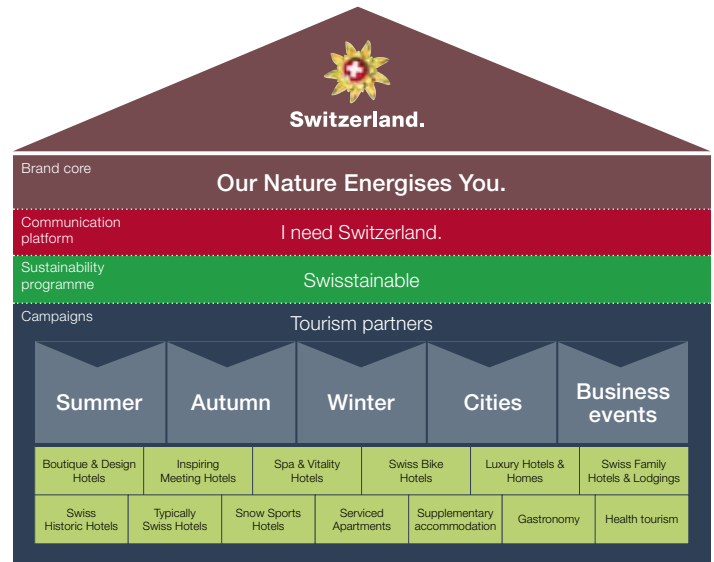




Annual Reporting 2023. Accommodation & Gastronomy Marketing.

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

Luxury Hotels & Homes.

General information

Partners: **50**

Priority markets:

Switzerland, USA, UK, GCC, Brazil, Germany, Italy

Circulation brochures 2023: **35,000**

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

Digital campaign

Impressions: **11.27 million**

Link clicks: **135,976**

Landing page views: **62,093**



Selection of market activities

Market	Activity	Description	Time frame	Circulation	Contacts
USA	Campaigning & Activation: AFAR magazine	AFAR is a travel media brand acclaimed for its high-quality storytelling. Customised content articles, dedicated newsletters and Facebook posts	11 September to 13 October 2023	1,064 engagements on Facebook posts	4,003 page views (average 2,400)
UK	Event: Forum Private Member Club	Sponsorship of exclusive dinner at Spencer House with Forum, a high-net-worth community	16 November 2023	200	100 participants
Switzerland	Campaigning & Activation: Schweiz am Wochenende and Le temps	Article about afternoon tea in the Luxury Hotels & Homes	November 2023	398,000/34,000	1 million/90,000

