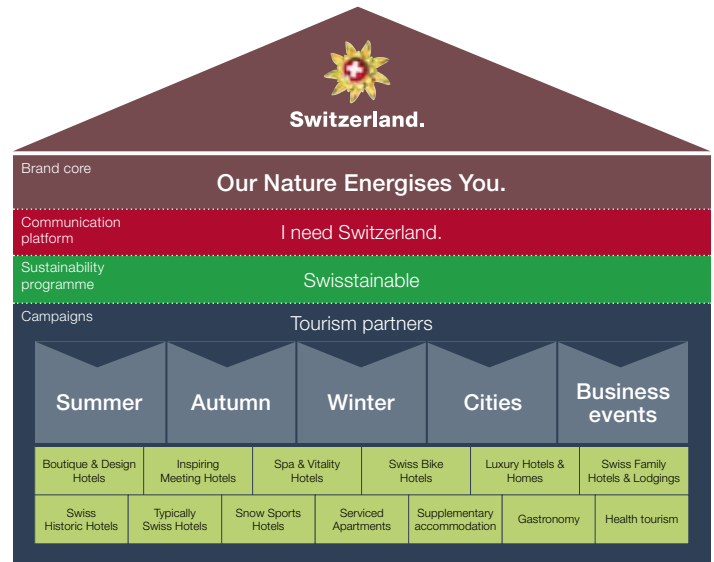




# Annual Reporting 2023. Accommodation & Gastronomy Marketing.

## 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

# Swiss Family Hotels & Lodgings.

## General information

Partners: **51**

Priority markets:

**Switzerland, Germany, BeNeLux, Italy**

Circulation brochures 2023: **32,000**

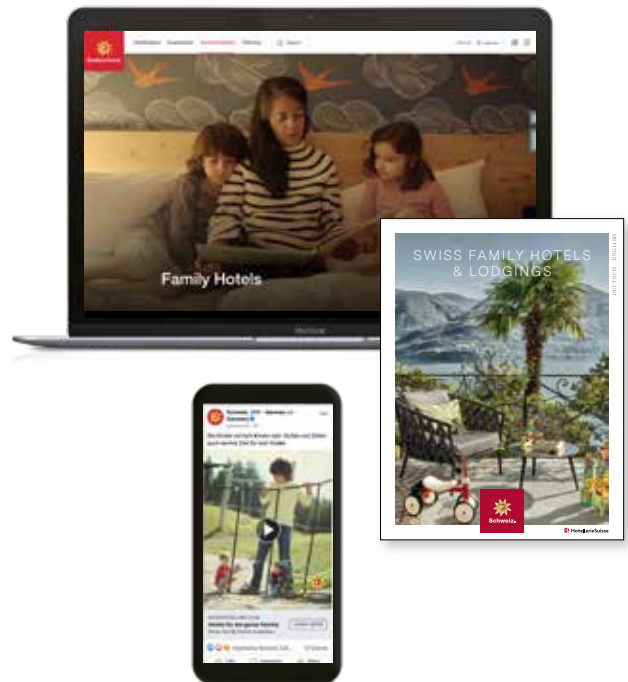
All accommodation partners benefit from positive branding with the usage of our cooperation logos.

## Digital campaign

Impressions: **6.5 million**

Link clicks: **66,116**

Landing page views: **143,287**



## Selection of market activities

Market	Activity	Description	Time frame	Circulation	Contacts
Italy	Creation of a Swiss Family Village in Milan	Promoting the Swiss Family Hotels & Lodgings	September 2023	2 million impressions promoting the event	20,000 visitors
Switzerland	Wir Eltern magazine – 8 GToS stages	Content cooperation with Wir Eltern as part of the 100th anniversary of the family magazine. The cooperation comprises 10 issues, each featuring a Grand Tour stage on a double page	All year	147,000	2 million
Switzerland	Distribution of brochures at SBB stations	Distribution of Swiss Family Hotels & Lodgings brochure at 24 railway stations for 1 year	All year	12,000	360,000



Centre de vacances de Tanche, St-Ursanne, Jura & Three-Lakes