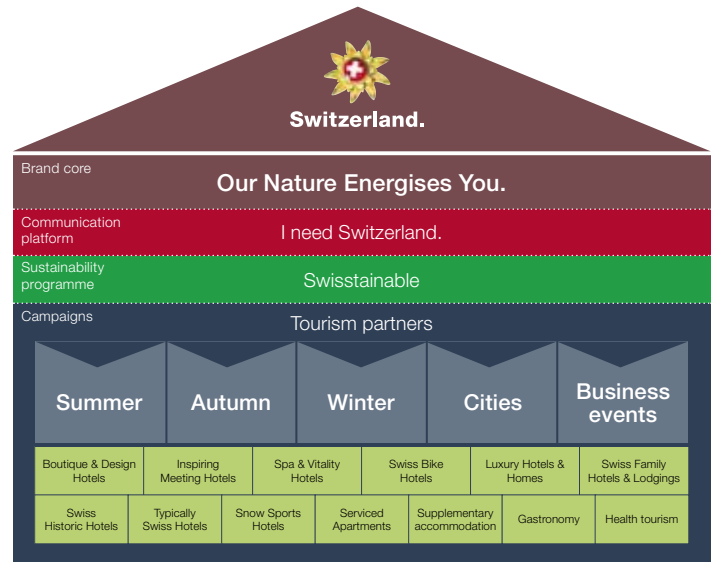




# Annual Reporting 2023. Accommodation & Gastronomy Marketing.

## 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 Bike Hotels.

## General information

Partners: **108**

Priority markets:  
**Switzerland, Germany, Italy,  
 France, BeNeLux**

Circulation brochures 2023: **37,000**

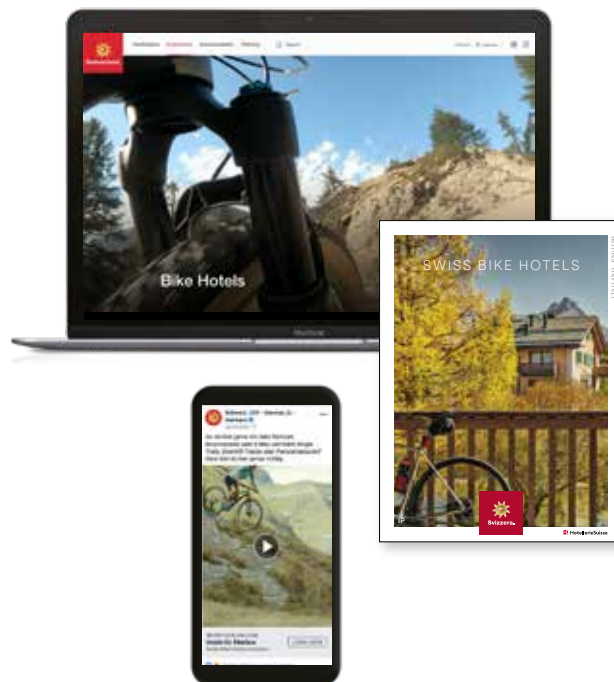
All accommodation partners benefit from positive branding with the usage of our cooperation logos.

## Digital campaign

Impressions: **6.6 million**

Link clicks: **110,768**

Landing page views:  
**37,073**



## Selection of market activities

Market	Activity	Description	Time frame	Circulation	Contacts
Italy	Gazzetta.it	Editorial content about Swiss Bike Hotels	June 2023	9 million	230,000
Switzerland	Coop summer promotion	6 pages summer promotion: editorial article (2 pages) Switzerland Tourism hotel cooperations	May 2023	2.5 million	455,000
BeNeLux	Fietssport magazine	Distribution of Swiss Bike Hotels brochure	April 2023	7,000	125,000



Hotel Chur, Chur, Graubünden