



Switzerland.

MarketingActivities SCIB

# SCIB\_2023\_Germany

## GERMANY

03/31/2023 –  
03/31/2023

### SCIB: Newsletter „Frühlingsanfang“

Themen:

Reisen in die Schweiz (neue Strecke HAM-GVA)  
Frühling in der Schweiz  
Nachhaltigkeit in der Schweiz  
Ein Blick zurück ins vergangene Jahr

### Comments

Anzahl Subscribers: 1841  
Anzahl Bounces: 201  
Öffnungsrate: 34.76 %  
Clickrate: 3.60 %  
Click-to-open rate: 10.35 %

03/17/2023 –  
03/18/2023

### MICE: KAM: Study trip with Proske

Study trip with the German agency Proske GmbH.  
13 people participated.  
Balanced program including site inspections in and around Geneva region.

### Comments

Objective:

To discover Geneva/Lausanne as a sustainable event destination  
To convey general Switzerland knowledge  
To increase the volume of inquiries for the whole of Switzerland

Organized by Hilton Geneva and local DMC

03/27/2023 –  
03/30/2023

### MICE: KAM: International Study trip

International Study trip with the attendees from Germany, Austria, Sweden, Norway and UK.  
13 people participated.  
Balanced program including site inspections, skiing, hiking in the Engadin region.

### Comments

Objective:

To discover Engadin as a sustainable event destination  
To convey general Switzerland knowledge  
To increase the volume of inquiries for the whole of Switzerland

Organized by ESTM

01/01/2023 –  
12/31/2023

### SCIB: KAM: Destinations Circle Netzwerk

Association of CVB's in Germany. At Destinations Circle, the Conventions Bureau, who are on site, make phone calls once a month.

### Comments

Including Advertorial in „Convention International“

Together they organise an event once a year to which all their customers invite.

01/01/2023 –  
12/31/2023

**SCIB: KAM: B2B-Event 3rd Parties: MEET GERMANY Summits**

As the largest B2B network in the German-speaking region, the MEET GERMANY community bundles synergies with an event focus. B2B NETWORK with over 37,000 contacts, of which 83% are decision-makers composition: 68% planners | 32% suppliers. Contact point for event organizers, bundles knowledge, experiences as well as contacts and presents experts, trends, innovations and best practice cases. Various summits in different cities in Germany (cities 2023 not yet determined). MEET GERMANY SUMMITS create an interactive, targeted event format for suppliers who want to get in touch with qualified contacts, event planners, as often as possible in as little time as possible.

**Comments**

Dates:  
10.-11.05. Berlin  
05.-06.07. Bavaria  
30.-31.08. Rhein-Main  
08.-09.11. NRW

Partners participated:  
- Bern CVB  
- Geneva Tourisme

Participation from Geneva in Frankfurt. A lot of Germany Partners and less from other countries.

Possibility to have appointments with buyer, they don't have interest of business in Switzerland.

No participation SCIB.

01/01/2023 –  
12/31/2023

**SCIB: KMM: Advertorial in „cim“ magazine**

CIM - Conference & Incentive Management is a business magazine for the congress, incentive and event business and (as one of the European trade magazines for the local and global meeting business) addresses decision-makers and planners of events in companies, agencies and associations.

CIM is published four times a year.  
Print edition: 19,000  
Digital views: 4,500

**Comments**

Partners participated at the last issue:  
- Zurich Convention Bureau  
- Basel Convention Bureau  
- Hotel Odelya  
- SCIB

Great edition for Switzerland with destination contributions for Switzerland in general (SCIB) and Lucerne (not booked via SCIB).

01/01/2023 –  
12/31/2023

**SCIB: Traffic www.MySwitzerland.com/Meetings**

Webvisits on myswitzerland.com/meetings for the market Germany & Austria.

**Comments**

Januar: 923  
Februar: 1003  
März: 1449  
April: 5524  
Mai: 4667  
Juni: 1175  
Juli: 1021  
August: 935  
September: 1600  
Oktober: 2276  
November: 8032  
Dezember: 1648

01/01/2023 –  
12/31/2023

**SCIB: E-Marketing: LinkedIn & Instagram**

Posts on LinkedIn and Instagram about news in the Swiss MICE landscape, venues, Events etc.

**Comments**

LinkedIn & Instagram are evaluated centrally.

04/18/2023 –  
11/08/2023**SCIB: KAM: B2B-Event 3rd Parties: MICE CLUB Roadshow**

The MICE Club is an online portal for the MICE and event industry and has a huge contact network with qualified industry players as well as potential customers and partners. The portal serves as a networked online meeting place for qualified suppliers and planners. „MICE CLUB LIVE“/Ideas campus for the mice industry: Product presentation of up to 30 qualified planners in changing settings. The form of the suppliers' product presentation is specified by the organizer and is a prerequisite for participation in MICE Club LIVE.

**Comments**

Dates:

18. April: Hamburg  
19. April: Berlin  
24. April: Stuttgart | Out of Office  
27. April: Basel | memox SBB  
26. September: Cologne | DEINspeisesalon  
27. September: Frankfurt/M. | PLACE TO BE  
28. September: Munich | smartvillage Bogenhausen  
04. Oktober: Zurich | memox Europaallee  
08. November: Wien

Partners participated:

- Hotel Waldstätterhof Luzern
- ChaletRoyAlp Hotel & Spa
- Pilatus Bahnen
- Lucerne Convention Bureau
- Radisson Hotel Reussen Andermatt
- Made in Bern
- Gacier 3000
- Hotel Grischa
- KKL Luzern
- Steigenberger Davos
- Sunstar Hotels

Format with speed dating (random, not target-orientated), presentations and workshops. Only a brief introduction of the partners at the beginning of the event. Further discussions only possible during the breaks and/or dinner.

Qualified Reactions: 33

Participants: 33

04/20/2023 –  
04/20/2023**SCIB: KAM: B2B-Event 3rd Parties: Illerhaus Marketing Branchentreff Ammersee**

Branchentreff Illerhaus organizes for the first time a "Sunset Networking" on the Ammersee.intensive dialogue in an extraordinary atmosphere. The evening event offers the opportunity to discuss cooperation opportunities in more detail in an exclusive location. SCIB DE participates.

**Comments**

No fixed dates with participants in advance. Participants come to the interview as they wish and had to have a certain number of interviews to participate in the competition. Here, sometimes only the points without a conversation were required. Small meeting of friends of planners from the region.

Qualified Reactions: 14

05/11/2023 –  
05/13/2023**SCIB: KAM: B2B-Event 3rd Parties: „GREEN MILE“ (MICEboard)**

The Green Mile (organized by PeC Kommunikation, MICEboard) is a trade event for event planners from Germany, Austria and Switzerland who organize events of all kinds internationally and place their focus and value on sustainable environmentally friendly means and measures in their planning. The event will take place in Copenhagen in 2023.

The event is expected to attract up to 60 buyers who organize events outside their market. There will be a maximum of 30 suppliers for this event.

The MICE Peak, which has existed in the past, will be integrated into the Green Mile in 2023.

**Comments**

Partners participated:

Zürich Tourismus, Kongressbüro  
Dorint Hotels & Resorts Switzerland  
Davos Convention  
Pilatus Bahnen AG  
Luzern Convention Bureau  
ESTM Saratz / Kongresszentrum Pontresina  
Congress Kursaal Interlaken AG  
Genf Convention  
Basel Tourismus

Too many Swiss Partners beside SCIB. In future there must be a limit of 4 partners. Most of the buyers invited were the same as in the previous year.

Qualified Reactions: 14

Participants: 25

05/12/2023 – 05/12/2023	<p><b>SCIB: Newsletter „Inspiration“</b></p> <p>Themen:</p> <p>Nachhaltigkeit und Naturr Klimafreundlich unterwegs sein GoldenPass Express The Grand Train Tour of Switzerland IMEX Vorstellung Katja</p>	<p><b>Comments</b></p> <p>Anzahl Subscribers: 1763 Anzahl Bounces: 173 Öffnungsrate: 36.60 % Clickrate: 4.47 % Click-to-open rate: 12.20 %</p>
05/23/2023 – 05/25/2023	<p><b>SCIB: KAM: IMEX Frankfurt</b></p> <p>Participation in various industry events, trade fairs and events.</p>	<p><b>Comments</b></p> <p>IMEX Frankfurt: Making appointments via the trade fair system very difficult and inconvenient</p> <p>Qualified Reactions: 29</p>
07/07/2023 – 11/17/2023	<p><b>SCIB: KMM: Contribution newspaper Triple A Magazin</b></p> <p>Several times a year, TRIPLE A delivers what complements the daily, up-to-date information from the business section: in addition to analyses, facts and figures, the stories behind the business. With all the strengths of a magazine: opulent photo spreads, relevant content and authors, high-quality graphics. A mixture of sophisticated business features, high utility value and different perspectives: national and international topics in the cover section are complemented by a regional focus section that is individually adapted to each daily newspaper. A unique concept in the German press landscape.</p> <p>Triple A is published as a supplement in the newspapers listed below with a joint cover section. In order to give regional and local topics the appropriate stage, an individual regional section is integrated in each case. Triple A is also distributed via selected distribution points. The total circulation is 550,000 copies.</p> <p>→ Regional section Stuttgart and surrounding area: Stuttgarter Zeitung / Stuttgarter Nachrichten PLUS</p> <p>→ Regional section Munich conurbation: Süddeutsche Zeitung - regional core circulation area</p> <p>→ Black Forest regional section: Schwarzwälder Bote complete edition</p> <p>→ Southern Thuringia regional section: Neue Presse &amp; Südthüringer Presse</p> <p>→ Northern Bavaria regional section: Frankenpost &amp; Nordbayerischer Kurier</p> <p>Circulation: 550.000 copies</p> <p>Readers: 47 % women, 53 % men Age: up to 39 years = 29%, 40 to 59 years = 33%, 60 years and older = 37% Net household income: up to 2500 euros = 30%, 2500 to under 4000 euros = 29%, 4000 euros and more = 42%</p>	<p><b>Comments</b></p> <p>Good co-operation and marketing opportunities in southern Germany.</p>
08/21/2023 – 08/21/2023	<p><b>SCIB: KAM: Sales Calls Coaching Workshop in Zurich</b></p> <p>In this 1-day compact workshop we will cover all aspects around the topic "Sales Calls" in the MICE sector. The following contents are planned:</p> <ul style="list-style-type: none"> <li>- Global MICE market (trends, facts &amp; forecast)</li> <li>- MICE market Germany</li> <li>- Trends</li> <li>- Target Group Overview (corporates, agencies)</li> <li>- Lead generation (Compliance, Telephone Sales, Trade Shows, workshops)</li> <li>- The Perfect Proposal for the German MICE Planner</li> <li>- Tool &amp; Strategy Development for sales visits (Core Competence Clusters, Profiles for sales meetings)</li> <li>- Follow Ups (Daily business – daily routine?, - Re- frame challenges to highlight strengths)</li> </ul> <p>Coach: Martina Guse (Eventprof &amp; Coach)</p>	<p><b>Comments</b></p> <p>Partners participated:</p> <ul style="list-style-type: none"> <li>- Congress Kursaal Interlaken AG</li> <li>- Säntis-Schwebebahn AG</li> <li>- Crans-Montana Tourisme &amp; Congrès</li> <li>- Pilatus Bahnen</li> <li>- KKL Luzern</li> </ul> <p>Feedback of the Participants was very good and they wish an advanced workshop in 2024.</p>

09/11/2023 – 09/11/2023	<b>SCIB: Newsletter “Innovationskraft der Schweiz für Meetings &amp; Events“</b>	<b>Comments</b>
	<p>Content and topics:</p> <ul style="list-style-type: none"> <li>- Swiss beauty for meetings &amp; events</li> <li>- The extraordinary for your event</li> <li>- Our free services</li> <li>- Save the date "Networking Event Stuttgart"</li> </ul>	<p>Number of subscribers: 1726                  Number of bounces: 184                  Open rate: 34.05 %                  Click rate: 3.44 %</p>
09/14/2023 – 09/14/2023	<b>SCIB: KAM: B2B-Event 3rd Parties: „MICE by Melody Roadshow“ (MICEboard)</b>	<b>Comments</b>
	<p>Participation in various B2B industry and trade events as a representative of the SCIB partners. MICE by Melody" is an industry networking event series where event decision-makers regularly meet and exchange ideas. In addition to an industry talk in a cozy atmosphere, event planners from Germany meet international destination representatives and location specialists who report first-hand on the latest MICE products, offers, innovations and news. - approx. 30-35 event planners from agencies, companies and associations per evening - Format: pure networking event; approx. 18:00-22:00</p>	<p>Dates:                  12.09. Dusseldorf (cancelled)                  13.09. Frankfurt (cancelled)                  14.09. Munich</p> <p>Partners participated:                  - Engadin St. Moritz Tourismus                  - Davos Convention                  - AlpenGold Hotel Davos</p> <p>Cancellation at short notice by Kuoni Tumlare.                  No participation SCIB.</p>
09/14/2023 – 09/14/2023	<b>SCIB: KMM: Advertorial „Die Welt“ - Beileger</b>	<b>Comments</b>
	<p>The publication "Business Travel" by Contentway will be published nationwide with the daily newspaper "DIE WELT" on 15 September 2023.                  The campaign will appear in the format: Nordic Tabloid, a high-quality special publication in a concise A3 format.</p> <p>The campaign puts the D-A-CH area in the foreground as a trade fair and congress location.</p> <p>This publication offers inspiration and shows ways to plan business travel, bring the team and the industry back together, and emphasise mobility and comfortable accommodation for employees.</p>	<p>Advertorial on the topic of sustainability</p> <p>One of the largest daily newspapers in Germany with a special supplement on business travel. Great opportunity and attention for the Swisustainable topic on the German market.</p>
	<p>Planned sections</p> <ul style="list-style-type: none"> <li>*GREAT INTERVIEW: Hans-Ingo Biehl - German Travel Management Association (VDR)</li> <li>*Introduction: Norbert Fiebig - DRV German Travel Association e.V.</li> <li>*BOOKING TOOLS</li> <li>*HOTELS &amp; SERVICED APARTMENTS</li> <li>*CONFERENCE CENTRES AND REGIONS</li> <li>*MOBILITY</li> <li>*COMPANY EVENTS &amp; INCENTIVES</li> </ul> <p>Circulation: 126.304 copies                  Readership: 846.000 readers                  WELT am Sonntag ePaper: 113.000 readers                  Distribution channel print: DIE WELT (total circulation)                  Distribution channels ePaper: DIE WELT, WELT am Sonntag, ISSUU.com                  Cross-media distribution: DIE WELT (print &amp; ePaper), WELT am Sonntag (ePaper), ISSUU.com, editorial articles on contentway.de, distribution via social media channels, PresseBox, cooperation with events &amp; associations</p>	
10/21/2023 – 10/25/2023	<b>SCIB: KAM: B2B-Event 3rd Parties: loop MICE autumn</b>	<b>Comments</b>
	<p>Lobster Experience organizes the loop MICE, which connects professionals from luxury tourism products and providers worldwide with top-quality MICE buyers from the German speaking market. You gather at a highly efficient and productive level: Each supplier has 34 scheduled appointments of 15 minutes each – together with a fantastic off-location-program you find networking at its best! Gain full awareness for your product and create your personal MICE luxury network!</p> <p>loop MICE spring: in Budapest (Hungary)                  loop MICE autumn: in Costa Navarina (Greece)                  Participation fee per loop: 6,000 CHF (additionally there are hotel &amp; transportation costs)</p>	<p>Partner:                  - Zürich Tourismus</p> <p>Good quality of buyers, but there is a random scheduling of appointments and just a little part you can decide by yourself. And a lot of the buyers didn't answer the request of the appointments.                  4 nights are too long.</p> <p>Qualified Reactions: 24</p>

10/26/2023 –  
10/28/2023

**SCIB: KAM: Zürich MICE-Days**

At the MICE Days, guests experience the enormous diversity of Zurich as an event destination in a varied and very entertaining programme. Participation of 16 meeting planners from Germany for a duration of 3 days (2 nights).

SCIB Organisation of arrival and departure of the German guests.

**Comments**

The MICE Days were good and very exciting. It was nice to have 16 Germans there. However, it should be better tailored to foreign participants. It was already very in-depth and the Germans had different needs than the local event planners.

Partner  
- Zurich Convention Bureau

11/06/2023 –  
11/06/2023

**SCIB: KAM: B2B-Event 3rd Parties: „fiylo“ Location Award**

The Location Award 2023 is all about "Seconds to WOW". Because in our fast-moving times, people make decisions within a few seconds - and so do event planners.

During an interactive day event on the topic of "Seconds to WOW", there will be highly interesting keynotes and informative workshops with experts from the event industry. The day event and the awards ceremony in the evening will take place at the state-of-the-art Career Campus Hannover.

This year, the Location Award will be presented for special event locations from Germany and from the popular MICE destination Switzerland. Impress the jury with a short video about your event locations and exceptional venues in Switzerland. The winner will receive an award (not for sale) and a digital banner for future marketing activities.

The application and the event will be accompanied by different media.

**Comments**

Event in combination with a one-day event under the motto "Second to WOW", where there were various workshops on different topics. Various event locations and hotels from Germany and Switzerland were able to apply for the Location Award with a video (19 seconds). The 5 best applications were invited to Hanover (incl. overnight stay) and were given the opportunity to give a live pitch. An independent jury then selected one winner each.

11/06/2023 –  
11/06/2023

**SCIB: KMM: Advertorial mep**

The mep is a trade journal for the international MICE business and reports regularly on important news, topics and trends from the event industry and sees itself as an information aid for all those professionally involved in the planning, organisation and implementation of congresses, conferences, trade fairs, events and incentives. The reporting therefore focuses in particular on destinations, locations, conference hotels and (framework) programmes as well as important industry associations and training and further education institutions.

Publication: 4 times a year  
Circulation: 9800 copies

**Comments**

Featured topics:  
- Location Award 2023 (nominees & winners Switzerland)  
- New openings (Intercity Hotel Geneva, BERNEXPO)  
- Easy and eventful journey  
- Contact Katja Reinhardt

free opportunity for a contribution

11/15/2023 –  
11/15/2023

**SCIB: KAM: Networking Event in Stuttgart**

Organization of networking event in Stuttgart. Meeting planners from German agencies, corporate accounts and associations will be invited.

**Comments**

Partners participated:  
- Pilauts Bahnen  
- Sântis-Schwebebahn AG  
- Sorell Hotels  
- St. Gallen Convention Bureau  
- Destination Davos Klosters  
- Montreux-Vevey Tourisme

The event was good. Unfortunately, there were some no-shows by customers, which is why the program had to be changed a little. However, the participants were all very satisfied.

Qualified Reactions: 17  
Participants: 17

11/17/2023 – 11/17/2023	<b>SCIB: KMM: Contribution newspaper EventEmotion</b>	<b>Comments</b>
	<p>With EventEmotion, Tourismus Lifestyle Verlag GmbH publishes Switzerland's largest trade magazine dedicated to MICE topics (trade fairs, congresses, meetings, events, incentives, exhibition, seminar and presentation technology). The multifaceted topic of business travel is included in every issue. And finally, the event destinations section (towns, regions, countries) and event locations also receives regular editorial space.</p> <p>EventEmotion is published three times a year (February, August and November) with a print run of 25.000 copies. The magazine is distributed in Switzerland, Liechtenstein, southern Germany, Vorarlberg and Tyrol.</p>	<p>Report on the Location Award incl. questions about the SCIB Manager Germany. Opportunity to market the Location Award outside the German market</p>
11/28/2023 – 11/30/2023	<b>SCIB: KAM: IBTM Barcelona</b>	<b>Comments</b>
	<p>Participation in various industry events, trade fairs and events.</p> <p>IBTM in Barcelona: 28.-30.11.2023</p>	<p>Good appointment system in advanced, but a lot of No Shows on the last Day.</p> <p>Qualified Reactions: 32</p>
12/08/2023 – 12/08/2023	<b>SCIB: KMM: Contribution newspaper Stuttgarter Zeitung</b>	<b>Comments</b>
	<p>Stuttgarter Zeitung (StZ) is a daily newspaper published in Stuttgart. Its circulation area extends from the state capital of Baden-Württemberg to the Stuttgart region with a population of 2.8 million.</p>	<p>Good co-operation and marketing opportunities in southern Germany.</p>
12/11/2023 – 12/11/2023	<b>SCIB: Newsletter „Winterliche Veranstaltungsmöglichkeiten“</b>	<b>Comments</b>
	<p>Content and topics:</p> <ul style="list-style-type: none"> <li>- Swiss beauty for meetings &amp; events</li> <li>- Winter event opportunities</li> <li>- Presentation of new SCIB campaign</li> <li>- Reminder annual survey</li> <li>- Swisstainable</li> </ul>	<p>Number of subscribers: 1875 Number of bounces: 132 Open rate: 31.4% Click rate: 2.64%</p>
01/01/2023 – 12/31/2023	<b>SCIB: KAM: Received RFP's/Confirmed RFP's/Carried out Switzerland 2023</b>	<b>Comments</b>
	<p>Targets 2023 Number of RFPs: Number of events organised in CH: Number of overnight stays generated: Turnover in CHF:</p> <p>Reached 2023 Number of RFPs: 100 Number of events organised in CH: 38 Number of overnight stays generated: 2'683 Turnover in CHF: 893'439.-</p>	<p>GERMANY &amp; AUSTRIA Jan: 12 Received RFP's / 4 Carried out / 130 Room Nights Feb: 6 Received RFP's / 0 Carried out / 0 Room Nights Mar: 1 Received RFP's / 6 Carried out / 104 Room Nights Apr: 5 Received RFP's / 3 Carried out / 146 Room Nights May: 6 Received RFP's / 5 Carried out / 325 Room Nights Jun: 5 Received RFP's / 3 Carried out / 255 Room Nights Jul: 9 Received RFP's / 1 Carried out / 75 Room Nights Aug: 7 Received RFP's / 2 Carried out / 270 Room Nights Sept: 7 Received RFP's / 6 Carried out / 138 Room Nights Oct: 5 Received RFP's / 3 Carried out / 275 Room Nights Nov: 16 Received RFP's / 5 Carried out / 65 Room Nights Dec: 21 Received RFP's / 0 Carried out / 0 Room Nights</p> <p>Stand 08.01.24 / MR</p>

05/05/2023 – 05/07/2023	<p><b>MICE: KAM: Study trip with German clients</b></p> <p>Study trip with German eventplanners. Eight people participated. Balanced program including site inspections in and around Geneva region.</p> <p>Objective: To discover Lausanne/Montreux as a sustainable event destination To convey general Switzerland knowledge To increase the volume of inquiries for the whole of Switzerland</p> <p>Organized by Lausanne and Montreux CVB</p>	<p><b>Comments</b></p>
09/25/2023 – 09/28/2023	<p><b>SCIB: KAM: Exclusive Sales Calls „Region Luzern-Vierwaldstättersee“</b></p> <p>Customer visits exclusively with region „Luzern“ in Germany.</p> <p>Date: 25.-28.09.2023</p> <p>Cities: Stuttgart, Cologne and Düsseldorf</p>	<p><b>Comments</b></p> <p>Partners participated: - Lucerne Convention Bureau - Pilatus Bahnen AG - Radisson Blu Hotel Reussen, Andermatt - Andermatt / Andermatt Swiss Alps</p> <p>12 good and qualified appointments. But the organisation was rather difficult and some clients were on events or did not have time.</p> <p>Qualified Reactions: 12 Participants: 12</p>
11/13/2023 – 11/15/2023	<p><b>SCIB: KAM: Sales Calls “Davos &amp; Crans-Montana”</b></p> <p>Customer visits with Davos and Crans-Montana in Germany.</p> <p>Date: 13.-15.11.2023</p> <p>Cities: Wiesbaden, Heidelberg, Mannheim, Braunschweig, Hannover und Hamburg</p>	<p><b>Comments</b></p> <p>Partners: - Hard Rock Hotel Davos - Crans-Montana CVB</p> <p>Organisation at very short notice. Effort is disproportionate to the dates. Hamburg could not be visited personally by SCIB because of another event. Substitute Martina Guse. Our partners were also very unhappy with some of the dates.</p> <p>Qualified Reactions: 18 Participants: 20</p>