



## Spain & Portugal – STzM. Partner offering 2024.

Detailed Information about each activity  
Details can be subject to change

### Campaigning and Activation (B2C-faced marketing activities)

#### Famous rout with Viajes National Geographic

**Description:** So many famous people lived in Switzerland or had a close ties to it. They all have a story and that's the story Viajes National Geographic wants to tell.  
We will produce a beautiful ebook where each partner will be fully integrated. A kind of travel guide to discovers lots of curiosities linked to existing experiences.  
Production of an illustrated postcard that will be distributed among the entire RBA media group with a strong CTA to download the ebook from a special microsite on VNG website  
Integration of TO's packages.

**Market:** Spain  
**Target:** Primary focus on b2c  
**Personas:** Max  
**Estimated KPIs:** Postcard circulation 250'000, marketing contacts over 1.5 millions  
**Expected Timeline:** May 2024  
**Partner contribution:** CHF 6'500.-

#### Chef Jordi Roca explores "Sweetzerland"

**Description:** The famous Spanish pastry chef of El Celler de Can Roca, one of the best restaurants of the world, won the "World's Best Pastry Chef" award in 2014 and since then, his popularity hasn't stopped growing. His wife Ales, is the director of Rocambolesc, a famous net of ice cream shops in Spain and USA and recently directed Casa Cacao, a boutique hotel with an amazing chocolate shop in the heart of Girona. Together with their 4 years-old daughter, they will discover how sweet and kids-friendly Switzerland is.

**Market:** Spain  
**Target:** Primary focus on b2c  
**Personas:** Max  
**Estimated KPIs:** over 3 million, Web visits over 25'000  
**Expected Timeline:** August 2023 (trip) – April 2024 (microsite & campaign)



### Design & Architecture with CC/magazine

Description: Basel for urbanites.  
Since 2020 this online magazine about culture, design, hotspots, architecture, trends and travel contents reaches monthly 202'000 people. The campaign will include: maediatrip to Basel with a photograph, 2 branded content articles, one about the destination and the other a kind of travel guide with tips, design of an illustrated map, SoMe posts

Market: Spain  
Target: Primary focus on b2c  
Personas: Kris  
Estimated KPIs: 425'000 media contacts  
Expected Timeline: May – June 2024

### Basel through Spanish Art Creators

Description: Poer amor al arte: Basilea.  
We have recently spotted female art historians on social media who we think are perfect to showcase the more cultural facet of Basel. Their audience is young, mostly female and with a great interest in art and travel. They will travel to Basel, visit several museums, not necessarily the same ones, experience the city and exchange impressions. Special microsite on MyS.com where all this content + Aradilla's illustrations come together.

Market: Spain  
Target: Primary focus on b2c  
Personas: Kris  
Estimated KPIs: approx 1 million  
Expected Timeline: Off season

### Fold-out on Sapos & Princesas

Description: Special content targeting families  
Sapos & Princesas is a top monthly magazine. The reader profile is an active, urban woman. Age 35 to 54 old and upper middle class. In the center of the magazine, an 8-sided fold-out will showcase family activities in the Lake Geneva Region, Fribourg and Aletsch Arena. Two A5 sections per partner integrating all your highlights

Market: Spain  
Target: Primary focus on b2c  
Personas: Max  
Estimated KPIs: 100'000 copies, 600'000 marketing contacts  
Expected Timeline: May 2024



### Curiosities and stories with Judith Tiral

**Description:** Exclusive for Lucerne Tourism & Swiss Travel System  
Judith travels the world showing places through their curiosities. Her YT videos usually reach an average of 200'000 people and her Tiktoks of curiosities reach around 3 million.  
Lucerne and its surroundings with its history, mountains and boats is a paradise for a curious person like her and getting around with the STP a unique experience.  
Publication of stories, reels, tiktoks, posts and a youtube video. Partner integration: Pilatus, Rigi, Stanserhorn, SGV

**Market:** Spain  
**Target:** Primary focus on b2c  
**Personas:** Kris  
**Estimated KPIs:** 4 million Marketing contacts  
**Expected Timeline:** Trip in May 2024 / Publication in June 2024

### A nostalgic train ride with Erea Azurmendi (tiempo de cerezas)

**Description:** Erea is a content creator who is known for her artistic photography and a great sense of style and esthetics. Last year she traveled to Basel, and we were amazed at the beautiful content she produced. She will travel for a week to Switzerland and experience a selection of less-known panoramic trains. Publication of a post, various reels and stories in IG, as well as a very complete post in her blog that you reach through her newsletter. Inclusion of her content at MyS.com

**Market:** Spain  
**Target:** Primary focus on b2c  
**Personas:** Max  
**Estimated KPIs:** 250'000 marketing contacts  
**Expected Timeline:** Spring or autumn 2024

### Zurich @ Mercado de Motores Madrid

**Description:** Exclusive B2C activity in this hipster event in Madrid together with El Duende, an urban magazine of reference in the city. We will re-use and distribute the beautiful map with the sightseeing illustrations that we produced in 2022. The back of the map will invite to explore the special renewed content created by El Duende and based on their website.

**Market:** Spain  
**Target:** Primary focus on b2c  
**Personas:** Kris  
**Estimated KPIs:** 25'000 visitors  
**Expected Timeline:** April 2024



**Trade Roadshow in Spain**  
**Madrid – Bilbao - Barcelona**

Description: Biennial workshops with the most important Tos and Tas from the Spanish market. At the last edition 21 Swiss partners joined us. A table per partner that can be shared with one sub partner (max 2 people per table): Additional tables can be booked at a reduced fee. Under the motto. “Book your next media trip” we will also address the event to journalist in Bilbao only. Group media trip with journalist from Bilbao in spring.

Market: Spain

Target: Primary focus on b2b and Media (Bilbao only)

Personas: Max & Kris

Estimated KPIs: 180 TO and TA in total

Expected Timeline: 12.- 13.- 14. March 2024

**Trade campaign with the big ones**

Description: Viajes El Corte Inglés. Catai and Icarion belong to bigger groups in the Spanish travel industry. We suggest a “big” sales-oriented campaign focused on the following B2B and B2C activities: Production and distribution of exclusive digital brochures, exclusive B2B and B2C emailings, Visual presence in stores and other sales points, creation of a microsite, SoMe posts and traffic campaign. Branded content on important travel medias. B2B Webinars. Excursions can be integrated but not hotels.

Market: Spain

Target: Primary focus on b2b and B2C

Personas: Max

Estimated KPIs: Over 4.5 million, 13'000 bookings

Expected Timeline: April – May 2024

**Xmas Sales oriented campaign with OTA's.**

Description: Off and online campaign with B Travel, a net of 633 travel agencies in Spain and a web with more than 2M users. Collaboration includes: Zurich Microsite creation, 20' spot reproduced daily on all 633 agencies, radio monographic and interview, SoMe organic posts and dynamic game, Presentations in Madrid and Barcelona.

Market: Spain

Target: Primary focus on b2b and B2C

Personas: Max

Estimated KPIs: 1.6 million marketing contacts

Expected Timeline: November 2024



**Media round table in Madrid**  
**Exclusive activity for Basel Tourism**

**Description:** We organize a special lunch with top journalists from newspapers, magazines and radio in the city of Madrid. A round table where you can perfectly place your message and create very valuable media contacts. Additionally, radio interviews will be organized while you are there.

**Market:** Spain

**Target:** Primary focus on media and B2C

**Personas:** Max & Kris

**Estimated KPIs:** over 1 million + various media trips

**Expected Timeline:** TBD with partner

**Media round table in Barcelona**  
**Exclusive activity for Geneva Tourism**

**Description:** We organize a special lunch with top journalists from newspapers, magazines and radio in a special location in Barcelona. A round table where you can perfectly place your message and create very valuable media contacts. Additionally radio interviews will be organized while you are in Barcelona

**Market:** Spain

**Target:** Primary focus on media and B2C

**Personas:** Max & Kris

**Estimated KPIs:** over 1 million + various media trips

**Expected Timeline:** TBD with partner