790#</a>					

16.10.2023	Mayfair Times online	Online	<b>Poles apart</b> <i>Whiley Jonathan</i>	6'219	1'555
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/16Oct23_mayfairtimes.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/16Oct23_mayfairtimes.co.uk.pdf</a> ResultURL: <a href="https://mayfairtimes.co.uk/2023/10/poles-apart/">https://mayfairtimes.co.uk/2023/10/poles-apart/</a>					

18.10.2023	The Daily Telegraph	Newspaper	<b>Wellness for all</b> <i>Tchea Michelle</i>	317'817	317'817
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/18Oct23_TheDailyTelegraph.pdf">http://clippings.switzerlandtourism.ch/LON/2023/18Oct23_TheDailyTelegraph.pdf</a> ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
20.10.2023	Country & Town House online	Online	<b>A Spectacular Swiss Resort: Bürgenstock – Review</b> <i>Bati Anwer</i>	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/travell/burgenstock-resort-review/">https://www.countryandtownhouse.com/travell/burgenstock-resort-review/</a>					
20.10.2023	European Spa Magazine	Magazine	<b>Grace La Margna St Moritz opens in Switzerland</b> <i>Smith Mark</i>	5'000	12'500
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/20oct23_europeanspamagazine.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/20oct23_europeanspamagazine.com.pdf</a> ResultURL: <a href="https://europeanspamagazine.com/grace-la-margna-st-moritz-reopens-in-switzerland/">https://europeanspamagazine.com/grace-la-margna-st-moritz-reopens-in-switzerland/</a>					
26.10.2023	Joe Online	Online	<b>The best hotel spa in the world for 2023 has been crowned</b> <i>Porzio Stephen</i>	5'500'000	1'375'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/26Oct23_joe.ie.pdf">http://clippings.switzerlandtourism.ch/LON/2023/26Oct23_joe.ie.pdf</a> ResultURL: <a href="https://www.joe.ie/news/best-hotel-spa-worldwide-784868#:~:text=However%2C%20as%20for%20the%20World%27s,and%20Europe%27s%20Best%20Hotel%20Spa.">https://www.joe.ie/news/best-hotel-spa-worldwide-784868#:~:text=However%2C%20as%20for%20the%20World%27s,and%20Europe%27s%20Best%20Hotel%20Spa.</a>					
27.10.2023	Citizen Femme	Online	<b>Detox Retreats for Beginners: Why Clinique La Prairie Is A Must-Book</b> <i>Murray Becki</i>	68'000	17'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/27Oct23_citizen-femme.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/27Oct23_citizen-femme.com.pdf</a> ResultURL: <a href="https://citizen-femme.com/2023/10/27/spa-of-the-month-clinique-la-prairie/">https://citizen-femme.com/2023/10/27/spa-of-the-month-clinique-la-prairie/</a>					
31.10.2023	Net-A-Porter	Online	<b>5 ENCHANTING CASTLE HOTELS FOR A FAIRY-TALE STAY</b> <i>Berrington Katie</i>	6'000'000	1'500'000
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/31Oct23_net-a-porter.com.pdf">http://clippings.switzerlandtourism.ch/LON/2023/31Oct23_net-a-porter.com.pdf</a> ResultURL: <a href="https://www.net-a-porter.com/en-gb/porter/article-a3f540e79f098edf/lifestyle/travell/castle-hotels">https://www.net-a-porter.com/en-gb/porter/article-a3f540e79f098edf/lifestyle/travell/castle-hotels</a>					
01.11.2023	Elle Magazine	Magazine	<b>Snow fun</b> <i>de Casparis Lena</i>	200'531	501'328
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_ElleMagazine.pdf">http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_ElleMagazine.pdf</a> ResultURL:					
01.11.2023	National Geographic Traveller (UK)	Magazine	<b>National Geographic Traveller Hotel Awards 2023</b> <i>Ingram Simon</i>	48'653	121'633
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_NationalGeographicTravellerUK.pdf">http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_NationalGeographicTravellerUK.pdf</a> ResultURL:					
01.11.2023	Tatler	Magazine	<b>Supercharging sojourns</b> <i>Khomo Delilah</i>	79'116	197'790
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_Tatler.pdf">http://clippings.switzerlandtourism.ch/LON/2023/01Nov23_Tatler.pdf</a> ResultURL:					
13.12.2023	Luxury Lifestyle Magazine (luxurylifestylemag.co.uk)	Online	<b>WhyLuxury European Wellness Retreats Offer The Best All-Round Care (by unknown)</b> <i>Gibbens Nick</i>	164'400	41'100
ClippingsURL: <a href="http://clippings.switzerlandtourism.ch/LON/2023/13Dec23_luxurylifestylemag.co.uk.pdf">http://clippings.switzerlandtourism.ch/LON/2023/13Dec23_luxurylifestylemag.co.uk.pdf</a> ResultURL:					
<b>UK/IRELAND: 20 Clippings</b>				<u>39'169'179</u>	<u>11'907'491</u>
<b>Grand Total over ALL</b>				<u>337'899'268</u>	<u>127'403'724</u>