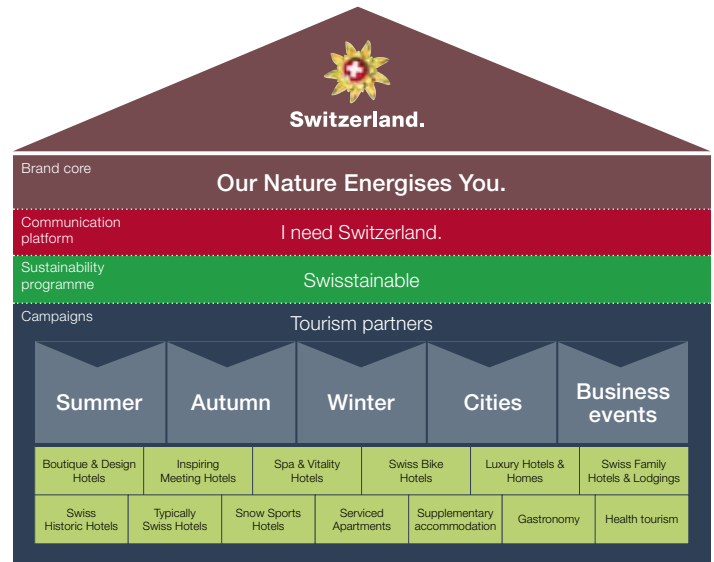




Annual Reporting 2023. Accommodation & Gastronomy Marketing.

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

Inspiring Meeting Hotels.

General information

Partners: **52**

Priority market:

Switzerland

Circulation brochures 2023: **25,000**

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

Digital campaign

Impressions: **5.1 million**

Link clicks: **42,764**

Landing page views: **13,056**



Top market activities

Market	Activity	Description	Time frame	Circulation	Contacts
Switzerland	Campaigning & Activation: supplement to brochure	Supplement to brochure in Miss Money Penny (DE) & Bilan (FR) magazines	August 2023	4,000	15,000
Switzerland	Campaigning & Activation: supplement to brochure	Supplement to brochure in Bilanz magazine	December 2023	12,000	36,000
Multiple markets	Campaigning & Activation: Pinterest	Activity to generate traffic on the Inspiring Meeting Hotels landing page	November to December 2023	133,622 link clicks	40 million impressions



Kloster Kappel, Kappel am Albis, Zurich Region