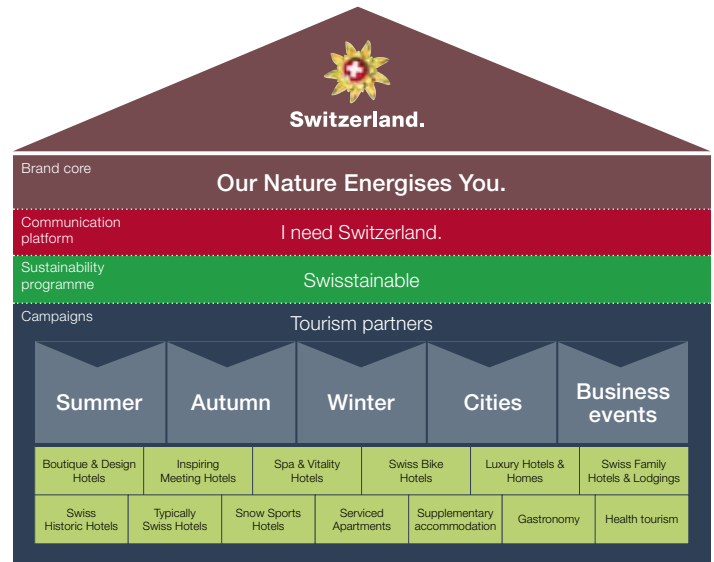




Annual Reporting 2023. Accommodation & Gastronomy Marketing.

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

Typically Swiss Hotels.

General information

Partners: **156**

Priority markets:

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

Circulation brochures 2023: **35,000**

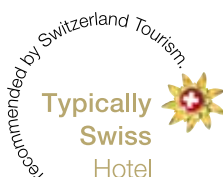
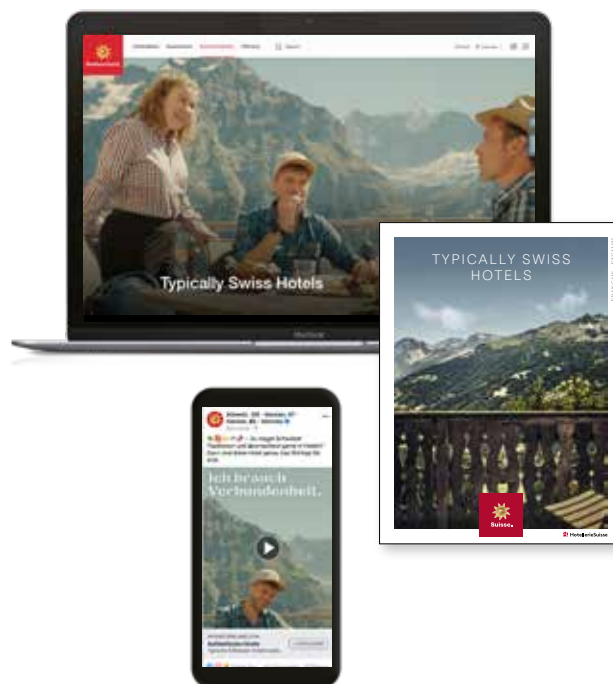
All accommodation partners benefit from positive branding with the usage of our cooperation logos.

Digital campaign

Impressions: **13 million**

Link clicks: **411,106**

Landing page views: **251,620**



Selection of market activities

Market	Activity	Description	Time frame	Circulation	Contacts
Multiple markets	Summer campaign	A double-page advertorial in the Bergwelten magazine from Redbull Mediahouse. Topics: "The mix makes the difference" and "From the sandy beach to the mountain hut"	23 July 2023	Print: 40,000 Online: 200,000 Social media posts: 50,000	370,000
North America	Campaigning & Activation: NYC Times Square billboard	NYC Times Square billboard: 15sec video 3 times every hour. CTA with QR code to discover the Typically Swiss Hotels	17 to 23 July 2023, 21 to 28 August 2023	Twice for one week, total air-time of 5 hours	11.76 million impressions
France	Creation of a Swiss village in collaboration with Au Vieux Camper	5 chalets, one looking like a Typically Swiss Hotel showcasing beautiful Switzerland	June 2023	1.8 million impressions promoting the event	6,500 visitors



Berggasthaus Heimeli, Sapün/Arosa, Graubünden