



Switzerland.

MarketingActivities SCIB

SCIB_MA2023_China

CHINA

01/01/2023 –
12/31/2023

Digital Marketing Activities: Wechat MICE

Comments

Q1 MICE post on 22nd February 2023, 80061 fans push, 749 readings, likes 8, shares 23

Q2 MICE post on 4th May 2023, 82609 fans push, 525 readings, 7 likes, 14 shares

Q2 MICE webinar post on 1st June 2023, 83746 fans push, 394 readings, 7 likes 20 shares

Q3 MICE webinar post on 9th August 2023, 85456 fans push, 525 readings, 5 likes 8 shares

Q4 post on 11th October 2023, 83308 fans push, 624 readings, likes 6, shares 41

Q4 post on 8th November 2023, 83338 fans push, 866 readings, likes 2, shares 35

01/01/2023 –
12/31/2023

Digital Marketing Activities: Weibo ST

Comments

Partners of basic marketing can extend their outreach to travel trade, media and public into the online world, in addition to the "offline oriented" marketing campaigns.

The following services are provided to the partners:

- Weibo (focus on public / est. 500'000 followers in 2022): min 6 postings, campaign integration, video upload on Youku

This activity is available for Main Campaign partners on full level only.

Q1 weibo: 116 posts

Q2 weibo: 120 posts

Q3 weibo: 132 posts

Q4 weibo: 128 posts

01/01/2023 – 12/31/2023	<p>Digital Marketing Activities: Wechat Lake Lucerne Region</p> <p>Q1 post on 8th February,2023, 80542 fans push, 2809 readings, likes 27, shares 138 Q1 post on 15th March 2023, 81527 fans push, 1086 readings, likes 19, shares 57 Q1 ST generic post on 14th February 2023, 80754 fans push, 6039 readings, likes 58, shares 514 Q1 ST generic post on 8th March 2023, 81399 fans push, 2452 readings, likes 31, shares 177</p> <p>Q2 post on 12th April 2023, 82182 fans push, 3090 readings, likes 42, shares 229 Q2 post on 1st June 2023, 83746 fans push, 743 readings, likes 11, shares 85 Q2 ST generic post on 8th April, 2023, 82091 fans push 5082 readings, likes 74, shares 521 Q2 ST generic post on 4th May 2023, 82609 fans push, 3066 readings, 42 likes, shares 286</p> <p>Q3 post on 1st August 2023, 85050 fans push, 665 readings, 6 likes, shares 26 Q3 summer post on 12th July 2023, 84428 fans push, 2636 readings, 31 likes, shares 224 Q3 ST generic post on 1st Agust 2023, 85050 fans push, 17524 readings, likes 129, shares 1200 Q3 ST generic post on 22nd August 2023, 85812 fans push, 2986 readings, likes 35, shares 210 Q3 ST generic post on 29th September 2023, 87107 fans push, 4758 readings, likes 71, shares 412 Q3 webinar post on 17th August 2023, 85595 fans push, readings 1191, likes 7, shares 22</p> <p>Q4 post on 25th October 2023, 82247 fans push, 4202 readings, likes 47, shares 332 Q4 post on 27th December 2023,83542 fans push, 652readings, likes 3, shares 29 Q4 ST Xmas post on 22nd December, 2023, 83492 fans push, 2678 readings, likes 31, shares 170 Q4 ST Swisustainable post 13th December, 2023, 83338 fans push, 1176 readings, 9 likes , shares 73</p>	Comments
03/01/2023 – 03/31/2023	<p>SCIB: Destination Wedding Magazine Cooperation</p> <p>Magazine: CosmoBride China</p> <p>Contents: 4 full-pages about Swiss wedding locations, activities suggestions for wedding in Switzerland.</p> <p>Destinations: Gstaad and Thun.</p> <p>Circulations: 398,000</p>	Comments
05/18/2023 – 05/25/2023	<p>SCIB: IMEX Frankfurt incl. Pre Convention tour with Accorhotel China</p> <p>Participation at the SCIB booth. Individual and group appointments from China. Tours to Switzerland: - Pre Tour with Accorhotel group China. - 10 agencies from Beijing, Shanghai and Chengdu. - 4 nights in Switzerland, incl. 2 nights in Movenpick Lausanne, 2 nights in Movenpick Zurich airport hotel. - Destinations: Geneva, Lausanne and Zurich.</p>	Comments
06/13/2023 – 06/15/2023	<p>SCIB: Accorhotel China Showcase 2023</p> <p>Cooperation with Accorhotel China. - Separate booth for SCIB to promote Switzerland during their two days' roadshow in Beijing and Shanghai. - Met in total ca. 150 participants, incl. end consumers and agents in both city.</p>	Comments

06/30/2023 – 07/02/2023	11th MITE Macau International Travel (Industry) Expo	Comments
	<ul style="list-style-type: none"> - B2B & B2C fair in Macau with B2B sessions. - Jingyi LV for destination wedding & MICE, Nina SHI GTToS , Rosa LAU for leisure. - Ca. 37000 pax, incl. international & domestic buyers (agencies, corporates, wedding planners) & public audience. 	
08/22/2023 – 08/22/2023	SCIB: Afternoon Tea with Destination Wedding Planners	Comments
	<ul style="list-style-type: none"> - Afternoon tea with Chinese destination wedding planners; - Sharing the latest Destination Wedding infos of Switzerland; - 15 wedding planners are invited by SCIB; - Presentation: 30 mins and free time for exchange and social networking. - Exclusively work with one destination partner for each event. - Two Focuses: winter & summer. 	
08/22/2023 – 08/22/2023	SCIB: Destination Wedding Registration Office Event	Comments
	<p>Date: 22nd of August 2023, Chinese Valentine’s Day</p> <p>Place: Beijing Registration office Shijingshan district</p> <p>Description: Offline promotion with swiss decoration on Chinese Valentine’s Day</p>	
09/01/2023 – 12/31/2023	Print production: Traditional Chinese version sales manual	Comments
	<p>Complete redesign of the Sales manual in Traditional Chinese, targeting on KA and KM in Taiwan and Hongkong.</p>	
09/09/2023 – 09/16/2023	SCIB: STM Sepcial Business Track 2023	Comments
	<p>During two days of workshops in Geneva, 32 buyers(Incl. Leisure and MICE buyers) from all over China meet Swiss suppliers in 20-minute pre-arranged appointments. Buyers chose their preferred Pre-tour, Post-tour to JR region. Special business track during STM workshop for MICE buyers.</p>	
10/28/2023 – 10/29/2023	SCIB: Educational theme weekend event for corporate with Shanghai SALTOURS	Comments
	<p>Jointly with Shanghai SALTOURS, Invited 7 corporate clients for weekend event.</p> <p>Programm:</p> <ul style="list-style-type: none"> - Educational: presentations about Switzerland as an incentive destination towards the destination of partner; - Networking lunches and dinners with the clients. - Cheese fondue testing with swiss wines, Swiss TB experience. - City: Suzhou. 	
11/28/2023 – 11/30/2023	SCIB: Participation of IBTM Barcelona	Comments
	<ul style="list-style-type: none"> - Participation of a SCIB team member to IBTM in Barcelona; - No pre or post tour due to kickoff year in China. - Welcomed the buyers from Greater China and exchange at our booth. 	

12/22/2023 – 12/22/2023	SCIB: MICE DMC Exchange Event As kickoff year after pandemic in China. Invited MICE focused and future interests to MICE business's DMCs for luncheon meeting. Exchange for the market updates after pandemic and future promoting targets. Integrated "Swisstainable" and "Bleisure" concepts. Collected and renewed the market demands.	Comments
12/29/2023 – 12/30/2023	SCIB: MICE Agency Exchange Event - Invited MICE top agencies and media based in Beijing for market updates and exchange. Ski experience @ Nanshan ski resort. Promoting "Swisstainable" and "Bleisure" concepts for business clients. - Greeting video prepared by Barbra Albrecht. - Agent from Huacheng MICE, shared the ca. 1000 pax incentive project experience to Switzerland in 2023 with other agencies.	Comments
06/01/2022 – 04/11/2023	SCIB: Roadshow and sales calls in Beijing, Shanghai and Guangzhou. Combination of: - Indoors visits to agencies; - Internal training of agencies. SCIB provides offline & online participations. Due to time difference: - Morning calls (China time): optional - Afternoon calls (China time): mandatory SCIB will visit agencies with offline participants, simultaneously, online participants can join it via Teams meeting.	Comments Partners: Nana Andres Zurich Tourism, Jeffrey WANG Vaud Promotion.
01/01/2023 – 12/31/2023	SCIB: Webinar for agencies SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners. 6 times in 2023.	Comments Reports are separately finalized due to different partners.
01/01/2023 – 12/31/2023	SCIB: Marketing MEETING's Development of China (concentration on Beijing, Shanghai, Guangzhou, Hong Kong and Taipei) as main market for meetings and incentives. The focus will be on the following activities: - Handling of requests for proposals and database management - Sales calls MICE agencies in 1st tier cities and potential MICE business T.O in 2nd tier cities - Integration of MICE content in the leisure WeChat and other social media channels - Training of tour operators	Comments 3 - 7 July 2023: Sales call in Guangzhou, Shenzhen and Zhuhai. Visited 15 corporates and MICE agencies. 9 Dec 2023: Sales call in Tianjin.
01/01/2023 – 12/31/2023	SCIB: Marketing Destination Wedding Development of China (concentration on Beijing, Shanghai, Guangzhou, Hong Kong and Taipei) as main market for Wedding destination. The focus will be on the following activities: - Handling of requests for proposals and database management - Sales calls travel agencies or wedding planners. - Integration of Wedding content in the leisure WeChat and other social media channels. SoM Impressions: 422,153. ST Platforms: Little Red Book, Weibo, WeChat Video Channel.	Comments

01/01/2023 – 12/31/2023	<p>SCIB: STA Wedding Certificate</p> <p>Wedding in Switzerland is still new in the market, we would like to integrate a wedding certificate in exsited STA system. Together worked with HQ team, we will make new questions and tests and translated into Chinese, and make use of it for our marketing promotion. Targeted clients: travel agencies and wedding planners.</p>	<p>Comments</p>
03/23/2023 – 03/28/2023	<p>SCIB: 8th Asia Trophy with Kuoni</p> <p>Rally through Switzerland to showcase the incentive options to specialized agencies: - one known destination with new ideas; - one unknown, new destination for the Asian markets; Participation of a team of 8 clients from China and Jingyi LV. Invitation via SCIB in cooperation with Kuoni</p>	<p>Comments</p> <p>6 agencies from Greater China + 1 kuoni Taipei + 1 SWISS Beijing with Jingyi LV.</p>
06/01/2023 – 12/31/2023	<p>SCIB: Destination Wedding SoM Cooperation 2023</p> <p>Cooperations with HiCoconut Destination Wedding which is an overeas DW platform and media in the circle. Worked together with other wedding medias to promote Switzerland as a wedding destination. Make use of mainly the videos and pictures for Chinese shooting projects during pandemic - Collaborative SoM partners: HiCoconut Destination Wedding, Wedding News, Wedding Hotel, Cosmo Bride, Wedding Industry, WioNews - Destinations: Gstaad, Glacier 3000 - Hotel: The Alpina Gstaad</p>	<p>Comments</p> <p>A business plan incl. SoM cooperations and offline events with HiCoconut Destination Wedding.</p>
06/13/2023 – 06/13/2023	<p>SCIB: Webinar for agencies - Vaud Promotion</p> <p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners. - Partner: Vaud Promotion.</p>	<p>Comments</p>
07/11/2023 – 07/11/2023	<p>SCIB: Webinar for agencies - Zurich - 1</p> <p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners. - Partner: Lindt Home of Chocolate, The Dolder Grand hotel</p>	<p>Comments</p>
08/15/2023 – 08/15/2023	<p>SCIB: Webinar for agencies</p> <p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Updates of destination about MICE and Destination Wedding. Introduced our functions for the market and highlights.</p>	<p>Comments</p>
09/04/2023 – 09/08/2023	<p>SCIB: Destination Wedding Educational Trip</p> <p>- Global DW study trip. - Destinations: Montreux and Villars - Description: invited one wedding planner to join onsite and product will be released in 2024.</p>	<p>Comments</p>

10/17/2023 – 10/17/2023	SCIB: Webinar for agencies - Geneva	Comments
	<p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners.</p> <p>- Partner: Geneva</p>	
10/23/2023 – 10/27/2023	SCIB: Roadshow and sales calls in Beijing, Shanghai and Taipei.	Comments
	<p>Combination of:</p> <ul style="list-style-type: none"> - Indoors visits to agencies; - Internal training of agencies. <p>SCIB provides offline & online participations. Due to time difference:</p> <ul style="list-style-type: none"> - Morning calls (China time): optional - Afternoon calls (China time): mandatory <p>SCIB will visit agencies with offline participants, simultaneously, online participants can join it via Teams meeting.</p>	Partners: Zurich, Lindt Chocolate Museum, Vaud Promotion, Graubuenden Ferien
11/22/2023 – 11/22/2023	SCIB: Webinar for agencies - Zurich - 2	Comments
	<p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners.</p> <p>- Partner: Zurich and FIFA World.</p>	
12/12/2023 – 12/12/2023	SCIB: Webinar for agencies - Geneva - 2	Comments
	<p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners.</p> <p>- Partner: Geneva, President Wilson hotel, Novotel Geneva Centre.</p>	
01/01/2023 – 12/31/2023	SCIB: MICE Media coverage	Comments
	<p>Advertorial for MICE in Switzerland on</p> <ul style="list-style-type: none"> - News Papers - MICE Related magazines <p>Intergrate with partners in the content and providing advertisement space in the supplement for each participating partners</p> <p>- NLs: 4 times per year, 22 Feb, 4 May, 9 Aug and 8 Nov 2023</p>	
10/20/2023 – 10/20/2023	Switzerland Winter Roadshow 23/24: KMM: Winter Media Conference 23/24 Beijing	Comments
	<p>ST media conference winter theme, in Swiss Embassy residence Partner: LX, STS, Valais, Davos, Jungfrau Region, Schilthorn, Titlis, LAAX, Zermatt</p> <p>Result: ST winter theme, winter partners content delivered to 63 media/KOLs</p>	