

MarketingActivitiesCentral



Swiss Historic Hotels

BRAZIL

Title
BRAZIL KEY PARTNER PACKAGE - Sales Manual 2023-2024

Instrument
KAM

Circulation

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

Marketing Tool
Inhouse Training

Contacts
28000

Activity

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

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

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

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

Title
STS2023: Sales Manual 2023-2024 (B2B)

Instrument
KAM

Circulation

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

Marketing Tool
Inhouse Training

Contacts
28000

Activity

- The new edition 2023 / 2024 focused on the segmentation "winter/summer/cities".
- The sales manual will base on the consecrated format with the segments and integrate an update of new experiences.
- Following the sustainability and digitalization trend, the manual will be printed at 500 copies.
- 28'000 electronic versions distributed via e-mailing.
- Permanently available on ST's website at brochures.myswitzerland.com.
- The manual is used during all trainings, events and fairs throughout the year.

Title
**HOTEL COOPERATION BRAZIL: Luxury
Accommodation Trade e-Newsletter 2023**

Instrument
Campaigning & Activation

Circulation
700

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

Marketing Tool
eNewsletter

Contacts
3500

Activity
- Exclusive e-newsletter available for 5-star properties only.
- Highly appreciated by the Brazilian trade (high demand).
- One edition is sent once during the same month up to 800 top luxury contacts in Brazil.
- Great opening rate of more than 30% on average (more with exclusive newsletters).
- Also sent via WhatsApp to 1'200 travel agents and 600 corporate travel clients.

BRAZIL

3

700

59'500

MarketingActivities

Circulation

Contacts

FRANCE

Title
**Campaign & Activation: Consumer ST
Newsletter 2023 - Avril**

Instrument
Campaigning & Activation

Circulation
65551

Date from - to
03/30/2023 – 03/30/2023

Marketing Tool
eNewsletter

Contacts
65551

Activity
Lancement Roger Federer et Trevor Noah

65'551 adresses abouties (84.77%)
34'896 ouvertures (53.23%)
17'382 ouvertures uniques (26.52%)
4'374 clics
CTR (2'503 clics uniques) 3.82%
CTOR 14.40%

<p><i>Title</i> Campaign Activation : ArtParis/ArtFair (SC_KP Bsle)</p> <p><i>Date from - to</i> 03/29/2023 – 04/02/2023</p> <p><i>Activity</i> Présence avec un stand de 12m2 à la foire d'art ArtFair/ArtParis dans le cadre du KPP avec Bâle Tourisme. Lieux : Grand Palais Ephémère, Paris Du 29 mars au 2 avril. 134 galeries de 25 pays présents Contenu : mise en avant des villes suisses et de la ville de Bâle en particulier (focus sur les musées). Participation d'un sous partenaire hôtel "Les Trois Rois". Distribution des brochures : brochure AMOS 23 (500ex), hôtels Boutique & design (200ex), Hôtel Wellness (200ex), hôtels historiques (200ex), SwissTravelMap (100 ex) + diverses brochures de Bâle Tourisme</p> <p>http://clippings.switzerlandtourism.ch/PAR/2023/20231215160515_IMG_2715.HEIC http://clippings.switzerlandtourism.ch/PAR/2023/20231215160610_WhatsApp_Image_2023-04-03_at_10.58.00.jpeg</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> <i>Contacts</i> 81857</p>
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<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

3

135'551

357'408

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> <i>Contacts</i></p>
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<i>Title</i> KAM: STE/Race to Switzerland	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10000
<i>Date from - to</i> 01/28/2023 – 02/04/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 30000
<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> Promotion: Luxury Booklet 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10000
<i>Date from - to</i> 02/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 30000
<i>Activity</i> <ul style="list-style-type: none"> ♣ Contains 17 luxury hotels in 12 different regions was distributed by Kul Al Usra in May Issue ♣ Languages: English and Arabic. ♣ Quantity: 10,000 copies ♣ 6 Regions: Geneva, Vaud Region, Graubunden, Zurich, Interlaken and Gstaad. 		

http://clippings.switzerlandtourism.ch/DXB/2024/20240104120111_sw10726-1011-2001-3042.pdf

<i>Title</i> Promotion: Family Booklet 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10000
<i>Date from - to</i> 02/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 30000
<i>Activity</i> <ul style="list-style-type: none"> ♣ 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 (Budrutt Palace)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 635519
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Date from - to
08/08/2023 – 08/12/2023

Marketing Tool
Social Media Paid

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

http://clippings.switzerlandtourism.ch/DXB/2024/20240112134756_Badrutt.png

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

Marketing Tool
Event/Fair/Workshop

Activity
 - 66 GCC travel agents joined the workshop and met 77 Swiss partners in Crans-Montana.
 - The workshop enabled more than 1000 meetings between suppliers and buyers.
 - 9 fam-groups with 9 different pre/post tours covered all GCC key partners.

http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014_Picture_1.jpg
http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031_Pictureaa_1.jpg

GCC	6 <i>MarketingActivities</i>	20'000 <i>Circulation</i>	695'585 <i>Contacts</i>
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GERMANY

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

Marketing Tool
Media Release

Activity
Versendet an 2800 Journalisten

Contacts
2800

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

<i>Title</i> KAM: Digital Sales Guide 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10985
<i>Date from - to</i> 03/01/2023 – 12/31/2023	<i>Marketing Tool</i> Other...	<i>Contacts</i> 10985
<i>Activity</i> Webbasierter Sales Guide für Reiseberater:innen in Deutschland. Angebote zu den Themen "Swisstainable", ÖV, Hotelkooperationen und Touring. Die Bewerbung erfolgt durch verschiedene Fachmedien.		

<i>Title</i> C&A: Sommer Grand Train Tour Digitalkampagne	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 14379976
<i>Date from - to</i> 06/15/2023 – 07/15/2023	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 14379976
<i>Activity</i> Die Digitalkampagne Sommer Grand Train Tour fokussiert sich auf das nachhaltige Reisen mit dem ÖV in der Schweiz verbunden mit Swisstainable-Erlebnissen in vier Key Partner Regionen, sowie zusätzlich auf die nachhaltige Anreise (Deutsche Bahn). Die Kampagne wird digital distribuiert via YouTube (inkl. Shorts) und deutsche Publisher als Preroll Video oder Wallpaper Anzeige.		

<i>Title</i> C&A: Sommer Grand Train Tour Medienkooperation Republic	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 7500429
<i>Date from - to</i> 06/19/2023 – 07/19/2023	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 7500429
<i>Activity</i> Die Digitalkampagne Sommer Grand Train Tour fokussiert sich auf das nachhaltige Reisen mit dem ÖV in der Schweiz verbunden mit Swisstainable-Erlebnissen in vier Key Partner Regionen, sowie zusätzlich auf die nachhaltige Anreise (Deutsche Bahn). Basismässig eingebunden werden hier auch Hotelpartner aus unseren Hotelkooperationen, strategische Partner sowie passende KAMs mit buchbaren Touring-Angeboten. Für die Kampagne wird eine grosse Medienkooperation mit dem Publisher Republic erstellt (FAZ.net / Sueddeutsche). Es wird zum Thema ein Storytelling mit Bewerbung erstellt.		

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

<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
<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

21
MarketingActivities

1'507'620
Circulation

23'519'260
Contacts

ITALY

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

<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> 60</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> 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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Title
Campaigning & Activation: Winter - Branded Content Gazzetta.it

Instrument
Campaigning & Activation

Circulation

Date from - to
11/13/2023 – 11/26/2023

Marketing Tool
Native Advertisement Paid

Contacts
9500000

Activity
Publication date: 13.11 (online for 14 days)
Smart article plus on Gazzetta.it
Topics: winter sports and ski resorst close to Lombardia / How to travel video
Impressions: 9,5 million
Views: 16'500
Average time: 2'20"

Link: https://studio.gazzetta.it/svizzera_turismo-sa1-mete-sciistiche-svizzera/

ITALY

5

33'200

9'604'660

MarketingActivities

Circulation

Contacts

JAPAN

Title
Campaigning: JATA 'Imakoso Kaidai' campaign

Instrument
Campaigning & Activation

Circulation

Date from - to
04/01/2023 – 12/31/2023

Marketing Tool
Event/Fair/Workshop

Contacts
100100

Activity
'Imakoso Kaigai' campaign is the photo posting contest for promoting and recovery of overseas travel initiated by JATA.

Period: Apr. 2023 - Jan. 2024
1st phase: 1 Apr. - 31 May, 2023
2nd phase: 1 July - 31 Aug. 2023
3rd phase: 1 Dec. 2023 - 30 Jan. 2024

Placement of ST's message and swisstainable video on the campaign site.
The contest winner will get a pair of STP and Swiss Historic Hotels voucher.

Title
C&A: Swisstainable Suzuki-Max Advertorial article on Travelco

Instrument
Campaigning & Activation

Circulation

Date from - to
11/14/2023 – 12/18/2023

Marketing Tool
Content Collaboration Digital

Contacts
760529

Activity
Combined with Suzuki-Max Swisstainable travel reporting campaign. The advertorial pages Swisstainable model itinerary / 15 days travel (Train travel, GTToS, Swisstainable hotels, hiking, tradition, cheese, wine) reported by influencers, with Swisstainable topics on Travelco top online travel curation sites. Direct Booking link from all swisstainable Hotels and LX Airticket link, STS pass and luggage services.

- Advertorial article on Travelco from 14 Nov to 18 Dec
Impression: 760,529
Advertorial PV: 3679

<p><i>Title</i> C&A: Swisstainable Suzuki-Max Advertorial article on Lets enjoy Tokyo</p> <p><i>Date from - to</i> 12/15/2023 – 12/31/2023</p> <p><i>Activity</i> As part of Suzuki-Max & Swisstainable travel reporting campaign. The advertorial pages Swisstainable model itinerary / 15 days travel (Train travel, GTToS, Swisstainable hotels, hiking, tradition, cheese, wine) link to LP in MyS and online competition on " Lets Enjoy Tokyo" as well as booster AD to advertorials</p> <p>Impression: 2,242,998 Page View Advertorial: 11,763 Clicks: 1,464 CTR: 12.4%</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> 2242998</p>
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http://clippings.switzerlandtourism.ch/TYO/2024/20240112185216_Advertorial_LetsEnjoytokyo.pdf

JAPAN

3	3'103'627
<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>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.</p> <p>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.</p>	<p><i>Instrument</i> KAM</p> <p><i>Marketing Tool</i> Other...</p>	<p><i>Circulation</i> 1293</p>
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http://clippings.switzerlandtourism.ch/OTHER/2023/20231219105407_Screenshot_at_Dec_19_10-53-51.png

<p><i>Title</i> Switzerland Travel Mart - Snow Edition 2023</p> <p><i>Date from - to</i> 01/15/2023 – 01/19/2023</p> <p><i>Activity</i> The next Switzerland Travel Mart – Snow Edition will take place from January 15 to 19, 2023 in the destination Zermatt – Matterhorn. Together with our partners Swiss International Air Lines, Swiss Travel System and the host destination Zermatt – Matterhorn we look forward to welcoming you again!</p>	<p><i>Instrument</i> KAM</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> 367</p>
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<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 Historic Hotels Kooperationskampagne 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 7346010
<i>Date from - to</i> 10/20/2023 – 11/10/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 7346010
<i>Activity</i> Kooperationskampagne für die Swiss Historic Hotels im Sommer 2023.		
Impressions: 7'346'010 Link Klicks: 147'141 CPC: 0.20		

<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		

<i>Title</i> Hotelkooperationen Hotelquiz Swisustainable 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 21490016
<i>Date from - to</i> 06/06/2023 – 07/26/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 21490016
<i>Activity</i> Hotelquiz Kampagne "Welcher Hoteltyp bist du?" mit Einbezug der Swisustainable Unterkünfte.		
Impressions: 21'490'016 Link Klicks: 449'343 CPC: 0.23		

Title
**Swiss Historic Hotels
Listicle Kampagne**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2298899

Date from - to
10/20/2023 – 11/10/2023

Activity
Listicle Kampagne für die Swiss Historic Hotels

Impressions: 2'298'899
Link Klicks: 30'088
CPC: 0.37

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
10133881

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

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

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

Title
**Hotels
AMEX Winterkampagne 22/23**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
1436637

Date from - to
01/15/2023 – 01/31/2023

Activity
Angebotskampagne Winter 22/23 mit AMEX.

Impressions: 1'436'637
Link Klicks: 9'026
CPC: 0.55

Title
**Hotelgruppierungen
Top 3 Star Hotels Kampagne**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
1418103

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

Activity
Branding-Kampagne für die Top 3 Star Hotels.

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

Title
**Hotels
Kampagne Million Stars Hotels**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2508531

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

Activity
Kampagne für die Million Stars Hotels.

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

Title
**Hotelkooperationen
Pinterest Kampagne**

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
40159834

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

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

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

MULTIPLE MARKETS

12
MarketingActivities

Circulation

137'220'064
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: Webinar with Jungfrau Railways	<i>Instrument</i> KAM	<i>Circulation</i> 80
<i>Date from - to</i> 04/13/2023 – 04/13/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 80
<i>Activity</i> 30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Jungfrau Railways and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com). Attendees: 80		

http://clippings.switzerlandtourism.ch/NYC/2023/20230413154523_20230413_Jungfrau-Railways.pdf

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

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

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

<i>Title</i> KAM: 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: WebinarPlus webinar, TravPro	<i>Instrument</i> KAM	<i>Circulation</i> 1604
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<i>Date from - to</i> 06/11/2023 – 09/15/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 1604
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Activity
Two recorded webinars submitted on the online portal of TravelPro. Live chatting with ST members during two afternoons answering questions live. 1538 travel agents registered resulting in 800 North American unique viewers.

http://clippings.switzerlandtourism.ch/NYC/2023/20230915154248_Visitors_webinario.xlsx
http://clippings.switzerlandtourism.ch/NYC/2023/20230925165416_Webinario_reporting_slide.pptx

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

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

http://clippings.switzerlandtourism.ch/NYC/2023/20230821144948_Trade_newsletter_07_05.html

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

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

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

<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

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

<p><i>Title</i> KAM: Virtuoso 4-page Ad - The Magazine.</p> <p><i>Date from - to</i> 09/01/2023 – 09/30/2023</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Advertisement Print</p>	<p><i>Circulation</i> 210000</p> <p><i>Contacts</i> 210000</p>
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Activity
- 4-page Ad (run of book) in September issue – Trips of a Lifetime in ‘The Magazine’
- 210'000 circulation
- Targeted distribution in the U.S. and Canada to Virtuoso consumer clients & advisors
- Theme: GTToS through the consortia destination partners
- Call-to-Action to Virtuoso Travel Advisor to book the ultimate GTToS

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

NORTH AMERICA

12
MarketingActivities

506'246
Circulation

719'697
Contacts

OTHER

<i>Title</i> MySwitzerland Pro Boost	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i>
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<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 1293
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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		1'293
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

POLAND

<i>Title</i> Campaigning&Activation: ST NL April.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 8700
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<i>Date from - to</i> 04/01/2023 – 04/30/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 8700
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Activity
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

POLAND	1	8'700	8'700
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SPAIN

<i>Title</i> Booklet Made in Suiza: Print Advertorials	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 142000
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<i>Date from - to</i> 04/01/2023 – 04/30/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 426000
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Activity

2 pages advertorial in the well-known Spanish Weekend Magazine El Pais Semanal

Special mention to Swisstainable, as well as the participating partners of Zurich, Geneva, Basel, Luzern, Fribourg Region and STS

http://clippings.switzerlandtourism.ch/BCN/2023/20230829082306_Publireportaje_SUIZA_2P_EPS_v2_2.pdf

<i>Title</i> ST Trade Newsletter February	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1800
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<i>Date from - to</i> 02/13/2023 – 02/13/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 1800
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Activity

ST Trade Newsletter February

eNewsletter to the trade sector. 1'885 recipients, with an opening rate of 24% and 2% of clicks on the links.

The mail was focused to communicate information about inspirational ideas for eastern, the promotion of the Swiss Travel Pass, the new STS Sales Manual, Accomodation catalogues and the STA.

http://clippings.switzerlandtourism.ch/BCN/2023/20230426141321_02_Switzerland_Tourism_Newsletter.pdf

<i>Title</i> ST Trade Newsletter May	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2832
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<i>Date from - to</i> 05/15/2023 – 05/15/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 2832
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Activity

eNewsletter to the trade sector with an opening rate of 25% and 2.5% of clicks on the links.

The mail was focused to communicate summer activities in CH, Unesco sites and the new booklet 'Made in' Suiza.

<i>Title</i> ST Trade Newsletter October	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 3136
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<i>Date from - to</i> 09/25/2023 – 09/25/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 3136
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Activity

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> Booklet Made in Suiza: Distibution	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 100000
<i>Date from - to</i> 04/01/2023 – 04/30/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 250000
<i>Activity</i> A printed A5 brochure full of curiosities. Spaniards are very curious travelers, so we produced an ST guide with a variety of products, experiences, traditions and curiosities that are 100% Swiss. Swisstainable was fully integrated with 4 pages in the booklet and content along the printed and digital advertorials.		
Powerful distribution: - printed copies with top lifestyle magazines like El Pais Semanal, Esquire and ELLE - digital brochure through online advertorials		

http://clippings.switzerlandtourism.ch/BCN/2023/20231222075505_madeinsuizabooklet.png

<i>Title</i> Booklet Made in Suiza: Online Advertorials	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2241937
<i>Date from - to</i> 04/01/2023 – 04/30/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 2241937
<i>Activity</i> - Promotion with digital advertorials on top on-line lifestyle magazines like Esquire and Elle and 2 national wide newspapers El Pais and La Vanguardia - Promotion through ST channels: SoMe, Trade, Media & B2C NL - Each partner was represented in the advertorials and the CTA was a link to the digital booklet 'Made in' Suiza with excellent results		

http://clippings.switzerlandtourism.ch/BCN/2023/20230829083059_Made_in_Suiza_2023_statistics_1.pdf

<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.		

SPAIN

7
MarketingActivities

279'768
Circulation

3'075'705
Contacts

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 "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: RAW Freizeit - Reisemagazin Sommer</p> <p><i>Date from - to</i> 06/19/2023 – 11/13/2023</p> <p><i>Activity</i> Freizeit - Inspirations-Magazin via SBB/RAW Auflage pro Ausgabe: DE 90'000 / FR 42'000 / IT 18'000 Logopräsenz auf dem Cover Mitabsender des Editorials Content-Co-Creation: 4 Content-Stories (Umfang: 4 Doppelseiten), redaktionell aufbereitet 1 Inserat 1/1 Seite im Magazin pro Ausgabe (Backcover) Distribution schweizweit an allen Bahnhöfen via Dispoboxen</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Placement Paid</p>	<p><i>Circulation</i> 150000</p> <p><i>Contacts</i> 300000</p>
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<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

<i>Title</i> Campaigning: Travelnews - Newsletter Integration	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2994
<i>Date from - to</i> 01/05/2023 – 03/30/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 2994

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

<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></p> <p><i>Contacts</i> 35267396</p>
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<p><i>Title</i> Digital Activity Swiss Historic Hotels - Relief paiments</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></p> <p><i>Contacts</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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<p><i>Title</i> Coop Promo - Sommer</p> <p><i>Date from - to</i> 05/16/2023 – 05/16/2023</p> <p><i>Activity</i> 6 Seiten Sommer Promo. Redaktioneller Beitrag (2Seiten) Intro ST-Hotelkategorien.</p> <p>Die Promotion hat ein total von 2'846 Buchungen / 6'180 Übernachtungen generiert.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Advertisement Print</p>	<p><i>Circulation</i> 2504509</p> <p><i>Contacts</i> 3371069</p>
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<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> 09/08/2023 – 09/08/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 250000
<i>Activity</i> 1 Doppelseite Advertorial: "Facettenreiche Schweiz"		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, : SOM Post:		

<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:		

<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	22 <i>MarketingActivities</i>	14'455'067 <i>Circulation</i>	88'884'697 <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

<p><i>Title</i> EIP Telegraph All Year-Round Promotion Online & Digital</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Native Advertisement Paid</p>	<p><i>Circulation</i> 74242088</p> <p><i>Contacts</i> 74242088</p>
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Activity
EIP Telegraph All Year-Round Promotion to promote Switzerland as an all year travel destination to a very well targeted audience through an Editorial Integrated Partnership with Telegraph - the number one quality news brand for travel news according to the latest IPSOS rankings. #1 quality news brand for travel news page views. Almost half of the Telegraph readers are actively researching holidays. The highest number in more than 13 months are more than 1 in 2 of those aged under 39 say they plan to travel long-haul in the next 12 months.

GOAL/Strategy per involved partner (in average)
Campaign Outline
- Awareness & inspiration online promotion and social media amplification phase

- http://clippings.switzerlandtourism.ch/LON/2024/20240108150026_Impressions_Total_EIP_Telegraph.xls
- http://clippings.switzerlandtourism.ch/LON/2024/20240108150048_Telegraph_Website_Traffic_Statistic_2023.xls
- http://clippings.switzerlandtourism.ch/LON/2024/20240108150227_The_best_of_Switzerland_Print_Screen_Hub.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Laurence_L-B_2.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Laurence_L-B_1.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Anneka_Rice_2.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Russel_Watson_1.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Hospitality_career_study_opportunities_in_Switzerland.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Michael_Portillo_explores_Zurich_and_Lausanne.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Russell_Watson_2.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Anneka_Rice_1.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Jason_Robinson_in_search_of_the_ultimate_view_in_Jungfrau.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Chef_Anton_Mossimanns_Grand_Tour_of_Switzerland.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_The_Grand_Train_Tour_of_Switzerland.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Sally_Philipps_1.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Michael_Portillo_takes_Switzerlands_Glacier_Express_train.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Health_tourism_-_where_to_go_for_the_latest_treatments.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Jason_Robinson_Interlaken.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_Article_-_Sally_Philipps_2.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_The_best_ski_hotels_in_Switzerland.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_A_guide_to_Switzerlands_spa_and_vitality_hotels.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Hotels_full_of_history_in_Switzerland.pdf
- http://clippings.switzerlandtourism.ch/LON/2024/20240115105536_Final_-_Watch_this_Federers_accidental_train_journey.pdf

<p><i>Title</i> e-Marketing: B2C Newsletter April 2023</p> <p><i>Date from - to</i> 03/30/2023 – 03/30/2023</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 53175</p> <p><i>Contacts</i> 53175</p>
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Activity
General Topic: The April Newsletter of 2023 was sent out on 30 of March to all markets and promoted Switzerland as a destination.
Market Specific Content: Integrated an offer of Railbookers - Scenic Switzerland (89 clicks)
Results: Opening Rate: 64.64%, Openings: 34'370, Clicks: 3'697 / 6.95%, CTR: 3.94%, CTOR: 10.76%

- http://clippings.switzerlandtourism.ch/LON/2023/20230516150547_NL_042023_UK.pdf
- http://clippings.switzerlandtourism.ch/LON/2023/20230721153955_2023.04._NL_GEN_UK.pdf

<p><i>Title</i> Qualified Reactions: Bookings with STC or on mySwitzerland.com</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Waiting for the final report - these figures are from 2022</p> <p>Total number of UK/Ireland bookings (per person) with STC or on MySwitzerland in 2023</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Other...</p>	<p><i>Circulation</i> 30</p> <p><i>Contacts</i> 30</p>
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<p><i>Title</i> Qualified reactions: Respondents in Sweepstakes</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> Total: 29'909 new opt-ins (152'416 entries (+ ca. 28-30k additional entries*) who left their addresses) – opt-in 19.6%</p> <ul style="list-style-type: none"> • SKATE Competition to win a luxury winter holiday in Switzerland. 12,561 entries. 4719 (37.56%) clicked the opt-in box to register to the B2C newsletter. (November-Jan) • Telegraph Extra Competition: Total 29,885 entries, 5,281 new Switzerland Tourism opt in's. Media value: £106.5k (opt-in 17%) <p>Key stats:</p> <p>http://clippings.switzerlandtourism.ch/LON/2024/20240108154315_Walliserhof_Snow_Sports_Hotels_online_article.png http://clippings.switzerlandtourism.ch/LON/2024/20240108154340_SwissVitalitySpa-25x4-0811153740.pdf http://clippings.switzerlandtourism.ch/LON/2024/20240108154409_Landingpage_Enter_Competition_Alex.pdf http://clippings.switzerlandtourism.ch/LON/2024/20240108154441_Weekend_Saturday_1_July_2023.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Other...</p>	<p><i>Circulation</i> 181334</p> <p><i>Contacts</i> 181334</p>
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<p><i>Title</i> Touring Promotion w/The Sunday Times</p> <p><i>Date from - to</i> 04/30/2023 – 04/30/2023</p> <p><i>Activity</i> We distributed the Touring Magazine 2023 with The Sunday Times on 30 April 2023. Full run Greater London with 145'000 inserts</p> <p>http://clippings.switzerlandtourism.ch/LON/2024/20240111144204_Switzerland_Tourism_Booking_Order_-_News_UK_21.02.2023.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 145000</p> <p><i>Contacts</i> 435000</p>
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UK/IRELAND	6	212'675	74'955'127
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

Grand Total over ALL	102	17'159'527	342'205'323
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

PublicationDate Media MediaType Headlines Author Circulation Contacts

AUSTRALIA

04.07.2023 The West Australian Newspaper **This Opulent Outpost For The Wealthy Is An Almost Forgotten World** *Dean Anabel* 251'489 462'237

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/050723_WAToday_StMoritz_ThisOpulentOutpostForTheWealthyIsAlmostForgottenWorld.pdf
ResultURL:

08.07.2023 Stuff.co.nz Online **This Opulent Outpost For The Wealthy Is An Almost Forgotten World** *Dean Anabel* 511'000 511'000

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/080723_Stuff_Hotel_ThisOpulentOutpostForThe_WealthyIsAnAlmostForgottenWorld.pdf
ResultURL:

16.08.2023 Luxury Travel Magazine Indesign Media Magazine **Swiss Alps Glamour** *Hart Edwina* 10'500 42'000

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/160823_LuxuryTravel_SwissAlpsGlamour.pdf
ResultURL:

17.09.2023 Karry On Online **Mandarin Oriental Savoy, Zurich Set to Open After Extensive Renovations** *Katrina Holden* 40'000 60'000

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/270923_KarryOn_ZRH_MandarinOrientalSavoyZurichSetToOpen.pdf
ResultURL:

28.11.2023 eTN Global Travel Industry News Online **Luxury & Charm at Lucerne's Grand Hotel National** *La Bua Robert* 4'778 4'778

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/261123_EGlobal_Lucerne_LuxuryCharmAtLucernesGrandHotelNational.pdf
ResultURL:

AUSTRALIA: 5 Clippings 817'767 1'080'015

AUSTRIA/HUNGARY

01.01.2023 Wellhotel Magazine **Das Badehaus – 150 Jahre nach Nietzsche** *Jungfer Angela* 16'190 79'331

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-d5fbc172f418349ee2c14533e886429df16f1848.pdf>
ResultURL:

13.01.2023 Osterreich oe24.at Newspaper **Wintertraum Wengen** *Schima Alexandra* 2'208'265 552'066

ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/2023-01-13_Oe24.png
ResultURL: <https://www.oe24.at/reiselust24/europa/wintertraum-wengen/541950530>

07.04.2023 Falstaff Travel Magazine **Beliebte Kraftorte in der Schweiz** *Rosam Wolfgang* 71'250 349'125

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-35d39bcc538b6be60714745cff47a6ee270e5ab5.pdf>
ResultURL:

11.07.2023 Falstaff Magazine **Hollywood on the Rocks** *Rosam Wolfgang* 38'000 207'860

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-e5ab5e6bfe3759964892a47a75f35077090ddf8.pdf>
ResultURL:

22.07.2023 Tiroler Tageszeitung Newspaper **Mit dem Zug hinauf ins ewige Eis** *Rapp Irene* 39'520 82'597

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-170696e3f48bcf471fc4b027b2107a7dce30a08.pdf>
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
05.08.2023	Falstaff	Newsletter	Hollywood on the Rocks Chesa Grishuna <i>Rosam Wolfgang</i>	133'000	133'000
ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/mb-9447bc880f2a57a33324df287a1e6e2e80e095c1.pdf ResultURL:					
04.09.2023	Perfect Eagle	Magazine	Seensucht & Dolce Vita <i>Scheck Markus</i>	19'000	91'770
ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/mb-7b70991afa317c6ec2096624413981123d841d9c.pdf ResultURL:					
09.09.2023	ORF Fernsehen	TV/Cable/Video	ORF 2: Reisezeit <i>Traxl Martin</i>	108'000	108'000
ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/mb-2ea8178a8befcd5a06c75fe4e7c58fa7a26f3210.pdf ResultURL:					
14.12.2023	Falstaff	Magazine	Badrutt's Palace <i>Hilmbauer Claudia</i>	71'250	525'825
ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/mb-78558afb8bf02d6512783a4de67b02572ef4cf38.pdf ResultURL:					
AUSTRIA/HUNGARY: 9 Clippings				<u>2'704'475</u>	<u>2'129'574</u>

BELGIUM/LUXEMBOURG

02.01.2023	OH! Life	Magazine	Nos adresses à la montage - France, Italie, Suisse <i>Goor - Mahaux Christiane</i>	5'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08618.pdf ResultURL:					
05.01.2023	BE Perfect	Magazine	La renaissance d'un grand hôtel Suisse <i>Calmant Servane</i>	12'500	31'250
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08616.pdf ResultURL:					
17.02.2023	Krant van West-Vlaanderen Newspaper KW Weekend		Veel meer dan economisch forum in de Alpen. Veelzijdig Davos <i>Soete Peter</i>	90'000	342'000
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08660_KW.pdf ResultURL:					
26.02.2023	Reisgoesting.be	Blog	Hoteltip: chesa grischuna in Davos-Klosters <i>Wildiers Lot</i>	22'000	5'500
ClippingsURL: ResultURL: https://www.reisgoesting.be/hoteltip-chesa-grischuna-in-davos-klosters/					
01.03.2023	Pasar	Magazine	Sportief zonder ski's <i>De Voeght Teun</i>	51'156	119'449
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08659_Pasar.pdf ResultURL:					
BELGIUM/LUXEMBOURG: 5 Clippings				<u>180'656</u>	<u>503'199</u>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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BRAZIL

22.10.2023	@portadeembarque	Social Media/Influencer	International media trip 'Swiss Historic Hotels along the Grand Train Tour of Switzerland'.	264'000	264'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/SAO/2023/Porta_de_EmbarqueOCT.jpg
 ResultURL: <https://www.instagram.com/portadeembarque/>

BRAZIL: 1 Clippings	<u>264'000</u>	<u>264'000</u>
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CZECH REPUBLIC

05.01.2023	Forbes.cz	Online	The beauty of slowness. Experience Switzerland from a luxury train with the most beautiful view <i>editorial staff</i>	936'293	234'073
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ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-01-05_Forbes.png
 ResultURL: <https://forbes.cz/krasa-pomalosti-poznejte-svycarsko-z-luxusniho-vlaku-s-nejkrasnejsim-vyhledem/>

23.03.2023	Playboy	Magazine	Fast train between the glaciers <i>editorial staff</i>	75'000	187'500
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ClippingsURL: <http://clippings.switzerlandtourism.ch/PRG/2023/mb-c10b52b24d76eafcb2a61c46561f7070b0a1394c.pdf>
 ResultURL:

CZECH REPUBLIC: 2 Clippings	<u>1'011'293</u>	<u>421'573</u>
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FRANCE

01.01.2023	MAISONS CÔTE EST	Magazine	Maison Côté Est - Lumière d'altitude - La Suisse éternelle <i>BENOIT-LEMARCHAND Agnès</i>	55'437	554'370
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ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Cote_maison.pdf
 ResultURL:

01.09.2023	CôtéMaison.fr	Online	Bâle : la culture dans tous ses éclats <i>BATISSE-PICHET Florence</i>	497'503	124'376
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ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Bale_la_culture_dans_tous_ses_eclats__Chemin_Lisant_le_blog_de_Florence_Batisse-Pichet.pdf
 ResultURL: <https://blogs.cotemaison.fr/chemin-lisant/2023/09/01/bale-la-culture-dans-tous-ses-eclats/>

01.09.2023	Attitude Luxe - Online	Online	Bâle : la culture dans tous ses éclats <i>BATISSE-PICHET Florence</i>	13'000	3'250
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ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Bale_la_culture_dans_tous_ses_eclats.pdf
 ResultURL: <https://www.attitude-luxe.com/article/02408>

15.09.2023	CôtéMaison.fr	Online	Zurich : coffre-fort de culture <i>BATISSE-PICHET Florence</i>	497'503	124'376
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ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Zurich_coffre_fort_de_culture__Chemin_Lisant_le_blog_de_Florence_Batisse-Pichet.pdf
 ResultURL: <https://blogs.cotemaison.fr/chemin-lisant/2023/09/15/zurich-coffre-fort-de-culture/>

15.09.2023	Attitude Luxe - Online	Online	Zurich : creuset d'histoire et de culture <i>BATISSE-PICHET Florence</i>	13'000	3'250
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ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Zurich_creuset_dhistoire_et_de_culture.pdf
 ResultURL: <https://www.attitude-luxe.com/article/02407>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				FRANCE: 5 Clippings	<u>1'076'443</u>	<u>809'622</u>

GERMANY

01.01.2023	WELT N24 ONLINE	Online	Auf dieser Brücke im Berner Oberland ist der Weg das Ziel <i>Seipp Bettina</i>	23'999'000	5'999'750
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ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-12-22_Welt_Auf_dieser_Bruecke_im_Berner_Oberland_ist_der_Weg_das_Ziel.png
ResultURL: <https://www.welt.de/reise/nah/article242779213/Schweiz-Auf-dieser-Bruecke-im-Berner-Oberland-ist-der-Weg-das-Ziel.html>

01.01.2023	paradise-found.de	Blog	Bernina Tour Schweiz - grandiose Panorama-Wanderung in 5 Tagen <i>Beck Kerstin</i>	50'000	12'500
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ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_paradise-found.de.pdf
ResultURL: <https://paradise-found.de/bernina-tour-schweiz-weitwanderung/>

01.01.2023	Menschen-Reisen-Abenteuer.de	Blog	Graubünden: Winterzauber im Schweizer Bergdorf Guarda <i>Krauskopf Gerd</i>	6'000	6'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_menschen-reisen-abenteuer.pdf
ResultURL: <http://www.menschen-reisen-abenteuer.de/index.php/reiseberichte/europa/schweiz/715-guarda>

01.01.2023	ADAC Reisemagazin (Redaktion) c/c Balance GmbH	Magazine	Schweiz <i>Ramm Diddo</i>	58'000	715'720
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ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/2023-01-01_ADAC_Reisemagazin2.pdf
ResultURL:

08.01.2023	CTOUR Report	Online	DER „TGV DER ALPEN“ <i>Hafner Fred</i>	10'000	25'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-08_ctour.de.png
ResultURL: <https://magazin.ctour.de/der-tgv-der-alpen/>

11.01.2023	A la Carte	Magazine	Urlaub in der Schweiz <i>Isringhausen Gabriela</i>	31'672	79'180
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ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-04a1c1ecfb206a46d6633d916cd08ac010651376.pdf>
ResultURL:

15.01.2023	WAZ	Newspaper	Goethe und der Gotthard <i>Bublies Jutta</i>	328'769	575'346
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ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-a23cfaec0ac7f530321afbd5ed35ffb1dd689c6e.pdf>
ResultURL:

15.01.2023	Braunschweiger Zeitung	Newspaper	Goethe und der Gotthard <i>Kühn Dirk</i>	78'000	327'600
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ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-c57d9b981b8869876a666d9200d9fcade858417b.pdf>
ResultURL:

15.01.2023	Odenwälder Zeitung	Newspaper	Goethe und der Gotthard <i>0Redaktion 0Redaktion</i>	10'400	22'880
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ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-ee3c0ac0f0f731945066e3450f34b3b7fe2e8f94.pdf>
ResultURL:

19.01.2023	DIE ZEIT	Newspaper	Golf im Engadin <i>Michel Elke</i>	557'252	2'223'435
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ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-996121deac11725b8356bc5818204a4d8806ad7.pdf>
ResultURL:

28.01.2023	rondomagazin.com	Newspaper	Stradivari Quartett: Musik auf entrückten Gipfeln <i>Kolbe Corina</i>	69'308	17'327
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ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-28_Rondo_Stradivari_Quartett_Musik_auf_entruekten_Gipfeln.png
ResultURL: https://www.rondomagazin.de/artikel.php?artikel_id=3673&fbclid=IwAR30fDAKvrcrSFsU7sKKWcFanCSMgWU_nnc0H3FPrbsrLrtzMDH1W2MDA

02.02.2023	c/c Clef Creative Communications GmbH	Magazine	Der Tradition verpflichtet <i>Schoenian Terry</i>	32'000	96'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/FRA/2023/mb-e04809e4f9803945b50fe459b81b12517dce9666.pdf>
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
07.02.2023	Der Tagesspiegel	Newspaper	Festival in Sils Maria: Kammermusik vor Schweizer Bergkulisse Kolbe Corina	108'488	364'520
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-c6bf1df3507eac09e50ee6daad4656244250ff37.pdf ResultURL:					
11.02.2023	ICON - Das Stilmagazin	Magazine	Am Paradies Griese Inga	413'435	1'033'588
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-6563886bb339906848c983fa5feab24740abb84e.pdf ResultURL:					
18.02.2023	Fuldaer Zeitung	Newspaper	Stadt mit Seeblick und Alpenluft Petersen Daniela Anette	43'630	82'897
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-dd54a5e32747cf6d60d8fff691d055949f4bc2c5.pdf ResultURL:					
19.02.2023	Deutschlandfunk online	Online	Die Geburtsstätte des Bobsports in St. Moritz von Schenck Susanne	950'000	950'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/Adrenalinrausch_im_Eiskanal_-_Die_Geburtsstaette_des_Bobsport.mp3 ResultURL: https://www.deutschlandfunkkultur.de/bobsport-sankt-moritz-100.html					
23.02.2023	ADAC e.V.	Magazine	Am Fenster der Alpen Killing Uwe	101'000	1'262'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-625874ae666c4238539e533c8ee10ca40f6a99a1.pdf ResultURL:					
25.02.2023	Rhein-Neckar-Zeitung	Newspaper	Zwischen Retro & Rock Eppert Katharina	96'397	168'695
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-0853a5160398aaaa746ad7c67a2ccb43957d0aa6.pdf ResultURL:					
25.02.2023	www.tagesspiegel.de Tagesspiegel online	Online	Festival in Sils Maria: Kammermusik vor Schweizer Bergkulisse Kolbe Corina	7'300'000	1'825'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-02-25_Tagesspiegel_Kammermusik_vor_Bergkulisse.png ResultURL: https://www.tagesspiegel.de/kultur/festival-in-sils-maria-kammermusik-vor-bergkulisse-9233829.html					
26.02.2023	RBB Inforadio	Radio	Adrenalinrausch im Eiskanal von Schenck Susanne	300'000	300'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-674d28b3b50ba29b92d74ba1ca976c5e9ce56c59.pdf ResultURL:					
26.02.2023	Deutschlandfunk	Radio	Adrenalinrausch im Eiskanal von Schenck Susanne	2'030'000	2'030'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-f6eb2f333b8410c6f8ec2aad35f9e92edf854606.pdf ResultURL:					
26.02.2023	Deutschlandfunk	Radio	Sonntagsspaziergang Dresdner Joachim	2'030'000	2'030'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-85c8bd094feca97a0c4ac1ae7853fb5828751460.pdf ResultURL:					
26.02.2023	RBB Inforadio	Radio	ARD rbb - Info Radio Bötig Ingo	300'000	300'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-a654d0645aa73b05272afc476f32c584ec0ddc63.pdf ResultURL:					
02.03.2023	hotelbau FORUM Zeitschriften und Socialmedia GmbH	Magazine	Berner Zweierlei Müller Hanna	5'065	12'663
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-78e6d6c773903ab9d469fe165ad1a722ae12c56a.pdf ResultURL:					
17.03.2023	SkiMAGAZIN / SNOW / Ski exklusiv	Magazine	Skiabenteuer fernab des Trubels Mayer Andreas	119'254	298'135
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-9775665a71838876a26e51215682c41e20b50944.pdf ResultURL:					
23.03.2023	Handelsblatt GmbH	Newspaper	Schweizer Luxushotellerie auf dem Gipfel der Perfektion Schlautmann Christoph	134'000	455'600
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-9bd217c7f6e7753c485e005b41686120a8f9c197.pdf ResultURL:					
27.03.2023	Top Magazin Saarland	Magazine	Die Schweiz von ihrer Schokoladenseite Redaktion	10'800	75'600
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-7d215b0023e618863d2523f4154417997d8b8643.pdf ResultURL:					
29.03.2023	Terra	Magazine	ROCHERS DE NAYE Redaktion	37'400	317'900
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-316bb592987476ae549337c767c7f251a95c38a9.pdf ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
03.04.2023	Käfer - die Zeitung (Schörghuber Medien)	Magazine	Graubündner Genusslandschaft <i>ORedaktion ORedaktion</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-74d685df9715f1d697d538526973baa80f253713.pdf ResultURL:					
06.04.2023	Falstaff-Magazin	Magazine	BELIEBTE KRAFTORTE IN DER SCHWEIZ <i>Dibold Hans</i>	36'214	169'663
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-17256ee921a7380349d4ecda11fd124163df1b9.pdf ResultURL:					
21.04.2023	SPARTACUS traveler	Magazine	Basel <i>Just Felix</i>	25'000	62'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/Basel_SPT0123.pdf ResultURL:					
28.04.2023	Condé Nast Germany	Magazine	Relais Castello di Morcote <i>Bierhals Christine</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-75ca77cd52fd07bedea35be6f25bb3a300bb9b0d.pdf ResultURL:					
26.05.2023	Feel Good Momborg Media	Magazine	JENSEITS DER Fantasie <i>Momberg Katja</i>	80'000	80'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-69582bbaf3a894922732dba737d2cfff7ef833ce4.pdf ResultURL:					
26.05.2023	Feel Good Momborg Media	Magazine	Luxusauszeit in Bern <i>Momberg Katja</i>	80'000	80'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-fb0d6e7dc3ad6431937fc961f5156e8f04ed89a3.pdf ResultURL:					
27.05.2023	Stuttgarter Nachrichten	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	238'742	417'799
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-e6660b45972465eda36df578933c9d10aceb673d.pdf ResultURL:					
27.05.2023	Reutlinger Generalanzeiger	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	40'432	76'821
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-78dfbfd66a76f33f93720958b552c7d18106344e.pdf ResultURL:					
27.05.2023	Stuttgarter Zeitung	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	200'000	350'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-3d1080877e2288af2d9449d0a22bd1cc9425786c.pdf ResultURL:					
27.05.2023	Ludwigsburger Kreiszeitung	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	35'000	70'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-45dd6c8ea416d1897b074c56fa793a253f930c3b.pdf ResultURL:					
27.05.2023	Kreiszeitung Böblinger Bote	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	140'000	291'200
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-f83a1fb443a7f87fd746fb1184c7d5f97071cd21.pdf ResultURL:					
27.05.2023	Nürtinger Zeitung	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	100'000	175'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-ac55ea97dd3e565ef1707ad647d79f71d859d272.pdf ResultURL:					
27.05.2023	Cannstatter Zeitung	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	9'000	9'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-f96c902b1195454a617bab5560a53be0f057a9fa.pdf ResultURL:					
27.05.2023	Bietigheimer Zeitung	Newspaper	Das Tessin leuchtet wieder <i>Schwesig Annette</i>	3'000	6'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-0112ddad97e473796362216cf8ff30e8bc549631.pdf ResultURL:					
30.05.2023	Winkler-Medienverlag (DECO)	Magazine	Unterwegs EIN SOMMER AM SEE <i>Gelpke Anne</i>	48'800	170'800
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-a2706e5fc0b266ab284a93e0f62630a5a3a12ab7.pdf ResultURL:					
03.06.2023	High Life	Magazine	REFUGIUM LEGENDÄRER BERGELEGANZ <i>Redaktion</i>	90'000	585'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-72325bdde1b7c16e491f0217310dc46fd0b43e7b.pdf ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
10.06.2023	Odenwälder Zeitung	Newspaper	Von wegen Alm-Ohi <i>0Redaktion 0Redaktion</i>	10'400	22'880
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-af590864dfd32541d6ffdb2531e5acc35155987.pdf ResultURL:					
10.06.2023	Mannheimer Morgen	Newspaper	Von wegen Alm-Ohi <i>Loimeier Manfred</i>	158'000	316'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-a3ac3f6e0385fff662f3cf1303ff15833aba1277.pdf ResultURL:					
19.06.2023	Tennis Magazin Online	Magazine	Gipfel der Genüsse <i>Redaktion</i>	13'656	3'414
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-0a17da9b77b8517615b1f8e9e06ae5210dab9358.pdf ResultURL:					
27.06.2023	Gourmet-Blog Network	Blog	Seilbahnfahrt von Chantarella zum Piz Nair – Spektakuläre Natur im Engadin <i>Zehrt Dirk</i>	138'500	138'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-27_gourmet-blog1.pdf ResultURL: https://www.gourmet-blog.de/seilbahnfahrt-von-chantarella-zum-piz-nair-spektakulaere-natur-im-engadin/					
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/					
03.07.2023	Reutlinger Generalanzeiger	Newspaper	Seltene Gemüse, lange Geschichte <i>Hiller Vera</i>	40'432	76'821
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-fe6ad532122a0f1f914368cd9a4efc1b8f590cae.pdf ResultURL:					
04.07.2023	Augsburger Allgemeine	Newspaper	Einlochen erst beim Bäcker, dann im Knast <i>Schreiber Christian</i>	301'500	783'900
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/Chur_Citygolf_Augsburger_Allgemeine_7-2023_Ch_Schreiber.pdf ResultURL:					
05.07.2023	Porsche Club Life Magazin	Magazine	In bester Gesellschaft - Bürgerstock Collection <i>Bachmann Jessica</i>	26'100	91'350
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-88bd1070c79b2ea6f258360fd12d48c333760664.pdf ResultURL:					
23.07.2023	Frankfurter Allgemeine Sonntagszeitung	Newspaper	Das große Leben <i>Strauss Simon</i>	252'223	828'300
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-7437acf7d250284f53ba411c2960d187eda478dd.pdf ResultURL:					
27.07.2023	Frankfurter Allgemeine Zeitung (FAZ)	Newspaper	Oben ohne ganz entspannt <i>Mühl Melanie</i>	237'120	948'480
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-8c6a28fc2b3c07db8d296ad29a305179d74ecff8.pdf ResultURL:					
29.07.2023	Berliner Zeitung Berliner Verlag	Newspaper	Wo Golfer im Gefängnis landen <i>Schreiber Christian</i>	115'083	201'395
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/Chur_Citygolf_Berliner_Zeitung_7-2023_Ch_Schreiber.pdf ResultURL:					
16.08.2023	Land & Berge Sammet Media GmbH	Magazine	Über den Splügen in den Süden <i>Schweizer Steffi</i>	120'000	300'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-8d17c415fa841e840d4fd5974b7c49fe3fbc041_15.34.21.pdf ResultURL:					
23.08.2023	Installation DKZ	Newspaper	Ein geschichtsträchtiges Hotel blickt zu neuen Horizonten <i>0Redaktion 0Redaktion</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-52d120ae01362d3338a80c879c600a20b4b5702e.pdf ResultURL:					
19.09.2023	rbb Fernsehen & Hörfunk/ ARD	TV/Cable/Video	Die Schweiz von oben <i>Bardehle Peter</i>	400'000	400'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-6bdbb5956db12b20d16ffd71f8e400f09e4e4d3b.pdf ResultURL:					
20.09.2023	Hiking the Alps	Blog	Nur nichts tun ist schöner als Thun <i>Bluemel Linda</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-09-20_hikingthealps.pdf ResultURL:					
08.10.2023	Der Tagesspiegel	Newspaper	Die Königin des Engadin <i>Lippitz Ulf</i>	108'488	364'520
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-10-08_Tagesspiegel.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
08.10.2023	3sat	TV/Cable/Video	Traumhafte Bahnstrecken der Schweiz: Von Luzern über Interlaken aufs Jungfrauoch <i>Janikowski</i>	100'000	100'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-de31a2e64c66af5f64fd273c9de9144d8c9abbcb.pdf ResultURL:						
09.11.2023	Wandern.com	Online	Über den Dächern der Schweiz: Ein Gratwanderabenteuer in Graubünden <i>Kürschner Iris</i>			
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-11-09_yaude.pdf ResultURL: https://www.vaude.com/de/de/blog/post/uber-den-dachern-der-schweiz-ein-gratwanderabenteuer-in-graubunden.html						
22.11.2023	Meins	Magazine	Winterträume dreimal anders <i>Hettich Sibylle</i>	103'306	698'349	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/2023-11-22_Meins.pdf ResultURL:						
01.12.2023	AD Architectural Digest	Magazine	Hoch und gut gelegen <i>0Redaktion 0Redaktion</i>	87'000	217'500	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-c51c695ed9dbd562740fd1f526abbd060f692c5d.pdf ResultURL:						
04.12.2023	A&W Architektur & Wohnen Magazine		Schweiz Bürgenstock Resort <i>Hartwig Karen</i>	85'515	310'419	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-a09c14d936dcc70e29ad1e08723a49d9d1065b01.pdf ResultURL:						
16.12.2023	Deutsche Welle DW-TV	TV/Cable/Video	DW-TV Kulturzeit 10:30 Uhr <i>Wilke Corinna</i>	400'000	400'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-fee6aef1f5bb8fe25426ee0240dcf0367f2e26b0.pdf ResultURL:						
16.12.2023	Deutsche Welle DW-TV	TV/Cable/Video	DW-TV Euromaxx 16:30 Uhr <i>Wilke Corinna</i>	400'000	400'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-9dda9975ef3c19dcee85b5bf5cc76cc101a8a687.pdf ResultURL:						
19.12.2023	Deutsche Welle DW-TV	TV/Cable/Video	DW-TV Check-in nachts <i>Wilke Corinna</i>	400'000	400'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-7ccc82ba730de9bee9f6ed568b4b3a090ae2f8e8.pdf ResultURL:						
22.12.2023	Falstaff-Magazin	Magazine	DER MYTHOS UM'S BADRUTT'S PALACE <i>Dibold Hans</i>	36'214	169'663	
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-07b073fd39d06c09c1616464605930cd448e5fd90.pdf ResultURL:						
				GERMANY: 69 Clippings	<u>44'008'095</u>	<u>31'461'610</u>
ITALY						
01.01.2023	Meridiani Montagne	Magazine	Monograph about Jungfrauoch: ski, historic hotels, villages, panoramic trains (155 pp) <i>Torrione Stefano</i>	96'000	96'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/010123_Meridiani_Jungfrau.pdf ResultURL:						
01.03.2023	The Good Life	Magazine	Hotel imperdibili sulla neve: Six Senses, Crans Montana & Badrutt's Palace, St. Moritz (2 paragrafi) <i>Daliovi Valeria</i>	50'000	125'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/030123_thegoodlifeitalia_hoko.pdf ResultURL:						
11.06.2023	RAI2 Donnavventura	TV/Cable/Video	Grand Tour by Jeep con Donnavventura: Swiss Miniatur, Morcote, Lugano, Monte Tamaro, Bellinzona con torrentismo, Tremola, Lugarno e Pigi		1'259'000	
ClippingsURL: ResultURL: https://www.raiplay.it/video/2023/06/DonnAvventura-Green---Puntata-del-11062023-f3f2bab4-ebef-4cb7-a91e-3738cc59842d.html						

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
21.10.2023	D La Repubblica	Magazine	Il signore delle idee: Uno storico hotel nel paesino svizzero Murren che ispirò Tolkien è rinato grazie a un imprenditore esotico (2a) <i>Taccari Laura</i>	577'000	577'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/21.10.23_Albergo_Bellevue_-_D_la_Repubblica.pdf ResultURL:					

ITALY: 4 Clippings

723'000

2'057'000

JAPAN

28.07.2023	25ans	Magazine	A trip to Switzerland for being beautiful through 5 senses. <i>Moriyama Saori</i>	70'000	87'500
ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2023/230728_25ans.pdf ResultURL:					

16.08.2023	Mynavi woman	Online	A tour of locations of the Korean drama 'Crash Landing on You'. And its lake of the piano. <i>Kobayashi Ayumi</i>	11'610'000	2'902'500
ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2023/230816_MyNavi_Women2.pdf ResultURL: https://woman.mynavi.jp/article/230814-2_1170841/					

18.08.2023	BE-PAL online	Online	Walking behind the waterfalls! Hiking in the sustainable Nature Park Giessbach. <i>Kobayashi Ayumi</i>	1'700'000	425'000
ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2023/230818_BE-PAL.pdf ResultURL: https://www.bepal.net/archives/336144					

25.12.2023	Safari	Magazine	Winter historic mountain resort St. Moritz <i>Koseki Chieko</i>	105'800	264'500
ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2024/231225_Safari.pdf ResultURL:					

27.12.2023	agora plus	Online	Jungfrau - The panorama with silver peaks is breathtaking! Visit the glacier world of the Swiss Alps. <i>Ohmura Kanami</i>	3'500'000	875'000
ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2023/231227__agora_plus.pdf ResultURL:					

JAPAN: 5 Clippings

16'985'800

4'554'500

KOREA

01.08.2023	Bar & Dining	Magazine	Castle Hotels <i>Jung Mina</i>	60'000	150'000
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230901-Bar_Dining.png ResultURL:					

01.09.2023	CEO&	Magazine	Castle Hotels <i>Yeo Byunggu</i>	35'000	87'500
ClippingsURL: http://clippings.switzerlandtourism.ch/SEL/2023/20230901-CEO.png ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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KOREA: 2 Clippings

95'000

237'500

NETHERLANDS

20.02.2023	Bergen Magazine	Magazine	Blijtanken in heerlijk Unterengadin <i>van Bijnen Marcia</i>	16'000	40'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06893.pdf>
ResultURL:

26.08.2023	MEZZA AD	Magazine	Sterk verhaal - berghotel Schatzalp <i>Avontuur Hans</i>	440'800	1'102'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip06996.pdf>
ResultURL:

23.09.2023	Residence	Magazine	De herrijzenis van Grand Hotel Kronenhof <i>Weyel Ivo</i>	25'000	87'500
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ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07018.pdf>
ResultURL:

30.09.2023	Tijdgeest (Trouw)	Magazine	Hollands spoor in Zwitserland <i>Groen Sander</i>	100'000	420'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07016.pdf>
ResultURL:

10.11.2023	YourTravelGuide.nl	Blog	Met de Bernina Express langs historische hotels in Zwitserland <i>Linstra Marjolein</i>	5'000	1'250
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ClippingsURL:
ResultURL: <https://www.yourtravelguide.nl/bernina-express-zwitserland/>

13.11.2023	Herenhuis	Magazine	Chur - culturele schat in Zwitserland <i>Helminck Veronique</i>	14'000	35'000
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ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07031.pdf>
ResultURL:

27.11.2023	Vogue	Magazine	Travel Diary Stephanie Pander: jodelahiti! <i>Pander Stephanie</i>	31'675	76'020
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ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07043.pdf>
ResultURL:

NETHERLANDS: 7 Clippings

632'475

1'761'770

NORTH AMERICA

10.02.2023	Architectural Digest.com	Online	28 Historic Hotels You Must Visit Before You Die <i>Mafi Nick</i>	3'460'000	865'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230210_architecturaldigest.com_Mafi.pdf
ResultURL: <https://www.architecturaldigest.com/story/worlds-most-historic-hotels>

16.02.2023	Goop .com	Online	From St. Moritz to Zermatt: A Swiss Skiing Itinerary <i>Pew Ali</i>	1'590'000	397'500
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ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230216_Goop.com_Pew.pdf
ResultURL: <https://goop.com/style/outfitting-ideas/swiss-skiing-itinerary/>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
17.02.2023	Who What Wear .com	Blog	How to Do Switzerland Like Celebs and Royals: Where to Stay, Shop, and Eat <i>Fitzpatrick Erin</i>	3'004'945	751'236
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230217_WhoWhatWear.com_Fitzpatrick.pdf ResultURL: https://www.whowhatwear.com/stylish-switzerland-travel-guide					
20.02.2023	Galerie Magazine .com	Magazine	The Swiss Alps Provide a Dramatic Backdrop for Ethereal Works of Art <i>Yerebakan Osman Can</i>	78'100	19'525
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230220_GalerieMagazine.com_Yerebakan.pdf ResultURL: https://galeriemagazine.com/elevation-1049-gstaad/					
28.02.2023	The Bay Area Reporter .com		Alpine Adventure: Arosa Gay Ski Week's Swiss mist <i>Karlin Rick</i>	51'800	12'950
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230228_BayAreaReporter.com_Karlin.pdf ResultURL: https://www.ebar.com/story.php?ch=bartab&sc=nightlife&id=323214					
02.03.2023	Instinct Magazine .com	Online	Switzerland: Experiencing Luxury Travel In The Heart of Europe <i>Dupuis Adam</i>	588'000	147'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230302_Instinct_Magazine_Adam_Dupuis.pdf ResultURL: https://instinctmagazine.com/switzerland-experiencing-luxury-travel-in-the-heart-of-europe/					
08.03.2023	Elle Quebec .com	Online	6 bonnes raisons d'aimer la Suisse <i>Parent Carolyne</i>	180'000	45'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230308_Elle_Quebec_Carolyne_Parent.pdf ResultURL: https://www.ellequebec.com/style-de-vie/voyages/6-bonnes-raisons-daimer-la-suisse					
17.03.2023	Elle.com	Online	ELLE Escapes: Zurich <i>Stern Claire</i>	28'665'514	7'166'379
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230317_Elle.com_Stern.pdf ResultURL: https://www.elle.com/culture/travel-food/a43341192/elle-escapes-zurich/					
20.03.2023	Travel Weekly Northstar Travel Media	Magazine	Extreme Swiss Luxury at the Kulm Hotel St. Moritz <i>Thompson Mark</i>	24'600	73'800
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230320_TravelWeekly_Mark_A_Thompson.png ResultURL:					
25.03.2023	Travel Weekly .com	Online	Extreme Swiss Luxury at the Kulm Hotel St. Moritz <i>Thompson Mark</i>	495'000	123'750
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230325_Travelweekly.com_Mark_A_Thompson.pdf ResultURL: https://www.travelweekly.com/Europe-Travel/Extreme-Swiss-luxury-at-the-Kulm-Hotel-St-Moritz					
31.03.2023	Luxury Web Magazine .com	Online	Geneva <i>Angelakis* Manos & Barbara</i>	24'200	6'050
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230331_LuxuryWebMagazine.com_Angelakis.pdf ResultURL: http://www.luxuryweb.com/Destinations/Geneva/geneva.html					
31.03.2023	forbes .com	Online	Bürgenstock Resort In Switzerland Is A Slice Of Heaven On Earth <i>Harris Meggen Regina</i>	29'788'885	7'447'221
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230331_Forbes.com_Harris.pdf ResultURL: https://www.forbes.com.cn.ampproject.org/c/s/www.forbes.com/sites/meggenharris/2023/03/31/brgenstock-resort-in-switzerland-is-a-slice-of-heaven-on-earth/amp/					
01.04.2023	Luxury Web Magazine .com	Online	Hôtel Bristol Genève <i>Angelakis* Manos & Barbara</i>	24'200	6'050
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230401_LuxuryWebMagazine.com_Angelakis.pdf ResultURL: http://www.luxuryweb.com/Hotels---Resorts/Hotel-Bristol-Geneve/hotel-beristol-geneve-.html					
06.04.2023	Travel + Leisure.com	Online	The 100 Best New Hotels in the World <i>Erace Adam</i>	9'190'000	2'297'500
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230406_TravelLeisure.com_Erace.pdf ResultURL: https://www.travelandleisure.com/best-new-hotels-2023-7373061					
12.04.2023	Vacationer.travel .com	Online	THE CAPTIVATING ELEGANCE OF THE DOLDER GRAND IN ZURICH <i>Mosby Kwin</i>	245'000	61'250
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230412_Vacation.Travel.com_Mosby.pdf ResultURL: https://www.vacationer.travel/the-dolder-grand-where-to-stay-in-zurich-switzerland/					
12.04.2023	VisionTimes .com	Online	Discovering the Enchanting Beauty of Geneva, Switzerland <i>Angelakis* Manos & Barbara</i>	83'000	20'750
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230412_VisionTimes.com_Angelakis.pdf ResultURL: https://www.visiontimes.com/2023/04/12/discovering-the-enchanting-beauty-of-geneva-switzerland.html					
24.08.2023	T: The New York Times Style Magazine .com	Online	<i>O'Grady Janet</i>	2'660'000	665'000
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230824_T_OGrady.pdf ResultURL: https://www.nytimes.com/2023/08/24/t-magazine/portugal-valverde-santar-hotel-spa.html					
08.11.2023	The Social CTV .com (TV)	TV/Cable/Video	The best cities to visit in the winter <i>Weatherhead Harrington Jennifer</i>	31'000	7'750
ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/Screenshot_2024-01-13_at_3.00.31PM.png ResultURL: https://www.youtube.com/watch?v=mc9P6-w6Oes&t=139s					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
12.12.2023	The Miami Times .com	Online	A grand train tour of Switzerland <i>Scarlette Lahoma</i>	35'300	8'825

ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20231212_MiamiTimes.com_Scarlette.pdf
ResultURL: https://www.miamitimesonline.com/lifestyles/destinations/a-grand-train-tour-of-switzerland/article_7c267e50-98fb-11ee-9291-6bd6e43cc2a3.html

NORTH AMERICA: 19 Clippings 80'219'544 20'122'536

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 21'000

POLAND

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

16.11.2023	www.wysokieobcasy.pl	Online	Each night was like a travel in time <i>Kacalak Magdalena</i>	4'800'000	1'200'000
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ClippingsURL:
ResultURL: <https://www.wysokieobcasy.pl/wysokie-obcasy/7,179430,30396416,trip-przez-szwajcarie-koleja-szlakiem-historycznych-hoteli.html>

01.12.2023	Wysokie Obcasy Extra	Magazine	To wake up there one more time	130'000	448'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/Screenshot_2024-01-10_at_14.36.57.png
ResultURL:

17.12.2023	www.wysokieobcasy.pl	Online	The way we travel changes <i>Kacalak Magdalena</i>	4'800'000	1'200'000
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ClippingsURL:
ResultURL: <https://www.wysokieobcasy.pl/wysokie-obcasy/7,179430,30498627,obudzic-sie-tam-jeszcze-raz.html>

POLAND: 4 Clippings 10'050'000 2'928'000

PublicationDate Media MediaType Headlines Author Circulation Contacts

SPAIN

01.02.2023 Expansion Fuera de Serie Magazine Zermatt, bajo la montaña perfecta. Aparicio Sonia 30'508 72'313

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

15.07.2023 Mujer de Hoy Magazine Agua a la vista: Giessbach Ribelles Geles 349'921 1'630'528

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

15.07.2023 Público - Fugas online Online Dormir na Suíça: do palácio ao celeiro, é só uma curta viagem de barco da Silva Carvalho Patrícia Maria 9'655'590 2'413'898

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

15.07.2023 Público - Fugas Newspaper Suíça, entre lagos e montanhas, à descoberta do país-postal Carvalho Patrícia 1'603'290 2'805'758

ClippingsURL: <http://clippings.switzerlandtourism.ch/BCN/2023/publicofugasentrelagosemontanhasprint.pdf>
ResultURL: <https://www.publico.pt/2023/07/15/newsletter/fugas>

06.11.2023 Q Travel Magazine Lucerna, la ciudad más vibrante y moderna de Suiza Carrizosa Pilar 71'000 71'000

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

SPAIN: 5 Clippings

11'710'309

6'993'497

SWITZERLAND

27.04.2023 Schaffhauser Nachrichten Newspaper Stabübergabe nach einer kleine Ewigkeit Redaktion 14'433 40'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/364594366.pdf>
ResultURL:

05.06.2023 20 Minuten Newspaper 3 Hotels, in denen du so royal schlummerst wie König Charles Zygmunt Laura 325'884 886'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/366158784.pdf>
ResultURL:

14.07.2023 20 Minuten Online Online Diese historische Hotels sind eine Reise wert 3'313'000 828'250

ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2023/380267682_Zeile_423.pdf
ResultURL:

13.11.2023 20 Minuten Online Online Das Hotel Chalavaina ist «Historisches Hotel 2024» 3'313'000 828'250

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/405267240.pdf>
ResultURL:

13.11.2023 RTR Radiotelev. Svizra Rumantscha Online Chasa Chalavaina è «hotel istoric da l'onni 2024» 214'700 53'675

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/405270625.pdf>
ResultURL:

13.11.2023 Radio Central Online Online Münstertaler «Chasa Chalavaina» ist Historisches Hotel 2024

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/405270627.pdf>
ResultURL:

14.11.2023 Engadiner Post/Posta Ladina Newspaper Historisches Hotel 2024 7'421 14'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/ZRH/2023/405225129.pdf>
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
04.12.2023	htr hotel revue Online	Online	Une histoire de l'hôtellerie à travers les hôtels historiques <i>Rédaction fr</i>	100'000	25'000
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2023/409694619.pdf ResultURL:					

SWITZERLAND: 8 Clippings 7'288'438 2'675'175

UK/IRELAND

10.03.2023	MSN UK (online)	Online	The top 10 grandest ski hotels - and the fascinating stories behind them <i>Le Breton Gabriella</i>	63'510'000	15'877'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/10Mar23_msn.com1.pdf ResultURL: https://www.msn.com/en-gb/travel/news/the-10-grandest-ski-hotels-and-the-fascinating-stories-behind-them/ar-AA18snO2?li=AAJsPCA&srcref=rss					

UK/IRELAND: 1 Clippings 63'510'000 15'877'500

Grand Total over ALL 241'298'295 93'877'071