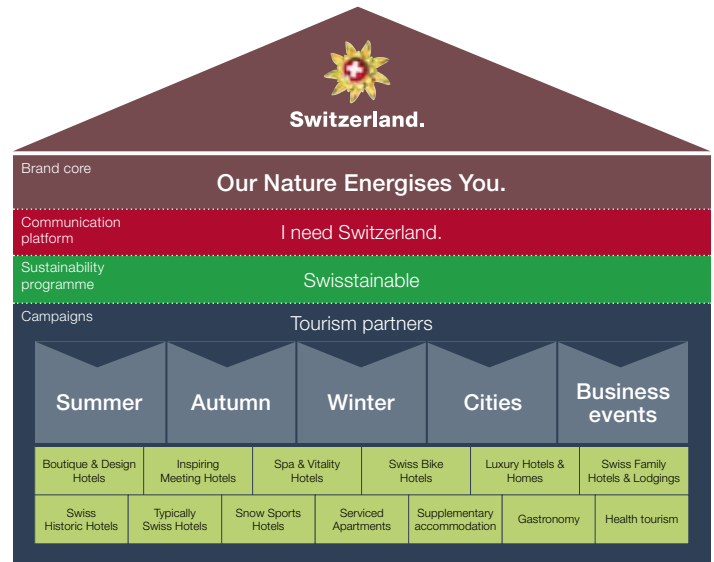




Annual Reporting 2023. Accommodation & Gastronomy Marketing.

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 Historic Hotels.

General information

Partners: **62**

Priority markets:

Switzerland, Germany, France, USA, BeNeLux, Italy, UK

Circulation brochures 2023: **45,000**

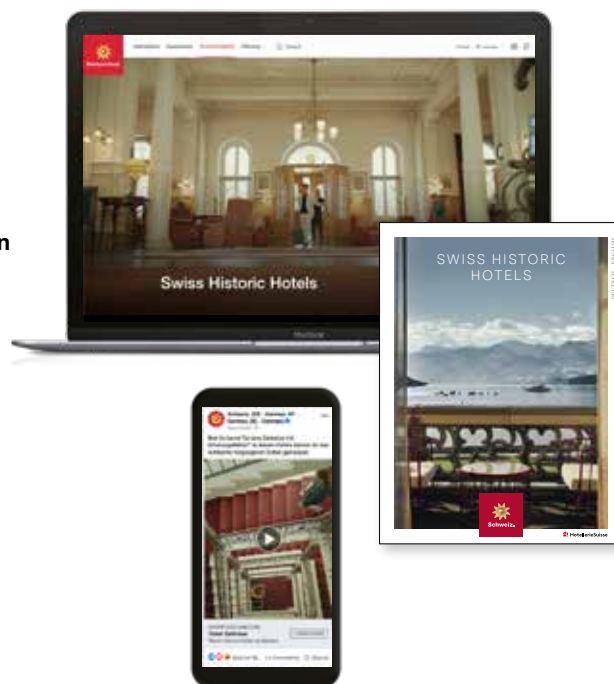
All accommodation partners benefit from positive branding with the usage of our cooperation logos.

Digital campaign

Impressions: **9.65 million**

Link clicks: **177,292**

Landingpage views: **32,268**



Selection of market activities

Market	Activity	Description	Time frame	Circulation	Contacts
Switzerland	Campaigning & Activation: supplement to brochure	Supplement to SHH brochure in the magazines 50plus, 24 heures and Corriere del Ticino	November 2023	10,000/ 8,000/ 8,000	25,000/ 20,000/ 20,000
UK	Campaigning & Activation: The Telegraph	Awareness and inspiration: online promotion and social media amplification phase. Online article, newsletter and banner	August 2023	2.1 million visitors	4 million
Germany	Campaigning & Activation: digital campaign on YouTube	Grand Train Tour of Switzerland with integration of the Swiss Historic Hotels	June to July 2023	14 million	14 million

