



Switzerland.

MarketingActivities SCIB

2023_North_America

NORTH AMERICA

01/01/2023 –
12/31/2023

Ad-hoc new activity

SCIB NA evaluated new potential platforms for 2023.

Comments

See LHW Joint Fam Trip.

01/01/2023 –
12/31/2023

Association Leads Research

SCIB NA continued to research and work on existing profiles to qualified leads for Switzerland.

Comments

In 2023, SCIB NA did not outsource any research but rather focused on already existing leads and follow ups.

01/01/2023 –
12/31/2023

Client Questionnaire

SCIB NA conducted a client questionnaire as part of the January SwissRead. The questionnaire/SwissRead was sent to all SCIB NA database contacts to update contact details and RFPs on future and past events in order to gain a better market understanding and evaluate SCIB NA's future activities.

Comments

Only 7 planners filled out the questionnaire. All planners ranked the service of SCIB NA as excellent.

Due to the low participation number, SCIB NA decided to not conduct another questionnaire in 2024.

01/01/2023 –
12/31/2023

SwissRead (eNews)

3 SwissReads are planned to highlight SCIB NA partners. Content of partners and SCIB will feature anything newsworthy at the time of deployment.
This SwissRead is sent to roughly 4,000 North American corporate, agency planners and press. Association clients as well as wedding planners receive a specific eNews from HQ targeting that segment, however association clients may be included if there is no overlap with their eNews.

Comments

Edition 1: 31.01.2023 - SPH, Geneva, Lucerne, Kuoni
Recipients: 4,791
Open rate: 29.19% / Total clicks: 1,421 (click rate 6.14%)
Bounce rate: 4.53%
Unsubscribed: 0.61%

Edition 2: 27.06.2023: SWISS, Davos, STS, Ovation
Recipients: 4,839
Open rate: 30.37% / Total clicks: 596 (click rate 6.28%)
Bounce rate: 5.27%
Unsubscribed: 0.61%

2 new RFPs from June SwissRead:

- Neora: North American Leadership Retreat, August 5 - 8, 2024
- International Biometric Society: Executive Board Meeting, September 6 - 8, 2023

Edition 3: 14.11.2023 - Lausanne, Zurich, Montreux, Basel
Recipients: 4,081 (excl. associations)
Open rate: 30.97% / Total clicks: 281 (click rate 4.55%)
Bounce rate: 4.19%
Unsubscribed: 0.41%

Holiday Eblast: 19.12.2023
Recipients: 3,969 (excl. associations)
Open rate: 29.54% / Total clicks: 513 (click rate: 6.15%)
Bounce rate: 3.38%
Unsubscribed: 0.39%

01/01/2023 –
12/31/2023

Online Platform Cvent

Cvent is still used by many planners and remains consistent in generating leads.
SCIB NA plans to renew its profile with Cvent to promote Switzerland as a meetings & incentive destination as it is the most widely used sourcing platform. In 2023, SCIB continued the 3-diamond listing in order to keep great visibility on the destination guide.
SCIB HQ did an additional global campaign with Cvent

Comments

Important for partners: always confirm receipt of RFPs and forward it to SCIB NA for information sharing purposes.

SCIB NA handled all NA RFPs on Cvent and forwarded them to partners when possible/necessary.

Statistics SCIB worldwide as per 31.12.2023:
- Total RFPs: 139
- Total Room Nights: 84,946
- Total RFPs Value: 29,016,091
- RFPs from North America: 103

Statistics Switzerland (incl. SCIB) as per 31.12.2023:
- Unique RFPs: 1,074
- Unique room nights: 354,042
- Awarded RFPs: 258
- Awarded room nights: 19,824
- Awarded value: \$8,802,834

01/01/2023 –
12/31/2023

Social Media

SCIB NA had a regular presence with posts on LinkedIn (SCIB company page as well as CP/PI private accounts) as it has proven to be the most effective social media platform in this segment in NA.

SCIB decided to hold the Twitter account as per May 6, 2022 and to not continue on this platform.

Comments

Partners are welcome to follow us and also to send relevant content for us to include.

LinkedIn: MySwitzerland.com/LinkedIn-SCIB
2022 total: 590 NA followers
2023 total: 900 NA out of 13,659 global followers

01/01/2023 –
12/31/2023

Traffic MySwitzerland.com/meetings

Overview of the North American visits on MySwitzerland.com/meetings

Comments

A visit is how many times a page has been visited (only the first visit within one session counts: e.g. someone visits the page about Basel and then the page about Zurich, this does still count as 1 visit only)

North America:
January: 531
February: 436
March: 826
April: 853
May: 671
June: 979
July: 803
August: 391
September: 947
October: 2,115
November: 13,190
December: 2,959
Total: 24,701

Sessions increased in general due to a change in session counting / Google Analytics.
The November stats increased due to the SCIB campaign by HQ.

01/01/2023 –
12/31/2023

SITE / PCMA / MPI Greater New York Chapters

SCIB NA will remain a member member of the above chapters and attended social and networking events whenever possible.

Comments

See SITE Global NYC and PCMA Ohio.

01/01/2023 –
12/31/2023

Virtual Sales Calls

The current work environment has changed and due to the increasing 'work from home' options, office time is very limited and office spaces become smaller/less frequented. Therefore, it will not only be more difficult but also less productive to organize traditional in-person sales calls week.
SCIB NA plans to organize virtual face-to-face meetings between clients and Swiss partners as a follow up option with clients after receiving RFPs/RFIs, submitting proposals and to connect with them.

Comments

SCIB had virtual sales calls with clients and educated them about Switzerland, assisted them with requests and supported them with questions. Whenever relevant, SCIB connected the clients with Swiss partners. This format was appreciated by the clients and became more popular in the past year.

01/01/2023 –
12/31/2023

Site Inspections

SCIB NA assisted clients with organizing site inspections, whenever necessary and relevant. Assistance was provided in form of either a STP, a local contact, a full program, including liaising with both SCIB HQ and partners.

Comments

Partners were contacted when necessary and each case was handled individually.

- Kevin Aycock, Southern Luxury Hom: May 20 - 27, Zurich and Verbier, auction winner IRF, STP provided

- Sharon Bolshakov, Streamline Events: May 25 - June 1, Lausanne, Thun, Zurich, STP provided

- Melissa Glissmeyer: IRF auction winner 2020, May 31 - June 7, STP provided

- Donald Potter, Maritz Global: July 19 - 25, Zermatt and Zurich, STP provided

- Samantha Mele, the Creative Connoisseur: July 31 - Aug 3, Zurich, STP provided

- Dianne der Bogosian, Brightspot: October 8 - 15, Geneva, Lausanne, Montreux, Zermatt (Glacier Express), St. Moritz, Zurich. STP provided

- Rebecca Jones, BCD: November 30 - December 5, STP provided

01/01/2023 –
12/31/2023

Database Management / RFPs Handling

Continuous researching & updating, profiling and qualifying of existing and new clients. Complete RFPs handling.

Comments

Partners are encouraged to share with SCIB NA any details from RFPs received from NA in order for SCIB NA to get a better understanding of the market share for Switzerland.

Total RFPs 2023: 196 received / 56 carried out Switzerland

Contacts in the database as per 11.01.2024:
6,952 Total
Agencies: 3,690
Corporate Planners: 1,857
Associations: 1,047
Wedding Planners: 209
Media: 123
Other: 26
Inactive: 1,713

01/01/2023 –
12/31/2023

Media coverage

As the media landscape has been moving away from traditional outlets, we are considering any Switzerland coverage, whether on a blog, media website, or anything else.

Comments

Any press releases are welcome and will be distributed by SCIB NA for free. Any partners' interest for advertising should be communicated in order for SCIB NA to negotiate best deals with appropriate media partners.

Articles/advertisements:

- February 2023, Northstar Meetings Group, SwissBreak Eblast, Circulation: Recipients: 14,848
Open rate: 40.25% / Total clicks: 34 (click rate: 0.57%)

- December 2023, Ignite Magazine Article about the Switzerland Meeting Trophy (see attachment). Circulation: 26,800 total subscribers (14,700 Print, 13,400 Digital), + Social Media distribution

- December 2023, Northstar Meetings Group, SCIB Holiday Eblast. Circulation: Recipients: 15,100
Open rate: 38.63% / Total clicks: 103 (click rate: 0.68%)

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 developing 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

01/08/2023 – 01/11/2023	PCMA Convening Leaders in Ohio, CL	Comments
	<p>The PCMA Annual Meeting (Professional Convention Management Association) - Convening Leaders is dedicated to the association industry leaders and covers topics such as revenue streams, legal issues, professional development and attendance building. It brings together suppliers, meeting planners, hoteliers, meeting organizers, hotel sales and meeting professionals. This is mainly an educational event.</p>	<p>PCMA's Convening Leaders gathered 3,300 meeting professionals in Columbus, Ohio for three days of education, networking and some transformative ideas. The sessions were of poorer quality contentwise than in the past and the app made it less userfriendly to figure out what session was happening when. Another reason for fewer attendance may have been the destination choice. The Geneva CVB, Lausanne CVB & SwissTech attended in person.</p>
01/24/2023 – 01/24/2023	Toronto Event 2023	Comments
	<p>SCIB NA organized an event in Toronto at the Cirillo's Academy for Canadian event planners with the goal to (re)connect, network and giving back to our community. The event took place on Tuesday evening and started off with a dinner with different Swiss dishes followed by a 10-minute presentation about Switzerland held by SCIB and the chef, who has lived in Switzerland. The main part of the event was the truffle-making workshop. Each planner could make their own chocolate truffles and half of the truffles were given to the Elisa House (a women's shelter close by).</p>	<p>The event was a success and SCIB is evaluating if this should be made an annual event. Very positive feedback from clients via email and at the event.</p> <ul style="list-style-type: none"> - 16 event planners attended (2 no-shows) - SCIB sent all attendees a follow-up email - Instagram story by Ignite Magazine and SCIB was tagged
02/17/2023 – 02/20/2023	SITE Global Conference in NYC, NY	Comments
	<p>SITE Global Conference is the association's signature annual event, gathering SITE members and incentive travel professionals from all around the globe. After the 2022 edition in Dublin, the event came back to NYC where SITE's 50th anniversary was celebrated.</p>	<p>SCIB NA attended together with Bucher Travel and Montreux. The agenda included educational sessions of different fields and topics, keynote speakers and networking events.</p>
03/06/2023 – 03/10/2023	SwissBreak	Comments
	<p>SCIB NA repeated the SwissBreak activity initiated in 2022 because of its success in 2022 and partners' interest. Since webinars are no longer attractive enough for buyers, this may be the new format where buyers and suppliers can arrange a convenient time to catch up virtually during a dedicated week, for 20 minutes per virtual appointment. This newly adapted format being more interactive, engaging and personal has proven to be more productive as planners have become tired of standard destination promo webinars. Partners can use this platform to (re)connect with existing clients and/or reach new prospects.</p>	<p>Unfortunately, this SwissBreak edition was not as successful as we planned it to be. Only a few buyers have registered for the event and have scheduled meetings. We received the feedback that people were busy during this week and in general prefer in person one-to-one exchanges.</p> <ul style="list-style-type: none"> - 24 registrations on Ventari - 32 carried out meetings
	<p>SCIB NA coordinated the invite and online registrations of NA clients to attend SwissBreak. Two further invites have been sent via Northstar. SCIB has reached out to buyers personally to follow up on RFPs and use the chance to send the SwissBreak invite. Participating partners received full contact details of the planners.</p>	
03/13/2023 – 03/15/2023	18th Successful Meetings University (SMU) International - NYC, Marriott Marquis	Comments
	<p>This is a Northstar Meeting Group event.</p> <p>This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies. Each supplier and planner get to share their "meeting preferences" prior to the event on a ranking platform, which will set up automatically their appointments schedule.</p> <p>Each supplier gets to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as networking events. Each partner receives full planners profile including past/future programs.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	<p>SCIB shared a table with Geneva. In total, 7 Swiss partners joined SMU: Zurich CVB & The Dolder Grand, Lucerne CVB & Radisson Blu Andermatt, Kuoni Tumlare & 25hours Hotel & Geneva CVB</p> <p>2 Educational sessions on current topics.</p> <p>Overall good event, 24 meetings for SCIB. 35 new companies, 8 new contacts. 203 suppliers (130 exhibiting companies) & 126 planners attended the event.</p>

03/21/2023 – 09/27/2023	Prestige Client Event	Prestige Global Meeting Source, founded in 1986, provides full-service event development and management to clients. SCIB has developed a good relationship with their sales team over the years and managed to partner up on several activities. They plan a series of 'An Evening with Prestige' in their top tier cities where they invite local meeting planners.	Comments
			SCIB joined their NYC and Minneapolis event with other Prestige supplier partners. The format is mingling and networking during the evening as drinks and hors d'oeuvres are served. They also work with a gifting company to reward the clients for their attendance. There were 14 exhibitors and 41 registered buyers. There was a 30% non show rate.
05/23/2023 – 05/25/2023	IMEX Frankfurt	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. Hosted buyers program, buyer driven appointment system, networking and educational opportunities.	Comments
			SCIB NA participated since there was a high attendance of NA buyers at the show: - 15 individual appointments - 1 NA HB group presentation - 14 new contacts - 4 new companies - 4 new RFPs - 2 potential Switzerland Refresher
06/04/2023 – 06/07/2023	30th IRF Annual Education & Incentive Invitational, Las Vegas	Incentive Research Foundation (IRF). Over 200 of the most influential senior level corporate and incentive industry buyers/decision makers in the world will meet with the leading industry travel suppliers. The event consists of several networking events, engaging and interactive sessions with speakers ranging from top academics, to key consultants, and the IRF's own education and research chairs. In 2021, a new format has been established due to COVID-19.	Comments
			SCIB participated with Swiss Premier Hotels, VJ, Sandoz Foundation, AlpenGold & Bucher Travel. Ovation Global had his own registration and Dolder Grand & Buergenstock joined under the LHW umbrella. 180 planners, 270 suppliers, 20 trustees 3 media/speakers came together for two days of education and the Foundation's research results. Some changes to the format were done to improve the networking. The auction remains a very important fundraising part of this event and the Switzerland prize in the live auction raised \$19.5K (value of prize \$31K). 10 new companies and 34 new contacts were established.
06/22/2023 – 06/25/2023	17th Switzerland Meeting Trophy - Engadin / Zurich	An educational rally competition in which 7 teams (6 Europe & 1 NA) of the SCIB market with 10 highly potential clients as well as one media representative are competing to win the Meeting Trophy. SCIB NA targets incentive and meeting planners with a focus on the sales executives/account managers of agencies.	Comments
			Organization by SCIB HO. It was yet another very successful Trophy. SCIB NA recruited a competitive and qualitative team of 10 planners and a new media rep and after last year's victory came on 2nd place. The concept, planning and fulfilment of this trip is highly appreciated by the clients and the feedback has been very positive. This year, for the first time a Canadian magazine 'IGNITE' joined and published stories and posts on Insta with an article in their December issue. See media entry for article. Media coverage both print and online by IGNITE.

07/17/2023 –
07/20/2023

Global Meeting Exchange (GME) by Accor, Paris

Accor's GME is a forum for global account buyers, hoteliers and industry partners in the business events segment. GME provides a forum to both to educate through external industry presentations and expert panels, as well as to create business opportunities through pre-arranged meeting schedules.

Comments

The ACCOR annual meeting held this year witnessed an impressive turnout, attracting more than 150 clients, 1/3 out of North America. The event brought together 60 hoteliers and 10 media representatives. The sessions were exceptionally engaging, featuring speakers from both the MICE industry and external sectors, providing fresh and insightful perspectives. Throughout its duration, the gathering focused on fostering significant connections within our industry. The agenda included enlightening meetings, valuable networking opportunities, and a range of enriching activities.

SCIB NA shared 38 meetings with the Fairmont Le Montreux Palace, out of which 17 were NA clients, consisting of 11 new companies and 2 new contacts generating 6 potential new leads.

10/17/2023 –
10/19/2023

IMEX America in Las Vegas, NV

IMEX America is the MICE industry's largest show in NA and brings together thousands of exhibitors and quality buyers for a 3-day fair. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.

Comments

The 12th edition of IMEX America, held October 17 - 19, 2023 was the largest show ever and drew more than 5,300 buyers to the Mandalay Bay Convention Center in Las Vegas. In total, over 15,000 participants attended the show.

SCIB NA sourced a local booth contractor as in 2021 and 2022 due to high shipping costs. This year SCIB NA also worked with LiveComm at HQ. 11 Swiss Partners joined the SCIB NA booth.

Appointment mailing with direct appointment links of partners was sent to 4,600 contacts on September 19. Individual follow-up email with contact leaflet and the RF/Trevor Noah video was sent to all one-one appointment contacts. A group follow-up with contact leaflet was sent to all group appointment contacts and Swiss Happy Hour attendees on October 26.

Appointments:

55 one-on-one appointments for SCIB (39 in 2022)

9 group appointments with 66 individual contacts with 29 new contacts (10 appt. / 85 cont. in 2022)

178 appointments for partners (146 in 2022)

41 new companies / 141 new contacts (from all appointments)

8 RFPs for SCIB

9 RFPs for Partners

11/08/2023 –
11/11/2023

Global Incentive Summit (GIS) - Algarve, Portugal

This is a Norhstar Meeting Group event.

This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations for incentive programs whether they are corporate, association or independent planners / agencies. Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointments schedule.

Suppliers get to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as various networking events and offsite activities. Each partner receives full planners profile including past/future programs.

Registering via SCIB NA benefits in a more cost effective participation.

Comments

A total of 81 buyers and 78 supplier tables attended.

SCIB shared the table with Davos. In total, 9 Swiss partners joined GIS: Bucher Travel & the Radisson Blu Andermatt, Geneva CVB & the Marriott Hotel Geneva, The Badrutt's Palace and Grand Resort Bad Ragaz, The Bürgenstock Resort and The Dolder Grand had their own table.

Overall it was a good event. SCIB had 17 one-to-one appointments: 10 were new contacts and 8 new companies. Getting to know each other, giving a quick overview of Switzerland for those unfamiliar or discussing particular leads. 2 new RFP's.

11/12/2023 –
11/15/2023

62nd ICCA Congress, Bangkok, Thailand

SCIB NA is attending for the third time this 4-day event that promises a strong, custom-designed education program for senior industry practitioners. It also offers business opportunities and exceptional networking amongst the 1,000 expected participants.

Comments

This year's congress was their largest congress ever with 1100 participants from 80 countries. Their acronym for the conference was ICCA - I can change, always and their theme was It Starts With Us.

This year they introduced a new format and their daily Sharing Hubs were a major component of this year's event. AI was used to capture much of the initial findings and work that will now commence within the ICCA community.

12/11/2023 –
12/14/2023

M&I Luxe Costa Mujeres, Mexico

This event is designed exclusively for opulent properties and experiential products with a focus on luxury incentive travel, high-end board meetings and celebratory events. The aim of m&i Luxe is to introduce key American planners in incentive travel and VIP groups to global leaders in premium brands and properties.

Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointment schedule.

The 4-day event consists of 3 mornings of one-to-one appointments and networking events and offsite activities.

The registration process is handled via HQ.

Comments

SCIB had a table. In total, 3 Swiss partners joined M&I Luxe: Zurich CVB, The Dolder Grand & the Bürgenstock Resort

Overall good event, 31 meetings for SCIB with 11 new companies, 14 new contacts. 44 exhibiting companies & 52 planners attended the event.

12/11/2023 –
12/14/2023

SCIB: M&I Luxe Americas 2023 (new)

The event will take place at the Costa Mujeres, Mexico.

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

4 days / 30 meetings / 65 elite buyers: Key planners organizing high-end events, VIP groups, high-end incentives, luxury events from US and Canada / 60 elite suppliers: only 5* and 5*+ experiential products, luxury DMC's and destinations exclusively oriented towards the MICE luxury segment from the Americas

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

Summary:

- 4 days event with pre-scheduled appointment
- top qualified elite buyers
- Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings
- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 15 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 50 buyers and 50 suppliers attended the event.

Beside SCIB North America three Swiss Partners participated at this event:

- Zurich Convention Bureau
- The Dolder Grand
- The Bürgenstock Collection

01/01/2023 –
12/31/2023

Personalized SCIB Webinars aka Switzerland Refreshers

SCIB decided not to offer SwissTalks in 2023 due to zoom fatigue of people and the low number of participants. The new format of personalized SCIB Webinars to event planners and their teams were a success in 2022 and SCIB decided to continue with this format in 2023. The new format is called "Switzerland Refresher"; The goal is to present Switzerland at the team meeting to the whole company.

Comments

SCIB NA had 3 Switzerland Refresher throughout the year and took the event planners on a journey through Switzerland with focus on CH USPs, top properties, news, activities in each partner destinations, and did a quiz at the end of the webinar. A small Swiss surprise was sent to the winner of the quiz.

Creative Group: 14.06.2023, 12 attendees
Maritz: 15.06.2023, 6 attendees, together with SPH
Cadence: 15.09.2023, 3 attendees, 1 new RFP

08/24/2023 –
08/30/2023

Joint Leading Hotels of the World Educational Trip (LHW)

SCIB partnered up with LHW for a joint fam trip which was initiated after an in-house presentation. LHW's top destinations were picked. The local CVBs were able to also join in and it was a win-win all around.

Comments

Ten NA planners of high quality joined this Grand Tour of Switzerland to explore two nights in Zurich, 2 nights in Luzern and 2 nights in Lausanne while discovering some smaller luxury VIP incentive activities. The feedback was excellent.