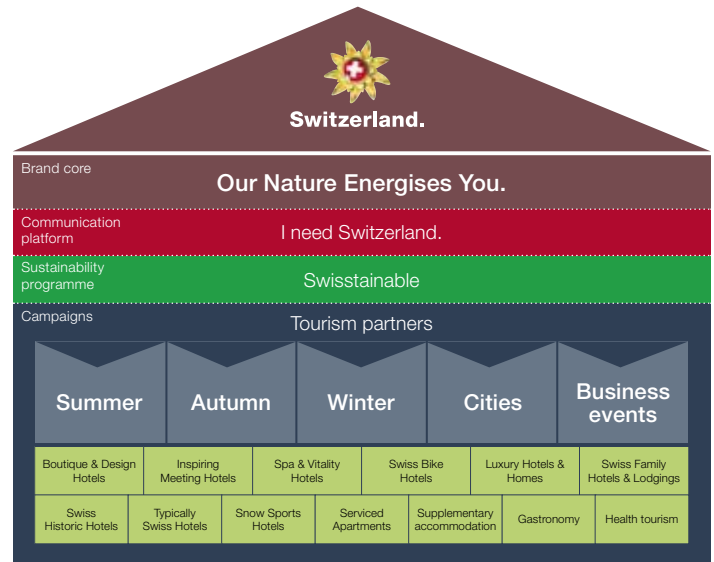




# Annual Reporting 2023. Accommodation & Gastronomy Marketing.

## Benefit from access to 37 market representations

Switzerland Tourism operates in 23 different markets with the aim to inspire new guests for holidays in Switzerland. As an accommodation partner, you are integrated into our campaigns wherever appropriate, and benefit from a positive association with the Switzerland brand within your chosen cooperation.



### Digital Campaign



#### Newsletter

Subscribers: **404,000**  
 Newsletter editions: **25**  
 Click rate: **4%**  
 Opening rate: **38%**  
 Total send-outs: **8 million**

#### Social media

Impressions all Accommodation Campaigns **273 million**  
 Link clicks all Accommodation Campaigns **4.8 million**

### Events & conferences



STM Winter, ITB Berlin, Discover Europe Travel Summit Dubai, STM Geneva, ILTM Cannes, GCC Workshop

### Special Campaigns



#### Always-on Campaign 2023

Impressions: **51 million**  
 Link clicks: **920,000**

#### Pinterest Campaign 2023

Impressions: **40 million**  
 Link clicks: **134,000**

#### Grand Tour of Switzerland Campaign 2023

Impressions: **35 million**  
 Link clicks: **580,000**

#### Hotel Quiz 2023

Impressions: **21.5 million**  
 Link clicks: **450,000**

#### Fondue Experience 2.0

Impressions: **10 million**  
 Link clicks: **200,000**

### Additional Promotion



- USA/Canada Sales Manual "Switzerland Yodel"
- UK/Ireland Sales Manual "Alphorn"
- Brazil Sales Manual "Experiência: Suíça"
- GCC Promotion "Family"
- GCC Promotion "Luxury"
- GCC Promotion "Winter"
- Hotel section magazine "Health Tourism"

### Partner support



**Roadshows** in collaboration with HotellerieSuisse in 10 different locations

# Boutique & Design Hotels.

## General information

Partners: **84**

Priority markets:

**Italy, UK, France, USA**

Circulation brochures 2023: **40,000**

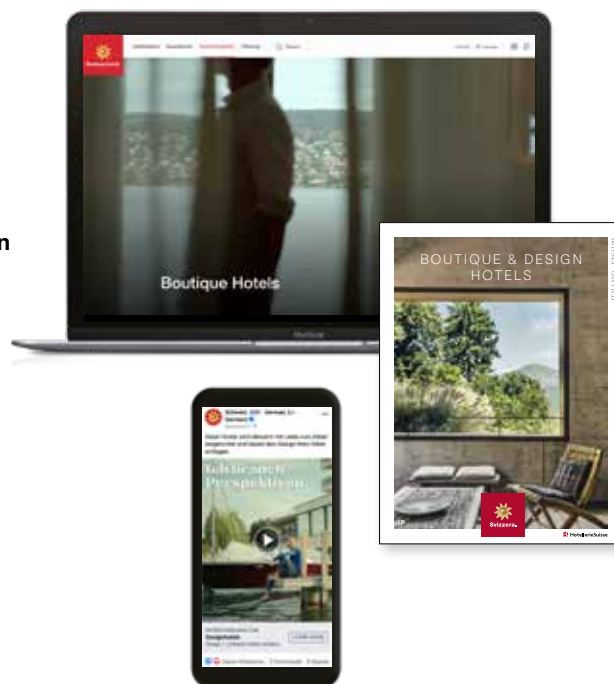
All accommodation partners benefit from positive branding with the usage of our cooperation logos.

## Digital campaign

Impressions: **6.37 million**

Link clicks: **699,438**

Landing page views: **210,589**



## Top market activities

Market	Activity	Description	Time frame	Circulation	Contacts
USA	AFAR magazine	AFAR is a travel media brand acclaimed for its high-quality storytelling. Customised content articles, dedicated newsletters and facebook posts.	April to May 2023	5min 20sec spent on page	4,446 page views
UK	Suitcase	Online advertorial in Suitcase magazine and inlay in the print magazine.	March 2023	10 million	10 million
France	milkdecoration.com	Online advertorial about Boutique & Design Hotels	July to October 2023	60,000	60,000

