



Switzerland.

MarketingActivities SCIB

SCIB_2023_Nordics

NORDICS

01/01/2023 – 12/22/2023	SCIB - Destination Newsletters KICK OFF database Stand alone Newsletter focusing on one destination/region. (equal to the one created by SCIB) sent out to the database of Swedish Meetings & Events magazine Kick Off. Featured destinations during 2023; April Engelberg opening rate 18% August Davos openingrate 16% October (Made in Bern)Interlaken opening rate 15 %	Comments
01/01/2023 – 12/31/2023	SCIB - Destination Newsletters Stand alone Newsletter focusing on one destination/region. Featured destination during 2023; February Famtrips and Updates - opening rate 65% April Engelberg opening rate 36% August Davos openingrate 36% October (Made in Bern)Interlaken opening rate 35 % November (Made in Bern)Jungfrau openingrate 22% December Engadin opening rate 37%	Comments
01/01/2023 – 12/31/2023	SCIB Business Day Sweden 19/10 ♣ 19th october in Stockholm ♣ Workshop ♣ Lecture about Nature Psychology ♣ Swiss Wine tasting ♣ Raclette Dinner ♣ VR- Experience of Grand Train Tour ♣ 35 participants ♣ Partners; Davos, Engelberg, Lucerne, SCIB	Comments Very good atmosphere and excellent food and wine. Happy and inspired clients
04/01/2023 – 09/30/2023	SCIB Native in Realtid Two different natives about Jungfrau and Interlaken incorporated in the magazines daily newsletter to 10.300 recipients	Comments Interlaken: 1288 readers of the article 1,4 min average reading time Article covering activities, food and meeting options in Interlaken. Skiing and conference in Jungfrau

06/09/2023 – 06/09/2023	<p>SCIB - IMA Yearly meeting in Malmö</p> <p>Workshop in connection to International Management assistants meeting. Presentation and mingle with the participating PAs.</p>	<p>Comments</p> <p>One lead for 500 pax generated. Many new contacts made.</p>
12/04/2023 – 12/10/2023	<p>SCIB -Advertorial Bucket List</p> <p>An article focusing on how sustainability increases the overall experience for meetings,events and corporat trips in Switzerland.</p> <p>The publication Bucketist is ditributed together with the largest finacial newspaper in Sweden and the readers can be broken down as follows;</p> <ul style="list-style-type: none"> -CEO (18,000 people) -Self-employed (31,000) -Vice CEO (3000) -Partner/Partner (12,000) -Marketing/Info/Comm, Responsible (8000) -Board member (24,000) -IT-Responsible/Manager/CIO (4000) -Econ manager, Controller, CFO (9000) -Consultants (21,000) -Other company management (13,000) -Other DI readers (148,000) 	<p>Comments</p>
01/01/2023 – 12/31/2023	<p>SCIB Hybrid Destination Meet up DAVOS</p> <p>The nordic SCIB representative meets a group of clients for lunch or breakfast and the Swiss partner joins digitally on the screen. Short Destination Webinar with focus on dialogue.</p> <p>A conversation between the SCIB representative, the clients and the presenting destination.</p> <p>First and foremost this activity is for local CVBs. Subpartners can occationally join on request.</p>	<p>Comments</p> <p>9 clients were invited, 6 came. nice gathering and appreciated event.</p>
01/01/2023 – 12/31/2023	<p>SCIB Individual Famtrips - Nordics</p> <p>SCIB Nordics have presented Nordic clients to the International famtrips hosted by SCIB, SITE, Interaction etc.</p>	<p>Comments</p> <p>3 participnts Engadin March 3 participants Engadin October</p>
01/12/2023 – 01/12/2023	<p>SCIB B2B workshop - Travelmatch Norway 12/1</p> <p>TravelMatch is a professional B2B workshop organized for the first time in 2012 and is owned jointly by ANTOR, Discover America, PATA and Virke (the travel agents association). TravelMatch is a compact event, where suppliers of all kinds of travel related products & services from within and outside Norway have the opportunity to meet with buyers and distributors in the Norwegian market. The event is primarily based on pre-scheduled meetings, but there are also some open slots with a chance to mingle and create free float workshop meetings.</p>	<p>Comments</p> <p>Only SCIB participated but also local Kuoni representative.</p>
11/09/2023 – 11/09/2023	<p>SCIB B2B fair - Travel News Market Sweden 9/11</p> <p>Third party B2B Event in Stockholm hosting buyers from the Nordic Countries, with a majority coming from Sweden. Open to both leisure and MICE buyers.</p> <ul style="list-style-type: none"> ♣ Stockholm 9th nov ♣ Participating partners; Davos, Jungfrau Region, Geneva <p>Highlights</p> <ul style="list-style-type: none"> ♣ Up to 20 pre- booked appointments per participants as well as many walk ins. ♣ Many positive reactions to our stand. 	<p>Comments</p>