

MarketingActivitiesCentral



Typically Swiss Hotels

BRAZIL

Title

BRAZIL KEY PARTNER PACKAGE - Sales Manual 2023-2024

Instrument

KAM

Circulation

Contacts

28000

Date from - to

01/01/2023 – 12/31/2023

Marketing Tool

Inhouse Training

Activity

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

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

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

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

Title

STS2023: Sales Manual 2023-2024 (B2B)

Instrument

KAM

Circulation

Contacts

28000

Date from - to

06/01/2023 – 12/31/2023

Marketing Tool

Inhouse Training

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
MarketingActivities

700
Circulation

59'500
Contacts

CZECH REPUBLIC

Title
SWISSmag - Winter 2023/2024

Instrument
Campaigning & Activation

Circulation
3000

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

Marketing Tool
Placement Paid

Contacts
7500

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

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

http://clippings.switzerlandtourism.ch/PRG/2023/20231103142448_SWISSmag_29_FINAL.pdf

CZECH REPUBLIC

1
MarketingActivities

3'000
Circulation

7'500
Contacts

FRANCE

<i>Title</i> Campaign & Activation: Consumer ST Newsletter 2023 - Juin	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 51830
<i>Date from - to</i> 06/06/2023 – 06/06/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 51830
<i>Activity</i> Profiter de la montagne l'été		
51'830 adresses abouties 16'891 ouvertures OR 32.59% CTR (1'332 clics uniques) 2.57% CTOR 7.89% 104 desinscriptions		
http://clippings.switzerlandtourism.ch/PAR/2023/20231117150539_La_Suisse_realise_vos_reves_de_outdoor.pdf		

<i>Title</i> Campaign & Activation: Event AVC_Campaign Le Bonbon	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 190000
<i>Date from - to</i> 05/27/2023 – 06/10/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 190000
<i>Activity</i> SoME campaign with Le Bonbon in order to promote the article relating the Event that we had with AVC in Paris		
http://clippings.switzerlandtourism.ch/PAR/2024/20240104154529_Screenshot_2024-01-04_at_15.45.06.png		

<i>Title</i> Campaign & Activation: Event AVC_Campaign Timeout	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 310000
<i>Date from - to</i> 05/24/2023 – 06/10/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 310000
<i>Activity</i> SoMe campaign in order to promote the article we had on timeout.fr promoting the event we had with AVC in Paris.		
http://clippings.switzerlandtourism.ch/PAR/2024/20240104154925_Screenshot_2024-01-04_at_15.49.15.png		

<i>Title</i> Campaign & Activation: Event AVC_Campaign So Me Paris Secret	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 210000
<i>Date from - to</i> 05/27/2023 – 06/10/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 210000
<i>Activity</i> Campaign activation with Paris Secret in order to promote the Event we had with AVC in Paris.		
http://clippings.switzerlandtourism.ch/PAR/2024/20240104160252_Screenshot_2024-01-04_at_16.02.41.png		

<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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<p><i>Title</i> Campaign & Activation: Event AVC_Newsletter AVC</p> <p><i>Date from - to</i> 05/27/2023 – 06/10/2023</p> <p><i>Activity</i> Newsletter promoting the event we had with AVC in Paris last June send to all Au Vieux Campeur subscribers.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 13400</p> <p><i>Contacts</i> 13400</p>
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FRANCE

6

135'230

985'230

MarketingActivities

Circulation

Contacts

GCC

<p><i>Title</i> KAM: Discover Europe, Dubai</p> <p><i>Date from - to</i> 04/28/2022 – 05/01/2023</p> <p><i>Activity</i> -28-01 May at 25hours Hotel-Dubai. -NTOS of CH, DE, AT & IE-105 travel agents from all over GCC. -Approx- 35 one to one meetings per partner. -46 Partners from:Ticino,Zurich,LGR, Geneva,Interlaken, Bern,Luzern, Graubunden. -95 agents did attend the WS.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i></p>
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<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> Promotion: Winter Inspirations Booklet 2023/24	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 10000
<i>Date from - to</i> 12/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 30000

Activity

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

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

<i>Title</i> Digital: Winter Hotel Facebook Campaign (Seehof Hotel)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 403765
<i>Date from - to</i> 01/19/2023 – 01/24/2023	<i>Marketing Tool</i> Social Media Paid	

Activity

- ♣ Date: 19 – 24 Jan
- ♣ Facebook 500 CHF boosted post for hotel partner.
- ♣ Impressions: 403,765
- ♣ Clicks: 6,370
- ♣ Reach: 240,769
- ♣ Seehof hotel

http://clippings.switzerlandtourism.ch/DXB/2024/20240112115553_Seehof.png

<i>Title</i> Digital: Winter Hotel Facebook Campaign (Hotel Krone Sarnen)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 325398
<i>Date from - to</i> 03/17/2023 – 03/21/2023	<i>Marketing Tool</i> Social Media Paid	

Activity

- ♣ Date: 17 – 21 MAR
- ♣ Facebook 500 CHF boosted post for hotel partner.
- ♣ Impressions: 518,894
- ♣ Clicks: 5,194
- ♣ Reach: 325,398
- ♣ Hotel Krone Sarnen

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

<p><i>Title</i> Digital: Family Hotel Facebook Campaign (Pilatus Kulm Hotel)</p> <p><i>Date from - to</i> 09/12/2023 – 09/17/2023</p> <p><i>Activity</i> <ul style="list-style-type: none"> ♣ Date: 12 – 17 Sept, 23 ♣ Facebook 500 CHF boosted post for hotel partner. ♣ Impressions: 839,090 ♣ Clicks: 7,373 ♣ Reach: 613,002 ♣ Pilatus Kulm Hotel </p> <p>http://clippings.switzerlandtourism.ch/DXB/2024/20240112135447_Pilatus_Kulm.png</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 839090</p> <p><i>Contacts</i> 839090</p>
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<p><i>Title</i> GCC Workshop in Crans-Montana</p> <p><i>Date from - to</i> 12/12/2023 – 12/14/2023</p> <p><i>Activity</i> <ul style="list-style-type: none"> - 66 GCC travel agents joined the workshop and met 77 Swiss partners in Crans-Montana. - The workshop enabled more than 1000 meetings between suppliers and buyers. - 9 fam-groups with 9 different pre/post tours covered all GCC key partners. </p> <p>http://clippings.switzerlandtourism.ch/DXB/2024/20240112122014_Picture_1.jpg http://clippings.switzerlandtourism.ch/DXB/2024/20240112122031_Pictureaa_1.jpg</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> 66</p> <p><i>Contacts</i> 66</p>
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GCC	9	30'000	1'658'319
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

GERMANY

<p><i>Title</i> KMM: Das neue Jahr bringt neue innovative Hotels in der Schweiz</p> <p><i>Date from - to</i> 01/10/2023 – 01/10/2023</p> <p><i>Activity</i> Versendet an 2800 Journalisten</p> <p>http://clippings.switzerlandtourism.ch/FRA/2023/20230127130750_Das_neue_Jahr_bringt_neue_innovative_Hotels_in_der_Schweiz.pdf</p>	<p><i>Instrument</i> KMM</p> <p><i>Marketing Tool</i> Media Release</p>	<p><i>Circulation</i> 2800</p> <p><i>Contacts</i> 2800</p>
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<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> 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>		

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

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

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

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

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

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

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

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

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

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

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

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

http://clippings.switzerlandtourism.ch/FRA/2023/20230627145735_Nah_am_Wasser_gebaut__5_besondere_Unterkunfte_am_Wasser___Schweiz_Tourismus.pdf

<i>Title</i> C&A: IDEAT Kooperation mit Basel	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 40000
<i>Date from - to</i> 04/01/2023 – 07/31/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 160000
<i>Activity</i> 8-12-seitiges Content Special zu Basel Themenfokus auf die Museen-landschaft in Basel Digitale Verlängerung des Artikels auf ideat.de – dauerhaft eingebunden auf der Webseite mit Sprungstelle zum Kunden Posts und Bewegbild auf Instagram, ggfs. Gewinnspiel mit Museen oder Hotels		

<i>Title</i> ITB Swisstainable-Event	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 250
<i>Date from - to</i> 03/08/2023 – 03/08/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 250
<i>Activity</i> Anlässlich der ITB 2024 fand am Schweiz-Stand der Swisstainable-Event statt mit geladenen Gästen (KAM, KMM, Wirtschaft und VIP). Martin Nydegger präsentierte den aktuellen Stand über Swisstainable		
http://clippings.switzerlandtourism.ch/FRA/2023/20230725103511_7327kl_Kopie.jpeg		

<i>Title</i> KMM: Schlummern in den Reben: Schweizer Weinhotels	<i>Instrument</i> KMM	<i>Circulation</i> 2500
<i>Date from - to</i> 10/11/2023 – 10/11/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2500
<i>Activity</i> Versendet via Newsletter an 2500 Medienschaffende		
http://clippings.switzerlandtourism.ch/FRA/2023/20231012172643_Schlummern_in_den_Reben_Schweizer_Weinhotels__Schweiz_Tourismus.pdf		

<i>Title</i> KKM: Die neuen Perlen der Gastfreundschaft	<i>Instrument</i> KMM	<i>Circulation</i> 2500
<i>Date from - to</i> 09/06/2023 – 09/06/2023	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 2500
<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

19
MarketingActivities

1'507'620
Circulation

1'638'855
Contacts

ITALY

<p><i>Title</i> Campaigning & Activation: HoKo - Distribution Brochures B&D and Typically Swiss Hotels</p> <p><i>Date from - to</i> 04/14/2023 – 04/14/2023</p> <p><i>Activity</i> Date: 14.04.2023 (issue of April) Distribution B&D + Typically Swiss Hotels Brochures with monthly magazine Elle Decor during the design week in Milan Circulation: 5.000 copies (4.500 B&D + 500 Typically) Area: Milano</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> Campaigning & Activation: MIART Art Fair Milano</p> <p><i>Date from - to</i> 04/14/2023 – 04/16/2023</p> <p><i>Activity</i> Periode: 14. - 16.04.2023 Presence at the art fair at the Swiss booth (33m2) -networking, brochure distribution, pictures&video on lounge Digital & Print Communication -Partner integration on with Logo on Miart Website -Partner integration on press release of Miart and STITA -SOM Campaign (Post&Stories) on Miart (2 posts) and ST channels (tag of the partner) Partner: Swiss Travel System, Basel, Bern + Interlaken, Ticino</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 40000</p>
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<p><i>Title</i> KMM: Group media trip Interlaken & BLS</p> <p><i>Date from - to</i> 10/11/2023 – 10/13/2023</p> <p><i>Activity</i> Date: 11-13.10.23 Program: Travel by Trenino Verde delle Alpi, kayaking on Lake Brienz, Lake Thun by boat, Giessbach Park Overnight at Deltapark Resort and lunch at Parkhotel Giessbach Partner: Interlaken & BLS</p>	<p><i>Instrument</i> KMM</p> <p><i>Marketing Tool</i> Trip - Group</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 4</p>
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POSTPONE FROM JUNE TO OCTOBER

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

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

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

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

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

<i>Title</i> Campaigning & Activation: Swiss Family Village - distribution ST Magazines and Partner Brochures	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 4200
	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 12600

Date from - to
09/20/2023 – 10/01/2023

Activity
Period: 20.09. - 01.10.23
What: distribution of ST and Partner Brochures during public event Swiss Family Village
Partner: Made in Bern, Ticino, Zurich, STS, RhB, HoKo
ST Magazin: Svizzera 7 - 1000 pcs / Svizzera - Itinerari circolari - 1000 pcs / Swiss Family Hotels & Lodging 2023 - 1000 pcs / Swiss travel Maps 500 pcs / Svizzera Mobile 200 / myGrandTrain Tour Booklet EN - 500 pcs

<i>Title</i> Campaigning & Activation: Winter - Branded Content Gazzetta.it	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 9500000
	<i>Marketing Tool</i> Native Advertisement Paid	

Date from - to
12/11/2023 – 12/24/2023

Activity
Publication date: 11.12 (online for 14 days)
Smart article plus on Gazzetta.it
Topics: original experiences in Bergun, Chateaux-d'Oex, Jungfrauoch, Rigi, Loetschental and video How to stay longer
Impressions: 9,5 million
Views: 12'900
Time average: 2'21"

Link: https://studio.gazzetta.it/svizzera_turismo-sa3-esperienze-speciali/

ITALY	8	38'200	9'659'664
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

MULTIPLE MARKETS

<i>Title</i> MySwitzerland Pro: Room Alert	<i>Instrument</i> KAM	<i>Circulation</i> 1293
	<i>Marketing Tool</i> Other...	

Date from - to
09/11/2023 – 12/31/2023

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

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

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

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

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

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

<i>Title</i> Typically Swiss Hotels Kooperationskampagne 23	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 13023983
<i>Date from - to</i> 07/10/2023 – 08/06/2023	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 13023983
<i>Activity</i> Kooperationskampagne für die Typically Swiss Hotels im Sommer 2023.		
Impressions: 13'023'983 Link Klicks: 411'106 CPC: 0.10		

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

<p><i>Title</i> Hotelkooperationen Hotelquiz Swisstainable 2023</p> <p><i>Date from - to</i> 06/06/2023 – 07/26/2023</p> <p><i>Activity</i> Hotelquiz Kampagne “Welcher Hoteltyp bist du?” mit Einbezug der Swisstainable Unterkünfte.</p> <p>Impressions: 21'490'016 Link Klicks: 449'343 CPC: 0.23</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 21490016</p>
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<p><i>Title</i> Gastronomie Fondue Finder Winter 22/23 Welle 2</p> <p><i>Date from - to</i> 01/26/2023 – 02/17/2023</p> <p><i>Activity</i> Fondue Finder Kampagne im Winter 22/23, 2. Welle (Awareness + Confidence)</p> <p>Impressions: 10'133'881 Link Klicks: 200'370 CPC: 0.36</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 10133881</p>
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<p><i>Title</i> Hotels AMEX Winterkampagne 22/23</p> <p><i>Date from - to</i> 01/15/2023 – 01/31/2023</p> <p><i>Activity</i> Angebotskampagne Winter 22/23 mit AMEX.</p> <p>Impressions: 1'436'637 Link Klicks: 9'026 CPC: 0.55</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 1436637</p>
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<p><i>Title</i> Hotelgruppierungen Top 3 Star Hotels Kampagne</p> <p><i>Date from - to</i> 09/14/2023 – 10/12/2023</p> <p><i>Activity</i> Branding-Kampagne für die Top 3 Star Hotels.</p> <p>Impressions: 1'418'103 Link Klicks: 35'048 CPC: 0.28</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 1418103</p>
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Title
Hotels
Kampagne Million Stars Hotels

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2508531

Title
Hotelkooperationen
Pinterest Kampagne

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
40159834

MULTIPLE MARKETS

11
MarketingActivities

Circulation

140'599'138
Contacts

NORTH AMERICA

Title
STNA 2023 Campaigning & Activation —
Luxury/Winter eOOH & Digital Campaign

Date from - to
08/25/2023 – 11/30/2023

Activity
Two good ingredients, ensuring an impactful, targeted campaign in collaboration with T-Mobile Marketing Solutions:
– Rideshare Advertising (eOOH) — Full attention on your individual 30sec creative displayed on tablets in Ubers and Lyfts, geo-targeted on our most important source markets (cities) as well as ski destinations (e.g. Aspen, Vail) in the US. CtA with QR code to bridge to digital possible.
– (Re)Targeting Digital Display campaign — To expand the reach and increase awareness as performance, we make use of the enhanced precision targeting that T-Mobile data allows. Accordingly, a highly targeted display campaign to address relevant, custom audiences

Instrument
Campaigning & Activation

Marketing Tool
OOH incl. Digital OOH

Circulation

Contacts
14829476

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

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

<i>Title</i> KAM: 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: Webinar with Jungfrau Region	<i>Instrument</i> KAM	<i>Circulation</i> 88
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<i>Date from - to</i> 06/29/2023 – 06/29/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 88
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Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Jungfrau Region and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).
Attendees: 88

http://clippings.switzerlandtourism.ch/NYC/2023/20230629155703_20230629_Jungfrau.pdf

<i>Title</i> KAM: WebinarPlus webinar, TravPro	<i>Instrument</i> KAM	<i>Circulation</i> 1604
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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 recorderd webinars submitted on the online portal of TravelPro. Live chatting with ST members during two afternoons answering questions live. 1538 travel agents registered resulting in 800 North American unique viewers.

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> STNA 2023 Campaigning & Activation — TSQ Billboard	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 37800000
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<i>Date from - to</i> 04/01/2023 – 12/31/2023	<i>Marketing Tool</i> OOH incl. Digital OOH	<i>Contacts</i> 137
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Activity
All TSQ billboard impressions for the total 29 weeks of presence

http://clippings.switzerlandtourism.ch/NYC/2024/20240112193224_Reporting_TimesSquare_Presentation_2023.pdf

<i>Title</i> KAM: Webinar with Schilthorn	<i>Instrument</i> KAM	<i>Circulation</i> 137
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<i>Date from - to</i> 11/16/2023 – 11/16/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 137
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Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Schilthorn and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).
Attendees: 137

<http://clippings.switzerlandtourism.ch/NYC/2023/>

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

http://clippings.switzerlandtourism.ch/NYC/2023/20231211144301_TAW_EMAIL_05.03.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231211144341_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

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

http://clippings.switzerlandtourism.ch/NYC/2023/20231208173040_TMR_EMAIL_04.26.html
http://clippings.switzerlandtourism.ch/NYC/2023/20231208173100_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

17
MarketingActivities

506'246
Circulation

53'349'455
Contacts

OTHER

<i>Title</i> MySwitzerland Pro Boost	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1293
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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>

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
<i>Date from - to</i> 05/15/2023 – 05/15/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 2832

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
<i>Date from - to</i> 09/25/2023 – 09/25/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 3136

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

Activity
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. Swisustainable 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

Activity
- 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

Activity
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	279'768	3'075'705
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SWITZERLAND

<i>Title</i> Campaigning: Bergwelten.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i>
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i>

Activity
Bergwelten

Kontakte: 246'500

Erscheinung: 6x pro Jahr

Sprache: Deutsch

Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.

<i>Title</i> Promotion: Magazin Miss Money Penny (German only)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i>
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 0

Activity
The Swiss professional journal for office managers and assistants.
Circulation: 6,000 copies
Readership: 15'000
www.missmoneypenny.ch
Published 4 times a year.
Language: German

<p><i>Title</i> Assistants Day 2023</p> <p><i>Date from - to</i> 09/06/2023 – 09/06/2023</p> <p><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.</p> <p>Target group: Personal Assistants</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 74</p>
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<p><i>Title</i> MySwitzerland.com/meeting - Event Planner/WeddingFinder/Special MICEOffers/Group Experiences</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><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</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i></p> <p><i>Contacts</i></p>
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<p><i>Title</i> KMM: Health Magazin 2023</p> <p><i>Date from - to</i> 02/01/2023 – 12/31/2023</p> <p><i>Activity</i></p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 0</p>
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<p><i>Title</i> Campaigning: SBB/RAW Freizeitkampagne Newsletter April 2023</p> <p><i>Date from - to</i> 04/27/2023 – 04/27/2023</p> <p><i>Activity</i> SBB Freizeitkampagne 2023 (FZK)</p> <p>1 Newsletterbeitrag Thema: 100% Women Cycling Kontakte: 3'242'641</p> <p>Sprachen: deutsch, französisch, italienisch, englisch</p> <p>Klickrate</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> 3242641</p>
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<p><i>Title</i> Campaigning: Distribution ST "Grün" Broschüren national</p> <p><i>Date from - to</i> 05/01/2023 – 09/03/2023</p> <p><i>Activity</i> Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren</p> <p>D: 14'000 F: 3'500 I: 1'000</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 18333</p> <p><i>Contacts</i> 54999</p>
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<p><i>Title</i> Campaigning: Distribution ST "White" Broschüren national</p> <p><i>Date from - to</i> 10/02/2023 – 12/31/2023</p> <p><i>Activity</i> Distribution ST "Grün" Broschüren, national, in allen 123 SBB Reisezentren</p> <p>D: 13'000 F: 3'000 I: 900</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 16900</p> <p><i>Contacts</i> 50700</p>
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<i>Title</i> Campaigning: RAW Freizeit - Reisemagazin Sommer	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 150000
<i>Date from - to</i> 06/19/2023 – 11/13/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 300000

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

<i>Title</i> Campaigning: 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	

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	

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 - Schnee</p> <p><i>Date from - to</i> 01/10/2023 – 01/10/2023</p> <p><i>Activity</i> Sonderbeilage in der Coopzeitung D/F/I mit buchbaren Angeboten (2 Nächte, inkl. Frühstück 1x Abendessen) für CHF 269 in 4 Kategorien: Familien, Wellness, Geniesser und Sport.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Supplement Print</p>	<p><i>Circulation</i> 2504509</p> <p><i>Contacts</i> 5009018</p>
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Folgende Partner konnten integriert werden:

- Jungfrau Region
- Raffeisen
- SBB Gepäckservice

<i>Title</i> Coop Promo - Sommer	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2504509
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<i>Date from - to</i> 05/16/2023 – 05/16/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 3371069
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Activity
6 Seiten Sommer Promo.
Redaktioneller Beitrag (2Seiten) Intro ST-Hotelkategorien.

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

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

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

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

<i>Title</i> Swisstainable “on the move” 2023 - Overall Website Sessions ST + SBB	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 86000
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<i>Date from - to</i> 05/31/2023 – 10/31/2023	<i>Marketing Tool</i> Website
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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
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<i>Date from - to</i> 03/23/2023 – 03/23/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 420000
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Activity
2x 1 Doppelseite:
- "Die Geheimnisse der Walliser Wiedkräuter" & "Der Ruf des weilden Westens"
- "In 17 Tagen durch den Parc Ela" & "Eine Nacht über dem Abgrund"

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

Total: 420.000 Contacts, 5.232 Interactions

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

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

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

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

<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:		

<i>Title</i> Campaigning: Distribution ST Hotel Broschüren - SBB Bahnhöfe	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12000
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 357000
<i>Activity</i> Boutique Hotels, Typically Swiss Hotels, Family Hotels Distribution an 24 Bahnhöfen für 1 Jahr.		
Rund 12'000 Broschüren (D/F/I) Erreichte Kontakte: 357'000 Kontakte		
Erwartete Reichweite dieser Präsenz für einen Monat beträgt 357'000 mögliche Kundenkontakte.		

<p><i>Title</i> Campaigning: SBB/RAW Freizeitkampagne Swisstainable Push</p> <p><i>Date from - to</i> 01/01/2023 – 12/31/2023</p> <p><i>Activity</i> RAW Beteiligung an der Verlängerung und Verstärkung der Swisstainable Kampagne (B2C und B2B). Aktivität ist Bestandteil der Leistungsvereinbarung SBB x RAW x ST.</p> <p>Die Aktivität umfasst folgende Aspekte: - Integration Swisstainable in die RAW-Vermarktungskampagne im Sommer & Herbst - Übernahme Look'n'Feel in die Saisonkampagne Sommer & Herbst - Paid-Kampagne Gewinnung zusätzlicher Freizeit-Leistungspartner für Swisstainable - Integration in bestehende Kanäle (NL/SoMe/Magazin etc., inkl. Automation Prozess)</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> 33000000</p> <p><i>Contacts</i> 33000000</p>
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<p><i>Title</i> Fonduefinder - Goldbach Newsletter & Ads</p> <p><i>Date from - to</i> 11/17/2023 – 12/03/2023</p> <p><i>Activity</i> Fonduefinder Push auf diversen Goldbachplattformen.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Native Advertisement Paid</p>	<p><i>Circulation</i> 852704</p> <p><i>Contacts</i> 852704</p>
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NL Slots (Teaser & Banner) total Abonnenten erreicht: 201'550
 - Annabelle (DE) Abonnenten: 60'000
 - Le Menu (DE) Abonnenten: 116'407
 - Le Menu (FR) Abonnenten: 25'143

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

27
MarketingActivities

12'746'573
Circulation

90'089'578
Contacts

UK/IRELAND

<i>Title</i> KAM Alphorn 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 14500
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 43500
<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		
Design partner was Dave George Creative Agency		
http://clippings.switzerlandtourism.ch/LON/2024/20240109193915_Switzerland_Alphorn_2023_UK_WEB_Spreads.pdf		

<i>Title</i> e-Marketing: B2C Newsletter June 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 44556
<i>Date from - to</i> 06/06/2023 – 06/06/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 44556
<i>Activity</i> General Topic: The June Newsletter of 2023 was sent out on 6th of June to all markets and promoted outdoor activities in Switzerland.		

Market Specific Content: Integrated a Eurotrek Offer for hiking holidays Via Alpina (230 clicks)

Results: Opening Rate: 37.41%, Openings: 16'661, Clicks: 1073 / 2.41%, CTR: 1.70%, CTOR: 3.86%

http://clippings.switzerlandtourism.ch/LON/2023/20230717152401_Switzerland_makes_outdoor_dreams_a_reality.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230717152632_2023.06._NL_GEN_UK.pdf

<i>Title</i> Qualified Reactions: Bookings with STC or on mySwitzerland.com	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 30
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Other...	
<i>Activity</i> Waiting for the final report - these figures are from 2022		
Total number of UK/Ireland bookings (per person) with STC or on MySwitzerland in 2023		

<i>Title</i> Touring Promotion w/The Sunday Times	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 145000
<i>Date from - to</i> 04/30/2023 – 04/30/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 435000
<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		
http://clippings.switzerlandtourism.ch/LON/2024/20240111144204_Switzerland_Tourism_Booking_Order_-_News_UK_21.02.2023.pdf		

UK/IRELAND

4
MarketingActivities

204'056
Circulation

523'086
Contacts

Grand Total over ALL

113
MarketingActivities

15'451'393
Circulation

301'647'323
Contacts

PublicationDate Media MediaType Headlines Author Circulation Contacts

AUSTRALIA

25.07.2023 Global Traveller Online **Feel The Bern:Bellevue Palace Experience!** *La Bua Robert* 15'000

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/250723_EGlobal_Bern_FeelTheBernBellevuePalaceExperience.pdf
ResultURL:

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

ClippingsURL: http://clippings.switzerlandtourism.ch/SYD/2023/130823_WestAust_Pontresina_KronenhofShowsPerfectionComesAtAPrice.pdf
ResultURL:

AUSTRALIA: 2 Clippings 266'489 462'237

AUSTRIA/HUNGARY

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

ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/2023-01-09_falstaff_travel.png
ResultURL: <https://www.falstaff-travel.com/insider-tipp/skiurlaub-mit-schneegarantie-europa/>

13.01.2023 Österreich 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>

09.09.2023 ORF Fernsehen TV/Cable/Video **ORF 2: Reisezeit** *Traxl Martin* 108'000 108'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2023/mb-2ea8178a8befcd5a06c75fe4e7c58fa7a26f3210.pdf>
ResultURL:

AUSTRIA/HUNGARY: 3 Clippings 2'844'295 792'073

BELGIUM/LUXEMBOURG

05.01.2023 BE Perfect Magazine **La renaissance d'un grand hôtel Suisse** *Calmant Servane* 12'500 31'250

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08616.pdf>
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
BELGIUM/LUXEMBOURG: 1 Clippings				<u>12'500</u>	<u>31'250</u>

CZECH REPUBLIC

12.01.2023	SNOW	Magazine	The magic of alpine ski touring <i>Balmer Thomas</i>	17'000	42'500
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ClippingsURL: <http://clippings.switzerlandtourism.ch/PRG/2023/mb-3f85896e660d8c5208cfcae353eb22a74cfe1962.pdf>
ResultURL:

03.03.2023	Forbes.cz	Online	This beauty inspired the Lord of the Rings. Swiss scenery will take your breath away <i>Abel Ann</i>	936'293	234'073
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ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-03-03_Forbes.png
ResultURL: <https://forbes.cz/tahle-krasa-inspirovala-i-pana-prstenu-svycarske-scenerie-vam-vezmou-dechl>

17.05.2023			Train adventure: sustainable journeys through Switzerland in spring <i>editorial staff</i>		
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ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-05-17_Travel_Digest.png
ResultURL: <https://www.traveldigest.cz/2023/05/17/vlakove-dobrodruzstvi-udrzitelne-cesty-jarnim-svycarskem/>

CZECH REPUBLIC: 3 Clippings				<u>953'293</u>	<u>276'573</u>
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FRANCE

01.01.2023	MAISONS COTE 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:

11.06.2023	Travel Extra Magazine	Magazine	La splendeur du Lac des Quatre-Cantons <i>CLAUDEL Damien</i>	300'000	750'000
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ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2022/Travel_Extra.pdf
ResultURL: <https://vip.travelextramagazine.com>

22.08.2023	TF1	TV/Cable/Video	Alpes vertigineuses : le train le plus pentu du monde <i>CHARNAY Gaëlle</i>	6'400'000	6'400'000
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ClippingsURL:
ResultURL: <https://www.tf1info.fr/voyages/video-pilatus-suisse-le-grand-frisson-dans-les-alpes-ce-train-a-cremaillere-est-le-plus-pentu-du-monde-2267334.html>

22.08.2023	TF1info.fr (ancien Ici.fr)	Online	Le grand frisson dans les Alpes : ce train à crémaillère est le plus pentu du monde <i>CHARNAY Gaëlle</i>	17'767'000	4'441'750
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ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/VIDO_-_Le_grand_frisson_dans_les_Alpes_-_ce_train_a_cremaillere_est_le_plus_pentu_du_monde___TF1_IN.pdf
ResultURL: <https://www.tf1info.fr/voyages/video-pilatus-suisse-le-grand-frisson-dans-les-alpes-ce-train-a-cremaillere-est-le-plus-pentu-du-monde-2267334.html>

22.08.2023	TF1		Post Facebook TF1 Info - Alpes vertigineuses : le train le plus pentu du monde <i>CHARNAY Gaëlle</i>	2'400'000	38'000
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ClippingsURL:
ResultURL: <https://www.facebook.com/watch/?v=173746082397370&ref=sharing>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				FRANCE: 5 Clippings	<u>26'922'437</u>	<u>12'184'120</u>

GERMANY

01.01.2023	ADAC Reisemagazin (Redaktion) c/o Relevanz GmbH	Magazine	Schweiz Ramm Diddo	58'000	715'720
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/2023-01-01_ADAC_Reisemagazin2.pdf ResultURL:					
29.01.2023	paradise-found.de	Blog	8 Valposchiavo Ausflugsziele & Sehenswürdigkeiten, die Du nicht verpassen solltest <i>Beck Karstin</i>	50'000	12'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-29_paradise-found.de.pdf ResultURL: https://paradise-found.de/valposchiavo-ausflugsziele-sehenswuerdigkeiten-die-du-nicht-verpassen-solltest/					
02.03.2023	sueddeutsche.de / sz.de Süddeutsche Zeitung online	Online	Freeriden in Engelberg <i>Gasser Hans</i>	3'037'000	3'037'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-03-02_sueddeutsche.pdf ResultURL: https://www.sueddeutsche.de/projekte/artikel/reise/schweiz-skifahren-titlis-engelberg-e180466/?reduced=true					
16.03.2023	GALA	Magazine	Vom Berg an den See <i>de Vries Michael</i>	187'724	2'703'226
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-967a020bc5d43032efa23efd92dbc44e9f929619.pdf ResultURL:					
18.05.2023	KlassikInfo.de	Online	Luft nach oben <i>Jungwirth Robert</i>	30'000	30'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-05-18_Klassikinfo.pdf ResultURL: https://www.klassikinfo.de/igor-levit-kuratiert-eigenes-klavier-festival-beim-lucerne-festival/					
27.06.2023	Gourmet-Blog Network	Blog	Einstein Gourmet – Ein Hauch von Genialität mit 2 Sternen in St. Gallen, Schweiz <i>Zehrt Dirk</i>	138'500	138'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-06-27_gourmet-blog2.pdf ResultURL: https://www.gourmet-blog.de/einstein-gourmet-ein-hauch-von-genialitaet-mit-2-sternen-in-st-gallen-schweiz/					
21.07.2023	ARTE - Der europäische Kulturkanal	TV/Cable/Video	arte Der Vierwaldstättersee 17:50 Uhr <i>Schäfer André</i>	200'000	200'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-d728e862529e1000effdfc10896c42715d5322f1.pdf ResultURL:					
24.07.2023	Bayerischer Rundfunk	TV/Cable/Video	Eisenbahnromantik: Die Gornergratbahn <i>Schweitzer Alexander</i>	600'000	600'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-d804998dcecc958b0e8d06dfdf2dfe8b3e23a33b.pdf ResultURL:					
11.08.2023	ARTE - Der europäische Kulturkanal	TV/Cable/Video	arte Der Vierwaldstättersee 17:50 Uhr <i>Höfener Beate</i>	200'000	200'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-e7703d8263da0bf17eee3d16edd705f15f316e5f.pdf ResultURL:					
21.08.2023	Rheinische Post	Newspaper	Kunst und Kulinarik <i>Haas-Pilwat Dagmar</i>	318'048	782'398
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/2023-09-08_RP.pdf ResultURL:					
18.09.2023	Hiking the Alps	Blog	Fantastische, abwechslungsreiche und vielfältige Weitwanderung durch den Kanton Bern <i>Bluemel Linda</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-09-18_hikingthealps.pdf ResultURL: https://hikingthealps.com/via-berna-wanderung/					
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:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
24.09.2023	Saarländischer Rundfunk SRTV/Cable/Video TV		Der Vierwaldstättersee Schweitzer Alexander	200'000	200'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-ba3b24c642829148b595bb17ede4294f96f0f6bc.pdf ResultURL:					
24.09.2023	Südwestrundfunk SWR BWTV/Cable/Video TV		Der Vierwaldstättersee Schweitzer Alexander	300'000	300'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-d06d958f4ea49bf2dd444f52429a1ef5edee613d.pdf ResultURL:					
24.09.2023	ARD / SWR RP	TV/Cable/Video	Der Vierwaldstättersee Schweitzer Alexander	300'000	300'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-6f38b86fa8ad4f21850a7f75471ef7f0191eea46.pdf ResultURL:					
08.10.2023	3sat	TV/Cable/Video	Traumhafte Bahnstrecken der Schweiz: Von Luzern über Interlaken aufs Jungfrauojoch Janikowski	100'000	100'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-de31a2e64c66af5f64fd273c9de9144d8c9abbcb.pdf ResultURL:					
01.12.2023	Lust auf Natur	Magazine	Wundertüte Engelberg Burger Doris	40'000	100'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/2023-12-01_Lust_auf_Natur.pdf ResultURL:					
26.12.2023	Südwestrundfunk SWR BWTV/Cable/Video TV		Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	208'051	208'051
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-9499eb4b70ab618fc63e57e1f4d04199a85c5ef3.pdf ResultURL:					
26.12.2023	ARD / SWR RP	TV/Cable/Video	Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	73'410	73'410
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-8dfe4df03584789373639b689004c0cb552a110f.pdf ResultURL:					
27.12.2023	Saarländischer Rundfunk SRTV/Cable/Video TV		Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	200'000	200'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-a8f926634f1b970d3e801fd6e70506dde5c31336.pdf ResultURL:					
27.12.2023	Südwestrundfunk SWR BWTV/Cable/Video TV		Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	14'204	14'204
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-d2d933f4c6b4c202138836b6b4d2c1ef371b2471.pdf ResultURL:					
27.12.2023	ARD / SWR RP	TV/Cable/Video	Traumziele: Vierwaldstättersee - Blaues Juwel der Schweiz Schweitzer Alexander	17'117	17'117
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2024/mb-52cf074b766f5320652f78bc0fe2071da7b3c740.pdf ResultURL:					
GERMANY: 22 Clippings				<u>6'272'054</u>	<u>9'932'126</u>

ITALY

11.06.2023	RAI2 Donnavventura	TV/Cable/Video	Grand Tour by Jeep con Donnavventura: Swiss Miniatur, Morcote, Lugano, Monte Tamaro, Bellinzona con torrentismo, Tremola, Lugano 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					
28.12.2023	lastampa.it/viaggi	Online	Lenzerheide-Valbella: light-art nelle Alpi Grigioni con menzione H Guardaval (1p) Battaglini Andrea Elvezio	7'989	55'923
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/Svizzera_alla_scoperta_delle_Alpi_Grigioni_-_La_Stampa.pdf ResultURL: https://www.lastampa.it/viaggi/mondo/2023/12/28/news/svizzera_graubunden_lenzerheide_valbella-13959582/					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				ITALY: 2 Clippings	<u>7'989</u>	<u>1'314'923</u>

JAPAN

14.06.2023	Golf and Experts	Online	The place where I love more and more <i>Takita Mari</i>	24'000	24'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2023/230614_Golf_to_Tatsujin.pdf ResultURL:						
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:						
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						
27.12.2023	agora plus	Online	Jungfrau - The panorama with silver peaks is breathtaking! Visit the glacier world of the Swiss Alps. <i>Okimura Kanami</i>	3'500'000	875'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2023/231227__agora_plus.pdf ResultURL:						
				JAPAN: 4 Clippings	<u>5'294'000</u>	<u>1'411'500</u>

NETHERLANDS

30.09.2023	Tijdgeest (Trouw)	Magazine	Hollands spoor in Zwitserland <i>Groen Sander</i>	100'000	420'000	
ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2023/AMSClip07016.pdf ResultURL:						
				NETHERLANDS: 1 Clippings	<u>100'000</u>	<u>420'000</u>

NORTH AMERICA

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/					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
NORTH AMERICA: 1 Clippings				<u>78'100</u>	<u>19'525</u>

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	
ClippingsURL: http://clippings.switzerlandtourism.ch/OTHER/2023/radio_interview_BA_only_audio.wav ResultURL:					

OTHER: 1 Clippings **21'000**

POLAND

30.06.2023	wyborcza.pl	Online	Switzerland in the eyes of visitors and locals: what do they love it for? <i>Wieretely Matylda</i>	4'000'000	1'000'000
ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/2023-06-30_wyborcza.png ResultURL: https://wyborcza.pl/10,82983,29927578,szwajcaria-w-oczach-przyjezdnych-i-lokalsow-za-co-ja-kochaja.html					

31.08.2023	wyborcza.pl	Online	Four steps to heaven <i>Imielski Roman</i>	4'000'000	1'000'000
ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/2023-08-31_wyborcza.pdf ResultURL: https://wyborcza.pl/7,111390,30140881,cztery-kroki-do-nieba.html					

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

POLAND: 3 Clippings **8'030'000** **2'300'000**

SPAIN

06.11.2023	Q Travel	Magazine	Lucerna, la ciudad más vibrante y moderna de Suiza <i>Carrizosa Pilar</i>	71'000	71'000
ClippingsURL: http://clippings.switzerlandtourism.ch/BCN/2023/qtravel_lucerna.pdf ResultURL:					

PublicationDate Media MediaType Headlines Author Circulation Contacts

SPAIN: 1 Clippings 71'000 71'000

UK/IRELAND

23.07.2023 The Mail on Sunday Newspaper My mission to James Bond Mountain *Kalfayan Leaf* 872'375 1'526'656

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/23Jul23_TheMailonSunday.PDF
ResultURL:

23.07.2023 Scottish Mail on Sunday Newspaper My mission to James Bond mountain *Kalfayan Leaf* 74'410 130'218

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/23Jul23_ScottishMailonSunday.pdf
ResultURL:

23.07.2023 The Independent (App Edition) Newspaper Magical Montreux *MacEacheran Mike* 62'568 15'642

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/23Jul23_TheIndependent.pdf
ResultURL:

24.07.2023 The Mail Online Online My mission to James Bond mountain: High Gordon clammers aboard trains and soak up views from Murren, the car-fr village made famous by 007 19'526'849 4'881'712

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/24Jul23_dailymail.co.uk.pdf
ResultURL: <https://www.dailymail.co.uk/travel/article-12326377/James-Bond-mountain-Murren-Switzerland-trains-funiculars-views-007.html>

01.10.2023 Food & Travel Magazine Magazine Stay a weekend: Brücke 49 *Green Blossom* 30'000 75'000

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/01Oct23_FoodTravel_2.pdf
ResultURL:

06.10.2023 Travel Weekly online Online Parish Stuart 193'200 48'300

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/06oct23_travelweekly.co.uk.pdf
ResultURL: <https://travelweekly.co.uk/destinations/green-skiing-switzerland-grindelwald>

UK/IRELAND: 6 Clippings 20'759'402 6'677'528

Grand Total over ALL 71'632'559 35'892'855