

MarketingActivitiesCentral



Swiss Bike Hotels

AUSTRALIA

<i>Title</i> Promotion: Cyclist Magazine - Native advertising & social post	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 22000
<i>Date from - to</i> 08/01/2023 – 12/31/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 55000

Activity

- + Cyclist is for aspirational riders who are passionate about road cycling and want to be more informed
- + They are likely to be AB1 professional males
- + They are aged between 30-55 years old
- + They own multiple bikes
- + They have travelled with their bike to ride interstate/overseas

Content: 16-page Big Ride in Cyclist and online
Adverts: Full pages x 2 across two issues
Social posts x1: FB and Insta

AUSTRALIA

1
MarketingActivities

22'000
Circulation

55'000
Contacts

AUSTRIA/HUNGARY

<i>Title</i> KMM: Presse e-Newsletter Juni, Österreich	<i>Instrument</i> KMM	<i>Circulation</i> 193
<i>Date from - to</i> 06/14/2023 – 06/14/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 193

Activity

Der Presse e-Newsletter geht an 200 österreichische , persönliche Reisejournalistenkontakte von ST Wien mit den folgenden Medienmitteilungen:

- Schweiz: ein Badeparadies
- Nah am Wasser gebaut - 5 besondere Unterkünfte am Wasser
- Kleine Radfluchten im Schweizer Sommer
- Per Seilbahn vom Wallis nach Italien schweben
- Eine besondere Reise durch das Erbe von Mensch und Natur

http://clippings.switzerlandtourism.ch/VIE/2023/20230704114507__230614_AT-KMM_eNL.png

AUSTRIA/HUNGARY

1
MarketingActivities

193
Circulation

193
Contacts

BENELUX

<p><i>Title</i> Summer. Key partner cycling campaign. NTFU. Online article</p> <p><i>Date from - to</i> 03/31/2023 – 08/31/2023</p> <p><i>Activity</i> Collaboration with the Dutch cycling association NTFU.</p> <ul style="list-style-type: none"> - 1 dedicated Switzerland landings page - 1 overall Switzerland article - 1 online article per key partner (6 in total) - 18 routes (3 per KP) - 72 POI (6 per KP) <p>http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_route_Vaud.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_Zwitzerland_LP.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_article_online_Ticino.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_article_online_Vaud.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_route_Wallis.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_article_online_GRF.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_route_Luzern.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_Ontdek_LP.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_route_Bern.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_article_online_Bern.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_article_online_Luzern.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_article_Online_Wallis.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_route_Ticino.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_route_GRF.png http://clippings.switzerlandtourism.ch/AMS/2023/20231026112105_NTFU_article_Zwitzerland_general.png</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Native Advertisement Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 36525</p>
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<p><i>Title</i> Summer. Key Partner Campaign. Cycling Print</p> <p><i>Date from - to</i> 01/30/2023 – 09/30/2023</p> <p><i>Activity</i> Swisstainable Summer Campaign Ambassador Campaign focus on Swisstainable and Cycling. NTFU Bike sport association with 75.000 members</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Placement Paid</p>	<p><i>Circulation</i> 157000</p> <p><i>Contacts</i> 392500</p>
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<i>Title</i> Summer. Key partner cycling campaign. NTFU. Print	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 140000
<i>Date from - to</i> 03/01/2023 – 06/30/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 350000

Activity
Collaboration with the Dutch cycling association NTFU.

- 1 ad
- 1 print article (6 pages) over Switzerland in general and 1 highlight route per each key partner
- send out of Swiss Bike Hotels brochures together with 1 edition of the magazine

http://clippings.switzerlandtourism.ch/AMS/2023/20231026114508_230216_Zwitzerland_Toerisme_Fietsmagazine_210x297_DEF.pdf
http://clippings.switzerlandtourism.ch/AMS/2023/20231026114649_060-065_Reizen_Zwitzerland_NW.pdf

<i>Title</i> Summer. Key partner cycling campaign. Wielerflits/RIDE. Print	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 60000
<i>Date from - to</i> 08/01/2023 – 09/30/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 150000

Activity
Collaboration with the print cycling magazine RIDE (online pendant Wielerflits)

1 print article with 2 pages overall Switzerland and 2 pages for each KP (8 in total)

http://clippings.switzerlandtourism.ch/AMS/2023/20231026142115_048_RIDE2303_zwitzerland.pdf

BENELUX

4
MarketingActivities

357'000
Circulation

929'025
Contacts

BRAZIL

<i>Title</i> BRAZIL KEY PARTNER PACKAGE - Sales Manual 2023-2024	<i>Instrument</i> KAM	<i>Circulation</i> 28000
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> 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

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

<i>Title</i> HOTEL COOPERATION BRAZIL: Luxury Accommodation Trade e-Newsletter 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 700
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 3500
<i>Activity</i> <ul style="list-style-type: none"> - Exclusive e-newsletter available for 5-star properties only. - Highly appreciated by the Brazilian trade (high demand). - One edition is sent once during the same month up to 800 top luxury contacts in Brazil. - Great opening rate of more than 30% on average (more with exclusive newsletters). - Also sent via WhatsApp to 1'200 travel agents and 600 corporate travel clients. 		

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

CZECH REPUBLIC

<i>Title</i> Summer in mountains - Denik.cz	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1688829
<i>Date from - to</i> 05/15/2023 – 05/15/2023	<i>Marketing Tool</i> Native Advertisement Paid	
<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: <https://pr.denik.cz/doporucujeme/leto-v-horach-20230515.html>

http://clippings.switzerlandtourism.ch/PRG/2023/20231026110840_SummerInMountains_DenikCZ_15052023.pdf
http://clippings.switzerlandtourism.ch/PRG/2023/20231026110913_Switzerland_Tourism_Denik.cz_statistics_15.05.2023.pdf

<i>Title</i> For Bikes 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 19020
<i>Date from - to</i> 03/24/2023 – 03/26/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 19020
<i>Activity</i> ST stand at B2C bike fair For Bikes 2023 in Prague with passive partnership of Davos Klosters, Engadin Samnaun Val Müstair, and Aletsch Arena at our stand. Czech Enduro Champion Andrea Drengubáková represented Davos Klosters as well at our stand during whole fair. At our stand visitors had possibility to consult their plans for bike vacation in Switzerland (incl. brochure distribution of our market partners with focus on its bike offers – ESSVM, Davos Klosters, Aletsch Arena, Lucerne, Titlis, Zermatt, Ticino, SGV, RhB, Schilthorn, JFB, Pilatus) and participate in our contest (winners got travel guides and year subscriptions of magazine SWISSmag).		
Video promotion on TV screen was organized for Davos Klosters, RhB, Scuol, Aletsch Arena, Schilthorn, Pilatus, SGV, JFB and Zermatt Bergbahnen.		
http://clippings.switzerlandtourism.ch/PRG/2024/20240109105244_IMG_6293.jpeg http://clippings.switzerlandtourism.ch/PRG/2024/20240109105244_IMG_6299.jpeg http://clippings.switzerlandtourism.ch/PRG/2024/20240109105244_IMG_6306.jpeg http://clippings.switzerlandtourism.ch/PRG/2024/20240109105244_IMG_6290.jpeg		

CZECH REPUBLIC

2	1'707'849
<i>MarketingActivities</i>	<i>Circulation</i> <i>Contacts</i>

FRANCE

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

<i>Title</i> Campaign & Activation: Consumer ST Newsletter 2023 - août	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 26569
<i>Date from - to</i> 07/31/2023 – 07/31/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 26569
<i>Activity</i> Célébration du 1er août		
26'569 adresses abouties 9'831 ouvertures OR 37.00% CTR (1'949 clics uniques) 7.34% CTOR 19.83% 59 desinscriptions 825 nouvelles inscriptions		

http://clippings.switzerlandtourism.ch/PAR/2023/20231117151348_Celebrez_la_Suisse_et_lete.pdf

<i>Title</i> Campaign & Activation: Consumer ST Stand Alone 2023 - Mars	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 36594
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<i>Date from - to</i> 03/09/2023 – 03/09/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 36594
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Activity
100% Women Cycling

36'594 addresses abouties
8'161 ouvertures
OR 22.30%
CTR (208 clics uniques) 0.57%
CTOR 2.55%
72 desinscriptions

http://clippings.switzerlandtourism.ch/PAR/2023/20231117160726_SA_Mars.pdf

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

FRANCE	4 <i>MarketingActivities</i>	135'405 <i>Circulation</i>	275'405 <i>Contacts</i>
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GCC

<i>Title</i> KAM: Discover Europe, Dubai	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i>
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<i>Date from - to</i> 04/28/2022 – 05/01/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i>
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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.

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

<i>Title</i> Digital: Winter Hotel Facebook Campaign (Hotel Krone Sarnen)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i>
<i>Date from - to</i> 03/17/2023 – 03/21/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 325398
<i>Activity</i> <ul style="list-style-type: none"> ♣ Date: 17 – 21 MAR ♣ Facebook 500 CHF boosted post for hotel partner. ♣ Impressions: 518,894 ♣ Clicks: 5,194 ♣ Reach: 325,398 ♣ Hotel Krone Sarnen 		

http://clippings.switzerlandtourism.ch/DXB/2024/20240112115945_Krone.png

<i>Title</i> GCC Workshop in Crans-Montana	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i>
<i>Date from - to</i> 12/12/2023 – 12/14/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 66
<i>Activity</i> <ul style="list-style-type: none"> - 66 GCC travel agents joined the workshop and met 77 Swiss partners in Crans-Montana. - The workshop enabled more than 1000 meetings between suppliers and buyers. - 9 fam-groups with 9 different pre/post tours covered all GCC key partners. 		

http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014_Picture_1.jpg

http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031_Pictureaa_1.jpg

GCC	4	325'464	
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

GERMANY

Title
KAM: FTI Herbstkampagne

Instrument
Campaigning & Activation

Circulation
95899

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

Marketing Tool
Display & Programmatic Paid

Contacts
95899

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

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230327104632_Schweiz_Tourismus__FTI_Co-Marketing_2022_Reporting.pdf
http://clippings.switzerlandtourism.ch/FRA/2023/20230329130736_FTJ_Mailing_Januar2023.pdf
http://clippings.switzerlandtourism.ch/FRA/2023/20230329160947_Koop22_KW48-51_Landingpage_ganze_Seite.png

Title
KMM: Das neue Jahr bringt neue innovative Hotels in der Schweiz

Instrument
KMM

Circulation
2800

Date from - to
01/10/2023 – 01/10/2023

Marketing Tool
Media Release

Contacts
2800

Activity
Versendet an 2800 Journalisten

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

Title
KMM: 100% Women Cycling: Frauen treten in der Schweiz gemeinsam in die Pedale

Instrument
KMM

Circulation
2800

Date from - to
03/07/2023 – 03/07/2023

Marketing Tool
Media Release

Contacts
2800

Activity
Versendet an 2800 Journalisten

http://clippings.switzerlandtourism.ch/FRA/2023/20230315095653_100_Women_Cycling__Frauen_treten_in_der_Schweiz_gemeinsam_in_die_Pedale.pdf

Title
KAM: Digital Sales Guide 2023

Instrument
Campaigning & Activation

Circulation
10985

Date from - to
03/01/2023 – 12/31/2023

Marketing Tool
Other...

Contacts
10985

Activity
Webbasierter Sales Guide für Reiseberater:innen in Deutschland. Angebote zu den Themen "Swisstainable", ÖV, Hotelkooperationen und Touring. Die Bewerbung erfolgt durch verschiedene Fachmedien.

<i>Title</i> STzM: Themenspecials rund ums Genussbiken. Outdoor und ADAC-Reisemagazin. jeweils 2 Seiten	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 88376
	<i>Marketing Tool</i> Advertisement Print	

Date from - to
04/01/2023 – 06/01/2023

Activity
2/1-Seite im ADAC-Reisemagazin E-Bike-Special und
2/1-Seite im Outdoor-Sonderheft "RADTOUREN"

<i>Title</i> ST Newsletter Januar 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 154628
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Date from - to
01/02/2023 – 01/02/2023

Activity

Marketing Tool
eNewsletter

Contacts
154628

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

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

Activity

Marketing Tool
eNewsletter

Contacts
148959

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

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

Activity

Marketing Tool
eNewsletter

Contacts
125599

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

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

Activity

Marketing Tool
eNewsletter

Contacts
125058

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

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

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

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

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

<i>Title</i> KMM: Kleine Radfluchten im Schweizer Sommer	<i>Instrument</i> KMM	<i>Circulation</i> 2800
<i>Date from - to</i> 06/06/2023 – 06/06/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2800
<i>Activity</i> Medienmitteilung an 2800 Kontakte		

http://clippings.switzerlandtourism.ch/FRA/2023/20230627150104_Kleine_Radfluchten_im_Schweizer_Sommer__Schweiz_Tourismus.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230627145735_Nah_am_Wasser_gebaut__5_besondere_Unterkunfte_am_Wasser__Schweiz_Tourismus.pdf

<i>Title</i> KMM: Gemütlich mit dem E-Bike rund um Bern unterwegs	<i>Instrument</i> KMM	<i>Circulation</i> 2800
<i>Date from - to</i> 04/04/2023 – 04/04/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2800
<i>Activity</i> Versendet an 2800 Journalisten		

http://clippings.switzerlandtourism.ch/FRA/2023/20230706135306_Gemuetlich_mit_dem_E-Bike_rund_um_Bern_unterwegs.pdf

<i>Title</i> C&A: IDEAT Kooperation mit Basel	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 40000
<i>Date from - to</i> 04/01/2023 – 07/31/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 160000
<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> ITB Swisstainable-Event	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 250
<i>Date from - to</i> 03/08/2023 – 03/08/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 250
<i>Activity</i> Anlässlich der ITB 2024 fand am Schweiz-Stand der Swisstainable-Event statt mit geladenen Gästen (KAM, KMM, Wirtschaft und VIP). Martin Nydegger präsentierte den aktuellen Stand über Swisstainable		

http://clippings.switzerlandtourism.ch/FRA/2023/20230725103511_7327kl_Kopie.jpeg

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

http://clippings.switzerlandtourism.ch/FRA/2023/20231012172643_Schlummern_in_den_Reben_Schweizer_Weinhotels__Schweiz_Tourismus.pdf

<i>Title</i> KKM: Die neuen Perlen der Gastfreundschaft	<i>Instrument</i> KMM	<i>Circulation</i> 2500
<i>Date from - to</i> 09/06/2023 – 09/06/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2500
<i>Activity</i> Versand an 2500 Medienschaffende via MyNewsdesk und über Mediennewsletter		

http://clippings.switzerlandtourism.ch/FRA/2023/20231020161032_Neue_Perlen_der_Gastfreundschaft_laden_ein__Schweiz_Tourismus.html

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

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

http://clippings.switzerlandtourism.ch/FRA/2024/20240104093756_2023.08._NL_GEN_DE.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2024/20240104100525_2023.09._NL_GEN_DE.pdf

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

http://clippings.switzerlandtourism.ch/FRA/2024/20240104102909_2023.10._NL_GEN_DE.pdf

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

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

GERMANY

24 <i>MarketingActivities</i>	1'611'919 <i>Circulation</i>	1'831'530 <i>Contacts</i>
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ITALY

<i>Title</i> Campaigning & Activation: HoKo - Gazzetta.it	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 9000000
<i>Date from - to</i> 06/19/2023 – 07/02/2023	<i>Marketing Tool</i> Native Advertisement Paid	<i>Contacts</i> 9000000
<i>Activity</i> Editorial content about bike activities and bike hotels suggestions on Gazzetta.it website (home page, travel, native).		

12'000 visits expected

http://clippings.switzerlandtourism.ch/MIL/2023/20231012131744_Screenshot_2023-10-06_at_11-08-24_Alla_scoperta_del_Vallese_tra_escursioni_nella_natura_e_benessere.png

<i>Title</i> KMM: Media newsletter Promo 2x1 & 100% Women Cycling	<i>Instrument</i> KMM	<i>Circulation</i> 1800
<i>Date from - to</i> 03/06/2023 – 03/06/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 1800
<i>Activity</i> Topics: Promo 2x1, AMOS and 100% Women Cycling.		
Link: http://bitly.ws/BcFE		

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

<p><i>Title</i> KAM: World Tourism Event in Turin</p> <p><i>Date from - to</i> 09/21/2023 – 09/23/2023</p> <p><i>Activity</i> Date: 21-23.09.2023 What: World Tourism Event in Turin exhibition space for the World Heritage Sites and the b2b workshop reserved for Italian and International professionals. In cooperation with HoKo Focus: Workshop (21.09.23), presence in fair and participation in panel Visitors: 5.000</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> Contacts 5000</p>
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http://clippings.switzerlandtourism.ch/MIL/2023/20230913082506_Screenshot_2023-09-13_alle_08.22.14.png
http://clippings.switzerlandtourism.ch/MIL/2023/20230926102654_Workshop.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230926102723_Panel_presentation.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230926102744_Stand2.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20231005150639_Senza_nome.jpg
http://clippings.switzerlandtourism.ch/MIL/2023/20231005150744_Senza_nome.jpg

<p><i>Title</i> KAM: Trip Group Andermatt</p> <p><i>Date from - to</i> 07/21/2023 – 07/23/2023</p> <p><i>Activity</i> Date: 21-23/07/2023 Whatt: Fam trip Participants: 6 travel agents Focus: Site inspection hotel Andrmatt Radisson and The Chedi, excursions in summer</p>	<p><i>Instrument</i> KAM</p> <p><i>Marketing Tool</i> Trip - Group</p>	<p><i>Circulation</i> Contacts 6</p>
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http://clippings.switzerlandtourism.ch/MIL/2023/20230723125458_Gruppo_maglia_ST.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230723125529_Gruppo_Chedi.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230723125558_WhatsApp_Image_2023-07-23_at_12.39.00.jpeg

<p><i>Title</i> Campaigning & Activation: ST E-Newsletter June</p> <p><i>Date from - to</i> 06/06/2023 – 06/06/2023</p> <p><i>Activity</i> Date: 6.6.2023 What: ST E-newsletter June Focus: - Swiss Bike Hotels (35 clicks) - Promosvizzera23 (111 clicks)</p> <p>Total clicks 694 Open rate 30.74%</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 34444</p> <p><i>Contacts</i> 34444</p>
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http://clippings.switzerlandtourism.ch/MIL/2023/20230606164339_NL_06.pdf

<p><i>Title</i> KAM: Trade Workshop Swiss Family Village</p> <p><i>Date from - to</i> 09/20/2023 – 09/20/2023</p> <p><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</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 60</p>
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http://clippings.switzerlandtourism.ch/MIL/2023/20230924080531_Gruppo_KAM_event.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230924080557_Zani_con_Bls.jpeg

<p><i>Title</i> KMM: Individual media trip North</p> <p><i>Date from - to</i> 07/27/2023 – 07/30/2023</p> <p><i>Activity</i> Date: 27.07-30.07.23 Andrea Pistolessi for Bell'Europa. Itinerary by car from Ticino to Oberland to Vallese. Overnight at Radisson Blu Andermatt</p>	<p><i>Instrument</i> KMM</p> <p><i>Marketing Tool</i> Trip - Individual</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 1</p>
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<p><i>Title</i> Campaigning & Activation: Distribution Touring brochures with Donna Moderna</p> <p><i>Date from - to</i> 10/26/2023 – 10/26/2023</p> <p><i>Activity</i> Date: 26.10.2023 Distribution of Touring brochures with weekly magazine Donna Moderna Circulation: 29'000 copies Area: Lombardia</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 29000</p> <p><i>Contacts</i> 87000</p>
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<p><i>Title</i> Campaigning & Activation: Swiss Family Village - distribution ST Magazines and Partner Brochures</p> <p><i>Date from - to</i> 09/20/2023 – 10/01/2023</p> <p><i>Activity</i> Period: 20.09. - 01.10.23 What: distribution of ST and Partner Brochures during public event Swiss Family Village Partner: Made in Bern, Ticino, Zurich, STS, RhB, HoKo ST Magazin: Svizzera 7 - 1000 pcs / Svizzera - Itinerari circolari - 1000 pcs / Swiss Family Hotels & Lodging 2023 - 1000 pcs / Swiss travel Maps 500 pcs / Svizzera Mobile 200 / myGrandTrain Tour Booklet EN - 500 pcs</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 4200</p> <p><i>Contacts</i> 12600</p>
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ITALY

10

MarketingActivities

71'244

Circulation

9'142'711

Contacts

JAPAN

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Fuji City Interculture Festival	Campaigning & Activation	
<i>Date from - to</i>	<i>Marketing Tool</i>	<i>Contacts</i>
02/05/2023 – 02/05/2023	Event/Fair/Workshop	1800
<i>Activity</i>		
Annual international culture exchange event by Fuji-city where was ex-hosttown Tokyo Olympic and Swiss National Swimming team will be training before FINA World Aquatics Championships in July.		

ST present "Swisustainable" at panel displays, brochure, postcards, movie.
Panels: Swisustainable, Travel(Aletsch, RhB, Schilthorn, Vaud, Zermatt) foods (cheese, wine) , projects (LX, STS, Mammut, Victorinox) , Swiss Hiking and Cycling

Using one of 2 booth, 2 vital Bke ride by ROUVY in Switzerland (Fiesch, Spiez, Schwägalp)

http://clippings.switzerlandtourism.ch/TYO/2023/20230313180303_20230205_123021.jpg

http://clippings.switzerlandtourism.ch/TYO/2023/20230313180752_20230205_123058.jpg

http://clippings.switzerlandtourism.ch/TYO/2023/20230313181048_20230205_110534.jpg

JAPAN

1

MarketingActivities

Circulation

1'800

Contacts

MULTIPLE MARKETS

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

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

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

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

<i>Title</i> Swiss Bike Hotels Kooperationskampagne 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 6600313
<i>Date from - to</i> 07/10/2023 – 08/06/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 6600313
<i>Activity</i> Kooperationskampagne für die Swiss Bike Hotels im Sommer 2023.		
Impressions: 6'600'313 Link Klicks: 110'768 CPC: 0.26		

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

<p><i>Title</i> Hotelkooperationen Hotelquiz Swisustainable 2023</p> <p><i>Date from - to</i> 06/06/2023 – 07/26/2023</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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 21490016</p>
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<p><i>Title</i> Hotelkooperationen Winter Snippets “Les Horlogers”</p> <p><i>Date from - to</i> 12/12/2023 – 12/26/2023</p> <p><i>Activity</i> Testing Winter Snippets Personas Assets mit dem Sujet “Les Horlogers” - je ein Clip für LOU, QUINN & JO.</p> <p>Impressions: 7'084'729 Link Klicks: 78'067 CPC: 0.56</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 7084729</p>
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<p><i>Title</i> Gastronomie Fondue Finder Winter 22/23 Welle 2</p> <p><i>Date from - to</i> 01/26/2023 – 02/17/2023</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> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 10133881</p>
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<p><i>Title</i> Hotels AMEX Winterkampagne 22/23</p> <p><i>Date from - to</i> 01/15/2023 – 01/31/2023</p> <p><i>Activity</i> Angebotskampagne Winter 22/23 mit AMEX.</p> <p>Impressions: 1'436'637 Link Klicks: 9'026 CPC: 0.55</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 1436637</p>
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Title
**Hotelgruppierungen
Top 3 Star Hotels Kampagne**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
1418103

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

Activity
Branding-Kampagne für die Top 3 Star Hotels.

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

Title
**Hotels
Kampagne Million Stars Hotels**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2508531

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

Activity
Kampagne für die Million Stars Hotels.

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

Title
**Hotelkooperationen
Pinterest Kampagne**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
40159834

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

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

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

MULTIPLE MARKETS

12
MarketingActivities

Circulation

141'260'197
Contacts

NORTH AMERICA

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

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

http://clippings.switzerlandtourism.ch/NYC/2023/20230217103349_Trade_newsletter_February_2023.pdf

<i>Title</i> KAM: Trade Newsletter April 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12047
<i>Date from - to</i> 04/18/2023 – 04/18/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12047
<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. - The train ride of a lifetime with Roger & Trevor. - Promo: Experience the Grand Train Tour. - A gourmet food experience in Valais. - Urban nature in the Swiss Capital. - Discover the Liechtenstein trail on an e-bike. - Brand new Switzerland Sales Guide - Yodel.		

http://clippings.switzerlandtourism.ch/NYC/2023/20230421104738_Trade_Newsletter_April_2023.html

<i>Title</i> KAM: Switzerland Yodel Distribution via Canadian Travel Press	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 4000
<i>Date from - to</i> 05/29/2023 – 05/29/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 4000
<i>Activity</i> 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> KAM: Webinar with Jungfrau Region	<i>Instrument</i> KAM	<i>Circulation</i> 88
<i>Date from - to</i> 06/29/2023 – 06/29/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 88
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Jungfrau Region and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 88		
http://clippings.switzerlandtourism.ch/NYC/2023/20230629155703_20230629_Jungfrau.pdf		

<i>Title</i> KAM: WebinarPlus webinar, TravPro	<i>Instrument</i> KAM	<i>Circulation</i> 1604
<i>Date from - to</i> 06/11/2023 – 09/15/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 1604
<i>Activity</i> 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/2023/20230925165416_Webinario_reporting_slide.pptx		

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

<i>Title</i> KAM: Trade Newsletter August 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 11741
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<i>Date from - to</i> 08/23/2023 – 08/23/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 11741
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Activity
Sent to 11,741 subscribers, 4,042 Unique opens, 35.6% of all recipients opened and 6.5% clicked a link

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

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

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

http://clippings.switzerlandtourism.ch/NYC/2023/20231211144301_TAW_EMAIL_05.03.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144341_TAW_EMAIL_08.22.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144419_TAW_EMAIL_09.27.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144443_TravelPulse_Email_05_31.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144457_TravelPulse_Email_07_12.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144518_TravelPulse_EMAIL_09.13.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144703_TravelWeekly_Email_05_17.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144720_TravelWeekly_Email_06_21.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144742_TravelWeekly_Email_11_18.html

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

http://clippings.switzerlandtourism.ch/NYC/2023/20231208173040_TMR_EMAIL_04.26.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231208173100_TMR_EMAIL_09.21.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211153044_TravelMarketReport_Reporting.pdf

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

Activity
- Sales manual digitally distributed and promoted with TravelMarket Report:

- 4x Training Tuesday e-newsletter banner & native content
--> average 52,479 recipients, average 13,878 impressions, 26% open rate, 0.04% click-through rate
- 3x ROS Bookend Banners
--> 21,014 impressions total, avg. CTR 0.02%
- 3x E-newsletter banners

http://clippings.switzerlandtourism.ch/NYC/2023/20231211152951_TravelMarket_Reporting.pdf

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

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

Switzerland is more popular than ever!

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

http://clippings.switzerlandtourism.ch/NYC/2023/20231222093835_Switzerland_Tourism_-_Newsletter_October_2023.pdf

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

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

Switzerland is more popular than ever!

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

http://clippings.switzerlandtourism.ch/NYC/2023/20231222093545_Switzerland_Tourism_-_Newsletter_December_2023.pdf

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

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

http://clippings.switzerlandtourism.ch/NYC/2024/20240111104705_VM_SEP_Switzerland-VirtuosoAdvertorial_FINAL.pdf

NORTH AMERICA	14 <i>MarketingActivities</i>	536'496 <i>Circulation</i>	749'955 <i>Contacts</i>
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OTHER

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

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

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

http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105933_STM_MYS_Pro_Geneva.jpg
http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110115_MYS_Pro_Steller_ITB_Berlin_A5.pdf
http://clippings.switzerlandtourism.ch/OTHER/2023/20231219110443_MyS_Pro_Winner_Taiwan.jpg

OTHER	1 <i>MarketingActivities</i>	1'293 <i>Circulation</i>	1'293 <i>Contacts</i>
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POLAND

<i>Title</i> Campaigning&Activation: ST NL April.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 8700
<i>Date from - to</i> 04/01/2023 – 04/30/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 8700
<i>Activity</i> NL monthly to B2C Roger and Trevor STP promo Gravel in Switzerland Spring hikes Aletsch Arena Swiss historic Hotels Brochures		
http://clippings.switzerlandtourism.ch/WAW/2023/20230623164752_newsletter-gadmin-ch-campaigns-reports-viewCampaign.aspx-d-r-c-0B5FB3AA7B0097D4-ID		

<i>Title</i> Campaigning&Activation: ST NL May.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 8698
<i>Date from - to</i> 05/01/2023 – 05/31/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 8698
<i>Activity</i> Special NGT info Panoramic hikes Train inspirataions Moitie - moitie Aletsch Pilatus Zurych Bike Hotels		
http://clippings.switzerlandtourism.ch/WAW/2023/20230623170713_newsletter-gadmin-ch-campaigns-reports-viewCampaign.aspx-d-r-c-0B5FB3AA7B0097D4-ID		

POLAND

2	17'398	17'398
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SPAIN

<i>Title</i> ST Trade Newsletter October	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 3136
<i>Date from - to</i> 09/25/2023 – 09/25/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 3136
<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> 100% Women media trip with @lauraceldrans	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 650000
<i>Date from - to</i> 06/18/2023 – 06/24/2023	<i>Marketing Tool</i> Ambassador/Influencer	<i>Contacts</i> 650000
<i>Activity</i> Laura belongs to our Modern Heidis family and is a passionate mountain biker and a great reference encouraging many women to participate in this discipline. Her participation at the special international trip has been very active, publishing to date many posts & stories on her IG channel and three videos on YouTube		

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

<i>Title</i> ST Newsletter B2C	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 16087
<i>Date from - to</i> 03/09/2023 – 03/09/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 16087
<i>Activity</i> B2C Newsletter SA 100%Women		

<i>Title</i> 100% Women content creators trip with @boleiasdamarta	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 75000
<i>Date from - to</i> 06/18/2023 – 06/25/2023	<i>Marketing Tool</i> Ambassador/Influencer	<i>Contacts</i> 75000
<i>Activity</i> Marta Durán @boleiasdamarta is a content creator from Portugal who is known as a solo woman adventure traveler. She was selected to participate in that international media trip as she has mainly a female audience interested in sports, adventure and nature.		

SPAIN

5
MarketingActivities

49'223
Circulation

894'223
Contacts

SWITZERLAND

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Campaigning: Bergwelten.	Campaigning & Activation	
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i>
<i>Activity</i> Bergwelten		
Kontakte: 246'500		
Erscheinung: 6x pro Jahr		
Sprache: Deutsch		
Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.		

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

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

<i>Title</i> Campaigning: Magazin Transhelvetica. Radisson Blu Hotel Reussen Andermatt.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 18000
<i>Date from - to</i> 06/01/2023 – 06/01/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 74880

Activity
Radisson Blu Hotel Reussen, Andermatt

2/1 Seiten Publireportage mit einer Seite Tipps und einem ganzseitigen Stimmungsbild.

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

Activity

<i>Title</i> Campaigning: Distribution ST "Grün" Broschüren national	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 18333
<i>Date from - to</i> 05/01/2023 – 09/03/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 54999

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

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

<i>Title</i> Campaigning: Distribution ST "White" Broschüren national	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 16900
<i>Date from - to</i> 10/02/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 50700

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

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

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

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

<i>Title</i> Campaigning: Sommerspecial Swisstainable - Schweizer Illustrierte / Illustré	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 4256936
<i>Date from - to</i> 06/23/2023 – 06/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 4256936

Activity
 Heft-in-Heft Swisstainable Special in Schweizer Illustrierten & Illustré.
 Themenschwerpunkt: Nachhaltigkeit.
 Integration ST Swisstainable, SBB, StraPa, touristische Partner, Hotel/Gastro-Themen
 Einführung Martin Nydegger & Silvia Binggeli (Chefredaktorin SI).

Schweizer Illustrierte
 Auflage: 130'000 Ex.
 Print: 500'000 Lesende
 Online: 97'900 Visits per Day

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

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

<p><i>Title</i> Campaigning: Travelnews - Newsletter Integration</p> <p><i>Date from - to</i> 01/05/2023 – 03/30/2023</p> <p><i>Activity</i> Integration in wöchentlichen Travelnews Newsletter mit jeweils 3 ST Tipps Newsletter: 4'200 Abonnenten / Durchschnitts-Seitenaufrufe pro NL: 427 Total Seitenaufrufe Jan-Mär 2023: 2994 Durchschnittliche Öffnungsrate: 14.26.%</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> 2994</p>
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<p><i>Title</i> Hotels Grand Tour of Switzerland online Promotion</p> <p><i>Date from - to</i> 05/01/2023 – 10/31/2023</p> <p><i>Activity</i> GToS x Hotels Kampagne</p> <p>Impressions: 35'267'396 Link Clicks: 582'351 CPC: 0.11</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 35267396</p>
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<p><i>Title</i> Digital Activity Swiss Historic Hotels - Relief payments</p> <p><i>Date from - to</i> 09/01/2023 – 10/31/2023</p> <p><i>Activity</i></p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 0</p>
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<p><i>Title</i> Unterkunfts Broschüren - Flughafen ZRH</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Miete & Nutzung einer Präsentationsfläche beim Switzerland Info & Schalter, Ankunft 2.</p> <p>1x Bahn, quer, inkl. Branding 1x Screen</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 5000</p> <p><i>Contacts</i> 15000</p>
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<i>Title</i> Coop Promo - Sommer	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2504509
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<i>Date from - to</i> 05/16/2023 – 05/16/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 3371069
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Activity
6 Seiten Sommer Promo.
Redaktioneller Beitrag (2Seiten) Intro ST-Hotelkategorien.

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

<i>Title</i> Coop Promo - Herbst & Reminder	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 5009018
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<i>Date from - to</i> 08/29/2023 – 08/29/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 6742138
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Activity
30 Hotels in 3 Preiskategorien.

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

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

<i>Title</i> Campaigning: Ride. Beilage Swiss Bike Hotel Broschüre.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12000
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<i>Date from - to</i> 04/24/2023 – 04/28/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 30000
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Activity
Beilage der Swiss Bike Hotelbroschüre im Mountainbike-Magazin Ride.

Auflage: 12'000 Ex.
Distribution: nur CH
Sprache: Deutsch

<i>Title</i> Campaigning: Ride. Magazin.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12000
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<i>Date from - to</i> 07/01/2023 – 07/31/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 30000
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Activity
2/1 Seiten Publireportage zu den Swiss Bike Hotels im Mountainbike-Magazin.

Auflage: 12'000 Ex.
Leser: 30'000

<i>Title</i> Campaigning: Ride. Online Advertorial.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 328
<i>Date from - to</i> 06/19/2023 – 06/25/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 328
<i>Activity</i> Online Advertorial Short zu den Swiss Bike Hotels auf der Frontpage von www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
Reporting: - 328 Page Views		

<i>Title</i> Campaigning: Ride. Leaderboard.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 32942
<i>Date from - to</i> 04/24/2023 – 05/01/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 32942
<i>Activity</i> Leaderboard-Banner zu den Swiss Bike Hotels auf www.ride.ch.		
450.700 Page Views/Monat - 209.200 Site Visits/Monat - 123.700 Unique Visitors/Monat		
Reporting (24.04.-01.05.2023): - 32.942 Impressions - 20 Klicks (0,1% CTR)		

<i>Title</i> Swisstainable “on the move” 2023 - Overall Website Sessions ST + SBB	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 86000
<i>Date from - to</i> 05/31/2023 – 10/31/2023	<i>Marketing Tool</i> Website	<i>Contacts</i> 86000
<i>Activity</i> SWISSTAINABLE ON THE MOVE With the summer Swisstainable campaign, we would like to significantly increase awareness of Swisstainable in the Swiss market and thus also give another for sustainable tourism.		
We had an Awareness Campaign, a Product Campaign and a B2B Campaign to gain new participants		
> All Sessions are combined reported in this record		

http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713_Swisstainable-unterwegs_MainCampaignLandingpage.png
http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713_Swisstainable-unterwegs_ProductLandingpage.png
http://clippings.switzerlandtourism.ch/ZRH/2023/20230920121713_Swisstainable-unterwegs_stnet-Landingpage.png
http://clippings.switzerlandtourism.ch/ZRH/2023/20230920162601_Swisstainable-unterwegs_SBB-Produktseite.png

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 420000
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<i>Date from - to</i> 03/23/2023 – 03/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 420000
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Activity
2x 1 Doppelseite:
- “Die Geheimnisse der Walliser Wiedkräuter” & “Der Ruf des weilden Westens”
- “In 17 Tagen durch den Parc Ela” & “Eine Nacht über dem Abgrund”

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

Total: 420.000 Contacts, 5.232 Interactions

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 370000
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<i>Date from - to</i> 05/23/2023 – 05/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 370000
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Activity
1 Doppelseite Advertorial:
“Vollgas” & “Auf Singletrails im Wallis”

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

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 370000
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<i>Date from - to</i> 07/23/2023 – 07/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 370000
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Activity
1 Doppelseite Advertorial:
“Die Mischung macht’s” & “Vom Sandstrand auf die Hütte”

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

<p><i>Title</i> Campaigning: Bergwelten. Beitrag ST.</p> <p><i>Date from - to</i> 09/08/2023 – 09/08/2023</p> <p><i>Activity</i> 1 Doppelseite Advertorial: "Facettenreiche Schweiz"</p> <p>Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, : SOM Post:</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Placement Paid</p>	<p><i>Circulation</i> 250000</p> <p><i>Contacts</i> 250000</p>
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<p><i>Title</i> Campaigning: Bergwelten. Beitrag ST.</p> <p><i>Date from - to</i> 11/15/2023 – 11/15/2023</p> <p><i>Activity</i> 1 Doppelseite Advertorial:</p> <p>Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, : SOM Post:</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Placement Paid</p>	<p><i>Circulation</i> 250000</p> <p><i>Contacts</i> 250000</p>
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<p><i>Title</i> Campaigning: TEADS inRead Display - Arenas Resort</p> <p><i>Date from - to</i> 12/05/2023 – 12/12/2023</p> <p><i>Activity</i> TEADS - RailAway: 2 Wochen Display-Ads im Teads Netzwerk Arosa & Crans-Montana</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 181427</p>
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<p><i>Title</i> Campaigning: SBB/RAW Freizeitkampagne Swisstainable Push</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> RAW Beteiligung an der Verlängerung und Verstärkung der Swisstainable Kampagne (B2C und B2B). Aktivität ist Bestandteil der Leistungsvereinbarung SBB x RAW x ST.</p> <p>Die Aktivität umfasst folgende Aspekte: - Integration Swisstainable in die RAW-Vermarktungskampagne im Sommer & Herbst - Übernahme Look'n'Feel in die Saisonkampagne Sommer & Herbst - Paid-Kampagne Gewinnung zusätzlicher Freizeit-Leistungspartner für Swisstainable - Integration in bestehende Kanäle (NL/SoMe/Magazin etc., inkl. Automation Prozess)</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> 33000000</p> <p><i>Contacts</i> 33000000</p>
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<p><i>Title</i> Fonduefinder - Goldbach Newsletter & Ads</p> <p><i>Date from - to</i> 11/17/2023 – 12/03/2023</p> <p><i>Activity</i> Fonduefinder Push auf diversen Goldbachplattformen.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Native Advertisement Paid</p>	<p><i>Circulation</i> 852704</p> <p><i>Contacts</i> 852704</p>
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NL Slots (Teaser & Banner) total Abonnenten erreicht: 201'550
 - Annabelle (DE) Abonnenten: 60'000
 - Le Menu (DE) Abonnenten: 116'407
 - Le Menu (FR) Abonnenten: 25'143

SWITZERLAND	29 <i>MarketingActivities</i>	14'515'400 <i>Circulation</i>	86'046'632 <i>Contacts</i>
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UK/IRELAND

<p><i>Title</i> KAM Alphorn 2023</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Sales Guide to Switzerland in print and digital version highlighting the best of Switzerland including STS, Hotels and STRAPA. Main distribution Partner Travel Weekly</p> <p>Design partner was Dave George Creative Agency</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 14500</p> <p><i>Contacts</i> 43500</p>
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http://clippings.switzerlandtourism.ch/LON/2024/20240109193915_Switzerland_Alphorn_2023_UK_WEB_Spreads.pdf

<i>Title</i> e-Marketing: B2C Newsletter Standalone March 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 26690
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<i>Date from - to</i> 03/09/2023 – 03/09/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 26690
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Activity
General Topic: The March Standalone 100% Women Newsletter of 2023 was sent out on 9th of March to all markets and promoted cycling for women.

Results: Opening Rate: 48.22%, Openings: 8'503 Clicks: 159 / 0.6%, CTR: 0.42%, CTOR: 1.24%

http://clippings.switzerlandtourism.ch/LON/2023/20230721160811_2023.03._NL_SA_100_Women_UK.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230721161015_Get_ready_to_saddle_up_girls_100.pdf

<i>Title</i> e-Marketing: B2C Newsletter August 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 24146
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<i>Date from - to</i> 07/31/2023 – 07/31/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 24146
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Activity
General Topic: The August Newsletter of 2023 was sent out on 31st of July to all market and promoted general information about Switzerland for the 1st of August and Swiss summer

Market Specific Content:
- Integrated an offer Lucerne at Hotel Alexander with flights and rail transfer (97 clicks).

Results: Opening Rate: 46.64%, Openings: 11'262, Clicks: 2'977 / 12.33%, CTR: 7.48%, CTOR: 13.50%

http://clippings.switzerlandtourism.ch/LON/2023/20230918120103_2023.08._NL_GEN_UK.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230918120316_Switzerland_celebrates_itself_and_summer.pdf

<i>Title</i> Qualified Reactions: Bookings with STC or on mySwitzerland.com	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 30
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<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Other...	
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Activity
Waiting for the final report - these figures are from 2022

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

<i>Title</i> Touring Promotion w/The Sunday Times	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 145000
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<i>Date from - to</i> 04/30/2023 – 04/30/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 435000
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Activity
We distributed the Touring Magazine 2023 with The Sunday Times on 30 April 2023. Full run Greater London with 145'000 inserts

http://clippings.switzerlandtourism.ch/LON/2024/20240111144204_Switzerland_Tourism_Booking_Order_-_News_UK_21.02.2023.pdf

UK/IRELAND

5
MarketingActivities

210'336
Circulation

529'366
Contacts

Grand Total over ALL

122
MarketingActivities

17'527'314
Circulation

243'827'541
Contacts

PublicationDate Media MediaType Headlines Author Circulation Contacts

BELGIUM/LUXEMBOURG

01.02.2023 Pasar Magazine **Met de e-bike door het Berner land** Erik Van de Perre 51'156 119'449

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08668.pdf>
ResultURL:

17.04.2023 Reisreporter.be Online **Getest en goedgekeurd: e-mountainbike in Verbier** Marees Tom 23'000 23'000

ClippingsURL:
ResultURL: <https://reisreporter.be/2023/04/getest-en-goedgekeurd-e-mountainbiken-in-verbier/#.ZDz-KS1Bzw5>

17.06.2023 De Markt (Gazet van Antwerpen) Magazine **Meer vrouwen op de fiets** Boel Liesbeth 128'000 320'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08704.pdf>
ResultURL:

17.06.2023 Het Nieuwsblad Check Magazine **Meer vrouwen op de fiets** Boel Liesbeth 260'000 917'566

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08705.pdf>
ResultURL:

BELGIUM/LUXEMBOURG: 4 Clippings 462'156 1'380'015

CZECH REPUBLIC

15.01.2023 **5 recommended accommodations directly in the ski area** editorial staff

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

01.06.2023 Turistika.cz Online **Summer train tour in Switzerland** Ursiny Jan 226'918 56'730

ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-06-01_turistika_3.png
ResultURL: <https://www.turistika.cz/clanky/letni-vlakove-putovani-po-svycarsku/detail>

CZECH REPUBLIC: 2 Clippings 226'918 56'730

PublicationDate Media MediaType Headlines Author Circulation Contacts

FRANCE

01.11.2023 ENVOLS - EN-VOLS.FR Online **Tout schuss / Reconnexion totale** NORT Nathalie 150'871 37'718

ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/ENVOLS_HS_00012_copy.pdf
ResultURL:

01.12.2023 GRANDS REPORTAGES Magazine **Une passion suisse** PORTE Jean-Marc 42'000 650'160

ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/2023-12-13-GRANDS_REPORTAGES_HORS-SERIE-Decembre_2023-1000000066146628.pdf
ResultURL:

FRANCE: 2 Clippings 192'871 687'878

GERMANY

01.01.2023 Frankfurter Allgemeine Sonntagszeitung Newspaper **Unser Hang soll grüner werden** Sanktjohanser Florian 252'223 828'300

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/Laax_-_FAS.pdf
ResultURL:

01.01.2023 Reisevergnügen Online **11 winterliche Tipps für die Schweizer Lenzerheide** Schaap Friederike Anthea 1'800'000 450'000

Mit Veranügen GmbH
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_reisevergnuegen_Lenzerheide__11_winterliche_Tipps_die_Schweizer_Region.png
ResultURL: <https://reisevergnuegen.com/winter-lenzerheide-schweiz/>

01.01.2023 paradise-found.de Blog **Bernina Tour Schweiz - grandiose Panorama-Wanderung in 5 Tagen** Beck Kerstin 50'000 12'500

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_paradise-found.de.pdf
ResultURL: <https://paradise-found.de/bernina-tour-schweiz-weitwanderung/>

27.01.2023 Uberding Blog **Flims Laax Falera – Drei Must-Dos im wohl angesagtesten Wintersportgebiet Graubündens** Lanbnacht Thies Philipp 50'000 50'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-27_uberding.png
ResultURL: <https://uberding.net/flims-laax-falera-drei-must-dos-im-wohl-angesagtesten-wintersportgebiet-graubuendens/>

28.01.2023 Stuttgarter Zeitung Newspaper **Wiedereinstieg mit Wellness** Friedrich Geraldine 200'000 350'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-2f6e07bfa244becbe2303f5b90f756cfa3573718.pdf>
ResultURL:

28.01.2023 Cannstatter Zeitung Newspaper **Wiedereinstieg mit Wellness** Friedrich Geraldine 9'000 9'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-3b14d5dedf9c75f22c1c501bbe7c9a5cd6ce0f2a.pdf>
ResultURL:

28.01.2023 Ludwigsburger Kreiszeitung Newspaper **Wiedereinstieg mit Wellness** Friedrich Geraldine 35'000 70'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-61260644906d5814f0a8166f7839f2f5d83870c.pdf>
ResultURL:

28.01.2023 Nürtinger Zeitung Newspaper **Wiedereinstieg mit Wellness** Friedrich Geraldine 100'000 175'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-8f5b0fa9ab6511f8d96cfa893e6c6f77a8a89328.pdf>
ResultURL:

28.01.2023 Reutlinger Generalanzeiger Newspaper **Wiedereinstieg mit Wellness** Friedrich Geraldine 40'432 76'821

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-7b5ba1f5a54055cae3f404a1c066f245dc0e6453.pdf>
ResultURL:

28.01.2023 Die Rheinpfalz Newspaper **Wiedereinstieg mit Wellness** Friedrich Geraldine 209'014 449'380

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-b046c4ac27cc437df4202a0108866a60d6c7a522.pdf>
ResultURL:

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
28.01.2023	Bietigheimer Zeitung	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	3'000	6'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-df4c1cd1bc188df070ac1f9e5992c57055cbd528.pdf ResultURL:					
28.01.2023	Kreiszeitung Böblinger Bote	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	140'000	291'200
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-fbd41be380cabcfcae34838737dae70d039a4996e.pdf ResultURL:					
28.01.2023	Sindelfinger Zeitung / Böblinger Zeitung	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	19'711	34'494
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-618f352a2778172d783c805ceb0339ee7b7da46c.pdf ResultURL:					
28.01.2023	Stuttgarter Nachrichten	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	238'742	417'799
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-5b9c65b7632b0ef8b197ad6c3b5f1ed12e7031da.pdf ResultURL:					
28.01.2023	Mannheimer Morgen	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	158'000	316'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-426245c86aa29814dff760285727fb5777400c22.pdf ResultURL:					
29.01.2023	Die Rheinpfalz am Sonntag	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	203'233	203'233
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-1b5dfa27c7be5a8b86e9d78620898e9207f60518.pdf ResultURL:					
30.01.2023	PZ Pirmasenser Zeitung	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	11'036	19'313
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-e6e63acdb7596f893be7abf6812dda6013a12173.pdf ResultURL:					
16.03.2023	Frankfurter Allgemeine Zeitung (FAZ)	Newspaper	Wird es reichen? <i>Mühl Melanie</i>	237'120	948'480
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/Melanie_Muhl_Flims_Laax.pdf ResultURL:					
19.04.2023	Bus Blickpunkt	Magazine	Zusammen in die Pedale treten <i>Rehschuh Janina</i>	9'431	28'293
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-91727cb302dad7ef91a0d22ef78ace2ee1fa1eab.pdf ResultURL:					
26.04.2023	Abenteuer Mountainbike	Magazine	Legendär! 1900 UNVERGESSLICHE HOHENMETER	35'000	262'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-ee11eb63d2d721f45222627d392d8d11495055b2.pdf ResultURL:					
01.08.2023	reiseblick.net	Online	Teuer, teurer, Schweiz? Nicht mit Reka! <i>Hafner Fred</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-08-01_reiseblick-hafner.pdf ResultURL: https://www.reiseblick-hafner.de/schweiz/graubünden/bergünreka					
02.08.2023	Das Alpenportal	Online	Hüttentrekking in den Schweizer Alpen mit Seeblick <i>Bonder Brigitte</i>	56'000	14'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-08-02_alpenportal.pdf ResultURL:					
07.12.2023	PHOENIX / ZDF	TV/Cable/Video	Eisenbahn-Romantik: Winterzauber Schweiz <i>Schweitzer Alexander</i>	300'000	300'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-3bd3ce7a985844085a993aca7577b8565ca5ccb8.pdf ResultURL:					
25.12.2023	PHOENIX / ZDF	TV/Cable/Video	Eisenbahn-Romantik: Winterzauber Schweiz <i>Schweitzer Alexander</i>	300'000	300'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-350d4c39f5e52b521e40458ded20d59d4a5d3b24.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
GERMANY: 24 Clippings				<u>4'456'942</u>	<u>5'612'313</u>

ITALY

18.01.2023	Chi	Magazine	Andermatt, The Chedi, Radisson Blu Reussen & Glacier Express (paragrafo) <i>Moietta Laura</i>	2'088'000	2'088'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/180123_chi_anderstatt.pdf ResultURL:					
01.04.2023	Area Wellness	Magazine	Hotel Valsana ad Arosa: tranquillità ed eleganza (4p.)	15'000	37'500
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/060123_areawellness_hoko.pdf ResultURL:					
ITALY: 2 Clippings				<u>2'103'000</u>	<u>2'125'500</u>

KOREA

14.04.2023	eTravel News(MomoNews)	Online	Bike Hotels <i>Lee Sunghun</i>	1'980'000	495'000
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230414-eTravel_NewsMomoNews.pdf ResultURL:					
24.04.2023	KBiz	Newspaper	See the city on two wheels <i>Shin Dasom</i>	55'000	96'250
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230424-Kbiz.pdf ResultURL:					
01.09.2023	Travie	Magazine	100% Women Cycling In Switzerland <i>Kwack Seohee</i>	50'000	125'000
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230901-Travie.png ResultURL:					
04.09.2023	Travie Online	Online	100% Women Cycling In Switzerland <i>Kwack Seohee</i>	300'000	75'000
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230904-Travie_Online.pdf ResultURL:					
18.09.2023	The Korea Travel Times Online	Online	100% Women Cycling In Switzerland <i>Kwack Seohee</i>	330'000	82'500
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230918-The_Korea_Travel_Times_Online.png ResultURL:					
18.09.2023	The Korea Travel Times	Newspaper	100% Women Cycling In Switzerland <i>Kwack Seohee</i>	55'000	96'250
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230918-The_Korea_Travel_Times.png ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				KOREA: 6 Clippings	<u>2'770'000</u>	<u>970'000</u>

NETHERLANDS

11.12.2023	Mountain Bike Plus	Magazine	Dikke lol in de bergen - Centraal Zwitserland <i>Redactie</i>	24'500	61'250
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ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07047.pdf>
ResultURL:

NETHERLANDS: 1 Clippings **24'500** **61'250**

POLAND

11.01.2023	ZnajKraj.pl	Blog	Best bike trails in Europe. <i>Nitka Szymon</i>	75'000	18'750
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ClippingsURL:
ResultURL: <https://www.znajkraj.pl/rowerem-po-europie-10-najlepszych-szlakow-rowerowych>

28.04.2023	www.waszaturystyka.pl	Online	Człowiek dodatkiem do psa, czyli hotele przyjazne czworonogom. Polska ma dużo do nadrobienia <i>Kabochi Jacek</i>	32'000	8'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/2023-04-28_Waszaturystyka.png
ResultURL: <https://www.waszaturystyka.pl/czlowiek-dodatkiem-do-psa-czyli-hotele-przyjazne-czworonogom-polska-ma-duzo-do-nadrobienia/>

11.07.2023	wyborcza.pl	Online	Enjoy adventure, protect nature - through green Switzerland on foot and by bike <i>red.</i>	4'000'000	1'000'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/2023-07-11_wyborcza.pdf
ResultURL: <https://wyborcza.pl/7,111390,29961246,chlon-przygode-chron-przyrode-czyli-przez-zielona-szwajcarie.html>

14.07.2023	National Geographic Traveller	Magazine	TRAIN FULL OF EXCITEMENT <i>Cessanis Michal</i>	50'000	145'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/WAW/2023/mb-70c6a92c542641534588c89e1b05038db0126ca2.pdf>
ResultURL:

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

POLAND: 5 Clippings **4'187'000** **1'471'750**

PublicationDate Media MediaType Headlines Author Circulation Contacts

SPAIN

15.05.2023 mujerdehoy.com Online **Tiempo de emocionarse** *Ribelles Geles* 551'000 551'000

ClippingsURL: http://clippings.switzerlandtourism.ch/BCN/2023/mujerhoy.es_Diez_escapadas_de_lujo_para_un_verano_slow.pdf
ResultURL:

SPAIN: 1 Clippings 551'000 551'000

SWITZERLAND

12.05.2023 Travelnews Online **Tessin, das Event-, Genuss- und Kräuterland** 184'061 46'015

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/368135335.pdf>
ResultURL:

03.07.2023 Le Courier Newspaper **La Suisse mise sur le cyclotourisme** *Gremaud Sophie* 7'100 21'087

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/377383010.pdf>
ResultURL:

03.07.2023 Le Courier Online **La Suisse mise sur le cyclotourisme** *Gremaud Sophie* 263'000 65'750

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/377428985.pdf>
ResultURL:

03.07.2023 La Liberté Newspaper **La Suisse mise sur le cyclotourisme** *Gremaud Sophie* 36'282 83'086

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/377390897.pdf>
ResultURL:

SWITZERLAND: 4 Clippings 490'443 215'938

UK/IRELAND

01.07.2023 Content creators Blog **Planning Your Switzerland Cycling Holiday** *Linton Elle* 90'000

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/01Jul23_keepitsimpElle.com.pdf
ResultURL: <https://www.keepitsimpelle.com/planning-your-switzerland-cycling-holiday/>

UK/IRELAND: 1 Clippings 90'000

PublicationDate Media

MediaType

Headlines Author

Circulation

Contacts

Grand Total over ALL

15'554'830

13'132'374