



Switzerland.

MarketingActivities SCIB

# Multiple Markets Switzerland Weddings 2023

## BRAZIL

05/01/2023 – 12/31/2023      **Campaigning & Activation: – Destination Wedding Constance Zahn**      **Comments**

Banner online on Constance Zahn website.  
Constance Zahn is the best destination wedding media in Brazil  
Campaign for 8 months  
Page views: 1.2MIO/ month  
Link MySwitzerland.com

05/01/2023 – 12/31/2023      **CAMPAIGNING & ACTIVATION: Instagram Post Package - Constance Zahn**      **Comments**

Package as part of negotiation Wedding Destination promotion:  
Constance Zahn Magazine.

Package including 3 feed posts/ stories.

@ConstanceZahn: 357K followers

08/30/2023 – 08/30/2023      **CAMPAIGNING & ACTIVATION Online content - Constance Zahn website**      **Comments**

Online content as part of negotiation Wedding Destination promotion:  
Constance Zahn Magazine.

The content was developed in partnership with a travel agency specializing in weddings and featured an authentic wedding experience in Switzerland - a real Brazilian wedding.

<https://www.constancezahn.com/decoracao-de-casamento-ao-ar-livre-na-suica/>

12/01/2023 – 12/01/2023      **Campaigning & Activation: Advertisement - Constance Zahn Magazine**      **Comments**

Advertisement at the annual printed magazine Costance Zahn - Part of destination wedding promotion.

10k copies.

09/04/2023 – 09/08/2023      **KMM: Trip Destination Wedding @anatonioloweddings**      **Comments**

International Media Trip organized by ST HQ focusing on wedding planners.

ST Brazil invited Ana Toniolo, a Brazilian wedding planner living in Switzerland.

@anatonioloweddings: 14'300 folowwers.

## CHINA

06/30/2023 – 07/02/2023	<b>11th MITE Macau International Travel (Industry) Expo</b>  - 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.	<b>Comments</b>
08/22/2023 – 08/22/2023	<b>SCIB: Afternoon Tea with Destination Wedding Planners</b>  - 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.	<b>Comments</b>
11/09/2023 – 11/12/2023	<b>Promotion: Chengdu Creativity &amp; Design Week</b>  an international creative design and culture tourism activity, ST had free decorated booth, cooperated with Swiss Center. One livestreaming during event.	<b>Comments</b>

## GCC

03/14/2023 – 03/16/2023	<b>MICE: Destination Wedding Planner Convention</b>  <ul style="list-style-type: none"> <li>♣ Date: 14-16 March in Doha, together with ST SEA.</li> <li>♣ 400 international participants such as destinations, hotels, and wedding planners</li> <li>♣ 25 one-to-one meetings with planners</li> </ul>	<b>Comments</b>
10/10/2023 – 10/20/2023	<b>Campaigning: Weddings SoMe Campaign.</b>  <ul style="list-style-type: none"> <li>♣ Date: 10 – 20 October</li> <li>♣ Instagram video campaign promoting Switzerland as a wedding destination to expat community in GCC focusing on testimonials.</li> <li>♣ Impressions: 2,953,802</li> <li>♣ Clicks: 85,825</li> <li>♣ Reach: 1,187,971</li> </ul>	<b>Comments</b>
10/20/2023 – 10/30/2023	<b>Campaigning: Weddings SoMe Campaign.</b>  <ul style="list-style-type: none"> <li>♣ Date: 20 – 30 October</li> <li>♣ Instagram video campaign promoting Switzerland as a wedding destination to expat community in GCC.</li> <li>♣ Impressions: 2,579,359</li> <li>♣ Clicks: 123,024</li> <li>♣ Reach: 953,126</li> </ul>	<b>Comments</b>
11/01/2023 – 11/06/2023	<b>Campaigning: Weddings SoMe Campaign.</b>  <ul style="list-style-type: none"> <li>♣ Date: 1 – 6 November</li> <li>♣ Instagram video campaign promoting Switzerland as a wedding destination to expat community in GCC focusing on testimonials.</li> <li>♣ Impressions: 2,773,425</li> <li>♣ Clicks: 136,994</li> <li>♣ Reach: 1,212,619</li> </ul>	<b>Comments</b>
11/10/2023 – 11/18/2023	<b>Campaigning: Weddings SoMe Campaign.</b>  <ul style="list-style-type: none"> <li>♣ Date: 10 – 18 November</li> <li>♣ Instagram video campaign promoting Switzerland as a wedding destination to expat community in GCC focusing on wedding hotels.</li> <li>♣ Impressions: 5,283,667</li> <li>♣ Clicks: 45,828</li> <li>♣ Reach: 1,772,404</li> </ul>	<b>Comments</b>

11/19/2023 –  
11/23/2023

**Campaigning: Weddings SoMe Campaign.  
(Dolder Grand Hotel Zurich)**

**Comments**

- ♣ Date: 19 – 23 November
- ♣ Facebook boosted post promoting wedding hotel in Switzerland to Arabs.
- ♣ Impressions: 1,914,625
- ♣ Clicks: 8,090
- ♣ Reach: 960,200
- ♣ Dolder Grand Hotel Zurich

11/24/2023 –  
11/30/2023

**Campaigning: Weddings SoMe Campaign.  
(Beau-Rivage Geneva)**

**Comments**

- ♣ Date: 24 – 30 November
- ♣ Facebook boosted post promoting wedding hotel in Switzerland to Arabs.
- ♣ Impressions: 1,054,544
- ♣ Clicks: 8,611
- ♣ Reach: 678,064
- ♣ Beau-Rivage Geneva

09/04/2023 –  
09/08/2023

**Destination Wedding Educational Trip**

**Comments**

- Tasneem Alibhai, CEO & Funder of TA Weddings traveled to Switzerland in a customer-oriented trip with the focus to showcase Switzerland as a year-round wedding destination with a proven commitment to sustainability.
- Partners: Geneva, Montreux-Vevey Tourism, Villars Palace

## MULTIPLE MARKETS

01/01/2023 – 12/31/2023	<b>SCIB: Marketing Package Association</b>	<b>Comments</b>
	<p>Centralized as well as localised research and promotion to increase the number of association meetings taking place in Switzerland. To access the package Association, the basic package digital is required.</p>	<ul style="list-style-type: none"> <li>- Different selections of leads to be researched for potential and bidding opportunities. On-going work on pending leads.</li> <li>- Update of section for Association meeting planners on MySwitzerland.com/meetings.</li> <li>- Preparation of bid books in collaboration with the partners.</li> <li>- E-Newsletter to media and planners.</li> </ul> <p>Participation by SCIB to:</p> <ul style="list-style-type: none"> <li>- IMEX &amp; IBTM</li> <li>- ICCA Congress &amp; Exhibition</li> <li>- UIA Round Table Event</li> <li>- Association event in Switzerland</li> </ul> <p>Partners: Basel, Bern, Davos, Geneva, Interlaken, Lausanne, Lucerne, Lugano, St. Gallen, Zurich</p>
01/01/2023 – 12/31/2023	<b>Development of Destination Weddings 2023</b>	<b>Comments</b>
	<p>Marrying abroad and inviting family and friends, in combination with holidays and honeymoon, is gaining popularity worldwide. Switzerland is considered a dream destination in many countries.</p> <p>Position Switzerland as a destination for weddings in selected markets (UK, US, India, Brazil, SEA, China, GCC), integrate Switzerland for destination weddings into specialized trade catalogs and support wedding planners in their destination choice.</p> <p>Included in the basic package (development of new business and markets), except possible personal participation to activities.</p> <p>Bi-annual e-newsletter to wedding database B2B (around 950 qualified contacts)</p>	<p>Regular update on myS.com/weddings with new wedding blogs, testimonial, listing of local wedding planners, videographers and photographers, and highlights from destinations</p>
01/01/2023 – 12/31/2023	<b>Destination Wedding: Destination Wedding Planner Congress 2023 (Qatar, 14-16 March 2023)</b>	<b>Comments</b>
	<p>Leading the destination wedding industry for over half a decade now, the Destination Wedding Planners (DWP) Congress is an exclusive, 'by invitation only' conference that is focused on luxury destination wedding professionals who are looking to collaborate with like-minded connoisseurs in the wedding business to glean fresh perspectives, do business and network with some of the top creative partners and suppliers from all over the world.</p>	<p>Pending feedback from Jennifer and Anja (reminder email sent on 09.06.23) - must update comments and results (number of contacts)</p>
01/01/2023 – 12/31/2023	<b>Initiative: Seamless travelling in CH</b>	<b>Comments</b>
	<p>An effective measure to influence meeting- and incentive planners as well as congress organizers to choose Switzerland for their next business event is to offer attractive conditions to travel within Switzerland. As a side effect it showcases the efficient, dense and reliable public transportation system in Switzerland as well as our commitment to sustainability.</p> <p>SCIB offers to the first 10'000 delegates for new bookings of business events via SCIB from Europe or North America to one of the partner destinations free transportation with the new Business Event Ticket valid from the Swiss boarder/airport to the destination and back in 2021.</p>	<ul style="list-style-type: none"> <li>- Strengths: Increase added value in Switzerland for planners and promote the new Business Event train ticket.</li> <li>- Challenges: ticket rates offered by SBB are not attractive for all destinations (reason: average rates throughout Switzerland, not taken into account via which airport customers arrive)</li> </ul>
01/01/2023 – 12/31/2023	<b>Association Marketing: Third-party association platforms</b>	<b>Comments</b>
	<p>SCIB evaluates the potential of third-party association platforms (such as ICCA, UIA, IAPCO, ac forum, etc.) and verifies the possibility to host it in Switzerland in the future.</p>	

01/01/2023 –  
12/31/2023

**SCIB: Break the Ice Forum (various dates and destinations) 2023**

Break The Ice Forum is the only CSR & B2B event for the M.I.C.E. sector. It's a 2 night-1 day forum with 1to1 meetings and activities. It's a unique business opportunity where you will meet and negotiate with the best buyers in the industry by helping a great cause and/or experiencing live changing experience.

30-40 Hosted Buyers (DE/AT/CH/FR/UK/Benelux) per event (80% MICE agencies, 20% direct clients (=Associations and Corporates).

**GERMAN D/A/CH & EU/UK BUYERS**

5 - 7 MAY 2023 - Vienna, Austria  
5 - 7 OCT 2023 - Salzburg, Austria

**ALL EUROPEAN EU/UK BUYERS**

16 - 18 MAR 2023 - Costa Brava, Spain  
09 - 11 NOV 2023 - Copenhagen, Denmark

**FRENCH FR/CH & EU/UK BUYERS**

15 - 17 JUN 2023 - Grenoble, France

If you are interested to join one or more events, please get in touch with alexander.hunger@switzerland.com

**Comments**

The following Swiss Partners joined:

Break the Ice Forum, Costa Brava, 16-18 March  
-Mövenpick Hotel Lausanne  
-41 buyers participated

Break the Ice Forum, Vienna 05-07 May  
-Convention Bureau Davos  
-Pilatus Bahnen AG  
-48 buyers participated

Break the Ice Forum, Grenoble, 15-17 June  
-Bern Welcome  
-Convention Bureau Davos  
-25 buyers participated

Break the Ice Forum, Salzburg, 05-07 October  
-Kursaal Bern AG / Swissôtel Kursaal Bern  
-40 buyers participated

Break the Ice Forum, Copenhagen, 09-11 November  
-Renaissance Zürich Tower Hotel & Courtyard by Marriott Zürich North  
-Radisson Blu Reussen Andermatt  
-52 buyers participated

01/01/2023 –  
12/31/2023

**Social Media SCIB (Organic)**

Social Media organic content will be communicated by SCIB HQ on 4 channels: LinkedIn, Instagram, Youtube and Telegram. Social media content strategy was developed in line with Social Media strategy of Switzerland Tourism.

Frequency of publications per channel: LinkedIn x2 weekly, IG x5 weekly, Telegram x1 weekly, Youtube x2 monthly.

Goal 2023:

Followers  
LinkedIn - 14000  
Instagram - 1000  
Telegram - 500  
Youtube - 1000

416 publications on Social Media with ER 10%.

**Comments**

Follower status 01.01.23 > 10.01.2024  
LinkedIn - 12147 > 13750  
Instagram Meetings - 156 > 3431  
Instagram WEddings 2890 > 3087  
Telegram - 49 > 167  
Youtube - 580 > 908

534 publications totally.

01/17/2023 –  
01/19/2023

**IAPCO EDGE Seminar, Geneva**

EDGE – Experts in Dynamic Global Education  
This dynamic educational programme is offered worldwide with seminars in a variety of regions (Europe, Asia Pacific, IMEA, Americas). EDGE offers education at different levels, giving participants that 'edge' they need in a globally competitive environment. While content focuses on professional congress organisation, these seminars provide education not only for PCOs and Meeting Planners but also for those working in bureaux, venues and other sectors of the meetings industry.

**Comments**

01/31/2023 –  
02/02/2023

**SCIB: INTERaction EMEA Amsterdam 2023**

INTERaction EMEA takes place in Amsterdam and is the employee Meeting & Supplier Showcase from American Express Meetings & Events. The 2-day event brings together suppliers to meet the American Express teams, learn about business opportunities and gain insight to grow your business with American Express Meetings & Events. Network with up to 250 Planners, Buyers, Account Managers and Leadership from EMEA. Hold targeted grouped appointments. Interact with employees in casual and formal settings with pre-organized functions throughout.

- Table for 1:1 meetings with two chairs for both days.
- ca. 29 x 15-minute F2F meetings per table (2 persons).
- All social events and meals including breakfast, lunch and dinner for entire event.
- Company logo visible on signage.
- Maximum of 2 suppliers per table.
- Value added: content distributed through the Meetings Source (=global online supplier management)

**Comments**

Lisette van Dolderen (SCIB Netherlands) participated together with the following 3 Swiss Partners at two tables:

- Congress Kursaal Interlaken
- Zurich Convention Bureau
- Engadin St. Moritz Tourismus AG

Beside 1-2-1 meetings SCIB had a Supplier Showcase with a Kahoot quiz and presentation. The clients liked this kind of interactive platform.

03/23/2023 –  
03/27/2023

**8th Asia Trophy 2023 (23 - 26 March in Basel, Lucerne, Engelberg)**

Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.

Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.

Confirmed destinations: Basel, Lucerne, Engelberg

**Comments**

64 participants from over 10 countries participated at 2023 trophy whom have been divided into 6 teams

- Team Bell (SEA)
- Team Cow Bell (SEA)
- Team Chalet (Thai)
- Team Cow (Japan and Korea)
- Team Heidi (Greater China)

Route and programme took place in Zurich (pre& post tours), Basel, Lucerne and Engelberg

03/24/2023 –  
03/24/2023

**Workshop at the 8th Asia Trophy 2023 (24th March in Basel)**

Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.

Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.

During the Trophy, we held a workshop with one-to-one meeting in a free floating system with all Swiss partners that are interested in meeting the clients, even though they are not one of the host destinations.

Workshop in Basel: rough schedule 10:00 - 13:00 on Friday 24 March 2023, including networking lunch

**Comments**

Sub-partners can participate for the workshop during the Trophy at CHF1500 per table

17 x tables in total with 22 partners who were present at the workshop. Event format was 60min free-flow meeting followed by a networking lunch.

Complimentary tables were offered to hosting destinations (Basel, Lucerne and Engelberg)

Workshop and lunch took place at Volkshaus Basel

03/26/2023 –  
03/28/2023

**SCIB: MCE North & West Europe 2023**

Venue, Destination: Hilton Porto Gaia, Portugal

MCE North & West is a forum where suppliers and buyers in the MICE travel market meet to do business.

More information: [www.europecongress.com](http://www.europecongress.com)

Summary:

- 3 days event with pre-scheduled appointments
- top qualified buyers from all over Europe, the Americas, the Middle East and East Asia
- Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers
- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes
- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.

**Comments**

The following 5 Swiss partners participated at the event:

- Pialtus Bahnen AG
- Zurich Convention Bureau
- Zurich Convention Center
- AlpenGold Hotel Davos
- Mövenpick Hotel Lausanne

We received positive feedbacks from the participating partners - all was well organized and good potential of buyers attended the event.

04/16/2023 –  
04/18/2023

**SCIB: Events Club Forum - Associations**

Destination: Salzburg, Austria

Numbers of meetings: 20

Events Club Forum Associations is a first of a kind MICE event for Congress Business! It is an event where destinations, congress venues, and large conference hotels meet with qualified international associations and PCOs to spark large-scale MICE events. Events Club Forum Associations is the event where you meet invited professionals only, the event where you gain within just 2,5 days, most valuable business contacts. Events Club Forum is a fully catered event, where everyone enjoys coffee breaks, luncheons, networking activities and fantastic dinners all together.

**Comments**

The following 7 Swiss partners participated at the event:

- Zurich Convention Bureau
- Zurich Convention Center
- Basel Convention Bureau
- Lucerne Convention Bureau
- LMC - Lausanne Montreux Congress
- Congress Kursaal Interlaken
- Kuoni Tumlare Congress

We received very positive feedbacks from the participating partners - all was well organized and good potential of buyers attended the event.

04/16/2023 –  
04/19/2023

**SCIB: M&I Europe Spring 2023**

The event will take place in Istanbul, Turkey.

M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.

3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).

More information: <http://www.mi-forums.com/>.

Summary:

- 3 days event with pre-scheduled appointment
- top qualified buyers from all over Europe
- Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers
- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes
- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.

**Comments**

A total of 165 buyers and 265 suppliers attended the event.

The following 10 Swiss partners participated:

- Geneva Tourism & Conventions Foundation
- Mövenpick Hotel & Casino Geneva
- Manotel Hotel Group Geneva
- Geneva Marriott Hotel
- Convention Bureau Davos
- AlpenGold Hotel Davos
- Radisson Blu Reussen Andermatt
- Sandoz Foundation Hotels
- Mandarin Oriental Palace Lucerne
- Mandarin Oriental GVA

06/06/2023 –  
06/08/2023

**SCIB: M&I Healthcare Europe 2023**

The M&I Healthcare Europe Event will take place in The Hague, Netherlands.

During 2 days 130 high quality buyers from specialist healthcare agencies, medical communication agencies and corporates meet in a European city. There will be 25 pre-scheduled meetings and different educational sessions. 120 suppliers.

Presentation table, lunches, welcome receptions, dinners and networking activities included. No sharing tables possible.

Each buyer and supplier is pre-qualified to attend this ground-breaking Forum. This event is offered by M&I Forums. They take time to match the right people and maximise business potential.

**Comments**

A total of 118 buyers and 143 suppliers attended the event.

The following 12 Swiss partners participated:

- Zurich Convention Bureau
- Zurich Convention Center
- KKL Luzern Management AG
- Bernexpo AG
- St. Gallen Convention Bureau
- Dorint Hotels & Resorts Switzerland
- Geneva Marriott Hotel
- Manotel Geneva
- Basel Convention Bureau
- Kuoni Tumlare with 2 delegates
- Renaissance Zürich Tower Hotel & Courtyard by Marriott Zürich North



06/25/2023 –  
06/28/2023

**SCIB: M&I Europe Summer 1.0 - 2023**

The event will take place in Oslo, Norway.

M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.  
3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).

More information: <http://www.mi-forums.com/>.

**Summary:**

- 3 days event with pre-scheduled appointment
- top qualified buyers from all over Europe
- Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers
- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes
- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.

**Comments**

A total of 144 buyers and 219 suppliers attended the event.

The following 8 Swiss partners participated:

- Zurich Convention Bureau
- Hyatt Regency Zurich Airport The Circle & The Circle Convention Center
- Jungfrau Region
- Jungfraubahnen
- Radisson Blu Reussen Andermatt
- Accor Switzerland
- Convention Bureau Davos
- AlpenGold Hotel Davos

07/12/2023 –  
07/15/2023

**SCIB: SITE Incentive Summit Europe**

Destination: Ljubljana Slovenia

After a very successful second edition of ISE in Geneva and Montreux, SITE is taking this event to Slovenia. Join an elite community of incentive travel industry leaders for a timely in-person exchange of knowledge and insights and enjoying the destination while networking with industry peers. Attendance limited to approx. 60 participants, including 15-20 European buyers, 2-3 North American buyers and approx. 40 global suppliers.

**Comments**

Merlin Cattin from Geneva Tourism and Gregory Baur from Zürich Tourism participated at SITE ISE in Slovenia. It was interesting for them to visit the destination and to see their efforts in sustainability.

09/20/2023 –  
09/22/2023

**PCMA Convening EMEA, Copenhagen**

The Professional Convention Management Association (PCMA) is a nonprofit global association of professionals in the Business Events Industry whose statement of purpose is to inspire, connect and innovate with those in the Business Event Industry.  
The PCMA Convening EMEA event is taking place in Copenhagen from 20-22 September 2023.

**Comments**

Number of participants: 520

10/11/2023 –  
10/14/2023

**Destination Wedding: Style shooting in Pontresina**

Wedding Style Shooting project at Grand Hotel Kronenhof - Pontresina on October 12th, 2023.

Our idea is to create a inspiring wedding decoration for 1 ceremony set up with the Swiss Engadin landscape and 1 dinner setup (with a 4mt table) in Kronenhof ballroom.

The goal with this project is to use this photos to inspire and attract brides to get married in Switzerland and beautiful hotels like Kronenhof.

**Comments**

Most of the covergae willbe published in 2024.

Just some organic posting in 2023:

Ana Toniolo Weddings:

Reel  
12.126 views  
635 likes  
109 savings

<https://www.instagram.com/reel/CyVfscNsVq4/?igsh=NWt3b2R5dDc5dHNU>

Photo post  
313 likes  
14 savings

<https://www.instagram.com/p/CyfyK9QMGaJ/?igsh=MTR5dzU5YWx4cHRqdg==>

Max (Photographer)

<https://www.instagram.com/p/Cy235C7KEdU/?igsh=MWhsaW11cGxkMXFtZA==>

Andrada (florist)

<https://www.instagram.com/p/Cy235C7KEdU/?igsh=MWhsaW11cGxkMXFtZA==>

<https://www.instagram.com/reel/CyWCWpeoFKW/?igsh=dng2ZWF5ZWJ5eXk2>

On Wedding Films:  
<https://www.instagram.com/reel/CyWrza-LnWc/?igsh=cXplM2RxNzJ4czRn>

**Comments**

There were 56 supplier tables and 66 buyers.

Beside SCIB the following 3 Swiss partners participated at the event:

- Bern Convention Bureau
- Congress Kursaal Interlaken
- Convention Bureau Davos

10/22/2023 –  
10/24/2023

**SCIB: MCE South Europe 2023**

Destination: Seville, Spain  
Number of Meetings: 30-35  
Days: 3 days

MCE South Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.

More information: [www.europecongress.com](http://www.europecongress.com)

Summary:

- 3 days event with pre-scheduled appointment
- top qualified buyers from all over Europe
- Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers
- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes
- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.

10/22/2023 – 10/25/2023	<p><b>SCIB: M&amp;I Europe Autumn 2023</b></p> <p>The event will take place at Lake Como, Italy.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p> <p>A total of 132 buyers and 197 suppliers attended the event.</p> <p>The following 7 Swiss partners participated: -Bern Convention Bureau -Kursaal Bern AG / Swissôtel Kursaal Bern -Lucerne Convention Bureau -Radisson Blu Reussen Andermatt -Lausanne Tourisme -Sandoz Foundation Hotels -Dorint Hotels &amp; Resorts Switzerland (full table)</p>
11/12/2023 – 11/15/2023	<p><b>Association Marketing: 62nd ICCA Congress, Bangkok</b></p> <p>ICCA - the International Congress and Convention Association - is the global expert in international association meetings. The annual meeting of ICCA attracts approx. 800 - 1'000 delegates and offers a 3 day education programme, networking possibilities and business opportunities.</p>	<p><b>Comments</b></p> <ul style="list-style-type: none"> <li>- 3 days of educational program and networking possibilities</li> <li>- Various interesting sessions</li> <li>- Business leads exchange</li> <li>- 12-15 November 2023, Bangkok</li> </ul>
11/28/2023 – 11/30/2023	<p><b>SCIB: IBTM World Barcelona 2023</b></p> <p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from corporations, associations, agencies and industry media.</p> <p>Hosted buyers program, buyer driven appointment system, networking and educational opportunities.</p> <ul style="list-style-type: none"> <li>- Participation at the Switzerland stand with company logo.</li> <li>- Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB.</li> </ul> <p>Activities planned: - Dinner with the Swiss partners on Tuesday night - Switzerland Breakfast on Wednesday - Group appointments</p>	<p><b>Comments</b></p> <p>We organized the following activities during IBTM World: - Dinner with the Swiss partners on Tuesday night 45pax - Switzerland Breakfast on Wednesday, 80pax - Group appointments, 40pax</p> <p>Results: 2250 exhibitors and 4000 hosted buyers, 132'000 pre-scheduled meetings in total.</p> <p>32 SCIB and sub-partners joined IBTM World in Barcelona this year. In general the partners are satisfied with the event. The matchmaking process for the meetings was helpful so that also sub-partners registered more meetings than in previous editions. The Swiss dinner on Tuesday evening was very good and a total of 45 partners and Scibbies participated. The Swiss Breakfast on Wednesday morning was incredible busy with around 60 registered buyers and partners but at least as many without registration, which made it a bit difficult for the catering team to keep up with the demand for coffee.</p>
12/11/2023 – 12/14/2023	<p><b>Destination Wedding: Engage! Summit 2023 Boca Raton in Florida</b></p> <p>Engage! Summits are designed for committed wedding industry professionals who are looking for innovative ideas and practical solutions for strategic growth. Engage! is dedicated to gathering the best of the best, and this Summit is limited to 400 speakers and attendees.</p> <p>This B2B luxury wedding shows targets North American wedding network</p>	<p><b>Comments</b></p> <p>Excellent networking event with high end speakers and sharing and learning session. 500 participants, were of 140 Wedding Planners, mainly from the US. Very professional organisation and high end level of events. 2 requests for destinations wedding to Switzerland about 20 new contacts of US wedding planners with potential to Europe.</p>

01/01/2023 –  
12/31/2023

**Association Marketing: Research**

Research and qualification of leads:

- Research of potential congresses for Switzerland
- Evaluation of the chances for Switzerland and the possible contacts already existing via the partners
- Identification of leads that do not require a local host
- Completion of the data, sourcing and evaluation of the RFP and other relevant documents
- Identification of the different decision makers and key contacts
- Transmission of the completed documents and findings to the partners in order to prepare a bid
- Follow-up of the evolution of the bid amongst the respective partner

**Comments**

-Qualification of new potential leads  
-Cooperation with research agencies in selected markets to increase the number of potential leads and biddings

Results:

- 275 leads handled
- 28 biddings
- Support to 13 congresses
- 8 confirmed congresses with approx. 15'600 overnights and CHF 7,8 Mio economic impact

01/01/2023 –  
12/31/2023

**Association Marketing: Promotion**

Increase of the number of biddings and therefore of the number of congresses taking place in Switzerland due to an efficient, professional and coordinated research, qualification of leads and basic marketing together and for the partners of the association package.

Basic Marketing:

- Integration of the target group Association in the marketing activities of the markets including media work
- Observation of the trend and the development of the competitors

**Comments**

- Mailings to Association executives and media
- Specific E-newsletter to potential congress organizers and special media with information on confirmed meetings in Switzerland, investments in the infrastructure and services, etc.
- Support of biddings with presentation, promotional material and site inspections
- Support of delegate boosting to improve the number of participants (promotional material, flights, SCIB/ST staff)
- Update of Association section on MySwitzerland.com/meetings
- Hyperlink ICCA Statistics
- Pre & post meeting packages (integration of ST products - Grand Train Tour of Switzerland and Mountain Daytrips - in congress websites)
- Promotional congress movies

Research markets North America/Canada, Germany, UK, Belgium and Netherlands: Focus on Associations based in these markets. Collaboration with external companies specialized in Association research (services on mandate basis).

Participation to:

- IMEX, IBTM
- ICCA Congress
- UIA Associations Round Table Europe

Partners:

Basel, Bern, Davos, Geneva, Interlaken, Lausanne/Montreux, Lucerne, Lugano, St. Gallen, Zurich

03/27/2023 –  
03/30/2023

**SCIB: International study trip 2023**

Showcase one or two Swiss MICE destination on a specific theme/topic. Beside getting to know the destination, activities and speakers fitting the topic are included in the program. Factory visits are possible too.

Destination depending on interest. Combination of two destinations (city/mountain) is possible and appreciated.

Clients from different SCIB markets will be invited. Amount of participants: 10-20pax.

SCIB is open for ideas on topics to be covered in the International Study Trip.

Please let us know if you are interested to host this study trip in your destination.

Contact: alexander.hunger@switzerland.com

**Comments**

This year's International Study Trip took place in Engadin St. Moritz. Focus was on sustainable travel, diversity of the destination and MICE possibilities.

A total of 12 clients joined this study trip: 7 delegates from Germany, 3 from the Nordic Countries (Sweden & Norway) and 2 from UK. The trip was guided by Chiara Bertschinger.

05/19/2023 – 05/23/2023	<p><b>Pre-PostTour IMEX Study Tour 2023 (19-22 May)</b></p> <p>Cooperation with existing hosted buyer groups from hotel chains, to host a PreTour in Switzerland from multiple markets. The clients will come from India, SEA, China and watchlist markets.</p> <p>In past years, IMEX hosted buyers would arrived Switzerland 3-4 days prior to the show for the pre-tour. Train from Zurich or Basel to Frankfurt</p> <p>Number of clients expected: 30 pax. tbc</p>	<p><b>Comments</b></p> <p>Successful hosting for Indian and Greater China in partnership with Accor Hotels</p> <p>India: 9 x participants, Geneva and Zurich (18-21.05.23) Great China: 10 x participants, Lake Geneva region and Zurich (18-21.05.23)</p> <p>SEA did not make any hosting, as Dominique only recently recovered from sick leave and thus absent at IMEX</p>
06/22/2023 – 06/25/2023	<p><b>SCIB: Switzerland Meeting Trophy 2023</b></p> <p>Destinations: Engadin St. Moritz - Zurich</p> <p>Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all priority markets to Switzerland. One delegation per market. Qualification of clients by market. Aim: Promote Switzerland as a meeting destination, build relationship with clients, communication tool. Use as a Key Story for promotion with pictures, video, itinerary.</p>	<p><b>Comments</b></p> <p>The Switzerland Meeting Trophy 2023 took place in Engadin St. Moritz and Zurich. A total of 60 clients from 11 different countries participated. They were supported by 11 Swiss partners in the different teams. As usual for the concept a mountain with a city destination was combined. Two overnights in Engadin St. Moritz (also because of the longer distance) and one overnight in Zurich.</p> <p>The programme included e-biking, activities in the mountains and in Zürich, a car rally via Albula Pass - HeidiLand - Lake Zurich, visit and tasting at Lindt Home of Chocolate, beautiful lunch and dinner venues and a boat cruise on Lake Zurich. All in all very positive feedbacks from clients and partners.</p>
09/04/2023 – 09/08/2023	<p><b>Destination Wedding: Educational Trip Autumn 2023 (4-8 September)</b></p> <p>International study trip on invitation only for luxury wedding planners with potential for Europe from the main markets North America, UK, GCC, Brazil, India, China and SEA.</p> <p>Visits of special venues for weddings, as well as activities suitable for pre &amp; post wedding programme</p> <p>5* Accommodation needed for the destination hosting, as well as unique and exclusive venue &amp; activity suggestions</p>	<p><b>Comments</b></p> <p>Target of 11 qualified international wedding planners, 1 photographer and 1 videographer and hosting, on 4 - 8 September 2023</p> <p>Confirmed route: Montreux, Villars, Glacier 3000 post-tour to Geneva.</p>
01/01/2023 – 12/31/2023	<p><b>Sustainable Business Events 2023</b></p> <p>With several activities we bring "Meet sustainably in Switzerland" further. Therefore we support our partners with:</p> <ul style="list-style-type: none"> <li>- regularly exchanges with the GDS destinations and Swisustainable destinations, for new ideas, inspiration within the community</li> <li>- minimum 1 workshop (topic will be discussed within the group) with the goal to bring the partners further on their sustainability journey.</li> </ul>	<p><b>Comments</b></p> <p>goals:</p> <ul style="list-style-type: none"> <li>- more visibility for the Swisustainable Meetings and GDS destinations</li> <li>- get social programmes with sustainability aspects from the partner</li> <li>- more SCIB partners who join the Swisustainable programme</li> </ul>
01/01/2023 – 12/31/2023	<p><b>Association Marketing: Conferli - The Conference Matchmaker</b></p> <p>Conferli is the world's first match-making platform for association events that helps associations, destinations and venues find each other directly. Switzerland Convention &amp; Incentive Bureau is preferred partner of Conferli.</p> <p><a href="https://www.conferli.com">https://www.conferli.com</a></p>	<p><b>Comments</b></p> <p>LinkedIn Summer Challenge: -16th August 2023 -3 SCIB posts on Conferli channel -2383 followers, 844 impressions, 7.11% engagement, 29 clicks, 31 reactions</p>

01/01/2023 –  
12/31/2023

**Destination Weddings: Newsletter**

**Comments**

Twice a year, we send out direct mailings in English to wedding planners worldwide. These mailings showcase recent wedding stories from Switzerland, offering inspiration for new venues and destinations. Additionally, they present SCIB activities aimed at promoting Switzerland as a premier destination wedding location.

## NORTH AMERICA

01/01/2023 –  
12/31/2023

### Destination Weddings

Switzerland is considered a dream destination and bucket list item for many couples, especially in NA. Therefore, SCIB has been developping this segment since 2019 and is continuing to work on a collaboration with the NA media dept when possible to target the appropriate media outlets with a defined strategy for 2021-23.

### Comments

HQ sent out a DW Newsletter on June 14th to 97 NA DW planners and on December 6th to 92 NA DW planners.

DW Educational Trip organized by HQ:  
4 - 8.09.2023 Montreux and Villars, 2 NA DW planners attended

BA attended 11. - 14.12.2023 Engage, Boca Raton, FL

very good event with great networking opportunities and educational sessions. 129 NA DW planners attended the event. SCIB considers to attend 2024 events.

- 119 new contacts
- 94 new companies
- 1 new RFP

### Web Visits NA 2023:

Jan: 435 / Feb: 359 / March: 332 / April: 234  
/ May: 667 / June: 898 / July: 1,340 / August:  
970 / Sept.: 1,172 / Oct.: 1,559 / Nov.: 1,175 /  
Dec.: 797  
TOTAL: 9,938

**SOUTH EAST ASIA**

01/01/2023 – 12/31/2023	<b>SCIB-DW: Integration of Destination Weddings in SEA Roadshows</b>	<b>Comments</b>
	<p>- Present Switzerland as a desired wedding destination for SEA. To interagte during ST events</p> <p>- Participated in SCIB roadshow: June 23: Singapore (40 pax attendanxe) June 26: Malaysia (20 + 40 pax attendance) June 30: Thailand (40 pax attendanace)</p>	
01/01/2023 – 12/31/2023	<b>SCIB-DW: www.mySwitzerland.com/weddings + E-newsletter</b>	<b>Comments</b>
	<p>Increase page visits to www.mySwitzerland.com/weddings E-newsletter send-outs to targeted partners</p> <p>Valentine's Day: <a href="https://newsletter.gadmin.ch/t/r-343577755DCA04CC2540EF23F30FEDED">https://newsletter.gadmin.ch/t/r-343577755DCA04CC2540EF23F30FEDED</a></p> <p>Media launch in Malaysia: <a href="https://newsletter.gadmin.ch/t/r-4C0199A0C4754CCB2540EF23F30FEDED">https://newsletter.gadmin.ch/t/r-4C0199A0C4754CCB2540EF23F30FEDED</a></p>	
01/01/2023 – 12/31/2023	<b>SCIB - DW: Development of Destination Weddings/Sales Calling &amp; qualifying</b>	<b>Comments</b>
	<p>SCIB: Development of Destination Weddings Marrying abroad and inviting family and friends, in combination with holidays and honeymoon, is gaining popularity worldwide. Switzerland is considered a dream destination in many countries.</p> <p>MICE - DW Sales calls in SEA - Singapore (January 2023) - Thailand (February 2023) - shift to June 2023 - Indonesia (March 2023) - The BrideStory - Malaysia (May 2023) - shift to June 2023</p>	<p>- Building up qualified and important wedding planners/organizers in database and with potential to place wedding in Switzerland. - Keep track of all wedding RFP's in the database. - Main focus will be set as obatinig wedding planner/organizers contacts</p>
03/20/2023 – 03/25/2023	<b>SCIB-DW Study Trip - Wedding Planners SEA</b>	<b>Comments</b>
	<p>Study trip for exclusive select Wedding planners to Switzerland. Select Wedding Planners that were actively promoting DW in 2021/2022, espeicially with RFPs in the pipeline, invite to join in and intergrate it with International Study Trip to Switzerland. Ability to better sell to end-consumers.</p>	



## SWITZERLAND

01/01/2023 – 12/31/2023	<b>SCIB: Hosting of Business Industry Events in Switzerland</b>	<b>Comments</b>
	<p>With the additional recovery budget that was allocated for SCIB in 2023 we continued to actively bid to host industry events (workshops/forums) that take buyers to Switzerland in 2023. The support included a financial contribution towards selecting Switzerland.</p>	<p>We hosted the 1st BCD M&amp;E Supplier Event in Zürich with around 300 participants during 3 days. Followed by three post tours to Andermatt, Lausanne and Geneva with 27 BCD agents participating.</p> <p>The event took place at The Circle Zurich Airport / Hyatt Regency and Hyatt Place Zurich Airport. One evening at Gasthaus Albisgüetli with speeches from Martin Nydegger (ST) and Maurus Lauber (STS).</p>
		<p>The organizers chose Zurich and Switzerland because of its sustainable efforts.</p>
01/01/2023 – 12/31/2023	<b>MySwitzerland.com/meeting - Event Planner/WeddingFinder/Special MICEOffers/Group Experiences</b>	<b>Comments</b>
	<ul style="list-style-type: none"> <li>- Constant update of the website and the content</li> <li>- Create new logins for partners</li> <li>- Increasing of the visits</li> <li>- Special offers for meetings</li> <li>- Venuefinder</li> <li>- Weddingfinder</li> <li>- Social Programmes</li> </ul>	
01/01/2023 – 12/31/2023	<b>Distribution of Meeting Planning Guide (Mailing house)</b>	<b>Comments</b>
	<p>USP's of Switzerland as a Meeting destination, partner information with the most important facts and figures for meeting planners to organize their events in Switzerland. PDF to download on MyS.com/meetings and brochure distributed via the mailing house and on all SCIB activities.</p>	
01/01/2023 – 12/31/2023	<b>SCIB Annual Report 2022</b>	<b>Comments</b>
	<p>preparation of the scib annual report:</p> <ul style="list-style-type: none"> <li>- Activities</li> <li>- Planning</li> <li>- Documents of the Board</li> <li>- Information about Partnermeeting</li> </ul>	
01/26/2023 – 01/26/2023	<b>Association Marketing: Association Event</b>	<b>Comments</b>
	<p>Educational and networking event for Swiss and international associations, organized by SCIB and its partners. Focus on education, networking and leads exchange. Platform to get destination marketing specialists and association representatives to meet for education and future business-making. Partners: Basel, Bern, Davos, Geneva, Interlaken, Lausanne, Lucerne, Lugano, St. Gallen, Zurich</p>	<ul style="list-style-type: none"> <li>-Destination: Bern</li> <li>-Format: 2 events in one day (lunch and evening program)</li> <li>-Topic: Sustainability</li> <li>-Keynote speaker: Erica Fawer, MCI</li> </ul>
05/22/2023 – 05/22/2023	<b>Destination Wedding: B2B Wedding planner event at Park Hyatt Zurich (22 May 2023)</b>	<b>Comments</b>
	<p>B2B networking event exclusively opened to luxury wedding planners based in Switzerland who have focus on international markets. Round table discussions and networking lunch at Park Hyatt Zurich, on hot topics including "sustainability", "same-sex marriage" and etc</p>	<p>30 Swiss luxury wedding planners and key suppliers were invited to a networking lunch and round table event, to discuss future of destination weddings for Switzerland.</p>
		<p>Co-hosts: engaged-Wedding Planning, Park Hyatt Zurich</p>
	<p>This event is targeted for 35 pax and by invitation only. 4 destination partners are invited: Ticino, Montreux-Vevey, Lucerne and Engadin St Moritz</p>	<p>Destination partners (CVB) attended the event: Ticino, Montreux-Vevey, Lucerne, Engadin St Moritz. Event participation was complimentary</p>

09/06/2023 – 09/06/2023	<p><b>Assistants Day 2023</b></p> <p>More than 1'000 Personal Assistants come together at the Trafo in Baden for education session and to meet 50 suppliers at the occasion of the Assistants'Day organized by the trade magazine Miss Monneypenny.</p> <p>With a presenting partner package we will be integrated in the entire communication and promotion of the event, as well as inclusion in the magazine with our content and messages ("We need Switzerland", Clean &amp; Save, MySwitzerland.com/meetings Finder and packages) besides a prominent presence during the day and the possibility to do a follow-up to all participants after the event.</p> <p>Target group: Personal Assistants</p>	<p><b>Comments</b></p> <p>Stand was decorated in swisstainable-look &amp; feel linking with qr-code to sustainable meetings-landingpage.</p>
09/20/2023 – 09/20/2023	<p><b>SCIB Partnermeeting 2023</b></p> <p>Organisation of SCIB Partnermeeting for all SCIB Partners and Subpartners</p> <p>Location: Bellevue Palace Bern</p>	<p><b>Comments</b></p>
10/02/2023 – 10/31/2023	<p><b>E-news from SCIB to clients: October - Assistant's Day</b></p> <p>Stand alone newsletter to all visitors of the 2023 Assistant's Day. incl. with competition to gain more newsletter suppliers</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>- How to organise sustainable Events in Switzerland</li> <li>- Unusual venues</li> <li>- Campaign Spot</li> <li>- Experiences: Trauffer, Rhein-Fähre</li> </ul>	<p><b>Comments</b></p> <p>Language: German Delivered: 794 Opening rate: 45.47% Click rate: 8.56%</p>
12/22/2023 – 12/22/2023	<p><b>Campaigning: Distribution ST Hotel Broschüren - Bilanz Magazin</b></p> <p>Inspiring Meeting Hotels Deutsch</p> <p>Auflage Magazin: 12'000</p>	<p><b>Comments</b></p>