

MarketingActivitiesCentral



Swiss Family Hotels & Lodgings

AUSTRALIA

<i>Title</i> Digital Marketing: Podcast sponsoring 'Holidays to Switzerland'	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 99750
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 99750

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

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

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

http://clippings.switzerlandtourism.ch/SYD/2023/20230512150356_190423_HolidaysToSwitzerland_Episode70_MtPilatus.pdf
http://clippings.switzerlandtourism.ch/SYD/2023/20230512150451_050423_HolidaysToSwitzerland_Episode69_SwissRailPass.pdf
http://clippings.switzerlandtourism.ch/SYD/2023/20230512150539_030523_HolidaysToSwitzerland_Episode71_WinterFamilyTrip.pdf
http://clippings.switzerlandtourism.ch/SYD/2023/20230512150633_220323_HolidaysOnLocation_Episode68_WhereToStay.pdf

AUSTRALIA

1 **99'750**
MarketingActivities *Circulation* *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	<i>Contacts</i> 28000

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

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

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

http://clippings.switzerlandtourism.ch/SAO/2023/20231221221556_SW_salesmanual23_DIGITAL_vFINAL-DIGITAL.pdf

<p><i>Title</i> BRAZIL KEY PARTNER PACKAGE - Influencer Summer Offensive 2023</p> <p><i>Date from - to</i> 06/01/2023 – 09/30/2023</p> <p><i>Activity</i> 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.</p> <p>For this campaign we will leverage celebrities and influencers based in Rio (network of Carol Sampaio highly connected opinion leader in Rio)</p> <p>We will invite 6 influencer couples to travel around Switzerland, each of them under one of the following four themes: Gastronomy / Outdoor / Wellness / Family.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Organic</p>	<p><i>Circulation</i> 17575000</p> <p><i>Contacts</i> 17575000</p>
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<p><i>Title</i> STS2023: Sales Manual 2023-2024 (B2B)</p> <p><i>Date from - to</i> 06/01/2023 – 12/31/2023</p> <p><i>Activity</i> - 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.</p>	<p><i>Instrument</i> KAM</p> <p><i>Marketing Tool</i> Inhouse Training</p>	<p><i>Circulation</i> 28000</p> <p><i>Contacts</i> 28000</p>
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<p><i>Title</i> HOTEL COOPERATION BRAZIL: Luxury Accommodation Trade e-Newsletter 2023</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> - Exclusive e-newsletter available for 5-star properties only. - Highly appreciated by the Brazilian trade (high demand). - One edition is sent once during the same month up to 800 top luxury contacts in Brazil. - Great opening rate of more than 30% on average (more with exclusive newsletters). - Also sent via WhatsApp to 1'200 travel agents and 600 corporate travel clients.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 700</p> <p><i>Contacts</i> 3500</p>
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FRANCE

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Campaign & Activation: Consumer ST Newsletter 2023 - Octobre	Campaigning & Activation	30912
<i>Date from - to</i> 10/05/2023 – 10/05/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 30912
<i>Activity</i> Les bienfaits de l'automne		
30'912 adresses abouties 11'172 ouvertures OR 36.14% CTR (1'696 clics uniques) 5.49% CTOR 15.18% 97 desinscriptions 955 nouvelles inscriptions		

http://clippings.switzerlandtourism.ch/PAR/2023/20231117154813_Mer_de_brouillard_et_saveurs_dautomne____.pdf

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Campaign & Activation: Consumer ST Stand Alone 2023 - Février	Campaigning & Activation	3399
<i>Date from - to</i> 01/31/2023 – 01/31/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 3399
<i>Activity</i> Familles Vacances sportives		
3'399 adresses abouties 1'278 ouvertures OR 37.60% CTR (164 clics uniques) 4.82% CTOR 12.83% 9 desinscriptions		

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Campaign & Activation: Consumer ST Stand Alone 2023 - Juin Eté familles	Campaigning & Activation	3106
<i>Date from - to</i> 06/20/2023 – 06/20/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 3106
<i>Activity</i> L'été en famille		
3'106 adresses abouties 1'234 ouvertures OR 39.73% CTR (176 clics uniques) 5.67% CTOR 14.26% 5 desinscriptions		

http://clippings.switzerlandtourism.ch/PAR/2023/20231120160127_2023.06._NL_SA_Family_Summer_Holiday_FR.pdf

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

4

107'417

247'417

MarketingActivities

Circulation

Contacts

GCC

<p><i>Title</i> KAM: Discover Europe, Dubai</p> <p><i>Date from - to</i> 04/28/2022 – 05/01/2023</p> <p><i>Activity</i> -28-01 May at 25hours Hotel-Dubai. -NTOS of CH, DE, AT & IE-105 travel agents from all over GCC. -Approx- 35 one to one meetings per partner. -46 Partners from:Ticino,Zurich,LGR, Geneva,Interlaken, Bern,Luzern, Graubunden. -95 agents did attend the WS.</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></p>
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<p><i>Title</i> KAM: STE/Race to Switzerland</p> <p><i>Date from - to</i> 01/28/2023 – 02/04/2023</p> <p><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.</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></p>
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<i>Title</i> Promotion: Family Booklet 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10000
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<i>Date from - to</i> 02/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 30000
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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

<i>Title</i> Digital: Luxury Hotel Facebook Campaign (Grand Resort Bad Ragaz)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 823989
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<i>Date from - to</i> 06/03/2023 – 06/28/2023	<i>Marketing Tool</i> Social Media Paid
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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

<i>Title</i> Digital: Family Hotel Facebook Campaign (Hotel National)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 713429
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<i>Date from - to</i> 08/14/2023 – 08/19/2023	<i>Marketing Tool</i> Social Media Paid
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Activity

- ♣ Date: 14 – 19 Aug, 23
- ♣ Facebook 500 CHF boosted post for hotel partner.
- ♣ Impressions: 713,429
- ♣ Clicks: 6,630
- ♣ Reach: 531,070
- ♣ Hotel National

http://clippings.switzerlandtourism.ch/DXB/2024/20240112135419_Hotel_National.png

<p><i>Title</i> Digital/Health: Medical Facebook Campaign (Badragaz Resort)</p> <p><i>Date from - to</i> 10/02/2023 – 10/09/2023</p> <p><i>Activity</i> <ul style="list-style-type: none"> ♣ Date: 02 – 09 October ♣ Facebook campaign. Several posts. Various targeting. ♣ Impressions: 971,561 ♣ Clicks: 6,557 ♣ Reach: 430,942 ♣ Partner: Badragaz Resort </p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 971561</p>
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http://clippings.switzerlandtourism.ch/DXB/2024/20240112133845_Badragaz.png

<p><i>Title</i> Campaigning: Fourth Health Newsletter</p> <p><i>Date from - to</i> 11/16/2023 – 11/16/2023</p> <p><i>Activity</i> Date: 16 November</p> <p>Medical newsletter sent out to more than 12,275 GCC Doctors and some medical dealers</p> <p>Contacts: 12,275</p> <p>Opening rate: 16.9%, Click rate: 7.9% Click-to-open rate: 46.4%</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 12275</p> <p><i>Contacts</i> 12275</p>
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http://clippings.switzerlandtourism.ch/DXB/2024/20240111221851_Health_NL_4.pdf

<p><i>Title</i> GCC Workshop in Crans-Montana</p> <p><i>Date from - to</i> 12/12/2023 – 12/14/2023</p> <p><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. </p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> 66</p>
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http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014_Picture_1.jpg
http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031_Pictureaa_1.jpg

GCC	8 <i>MarketingActivities</i>	22'275 <i>Circulation</i>	2'551'320 <i>Contacts</i>
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GERMANY

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
KAM: Digital Sales Guide 2023

Instrument
Campaigning & Activation

Circulation

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.

Title
KMM: GMR Reka-Ferliendorf Hasliberg

Instrument
KMM

Circulation

Date from - to
07/29/2023 – 08/05/2023

Marketing Tool
Trip - Group

Contacts
8

Activity
Familienmedienreise in das REKA-Dorf Hasliberg im Haslital mit 8 Medienschaffenden, mehrheitlich aus Süddeutschland. Die Region Haslital hat sehr viel zu bieten für Familien und Kinder. Die Reise wurde durch ST begleitet.

Title
ST Newsletter Januar 23

Instrument
Campaigning & Activation

Circulation
154628

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

Marketing Tool
eNewsletter

Contacts
154628

Activity

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

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

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

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

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

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

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

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

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

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

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

<i>Title</i> KMM: Nah am Wasser gebaut - Unterkünfte am Wasser	<i>Instrument</i> KMM	<i>Circulation</i> 2800
<i>Date from - to</i> 06/06/2023 – 06/06/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2800
<i>Activity</i> Versendet an 2800 Journalisten		
http://clippings.switzerlandtourism.ch/FRA/2023/20230627145735_Nah_am_Wasser_gebaut__5_besondere_Unterkunfte_am_Wasser___Schweiz_Tourismus.pdf		

<i>Title</i> 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

Activity
Versand an 2500 Medienschaffende via MyNewsdesk und über Mediennewsletter

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

<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

Activity
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

Activity
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

Activity
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

Activity
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

20 <i>MarketingActivities</i>	1'507'620 <i>Circulation</i>	1'638'863 <i>Contacts</i>
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ITALY

<i>Title</i> Campaigning & Activation: Swiss Family Village	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 20000
<i>Date from - to</i> 09/20/2023 – 10/01/2023	<i>Marketing Tool</i> Event/Fair/Workshop	
<i>Activity</i> Period: 20.09. - 01.10.23 Promotional & digital campaign to launch a new focus on the family & generation Z segment: public event in Piazza Gae Aulenti to experience outdoor activities, promote partner content, autumn and Swisustainable. -Activities: albering, pump track, climbing wall, cinema, fairy tale hours, on&offline game, workshops -Participants: school kids and public -Booking platforms for outdoor activities, cinema and workshops: Eventbrite and APP Portanuova File rouge the public transport system and the Eurocity connection between IT&CH. Partner: Made in Bern, Ticino, Zurich, STS, RhB, HoKo Partner for Workshop Activities: Trauffer, Märklin, UNESCO		

http://clippings.switzerlandtourism.ch/MIL/2023/20231006092832_DSC07370.jpg

http://clippings.switzerlandtourism.ch/MIL/2023/20231006094036_DSC07381.jpg

http://clippings.switzerlandtourism.ch/MIL/2023/20231006095622_WhatsApp_Image_2023-09-27_at_17.34.26_1.jpeg

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

http://clippings.switzerlandtourism.ch/MIL/2023/20230913082506_Screenshot_2023-09-13_alle_08.22.14.png
http://clippings.switzerlandtourism.ch/MIL/2023/20230926102654_Workshop.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230926102723_Panel_presentation.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230926102744_Stand2.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20231005150639_Senza_nome.jpg
http://clippings.switzerlandtourism.ch/MIL/2023/20231005150744_Senza_nome.jpg

<i>Title</i> Campaigning & Activation: ST E-Newsletter September	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 15895
<i>Date from - to</i> 09/06/2023 – 09/06/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 15895
<i>Activity</i> Date: 5.9.2023 What: ST E-newsletter September Focus: - Swiss Family Village (74 clicks) - Autunno svizzero (65 clicks) - Sent: 15'895 - Open rate: 39.75% - Total Clicks: 1094		

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

http://clippings.switzerlandtourism.ch/MIL/2023/20230924080531_Gruppo_KAM_event.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20230924080557_Zani_con_Bls.jpeg

<p><i>Title</i> Campaigning & Activation: Opening Event Swiss Family Village</p> <p><i>Date from - to</i> 09/21/2023 – 09/21/2023</p> <p><i>Activity</i> Date: 21.09.23 Opening of Swiss Family Village with our brand ambassadors Michelle Hunziker and Yann Sommer to promote Summer/Autumn in Switzerland, Swisstainable, and panoramic trains with focus on family and generation Z. Focus on autumn highlights and activities for family Participants: 50 journalists and 86 partners & guests Partners: STS, Made in Bern, Ticino, Zurich</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> 136</p> <p><i>Contacts</i> 136</p>
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<p><i>Title</i> Campaigning & Activation: Swiss Family Village - DOOH with IGP Decaux</p> <p><i>Date from - to</i> 09/18/2023 – 09/24/2023</p> <p><i>Activity</i> Period: 18.-24.09.2023 What: DOOH campaign in Milano with 50 frames in key metro stations to promote the Swiss Family Village in Piazza Gae Aulenti Impressions: 3'985'390 impressions Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> OOH incl. Digital OOH</p>	<p><i>Circulation</i> 3985390</p> <p><i>Contacts</i> 3985390</p>
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<p><i>Title</i> Campaigning & Activation: Swiss Family Village - IG Reel & Stories Yann Sommer</p> <p><i>Date from - to</i> 09/21/2023 – 09/21/2023</p> <p><i>Activity</i> Date: 25.09.2023 What: Publication of an Instagram Reel on @myswitzerlandit in collaboration with new ST ITA ambassador Yann Sommer to promote the Swiss Family Village in Milano. Single stories by Yann Sommer during the opening event of 21. September, Contacts: Partners: HoKo, Made in Bern, Rhb, STS, Ticino, Zurich Content: 6 stories, 1 reel</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Organic</p>	<p><i>Circulation</i> 956256</p> <p><i>Contacts</i> 956256</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 - Stories Michelle Hunziker</p> <p><i>Date from - to</i> 09/21/2023 – 09/21/2023</p> <p><i>Activity</i> Date: 21.09.2023 What: Presence of ST ITA ambassador Michelle Hunziker at the media and opening event of the Swiss Family Village in Milano, coverage of the event with - 3 stories - 1'028'611 impressions Partners: HoKo, Made in Bern, RhB, STS, Ticino, Zurich</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Organic</p>	<p><i>Circulation</i> <i>Contacts</i> 1028611</p>
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<p><i>Title</i> Promotion: DOOH Swiss Family Village to promote autumn, Swisustainable, family and panoramic trains</p> <p><i>Date from - to</i> 09/20/2023 – 10/01/2023</p> <p><i>Activity</i> Date: 20.09.-01.10.2023 What: Big Ledwall DOOH to promote Swisustainable, panoramic trains, autumn, family hotels and KP content Partner: Swiss Travel System, Made in Bern, Ticino, Zürich Contacts: 1,2mio</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> OOH incl. Digital OOH</p>	<p><i>Circulation</i> <i>Contacts</i> 1200000</p>
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http://clippings.switzerlandtourism.ch/MIL/2023/20231006103125_WhatsApp_Image_2023-09-20_at_20.00.44.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20231006103302_WhatsApp_Image_2023-09-20_at_20.00.43_1.jpeg
http://clippings.switzerlandtourism.ch/MIL/2023/20231006103735_WhatsApp_Image_2023-09-23_at_18.12.09_1.jpeg

<p><i>Title</i> Campaigning & Activation: Swiss Family Village - Teads</p> <p><i>Date from - to</i> 09/11/2023 – 10/01/2023</p> <p><i>Activity</i> Native advertising to promote Swiss Family Village in Milano Link to svizzera.it/swissfamilyvillage Geotarget Milano area</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> <i>Contacts</i> 1703090</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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<p><i>Title</i> KMM: Media newsletter Swiss Family Village & Autumn</p> <p><i>Date from - to</i> 09/22/2023 – 09/22/2023</p> <p><i>Activity</i> Topics: Swiss Family Village, autumn in Bern, Zurich and in Ticino Link: https://bitly.ws/ZE2y</p>	<p><i>Instrument</i> KMM</p> <p><i>Marketing Tool</i> Media Release</p>	<p><i>Circulation</i> 1800</p> <p><i>Contacts</i> 1800</p>
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ITALY	13	50'895	9'015'838
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

MULTIPLE MARKETS

<p><i>Title</i> MySwitzerland Pro: Room Alert</p> <p><i>Date from - to</i> 09/11/2023 – 12/31/2023</p> <p><i>Activity</i> to strengthen MySwitzerland Pro further, we developed the Room Alert Feature.</p>	<p><i>Instrument</i> KAM</p> <p><i>Marketing Tool</i> Other...</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 1293</p>
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In alignment with Markets, Accomodations Team as well as Global Accounts, we used the great opportunity of enhancing MyS Pro with a functionality that allows hotels with B2B interest to publish vacant hotel rooms on short notice, while buyers have the option to specifically demand for specific capacities.

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

<i>Title</i> 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 Family Hotels Kooperationskampagne 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 6493952
<i>Date from - to</i> 08/01/2023 – 08/22/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 6493952
<i>Activity</i> Kooperationskampagne für die Swiss Family Hotels im Sommer 2023.		
Impressions: 6'493'952 Link Klicks: 66'116 CPC: 0.39		

<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 Swisstainable 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 Swisstainable 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> 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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<p><i>Title</i> Hotelgruppierungen Top 3 Star Hotels Kampagne</p> <p><i>Date from - to</i> 09/14/2023 – 10/12/2023</p> <p><i>Activity</i> Branding-Kampagne für die Top 3 Star Hotels.</p> <p>Impressions: 1'418'103 Link Klicks: 35'048 CPC: 0.28</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 1418103</p>
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Title
Hotels
Kampagne Million Stars Hotels

Instrument
Campaigning & Activation

Circulation

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

Marketing Tool
Social Media Paid

Contacts
2508531

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

Circulation

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

Marketing Tool
Social Media Paid

Contacts
40159834

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

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

MULTIPLE MARKETS

11
MarketingActivities

Circulation

134'069'107
Contacts

NORTH AMERICA

Title
KAM: Sales Manual Switzerland Yodel 2023

Instrument
Campaigning & Activation

Circulation

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

Marketing Tool
ST Magazine

Contacts
0

Activity
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
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<i>Date from - to</i> 02/16/2023 – 02/16/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12258
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Activity
Sent to 12,258 subscribers, 3,722 Unique opens, 34.1% of all recipients opened and 16% clicked a link

Swiss winter wonderland.
 - Switzerland is covered in snow.
 - On-board the après-ski train.
 - Hot Tug – A Hot bath in the cold.
 - UNESCO-crowned carnival in Basel.
 - Our hotel recommendations.

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

<i>Title</i> KAM: Webinar with Graubunden	<i>Instrument</i> KAM	<i>Circulation</i> 57
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<i>Date from - to</i> 03/30/2023 – 03/30/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 57
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Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Graubunden Tourism and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).
Attendees: 57

http://clippings.switzerlandtourism.ch/NYC/2023/20230330162057_20230330_Grisons.pdf

<i>Title</i> KAM: Trade Newsletter April 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12047
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<i>Date from - to</i> 04/18/2023 – 04/18/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12047
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Activity
Sent to 12,047 subscribers, 4,341 Unique opens, 37.18% of all recipients opened and 19.44% clicked a link

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

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

<i>Title</i> KAM: Switzerland Yodel Distribution via Canadian Travel Press	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 4000
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<i>Date from - to</i> 05/29/2023 – 05/29/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 4000
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Activity
Print and distribution of 4'000 copies of the Yodel as an inlay with the May 29th issue of Canadian Travel Press.

<i>Title</i> 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

15
MarketingActivities

536'496
Circulation

750'012
Contacts

OTHER

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

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

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

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

OTHER

1
MarketingActivities

Circulation

1'293
Contacts

SOUTH EAST ASIA

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
KAM: Trade Webinar - Family	KAM	
<i>Date from - to</i> 03/08/2023 – 03/08/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 148
<i>Activity</i> Seasonal travel trade webinar in family segment: "we need to spring into fun, we need Switzerland." With active participation of KAM Package Family partners. General update about Switzerland and activities in each participating partner destination. Attendees from SEA market: TH, SG, MY, ID, PH		

http://clippings.switzerlandtourism.ch/SIN/2024/20240105123916_KAM_SEA_Webinar_Family.png

SOUTH EAST ASIA	1		148
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SPAIN

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
ST Trade Newsletter October	Campaigning & Activation	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>	<i>Instrument</i>	<i>Circulation</i>
ST Touring magazine distribution.	Campaigning & Activation	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.		

SPAIN	2	33'136	153'136
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SWITZERLAND

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

<p><i>Title</i> Campaigning: SBB/RAW Freizeitkampagne Newsletter April 2023</p> <p><i>Date from - to</i> 04/27/2023 – 04/27/2023</p> <p><i>Activity</i> SBB Freizeitkampagne 2023 (FZK)</p> <p>1 Newsletterbeitrag Thema: 100% Women Cycling Kontakte: 3'242'641</p> <p>Sprachen: deutsch, französisch, italienisch, englisch</p> <p>Klickrate</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> 3242641</p>
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<p><i>Title</i> Campaigning: Distribution ST "Grün" Broschüren national</p> <p><i>Date from - to</i> 05/01/2023 – 09/03/2023</p> <p><i>Activity</i> Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren</p> <p>D: 14'000 F: 3'500 I: 1'000</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 18333</p> <p><i>Contacts</i> 54999</p>
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<p><i>Title</i> Campaigning: Distribution ST "White" Broschüren national</p> <p><i>Date from - to</i> 10/02/2023 – 12/31/2023</p> <p><i>Activity</i> Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren</p> <p>D: 13'000 F: 3'000 I: 900</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 16900</p> <p><i>Contacts</i> 50700</p>
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<p><i>Title</i> Campaigning: Expats 2023: Hello Switzerland Switzerland Tourism</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Expats-Aktivitäten Hello Switzerland mit Switzerland Tourism</p> <p>- Online Advertorial on 3 seasonal Landingpages: 12'000 page views - Seasonal Social Media Campaign on Facebook: 1'228 Reach</p> <p>- 1 Newsletter: 19'303 Empfänger</p> <p>- Leaderboard Banner: 4'514 AdImp</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> Contacts 37045</p>
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<p><i>Title</i> Campaigning: Travelnews - Newsletter Integration</p> <p><i>Date from - to</i> 01/05/2023 – 03/30/2023</p> <p><i>Activity</i> Integration in wöchentlichen Travelnews Newsletter mit jeweils 3 ST Tipps Newsletter: 4'200 Abonnenten / Durchschnitts-Seitenaufrufe pro NL: 427 Total Seitenaufrufe Jan-Mär 2023: 2994 Durchschnittliche Öffnungsrate: 14.26.%</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> Contacts 2994</p>
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<p><i>Title</i> Hotels Grand Tour of Switzerland online Promotion</p> <p><i>Date from - to</i> 05/01/2023 – 10/31/2023</p> <p><i>Activity</i> GToS x Hotels Kampagne</p> <p>Impressions: 35'267'396 Link Klicks: 582'351 CPC: 0.11</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 35267396</p>
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<p><i>Title</i> Digital Activity Swiss Historic Hotels - Relief payments</p> <p><i>Date from - to</i> 09/01/2023 – 10/31/2023</p> <p><i>Activity</i></p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 0</p>
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<i>Title</i> wir eltern - 8 GToS Etappen	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 147000
<i>Date from - to</i> 04/16/2023 – 11/16/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 1996260

Activity
Content-Kooperation Schweiz Tourismus & wir Eltern im Rahmen des 100-jährigen Jubiläums des Familien Magazins.

Die Kooperation umfasst 10 Ausgaben. In jeder Ausgabe wird eine Grand Tour Etappe auf einer Doppelseite vorgestellt (Aktivitäten, Ausflüge, Übernachtungsmöglichkeit inkl. Wettbewerb).
Nebst der Doppelseite in der Prints Ausgabe, wird jeweils auch ein Listical (Hotels, Aktivitäten) auf den digitalen Kanälen promoted.
wir eltern Spezifikationen:

Magazin - Leserschaft: 147'000

http://clippings.switzerlandtourism.ch/ZRH/2023/20230802113745_04_2023_Wir_Eltern.pdf

<i>Title</i> Unterkunfts Broschüren - Flughafen ZRH	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 5000
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 15000

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

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

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

Activity
Sonderbeilage in der Coopzeitung D/F/I mit buchbaren Angeboten (2 Nächte, inkl. Frühstück 1x Abendessen) für CHF 269 in 4 Kategorien: Familien, Wellness, Geniesser und Sport.

Folgende Partner konnten integriert werden:
- Jungfrau Region
- Raffeisen
- SBB Gepäckservice

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

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
<i>Date from - to</i> 08/29/2023 – 08/29/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 6742138

Activity
30 Hotels in 3 Preiskategorien.

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

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

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

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

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

> All Sessions are combined reported in this record

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

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

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
<i>Date from - to</i> 05/23/2023 – 05/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 370000
<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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 370000
<i>Date from - to</i> 07/23/2023 – 07/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 370000
<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> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 250000
<i>Date from - to</i> 11/15/2023 – 11/15/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 250000
<i>Activity</i> 1 Doppelseite Advertorial:		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, : SOM Post:		

<i>Title</i> Unterkunfts Broschüren - Goldbach	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 30500
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<i>Date from - to</i> 07/27/2023 – 10/10/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 91500
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Activity
Seminarhotels
- 4'000 Stück in der Bilan am 30.8.2023

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

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

<i>Title</i> Campaigning: Distribution ST Hotel Broschüren - SBB Bahnhöfe	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12000
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<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 357000
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Activity
Boutique Hotels, Typically Swiss Hotels, Family Hotels
Distribution an 24 Bahnhöfen für 1 Jahr.

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

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

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

<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

<p><i>Title</i> Campaigning: SBB/RAW Distribution Unterkunftsbrochüren</p> <p><i>Date from - to</i> 01/01/2023 – 01/01/2023</p> <p><i>Activity</i> Distribution folgender Brochüren via SBB an 24 SBB Reisezentren in der ganzen Schweiz:</p> <p>- Typically Swiss Hotels - Boutique & Design Hotels - Family Hotels</p> <p>Sprachen:</p> <p>- DE = 8'000 Brochüren</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 13600</p> <p><i>Contacts</i> 40800</p>
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SWITZERLAND

26
MarketingActivities

12'524'073
Circulation

91'808'765
Contacts

UK/IRELAND

<i>Title</i> e-Marketing: B2C Newsletter Standalone June 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2968
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Date from - to
06/20/2023 – 06/20/2023

<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 2968
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Activity
Standalone Topic: The June Newsletter of 2023 was sent out on 20 of June to all markets and promoted family outdoor activities.

Results: Opening Rate: 45.22%, Openings: 1'342 Clicks: 150 / 5,05%, CTR: 3,67%, CTOR: 6.13%

http://clippings.switzerlandtourism.ch/LON/2023/20230721102645_2023.06._NL_SA_Family_Summer_Holiday_UK.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230721102925_NL_June_Families_SA.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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Date from - to
01/01/2023 – 12/31/2023

<i>Marketing Tool</i> Other...	<i>Contacts</i> 30
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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> e-marketing: B2C Newsletter October 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 27982
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Date from - to
10/05/2023 – 10/05/2023

<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 27982
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Activity
General Topic: The October Newsletter of 2023 was sent out on 5th of October to all market and promoted Swiss autumn

Market Specific Content:
- Promoted the Train journey on the Glacier Express with Michael Portillo (272 clicks) and the Arosa Gay Ski Week in 2024 (32 clicks)

Results: Opening Rate: 40.23, Openings: 11'257, Clicks: 1'088 / 3.89%, CTR: 2.93%, CTOR: 7.27%

http://clippings.switzerlandtourism.ch/LON/2023/20231214120803_2023.10_NL_GEN_UK_.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20231214121136_Hiking_above_the_fog_and_autumnal_delicacies_.pdf

<i>Title</i> Touring Promotion w/The Sunday Times	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 145000
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Date from - to
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

4
MarketingActivities

175'950
Circulation

465'980
Contacts

Grand Total over ALL

110
MarketingActivities

14'958'562
Circulation

258'436'129
Contacts

PublicationDate Media MediaType Headlines Author Circulation Contacts

AUSTRALIA

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
ResultURL:

AUSTRALIA: 1 Clippings 251'489 462'237

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/>

CZECH REPUBLIC: 1 Clippings

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 WELT N24 ONLINE Online **Wenn im Hotelflur ein David Shrigley hängt** *Eube Anna-Margarita* 23'999'000 5'999'750

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-12-04_Welt_bernachten_neben_Werken_von_David_Shrigley_und_James_Turrell.png
ResultURL: <https://www.welt.de/iconist/unterwegs/article242404179/Hotel-Castell-in-Zuoz-Uebernachten-neben-Werken-von-David-Shrigley-und-James-Turrell.html>

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

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/>

11.01.2023 A la Carte Magazine **Urlaub in der Schweiz** *Isringhausen Gabriela* 31'672 79'180

ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-04a1c1ecfb206a46d6633d916cd08ac010651376.pdf>
ResultURL:

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
28.01.2023	Stuttgarter Zeitung	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	200'000	350'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-2f6e07bfa244becbe2303f5b90f756cfa3573718.pdf ResultURL:					
28.01.2023	Cannstatter Zeitung	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	9'000	9'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-3b14d5dedf9c75f22c1c501bbe7c9a5cd6ce0f2a.pdf ResultURL:					
28.01.2023	Ludwigsburger Kreiszeitung	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	35'000	70'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-61260644906d5814f0a8166f7839f92f5d83870c.pdf ResultURL:					
28.01.2023	Nürtinger Zeitung	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	100'000	175'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-8f5b0fa9ab6511f8d96cfa893e6c6f77a8a89328.pdf ResultURL:					
28.01.2023	Reutlinger Generalanzeiger	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	40'432	76'821
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-7b5ba1f5a5405cae3f404a1c066f245dc0e6453.pdf ResultURL:					
28.01.2023	Die Rheinpfalz	Newspaper	Wiedereinstieg mit Wellness <i>Friedrich Geraldine</i>	209'014	449'380
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-b046c4ac27cc437df4202a0108866a60d6c7a522.pdf ResultURL:					
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-fbd41be380cabcfac34838737dae70d039a4996e.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:					
28.06.2023	Gourmet-Blog Network	Blog	Radweg von Sils Maria bis Pontresina – Eine malerische Route entlang der Seen <i>Zehrt Dirk</i>	138'500	138'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-28_gourmet-blog.pdf ResultURL: https://www.gourmet-blog.de/radweg-von-sils-maria-bis-pontresina-eine-malerische-route-entlang-der-seen/					
13.08.2023	reisenundessen.de		Atemberaubende Fahrt zum Jungfrauojoch <i>Ferro Thomas</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-08-13_reisenundessen.pdf ResultURL: https://reisenundessen.de/jungfrauojoch-fahrt-tipps/					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
GERMANY: 19 Clippings				<u>27'588'563</u>	<u>9'913'970</u>

ITALY

31.01.2023	Diva e Donna	Magazine	Paradisi per famiglie vicino all'Italia: Rock Resort a Laax (1/2 p) <i>Ghioni Rubina</i>	711'000	711'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/310123_DivaDonna_Laax.pdf ResultURL:					
03.02.2023	gazzettadellevalli.it	Online	Sci, tanto sole e neve: Corvatsch ed Engadina pronti per carnevale e i grandi eventi di primavera (1/3p) <i>Danzoni Alberto</i>	33'297	33'297
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/020323_gazzettadellevalli.it_engadina.pdf ResultURL:					
13.03.2023	identitagolose.it	Online	Raffinatezza senza tempo del Grand Hotel Kronenhof di Pontresina, Grande Dame d'ospitalità in Engadina (1/2 p) <i>Canaro Elisabetta</i>	79'220	19'805
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/031323_identitagolose.it_engadin.pdf ResultURL:					
13.03.2023	thecubemagazine.com	Online	Grand Hotel kronenhof, la grande dame dell'ospitalità in Engadina (1/3 p.)	5'000	1'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/031323_theclubemagazine.com_hoko.pdf ResultURL:					
02.05.2023	Travel Quotidiano	Magazine	La Svizzera si conferma meta ideale per le famiglie (paragrafo)	8'500	21'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/050223_travelquotidiano_.pdf ResultURL:					

ITALY: 5 Clippings 837'017 786'602

NETHERLANDS

02.03.2023	Columbus Travel	Magazine	Populaire berggebieden <i>Mackintosh Mark</i>	19'000	45'600
ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06897.pdf ResultURL:					

NETHERLANDS: 1 Clippings 19'000 45'600

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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NORTH AMERICA

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

04.05.2023	LonelyPlanet .com	Online	8 of the best things to do with kids in Switzerland <i>Williams Nicola</i>	8'993'875	2'248'469
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ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230504_LonelyPlanet.com_Williams.pdf
ResultURL:

02.06.2023	LonelyPlanet .com	Online	Best things to do in Zürich with kids <i>Richmond Simon</i>	8'993'875	2'248'469
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ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230602_Lonely_Planet_Simon_Richmond.pdf
ResultURL: <https://www.lonelyplanet.com/articles/zurich-with-kids>

26.07.2023	Tampa Bay's Morning BlendTV/Cable/Video		Switzerland Is the Perfect Getaway That Will Leave You Awe-Inspired <i>Ordonez Carmen</i>	60'000	60'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230726_TampaBaysmorningblend_Ordonez.mov
ResultURL: <https://www.abcactionnews.com/morning-blend/switzerland-is-the-perfect-getaway-that-will-leave-you-awe-inspired>

NORTH AMERICA: 4 Clippings			<u>19'264'284</u>	<u>4'861'072</u>
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OTHER

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

OTHER: 1 Clippings			<u>21'000</u>	
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Grand Total over ALL			<u>47'981'353</u>	<u>16'069'481</u>
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