

MarketingActivitiesCentral



Snow Sports Hotels Reporting 2022

AUSTRALIA

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Promotion: Snow Travel Expos	Campaigning & Activation	Contacts
<i>Date from - to</i> 05/20/2022 – 05/27/2022	<i>Marketing Tool</i> Event/Fair/Workshop	7700
<i>Activity</i> Snow Travel Expos in Sydney and Melbourne are the largest consumer expos for ski & snowboard travel. ST has a stand with ST staff consulting visitors on ski holidays in Switzerland. Cooperation with sk TO in Australia to distribute flyers with Switzerland offers. Participation partners to be organised by ST Sydney.		
http://clippings.switzerlandtourism.ch/SYD/2022/20221202134037_MySnow_Switzerland_Expo_Flyer_Ends-31May22v2.pdf		
http://clippings.switzerlandtourism.ch/SYD/2022/20221202134225_IMG_2418.JPG		
http://clippings.switzerlandtourism.ch/SYD/2022/20221202134430_IMG_2425.JPG		
http://clippings.switzerlandtourism.ch/SYD/2022/20221202134606_IMG_2432.JPG		
http://clippings.switzerlandtourism.ch/SYD/2022/20221202134734_IMG_4903.jpeg		
http://clippings.switzerlandtourism.ch/SYD/2022/20221202134846_30018a19-d5dc-462b-9cdf-cb301bd219ba.jpg		
http://clippings.switzerlandtourism.ch/SYD/2022/20221202135021_IMG_4796.jpeg		

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Digital Marketing: Intl. Traveller - Native-advertising & Banner campaign NOV/DEC WINTER	Campaigning & Activation	Contacts
<i>Date from - to</i> 11/01/2022 – 12/31/2022	<i>Marketing Tool</i> Native Advertisement Paid	622311
<i>Activity</i> Winter campaign native advertising with RF banner campaign.		
1x digital native article 2x content offers Display banners 1x SoMe boosted post 2x Onsite deals (TO deals)		

http://clippings.switzerlandtourism.ch/SYD/2022/20221129122228_091122_InternationalTraveller_WinterRFBannerCampaign.pdf
http://clippings.switzerlandtourism.ch/SYD/2022/20221129122450_091122_InternationalTraveller_WhyYouWillLoveThisGreatSwissSkiSafari.pdf

<i>Title</i> Promotion: Snow Action feature	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 20000
<i>Date from - to</i> 05/01/2022 – 05/31/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 60000

Activity
4-page print advertorial in Snow Action which was distributed at the major Snow Travel Expos in Sydney and Melbourne in May.

Print converted into Digital feature.

Ski touring feature North to South.

http://clippings.switzerlandtourism.ch/SYD/2022/20221129130806_PROOF_SA.22.I.stepitupswiss.3.pdf
http://clippings.switzerlandtourism.ch/SYD/2022/20221129131122_MAY_Advertorial_A_Swiss_ski_tour_north_to_south_Andermatt_to_Locarno_SnowAction.pdf

<i>Title</i> Promotion: Ski & Snowboard with Kids (Signature)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 101000
<i>Date from - to</i> 05/01/2022 – 06/30/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 404000

Activity
Ski & Snowboard with Kids is Australia's only snow travel magazine for families, covering Australia, New Zealand, the USA, Canada, Europe, Japan and South America. We put you at the forefront of the family market at the crucial time when parents are making plans for the upcoming snow season, at home and abroad.

4-page editorial feature PRINT
1x rewritten for digital
1x inclusion in e-News
1x solus eDM
1x FB boosted post

http://clippings.switzerlandtourism.ch/SYD/2022/20221129144614_100-103_SKI16_Switzerland_2_KB_TS_HH.jpg
http://clippings.switzerlandtourism.ch/SYD/2022/20221129144714_100-103_SKI16_Switzerland_2_KB_TS_HH2.jpg
http://clippings.switzerlandtourism.ch/SYD/2022/20221129144855_010722_SkiAndSnowboardWithKids_The16BestSkiDestinationsInSwitzerland.pdf
http://clippings.switzerlandtourism.ch/SYD/2022/20221129145321_020722_SkiSnowBoardWithKids_Helen_eNews_the16BestSkiDestinationsInSwitzerland.pdf
http://clippings.switzerlandtourism.ch/SYD/2022/20221129145536_170922_HolidaysWithKids_JungfrauRegionThreeMustVisitSkiResortsInOne.pdf

<i>Title</i> Winter. Wintersportgids. exclusive Campaign.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> Contacts
<i>Date from - to</i> 10/01/2022 – 11/30/2022	<i>Marketing Tool</i> Placement	
<i>Activity</i> Winter promotion with Wintersportgids (Belgium's number 1 snow sports magazine) and established Belgian outdoor magazine Far Out..Distribution in Flanders via sports & leisure retail, Flemish ski federation, B2B mailings. Promotion includes:		
<ul style="list-style-type: none"> - 4/1-page advertorial in each magazine - Advertorial on wintersportgids.be & farout.be - News item in e-newsletters - Posts on Facebook & Instagram - Bannering on wintersportgids.be & farout.be (1 month) - Total 300.000 contacts (50% Promotion, 50% E-Marketing) 		

<i>Title</i> Winter. Wintersportgids. exclusive campaign.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> Contacts
<i>Date from - to</i> 10/01/2022 – 11/30/2022	<i>Marketing Tool</i> Placement	0
<i>Activity</i> Winter promotion with Wintersportgids (Belgium's number 1 snow sports magazine) and established Belgian outdoor magazine Far Out..Distribution in Flanders via sports & leisure retail, Flemish ski federation, B2B mailings. Promotion includes:		
<ul style="list-style-type: none"> - 4/1-page advertorial in each magazine - Advertorial on wintersportgids.be & farout.be - News item in e-newsletters - Facebook & Instagram posts - Bannering on wintersportgids.be & farout.be (1 month) - Total 300.000 contacts (50% Promotion, 50% E-Marketing) 		

<p><i>Title</i> Summer. InS Swisstainable. 2.2. B2B Workshops.</p> <p><i>Date from - to</i> 04/22/2022 – 04/22/2022</p> <p><i>Activity</i> B2B Networking events with 35 contacts</p>	<p><i>Instrument</i> KAM</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> 35</p> <p><i>Contacts</i> 35</p>
---	---	--

In addition to the festival, we set up two B2B Events.
We invite trade contacts and Influencers
The trade contacts and Influencers have a separate agenda (Welcome presentation together, but then individual program points and speeddating)
Photos can be found here: https://www.flickr.com/photos/switzerland_tourism/albums/72177720298776316/with/52075327918/

- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_8Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_2Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_13Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_7Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_9Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_12Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_6Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_3Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_11Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_5Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_10Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815181337_4Swisstainable-B2B-Events.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815185902_2Festival-Impressions.jpg

<p><i>Title</i> Summer. InS Swisstainable. 2.1. Festival. Event.</p> <p><i>Date from - to</i> 04/23/2022 – 04/23/2022</p> <p><i>Activity</i> Festival for B2C Clients in order to showcase what sustainabel travel means in Switzerland. Per regional partner, one workshop is organized as well as an interactive festival presence</p> <p>Photos can be found here: https://www.flickr.com/photos/switzerland_tourism/albums/72177720298100775</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> 200</p> <p><i>Contacts</i> 200</p>
---	--	--

- http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_2Festival-Impressions.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_6Festival-Impressions.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_5Festival-Impressions.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_7Festival-Impressions.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_8Festival-Impressions.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_3Festival-Impressions.jpg
- http://clippings.switzerlandtourism.ch/AMS/2022/20220815190522_4Festival-Impressions.jpg

<p><i>Title</i> Summer/Autumn. InS Swisstainable. 1.2. Branded Content DPG. OnlineArticles.</p> <p><i>Date from - to</i> 03/01/2022 – 06/30/2022</p> <p><i>Activity</i> In addition to the digital Ads campaign, a content cooperation with the publisher house DPG in the Benelux is part of the campaign. Branded content about the regions is being created in the tiels “Het laatste nieuws (HLN)” in Belgium and “de Volkskrant” in the Netherlands</p> <p>1 Landingpage and 4 articles about Swisstainable Autumn are published</p> <p>http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_PublicTransport.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Experiences.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_AutumnLandingpage.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Culinary.png http://clippings.switzerlandtourism.ch/AMS/2022/20221026131800_Accommodation.png</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content</p>	<p><i>Circulation</i> Contacts 19403545</p>
--	--	---

<p><i>Title</i> Summer. Swisstainable Interactive. Online Articles.</p> <p><i>Date from - to</i> 03/01/2022 – 10/31/2022</p> <p><i>Activity</i> Branded content distributed through the channels of Columbus. Quiz, Survey and Webinar integration.</p> <p>http://clippings.switzerlandtourism.ch/AMS/2022/20220815194405_Landingpage-Columbus.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815194552_Ticino_Online-Artikel-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815194714_Bern_Online-Artikel-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815194957_Valais_Online-Artikel-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815195238_Quiz-Pagina.png http://clippings.switzerlandtourism.ch/AMS/2022/20220815195358_Survey-1.png http://clippings.switzerlandtourism.ch/AMS/2022/20221114091019_Survey1_Resultaten.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_landingpage_webinar_tijd_voor_zwitserland_2.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Ticino.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Ticino.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Bern.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Online_Columbus_Best_of_Switzerland.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Wallis.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Branded_Content_article_Wallis.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_final_Columbus-TripArticle-Bern-Best_of_Bern.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172229_Survey-2.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Simone.png http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Bern_x_Ngoc.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Anna.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Valais_x_Niel.pdf http://clippings.switzerlandtourism.ch/AMS/2023/20230111172842_final_Ticino_x_Eliane.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> Contacts 17237</p>
--	--	--

<p><i>Title</i> Winter / Netherlands / Swiss Snowsports with DPG Media</p> <p><i>Date from - to</i> 01/01/2022 – 02/28/2022</p> <p><i>Activity</i> 2, 5 months promotion on DPG media spots, 30 sec video clip of Swiss Snowsport Hotels</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Native Advertisement Paid</p>	<p><i>Circulation</i> Contacts 850000</p>
--	--	---

<i>Title</i> Summer. Fifty & Me. Sustainable Special. Advertorial	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 47963
<i>Date from - to</i> 03/01/2022 – 03/31/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 115463
<i>Activity</i> Fifty & Me Magazine is the quarterly magazine that targets the young and dynamic seniors in Belgium. More now than ever, Fifty & Me Magazine helps those 50+ to embark upon a journey through the best addresses for unusual and trendy travels, health and leisure or fashion and gastronomy. We have created a 2/1 pages advertorial in the sustainability special incl. Online articles, both in Dutch and French		

http://clippings.switzerlandtourism.ch/AMS/2022/20220822140201_Suisse-pagina-03-VoorlaatsteVersie.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20220822141323_ONLINE_Article-fr.png
http://clippings.switzerlandtourism.ch/AMS/2022/20220822142400_ONLINE_Article-nl.png

<i>Title</i> Summer. InS Swisstainable. 2.1. Festival. Event Promotion.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1093000
<i>Date from - to</i> 03/14/2022 – 06/30/2022	<i>Marketing Tool</i> Content Collaboration Digital	
<i>Activity</i> Festival for B2C Clients in order to showcase what sustainabel travel means in Switzerland. The Festival will be promoted by the Workshop Partners. Each partner builds an own registration page and will push the event through own channels		

http://clippings.switzerlandtourism.ch/AMS/2022/20220315113753_220315_NewsletterTheHike.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20220318161650_Columbus_-_Landingpage_Conscious_Travel_Festival.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20220318162305_NKBV_-_Landingpage_Conscious_Travel_Festival.png
http://clippings.switzerlandtourism.ch/AMS/2022/20220318162602_Salt_-_Landingpage_Conscious_Travel_Festival.png
http://clippings.switzerlandtourism.ch/AMS/2022/20220318162900_The_Hike_-_Landingpage_Conscious_Travel_Festival.png
http://clippings.switzerlandtourism.ch/AMS/2022/20220318163103_Tristan_Bogaard_-_Landingpage_Conscious_Travel_Festival.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20220318163243_220315_Insta_Story_Columbus.PNG
http://clippings.switzerlandtourism.ch/AMS/2022/20220318163508_Landingpage_Conscious_Travel_Festival.png
http://clippings.switzerlandtourism.ch/AMS/2022/20220815183937_Landingpage_Conscious_Travel_Festival_Bever.png

<i>Title</i> Summer. KMM. Media Release. Conscious Travel Festival.	<i>Instrument</i> KMM	<i>Circulation</i> 50
<i>Date from - to</i> 05/04/2022 – 05/04/2022	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 50
<i>Activity</i> Media release to announce Conscious Travel Festival. Sent to 50 key news journalists in the Netherlands.		

Link to media release (media corner)
<https://corner.stnet.ch/media-benl/?p=5181>

Title
**Summer/Autumn. New Skool Media
Vakantieplanner. Print.**

Instrument
Campaigning & Activation

Circulation
132878

Date from - to
09/23/2022 – 10/28/2022

Marketing Tool
Placement Paid

Contacts
332194

Activity
New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel.

We have a 6-page-Switzerland Advertorial over traintravel and sustainability, incl. accommodations.

http://clippings.switzerlandtourism.ch/AMS/2022/20220823191355_2022_NSM_Vakantieplanner_AdvertorialZwitzerland.pdf
http://clippings.switzerlandtourism.ch/AMS/2022/20221019190516_2022_Print_TravelGuide.jpeg

Title
**Summer/Autumn. New Skool Media
Vakantieplanner. Online Articles.**

Instrument
Campaigning & Activation

Circulation

Date from - to
09/23/2022 – 10/28/2022

Marketing Tool
Content Collaboration Digital

Contacts
2677

Activity
New Skool multimediacampagne: a special booklet is produced with travel tips for 2023. The booklet is distributed with 8 different magazines, print and online. The magazines are Roots, Delicious, Beleggers Belangen, EW, ZIN, KIJK, Seasons, Columbus Travel.

We have a 6-page-Switzerland Advertorial over traintravel and sustainability, incl. accommodations. The print advertorial will also be placed as online articles on Zin, Roots, Seasons en Columbus Travel

http://clippings.switzerlandtourism.ch/AMS/2022/20221019191727_2022_Blog_Roots_vakantieplanner.png
http://clippings.switzerlandtourism.ch/AMS/2022/20221019191906_2022_Blog_Seasons_vakantieplanner.png
http://clippings.switzerlandtourism.ch/AMS/2022/20221019192045_2022_Blog_ZIN_vakantieplanner.png
http://clippings.switzerlandtourism.ch/AMS/2022/20221019193546_2022_Blog_Columbus_vakantieplanner.png

BENELUX

13

1'560'891

23'194'401

MarketingActivities

Circulation

Contacts

FRANCE

Title
KP Ete - Groupé Le Figaro - Print

Instrument
Campaigning & Activation

Circulation
373454

Date from - to
04/22/2022 – 04/22/2022

Marketing Tool
Advertisement Print

Contacts
1381779

Activity
16 pages dans le Figaro Magazine.

1 double page par région, 2 pages présentant la Suisse, 1 double page pour STS, 1 page Victorinox et 1 page de titre

http://clippings.switzerlandtourism.ch/PAR/2023/20230102145901_16PAGES_figmag_SUISSE_V6.pdf

<i>Title</i> E-marketing - Consumer ST Newsletter 2022 - Mars	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 89044
<i>Date from - to</i> 03/04/2022 – 03/04/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 89044
<i>Activity</i> Newsletter mars 2022		
Ski en Suisse		
89'044 adresses abouties (91.06%) 36'032 ouvertures (40.47%) 22'033 ouvertures uniques (24.74%) 2143 clics CTR (1'524 clics uniques) 1.71%		
http://clippings.switzerlandtourism.ch/PAR/2023/20230116120701_NL_032022_FR-email.pdf		

<i>Title</i> Media Newsletter 2022 - Octobre	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 622
<i>Date from - to</i> 10/18/2022 – 10/18/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 622
<i>Activity</i> Media Newsletter octobre 2022		
Lancement hiver (dossier presse)		
622 adresses abouties (99.52%) 221 ouvertures uniques (35.53%) 32 clics CTOR 14.46%		
http://clippings.switzerlandtourism.ch/PAR/2023/20230116190234_NL_media_octobre.pdf		

<i>Title</i> Campaign activation : MyS White n°06	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 44500
<i>Date from - to</i> 11/01/2022 – 12/31/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 133500
<i>Activity</i> Diffusion du magazine White avec les abonnés Paris de Milk Deco, au Perchoir Porte de Versailles (Rooftop hiver) + desk ST		

<i>Title</i> Campaign activation : fb ads (HK)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 6702951
<i>Date from - to</i> 09/01/2022 – 12/31/2022	<i>Marketing Tool</i> Social Media Paid	
<i>Activity</i> Campagne facebook ads pour les Hotels Cooperations. Catégories mises en avant : Snow Sport Hotels Typically swiss hotels Boutique & design hotels Spa & Vitality hotels		

FRANCE

5

MarketingActivities

507'620

Circulation

8'307'896

Contacts

GCC

Title
KAM: GCC Workshop

Instrument
Campaigning & Activation

Circulation

Date from - to
09/18/2022 – 09/20/2022

Marketing Tool
Event/Fair/Workshop

Contacts
68

Activity
-68 GCC travel agents joined the workshop and met 84 Swiss partners in Montreux.
-The workshop enabled more than 1000 meetings between suppliers and buyers.
-11 fam-groups with 11 different pre/post tours covered all GCC key partners.

Title
Promotion: Luxury Booklet 2022

Instrument
Campaigning & Activation

Circulation
10000

Date from - to
03/01/2022 – 12/31/2022

Marketing Tool
ST Magazine

Contacts
30000

Activity
♣ Contains 16 luxury hotels in 12 different regions.
♣ Distribution via Hia in May Issue.
♣ Languages: English and Arabic.
♣ Quantity: 10,000 copies
♣ 6 Regions: Geneva, Lake Geneva Region, Lucerne, Zurich, Interlaken and Gstaad.

Title
Promotion: Winter Inspirations Booklet 2022/23

Instrument
Campaigning & Activation

Circulation

Date from - to
11/01/2022 – 12/31/2022

Marketing Tool
ST Magazine

Contacts
0

Activity
Print brochure with a circulation of 10,000 copies (Arabic/English)
1 Paid Post on Facebook

GCC

3

MarketingActivities

10'000

Circulation

30'068

Contacts

GERMANY

Title
Messen: ITB Berlin

Instrument
KAM

Circulation
0

Contacts
0

Date from - to
03/09/2022 – 03/13/2022

Marketing Tool
Event/Fair/Workshop

Activity
Mitmachen bei der ITB Berlin 2022: Nach der Absage im 2020 und der digitalen Version 2021, wartet enorm viel Geschäft auf die Branche. Nehmen Sie teil und treffen Sie Multiplikatoren und Geschäftspartner aus der ganzen Welt, die sich auf den persönlichen Austausch mit Ihnen jetzt mehr als nur freuen. Die Messe ist im Kern eine B2B-Messe – jedes massgebliche Unternehmen der Tourismuswirtschaft ist vor Ort (2019: 115.000 Fachbesucher).

Title
Promotion: SportScheck Wintererkampagne 2022 - Instagrampost

Instrument
Campaigning & Activation

Circulation
162235

Contacts
162235

Date from - to
10/17/2022 – 10/30/2022

Marketing Tool
Social Media Paid

Activity
Instagrampost für Arosa Lenzerheide

Title
Pormotion: SportScheck Sommerkampagne 2022 - Landingpage

Instrument
Campaigning & Activation

Circulation
21174

Contacts
21174

Date from - to
05/09/2022 – 06/12/2022

Marketing Tool
Content Collaboration Digital

Activity
Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Davos Klosters und dem Engadin. Integration der Regionen in eine Landingpage sowie ausspielung eines Gewinnspiels mit Resiepreis in die Regionen.

Title
KMM: Medienmitteilungen Mai: Übernachten mit gutem Gewissen. Nachhaltige Hotels in Graubünden

Instrument
KMM

Circulation
2800

Contacts
2800

Date from - to
05/03/2022 – 05/03/2022

Marketing Tool
Media Release

Activity
Versand an rund 2800 Journalisten in Deutschland.

http://clippings.switzerlandtourism.ch/FRA/2022/20220726151156_bernachten_mit_gutem_Gewissen._Nachhaltige_Hotels_in_Graubunden.pdf

Title
Digital: Standalone Newsletter Familien

Instrument
Campaigning & Activation

Circulation
6845

Date from - to
01/20/2022 – 01/20/2022

Marketing Tool
eNewsletter

Contacts
6845

Activity
Standalone Newsletter an das Familiensegment mit Inspirationen für den Familien Winterurlaub.

http://clippings.switzerlandtourism.ch/FRA/2022/20220811133222_220122_Family_Standalone.pdf

Title
KMM: Neues aus dem Schweizer Winter

Instrument
KMM

Circulation
2800

Date from - to
10/11/2022 – 10/11/2022

Marketing Tool
Media Release

Contacts
2800

Activity
Versendet an 2800 Journalisten

http://clippings.switzerlandtourism.ch/FRA/2022/20221014120026_Neues_aus_dem_Schweizer_Winter.pdf

Title
KMM: Typisch Schweiz ...Urige Unterkünfte für die Winterferien

Instrument
KMM

Circulation
2800

Date from - to
12/01/2022 – 12/01/2022

Marketing Tool
Media Release

Contacts
2800

Activity
Versendet an 2800 Journalisten

http://clippings.switzerlandtourism.ch/FRA/2022/20221213110233_Typisch_Schweiz_Urige_Unterkunfte_fur_die_Winterferien.pdf

Title
Promotion: Distribution Wintermagazin

Instrument
Campaigning & Activation

Circulation
50000

Date from - to
11/05/2022 – 11/05/2022

Marketing Tool
ST Magazine

Contacts
150000

Activity
Distribution des Wintermagazins in der Rheinischen Post - Ausgabe Düsseldorf

Title
Digital: Newsletter November 2022

Instrument
Campaigning & Activation

Circulation
142251

Date from - to
11/10/2022 – 11/10/2022

Marketing Tool
eNewsletter

Contacts
142251

Activity
Endkundennewsletter mit Thema „Der Schweizer Winter: eine Spur besser.“

http://clippings.switzerlandtourism.ch/FRA/2022/20221220134728_2211_Newsletter.pdf

Title
Digital: Newsletter Dezember 2022 *Instrument*
Campaigning & Activation *Circulation*
147496

Date from - to
12/01/2022 – 12/01/2022 *Marketing Tool*
eNewsletter *Contacts*
147496

Activity
Endkundennewsletter mit Thema „Der Adventskalender von Schweiz Tourismus ist da!“

http://clippings.switzerlandtourism.ch/FRA/2022/20221220135546_2212_Newsletter.pdf

Title
Promotion: SportScheck Winterkampagne 2022 - Standalone Newsletter *Instrument*
Campaigning & Activation *Circulation*
405794

Date from - to
10/19/2022 – 11/16/2022 *Marketing Tool*
eNewsletter *Contacts*
405794

Activity
Umfangreiche multi-channel Winterkampagne mit den Bündnerregionen Arosa Lenzerheide, Davos Klosters und dem Engadin. Aussand von drei Standalone Newsletter am 19.10., 02.11. und 16.11.23

http://clippings.switzerlandtourism.ch/FRA/2023/20230120101507_1_Bildschirmfoto_2023-01-20_um_08.54.22.png

Title
Promotion: SportScheck Winterkampagne 2022 - Teaser Shopseiten *Instrument*
Campaigning & Activation *Circulation*
1300665

Date from - to
10/17/2022 – 11/27/2022 *Marketing Tool*
Display & Programmatic Paid

Activity
Umfangreiche multi-channel Winterkampagne mit den Bündnerregionen Arosa Lenzerheide, Davos Klosters und dem Engadin. Ausspielung von Display Ads auf der Home und Bestellbestätigung, generisches Motiv und drei Regionen Motive

Title
Promotion: SportScheck Winterkampagne 2022 - Paketbeileger *Instrument*
Campaigning & Activation *Circulation*
130000

Date from - to
10/24/2022 – 11/18/2022 *Marketing Tool*
Supplement Print *Contacts*
260000

Activity
Umfangreiche multi-channel Winterkampagne mit den Bündnerregionen Arosa Lenzerheide, Davos Klosters und dem Engadin. 6seitiger Paketbeileger (A5 Flyer) bei allen SportScheck-Bestellungen

Title
Promotion: SportScheck Wintererkampagne 2022 - Facebookposts

Instrument
Campaigning & Activation

Circulation
Contacts
1057680

Date from - to
10/17/2022 – 11/27/2022

Marketing Tool
Social Media Paid

Activity
Umfangreiche multi-channel Winterkampagne mit den Bündnerregionen Arosa Lenzerheide, Davos Klosters und dem Engadin. Drei Facebookposts (je Region 1 Post)

Title
Promotion: SportScheck Winterkampagne 2022 - Instore-Dekoration

Instrument
Campaigning & Activation

Circulation
Contacts
1629075

Date from - to
10/17/2022 – 11/20/2022

Marketing Tool
OOH incl. Digital OOH

Activity
Umfangreiche multi-channel Sommerkampagne mit den Bündnerregionen Arosa Lenzerheide, Davos Klosters und dem Engadin. Aushang eines generischen DIN A1 Poster, Gondelposter und DIN A4 Regionen-Motive in 31 Filialen

Title
Promotion: SportScheck Winterkampagne 2022 - Kassen-TV

Instrument
Campaigning & Activation

Circulation
Contacts
1414524

Date from - to
10/17/2022 – 11/20/2022

Marketing Tool
TV/Cinema Spot incl. Digital

Activity
Umfangreiche multi-channel Winterkampagne mit den Bündnerregionen Arosa Lenzerheide, Davos Klosters und dem Engadin. Kassen TV-Spots (1 generischer und 3 Regionen Spot) in 24 Filialen

GERMANY

16
MarketingActivities

890'786
Circulation

6'706'139
Contacts

ITALY

Title
KAM eLearning

Instrument
KAM

Circulation
Contacts
0

Date from - to
01/01/2022 – 12/31/2022

Marketing Tool
Inhouse Training

Activity
-Creation of an elearning course about Switzerland «Svizzera Expert» on the platform Turismo Attualità (tourism trade magazine) Training (www.advtraining.it) which is a portal dedicated to the tourism professionals.
-Realization of up to 10 single-topic quizzes (incl. 1 video or text with 10 multiple choice questions)
-Dedicated mini-site containing all the activities related to the program
-Incl. promotion on the website and via newsletter

Title
Campaigning & Activation: HoS - Exhibition I need Swisstainable @House of Switzerland/

Instrument
Campaigning & Activation

Circulation
6000

Contacts
6000

Date from - to
04/26/2022 – 05/29/2022

Marketing Tool
Event/Fair/Workshop

Activity
When: 26.04. - 29.05.
Presence at the Pop up House of Switzerland with an exhibition about Swisstainable. The exhibition presents 6 sections: the waterbar with screens talking about rivers and lakes, the archive wall showing culture and traditions, the foodwall with traditional food products, the connection wall presenting the public transport net, the panoramic train routes wall and the fragrance corner. Integration with text and video elements. Promotion of EC connections to reach Switzerland and public transport incl. panoramic train routes as a departure point for experiences in the Swiss summer nature.
Hostess/Stewards guided tours / Distribution brochures and shoppers
Partners: STS / Ticino / Made in Bern / Geneve
Subpartners: RhB/GE/BE, Monte Generoso/Centovalli/Swiss Miniature, Interlaken/BLS

http://clippings.switzerlandtourism.ch/MIL/2022/20220610093216_DSC01997.jpg
http://clippings.switzerlandtourism.ch/MIL/2022/20220610093500_DSC02018.jpg

Title
KMM: Media event “I need Swisstainable” in Milano

Instrument
KMM

Circulation
42

Contacts
42

Date from - to
05/03/2022 – 05/03/2022

Marketing Tool
Media Conference

Activity
Date: 03.05.2022
Media event at House of Switzerland of Milano
Set up with exhibition “I need Swisstainable”
Participants: 42 journalists
Partner involved: Ticino, Made in Bern, STS, Geneve, RHB

Title
Campaigning & Activation: SUMMER - Monographic dossier Bell’Europa

Instrument
Campaigning & Activation

Circulation
337000

Contacts
337000

Date from - to
04/26/2022 – 04/26/2022

Marketing Tool
Placement Paid

Activity
Date: 26.04
16-pages monographic dossier Bell’Europa about summer experiences in Ticino, in Valais and in Bern Region and panoramic trains. Dossier includes an advertising page about Hotel and about Grand Train Tour
Distribution with the May edition of Bell’Europa.
Contacts: 337’000 copies
Partners: STS, Ticino, Made in Bern (Interlaken, BLS, Jungfrauregion), Valais (Aletsch, Martigny, Leukerbad), Hotel Cooperation

Title
Campaigning & Activation: SUMMER - distribution "Bell'Europa dossier" with F

Instrument
Campaigning & Activation

Circulation
108000

Date from - to
05/04/2022 – 05/04/2022

Marketing Tool
Supplement Print

Contacts
216000

Activity
Date: 04.05.2022
16-pages monographic dossier about summer experiences in Ticino, in Valais and in Bern Region and panoramic trains. Dossier includes an advertising page about Hotel and about Grand Train Tour
Distribution with weekly women magazine F.
Circulation: 108'000
Partners: STS, Ticino, Made in Bern (Interlaken, BLS, Jungfrauregion), Valais (Aletsch, Martigny, Leukerbad), Hotel Cooperation

Title
KAM: Workshop Summer in Milano

Instrument
Campaigning & Activation

Circulation
42

Date from - to
05/05/2022 – 05/05/2022

Marketing Tool
Event/Fair/Workshop

Activity
Date: 05.05.2022
Workshop Summer at House of Switzerland in Milano
Partners involved:Adrastea Viaggi, Bern Welcome, BLS, Geneve T., Hotel Koop., Il Girasole Viaggi, Interlaken T., Jungfraubahnen, RhB, STS, Ticino T., Wallis - Matthernon Region, Zermatt Bergbahnen
Focus: offers for summer. Swisstainable. News from the partners.
Participants: 42 travel agents
Training with Roxana Ilie on how to sell Switzerland online
Game with prize draw

http://clippings.switzerlandtourism.ch/MIL/2022/20220530145055_20220505_182624.jpg
http://clippings.switzerlandtourism.ch/MIL/2022/20220530145230_20220505_185928.jpg
http://clippings.switzerlandtourism.ch/MIL/2022/20220530145502_20220505_210742.jpg
http://clippings.switzerlandtourism.ch/MIL/2022/20220530145835_20220505_171154.jpg

Title
Campaigning & activation: SWV - Swiss Winter Village in Milano.

Instrument
Campaigning & Activation

Circulation
20000

Date from - to
11/07/2022 – 11/27/2022

Marketing Tool
Event/Fair/Workshop

Activity
Period: 07.11 – 27.11.2022
Set up in Piazza Gae Aulenti in Milano with visuals, plastic slope, 2 iglu and 2 chalets, dedicated to partners, to promote sports, panoramic trains and swiss cities to the young generation and families via a unique experience.
Swiss Winter Village was open during 3 weeks from 9 am to 9 pm: visitors could book free ski lessons with GR Ski Academy teachers, collected brochures about various destinations and enjoyed the magical atmosphere tasting Ricola infusion.
Partners: Andermatt, St. Moritz, STS, Made in Bern, Interlaken, Jungfraubahn, STS/Trenitalia, Swiss Miniatur.

Title
KMM/Campaigning & activation: SWV - Swiss Winter Village Opening & Media Event

Instrument
Campaigning & Activation

Circulation
Contacts
146

Marketing Tool
Event/Fair/Workshop

Date from - to
11/07/2022 – 11/07/2022

Activity
Date: 07.11.22
Opening of Swiss Winter Village with focus on special EC train discount PROMOSVIZZERA, launched by brand ambassador Michelle Hunziker, and on winter experiences in Andermatt.
Presence of Michelle Hunziker, Giorgio Rocca and Bernhard Russi.
Participants: 146 (60 journalists and 86 partners & guests)
Partners: STS/Trenitalia and Andermatt.

Title
KAM: SWV - Workshop Winter at Swiss Winter Village

Instrument
Campaigning & Activation

Circulation
Contacts
70

Marketing Tool
Event/Fair/Workshop

Date from - to
11/09/2022 – 11/09/2022

Activity
Date: 09.11.2022
What: Workshop for travel agents, t.o.'s, ski clubs, association and CRAL in Swiss Winter Village in Piazza Gae Aulenti in Milano
Organized in collaboration with Travel Quotidiano
Contactts: 70
Partners involved: Interlaken, Jungfrau, Crans Montana, Corvatsch Diavolezza Lagalb, STS, RhB, Adrastea Viaggi, HoKo, Andermatt, The Chedi, Radisson Blu

http://clippings.switzerlandtourism.ch/MIL/2022/20221110101042_Premiazione_RhB_Adrastea.png
http://clippings.switzerlandtourism.ch/MIL/2022/20221110101116_Gruppo.png
http://clippings.switzerlandtourism.ch/MIL/2022/20221110101139_Crans_Montana.jpeg

Title
Digital: SWV - Michelle Instagram during Swiss Winter Village opening

Instrument
Campaigning & Activation

Circulation
Contacts
1365660

Marketing Tool
Ambassador/Influencer

Date from - to
11/07/2022 – 11/07/2022

Activity
Date: 07.11.2022
5 stories on Michelle Instagram about Swiss Winter Village and official opening with Glorgio Rocca and other speakers.
Contacts: 1'365'660 impressions
Partners: STS, Andermatt.

Title
Campaigning & activation: SWV - Vip Event

Instrument
Campaigning & Activation

Circulation
Contacts
45

Marketing Tool
Event/Fair/Workshop

Date from - to
11/10/2022 – 11/10/2022

Activity
Date: 10.11.22
Standing dinner and dj set at Swiss Winter Village with VIP contacts.
Participants: 45 guests
Partners: Andermatt, St. Moritz, STS, Made in Bern, Interlaken, Jungfrauabahn, STS/Trenitalia, Swiss Miniatur, Snow Sport Hotels.

<p><i>Title</i> Campaigning & activation: SWV - Swiss Consulate Event</p> <p><i>Date from - to</i> 11/21/2022 – 11/21/2022</p> <p><i>Activity</i> Date: 21.11.22 Standing dinner and dj set at Swiss Winter Village organized by Swiss Consulate Participants: 70 guests Partners: Andermatt, St. Moritz, STS, Made in Bern, Interlaken, JungfrauBahn, STS/Trenitalia, Swiss Miniatur, Snow Sport Hotels.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 70</p>
---	--	--

ITALY	12 <i>MarketingActivities</i>	445'000 <i>Circulation</i>	1'945'075 <i>Contacts</i>
--------------	---	--------------------------------------	-------------------------------------

MULTIPLE MARKETS

<p><i>Title</i> International Luxury Travel Mart ILTM Cannes</p> <p><i>Date from - to</i> 12/05/2022 – 12/08/2022</p> <p><i>Activity</i> ST participates at this very important fair for luxury tourism since some years. Profit of the roof provided by the “Brand Switzerland” which enjoys an image of high quality worldwide. Open to all partner / organization representing luxury tourism brands (will be approved by the fair organizers). A participation is recommended to partner / organization with negotiating power for the represented products.</p>	<p><i>Instrument</i> Basis</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 0</p>
--	---	---

<p><i>Title</i> Switzerland Travel Mart – Luxury Edition 2022</p> <p><i>Date from - to</i> 09/04/2022 – 09/06/2022</p> <p><i>Activity</i> The next Switzerland Travel Mart – Luxury Edition will take place from September 4 – 6, 2022 in the destination of Gstaad. Together with our partners Swiss International Air Lines and Swiss Travel System we look forward to welcoming you again!</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 0</p>
---	--	---

<p><i>Title</i> City Campaign 2022: Run the Swiss Cities (Recovery Budget)</p> <p><i>Date from - to</i> 05/02/2022 – 09/30/2022</p> <p><i>Activity</i> Due to the current situation, Swiss cities need more attention than ever. Therefore, in summer 2022, «Run the Swiss Cities» will generate a lot of attention for Swiss cities. We use the existing concept of ON Shoes "Our insiders guide to running the Swiss cities" and build on it. We are producing a story for 3 other cities (Basel, Geneva, Lugano / Zurich is existing) according to the established concept.</p> <p>..our highlight: RF appears in the Basel Clip.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> 82873142</p>
--	--	---

<p><i>Title</i> Accommodation_Performance_Push_Winter_2022</p> <p><i>Date from - to</i> 01/17/2022 – 03/30/2022</p> <p><i>Activity</i> Performance campaign to generate direct bookings with the hotel partners of Switzerland Tourism Accommodation Marketing during the winter period. This promotion was Included in the normal package within the different hotel cooperations. Over christmas 102 packages were distributed in a online campaign.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> 53223226</p>
--	--	---

http://clippings.switzerlandtourism.ch/ZRH/2022/20220516225954_20220202_Winter_Hotel_Push_Reporting_Winterkampagnen.pdf

<p><i>Title</i> Snow Sports Hotels Second Launch Wave</p> <p><i>Date from - to</i> 01/15/2022 – 02/15/2022</p> <p><i>Activity</i> Launch Campaign for the Snow Sports Hotels Cooperation on Facebook, Instagram and Youtube.</p> <p>Link Clicks: 337'537 Video Views: 2'306'165 Markets: CH, DE, IT, FR, BeNeLux, UK</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 11047522</p>
--	--	---

<p><i>Title</i> Valentine's Day Pinterest Push</p> <p><i>Date from - to</i> 02/01/2022 – 02/14/2022</p> <p><i>Activity</i> Valentine's Day Promotion in Hotels.</p> <p>Link Clicks: 1'486 Markets: UK, US</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 2324165</p>
---	--	--

<i>Title</i> Recovery: Swisstainable Push 2022 – MSJ	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 14336661
<i>Date from - to</i> 04/12/2022 – 06/30/2022	<i>Marketing Tool</i> Video Digital Paid	<i>Contacts</i> 14336661
<i>Activity</i> Based on our long-term #Swisstainable strategy, we want to inspire guests nationally and internationally to travel sustainably. After the first #Swisstainable push in 2021 where the Manifesto was distributed in Switzerland (summer and winter) and in the markets (winter), and where first learnings around the Experience Shop (summer and winter) have been gathered in Switzerland, we want to take a next step.		
With a content marketing approach, we aim to tell real and diverse perspectives for a high-quality and deep engagement with the topic of #Swisstainable. More specifically, six videos (MSJs), one cut-together and one content hub build the core of the 2022 campaign.		

http://clippings.switzerlandtourism.ch/ZRH/2022/20220923090547_20220624_Reporting_MSJ_Media.pdf

<i>Title</i> MSJ Winter 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 29434370
<i>Date from - to</i> 10/24/2022 – 11/06/2022	<i>Marketing Tool</i> Video Digital Paid	<i>Contacts</i> 29434370
<i>Activity</i> Extending the MSJ Video campaign from May/June 2022 into the winter season (Focus: Hanno and Mauro). The goal was to generate video views on the long assets.		
Based on the learnings from the first campaign, that videos didn't work on the landingpage, we focused on awareness/video views directly at the platform. We ran a YouTube campaign and tested Samsung Connected TV as a new video channel platform. We didn't focus on generating website traffic / sessions. The main goal were video views.		

<i>Title</i> Recovery Hotel Abverkauf 21/22	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 53223226
<i>Date from - to</i> 01/01/2022 – 03/31/2022	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 53223226
<i>Activity</i> Overall, we see a great performance in terms of traffic generation with an average CpS of CHF 0.81 (in CH: CHF 0.73).		
Compared to winter offers campaign in 20/21 the CVR of 3.36% (sessions to click-outs) was lower (20/21: CVR 7.85%), while buying KPIs such as a CpS of CHF 0.81 show better results (20/21: CpS CHF 1.91).		
This can be due to circumstantial influences (different Covid-19 regulations). Last year, all ads were running in CH only, where bookings were more realistic (and done on short-notice), this year's campaign ran in CH, DE and BeNeLux which has led to lower CpS (less competition) but lower CVR as the willingness to book (on short-notice) is lower abroad.		

<i>Title</i> Always on Campaign January-March 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 8268608
<i>Date from - to</i> 01/01/2022 – 03/31/2022	<i>Marketing Tool</i> Social Media Paid	<i>Contacts</i> 8268608
<i>Activity</i> Always on Campaign for all Hotel Cooperations January - March 2022		

<p><i>Title</i> Always on Campaign April-December 2022</p> <p><i>Date from - to</i> 04/01/2022 – 12/31/2022</p> <p><i>Activity</i> Always-on Campaign for all Hotelcooperations April-December 2022</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 47680000</p>
<p><i>Title</i> Winter Accommodation Campaign</p> <p><i>Date from - to</i> 11/01/2022 – 12/31/2022</p> <p><i>Activity</i> Video Snippet Campaign with 4 different Videos on Social Media.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 20585391</p>
<p><i>Title</i> Hotel Quiz</p> <p><i>Date from - to</i> 11/04/2022 – 12/03/2022</p> <p><i>Activity</i> Hotel Quiz for all Hotelcooperations: "What type of Hotel suits you best?" with a playful Quiz and Landingpages on mySwitzerland.com</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 19947429</p>
<p><i>Title</i> Snow Sports Hotels Campaign</p> <p><i>Date from - to</i> 12/19/2022 – 12/31/2022</p> <p><i>Activity</i> Campaign for Snow Sports Hotels on Meta</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 18120301</p>
<p><i>Title</i> Grand Tour of Switzerland Offer Campaign</p> <p><i>Date from - to</i> 05/16/2022 – 10/23/2022</p> <p><i>Activity</i> Offer Campaign along the Grand Tour of Switzerland</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 21386286</p>

<p><i>Title</i> Sojern Campaign</p> <p><i>Date from - to</i> 05/12/2022 – 06/30/2022</p> <p><i>Activity</i> Video Campaign with Sojern for all Accommodation Partners.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 3373600</p>
--	--	---

<p><i>Title</i> Kayak Campaign for Hotels</p> <p><i>Date from - to</i> 09/01/2022 – 10/31/2022</p> <p><i>Activity</i> Campaign with Kayak Social / Native / Mailing for Hotelcooperations</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 6310694</p>
---	--	---

MULTIPLE MARKETS

<p>17 <i>MarketingActivities</i></p>	<p>392'134'621 <i>Circulation</i></p>	<p>392'134'621 <i>Contacts</i></p>
---	--	---

NORDICS

<p><i>Title</i> Snow Sport Hotels - Facebook ad campaign</p> <p><i>Date from - to</i> 01/21/2022 – 02/21/2022</p> <p><i>Activity</i> Impressions: 246'546 Reach: 137'466 Link clicks: 4'298</p> <p>Topic: Spring skiing</p> <p>Campaign goal: Traffic, optimizing for as many clicks as possible to websie: https://www.myswitzerland.com/en-se/accommodations/hotels/snow-sports-hotels/</p> <p>http://clippings.switzerlandtourism.ch/STO/2022/20220602094550_Snow_Sport_Hotels_2022.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i></p> <p><i>Contacts</i> 246546</p>
--	--	--

NORDICS

<p>1 <i>MarketingActivities</i></p>	<p>246'546 <i>Circulation</i></p>	<p>246'546 <i>Contacts</i></p>
--	--	---

NORTH AMERICA

<i>Title</i> KAM: NA Workshop in Switzerland - Valais Matterhorn Region	<i>Instrument</i> KAM	<i>Circulation</i> 30
---	---------------------------------	---------------------------------

Date from - to
09/01/2022 – 09/30/2022

Marketing Tool
Event/Fair/Workshop

Activity
The top 36 tour operators and agents from North America are invited to attend a workshop in Switzerland. Swiss suppliers will have the chance to meet on 1:1 meetings with the buyers and network during the different side-functions. The fee includes 1 table (2 participants). Possibility for partners to apply to be the host destination and have delegates during pre/post tours.

Why invest?

- Opportunity to showcase your product to the top travel trade professionals from North America
- In a post-Covid world, it is crucial to showcase the product to the travel professionals and get them up to date with any changes the pandemic has brought
- Create special memories for the participants to bring home, which will have a long-term effect and generate sales for the years to

http://clippings.switzerlandtourism.ch/NYC/2023/20230113160114_NA_Workshop.pdf

<i>Title</i> KAM: Sales Manual Switzerland Yodel 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 66000
---	--	------------------------------------

Date from - to
03/01/2022 – 12/31/2022

Marketing Tool
ST Magazine

Contacts
198000

Activity
Print distribution of the Switzerland Yodel, sales guide for North American Travel Professionals. A total of 66,000 copies distributed through the following trade media outlets:

- Travel Weekly
- Travel AgeWest
- Travel Week Canada
- Agent@home magazines

As well as at ST NA events in the market and third party conferences

http://clippings.switzerlandtourism.ch/NYC/2023/20230110101155_switzerland_guide_2022.pdf

http://clippings.switzerlandtourism.ch/NYC/2023/20230110101523_Yodel_Print_2022.pdf

<i>Title</i> KAM: Trade Newsletter May 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12208
---	--	------------------------------------

Date from - to
05/02/2022 – 05/02/2022

Marketing Tool
eNewsletter

Contacts
12208

Activity
Sent to 12,208 subscribers, 3,512 Unique opens, 29.5% of all recipients opened and 17.2% clicked a link

- Switzerland is fully open as of today!
- Anne and Roger turned down by Swiss nature.
 - Brand new Switzerland Sales Guide - Yodel.
 - Join our online Switzerland trainings in 2022.
 - Edelweiss flights from North America.
 - Zurich Airport - best in Europe.
 - Aboard the cheese train.

http://clippings.switzerlandtourism.ch/NYC/2022/20220510120055_TradeNewsletter_May22.pdf

<i>Title</i> KAM: Trade Newsletter July 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12364
--	--	------------------------------------

<i>Date from - to</i> 07/06/2022 – 07/06/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12364
---	---	---------------------------------

Activity
Sent to 12,364 subscribers, 3,752 Unique opens, 31.22% of all recipients opened and 17.14% clicked a link

- Swiss summer news.
- NEW: Flight luggage for flights to Zurich.
 - Download the Grand Tour of Switzerland app.
 - Discover events along the Glacier Express.
 - Experience the "Liechtenstein Trail".
 - The living museum of the Saint Bernard dogs.
 - Swiss fun facts. From A - Z.

http://clippings.switzerlandtourism.ch/NYC/2022/20220713152752_Trade_Newsletter_July.pdf

<i>Title</i> KAM: Webinar with Audley Travel	<i>Instrument</i> KAM	<i>Circulation</i> 50
--	---------------------------------	---------------------------------

<i>Date from - to</i> 07/28/2022 – 07/28/2022	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 50
---	---	------------------------------

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Audley Travel and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).
Attendees: 50

http://clippings.switzerlandtourism.ch/NYC/2022/20220728163157_20220728_Audley_Travel_.pdf

<i>Title</i> KAM: Webinar with Glacier Express	<i>Instrument</i> KAM	<i>Circulation</i> 131
--	---------------------------------	----------------------------------

<i>Date from - to</i> 08/11/2022 – 08/11/2022	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 131
---	---	-------------------------------

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Glacier Express and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (MyS.com).
Attendees: 131

http://clippings.switzerlandtourism.ch/NYC/2022/20220812095734_20220811_Glacier_Express.pdf

<i>Title</i> KAM: AAA reward trip to Switzerland	<i>Instrument</i> KAM	<i>Circulation</i> 14
--	---------------------------------	---------------------------------

<i>Date from - to</i> 08/28/2022 – 09/04/2022	<i>Marketing Tool</i> Trip - Group	<i>Contacts</i> 14
---	--	------------------------------

Activity
- 14 best-selling AAA agents from 3-4 different AAA chapters/regions invited for a reward trip to Switzerland
- Group A: traveling to Graubünde Region and Lake Lucerne Region
- Group B: traveling to Valais Region and Bern Region

http://clippings.switzerlandtourism.ch/NYC/2022/20220916144704_AAA_RewardsTrip_2022-email.pdf

http://clippings.switzerlandtourism.ch/NYC/2022/20220916144904_Reporting_RewardTrip.pdf

<i>Title</i> KAM: Trade Newsletter August 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12340
--	--	------------------------------------

<i>Date from - to</i> 08/26/2022 – 08/26/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12340
---	---	---------------------------------

Activity
Sent to 12,340 subscribers, 3,856 Unique opens, 32.04% of all recipients opened and 16.03% clicked a link

- Switzerland news.
- Oliver Weibel to join as Director Canada.
 - The Mandarin Oriental re-opens in Lucerne.
 - Reach the Jungfrauoch on the VIP Gondola.
 - Guided e-bike tour along Lake Costance.
 - Our hotel recommendations.

http://clippings.switzerlandtourism.ch/NYC/2022/20221003134206_Trade_Newsletter_August.pdf

<i>Title</i> KAM: Trade Newsletter October 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12256
---	--	------------------------------------

<i>Date from - to</i> 10/25/2022 – 10/25/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12256
---	---	---------------------------------

Activity
Sent to 12,256 subscribers, 3,364 Unique opens, 28.32% of all recipients opened and 17.87% clicked a link

- Swiss Fall Update
- Fall Promotion: Swiss Travel Pass.
 - SWISS to adopt carbon-efficient technology.
 - Discover the oldest city of Switzerland.
 - BLS Interlaken Lake Cruise.
 - Taste the Mürren Region.
 - Our hotel recommendations.

http://clippings.switzerlandtourism.ch/NYC/2022/20221025165601_Trade_Newsletter_October.pdf

<i>Title</i> KAM: Travel Market Report Yodel Campaign	<i>Instrument</i> KAM	<i>Circulation</i> 52943
---	---------------------------------	------------------------------------

<i>Date from - to</i> 10/01/2022 – 10/20/2022	<i>Marketing Tool</i> Business Plan	<i>Contacts</i> 299233
---	---	----------------------------------

- Activity*
The B2B Media "Travel Market Report Campaign" ran from October to December 2022. The campaign aimed to promote travel trade tools of ST NA (Yodel, STA, Webinars, Facebook Group, Trade Corner, E-NL). The activities included in the campaign were the following:
- E-newsletter banners
 - Training Tuesday native content
 - Dedicated Email
 - ROS bookend banners
 - Tab takeover on the training tab

http://clippings.switzerlandtourism.ch/NYC/2023/20230109104510_2022_TravelMarketReportCampaign_Reporting.pdf

<p><i>Title</i> 2022 STNA Campaigning — AAA Campaign (B2C Part)</p> <p><i>Date from - to</i> 01/01/2022 – 09/04/2022</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Display & Programmatic Paid</p>	<p><i>Circulation</i> Contacts 85808830</p>
--	--	---

Activity
B2B and B2C collaboration with three AAA chapters (the equivalent of TCS in Switzerland) in the US.

http://clippings.switzerlandtourism.ch/NYC/2023/20230104105016_2022_STNA_AAACampaign_Report_ValaisMatterhornRegion-email.pdf
http://clippings.switzerlandtourism.ch/NYC/2023/20230104105248_2022_STNA_AAACampaign_Report_Accommodation-email.pdf
http://clippings.switzerlandtourism.ch/NYC/2023/20230104105426_2022_STNA_AAACampaign_Report_GBR-email.pdf
http://clippings.switzerlandtourism.ch/NYC/2023/20230104105618_2022_STNA_AAACampaign_Report_LakeLucerneRegion-email.pdf
http://clippings.switzerlandtourism.ch/NYC/2023/20230104105805_2022_STNA_AAACampaign_Report_MadeInBern-email.pdf
http://clippings.switzerlandtourism.ch/NYC/2023/20230104105906_SWISS.png
http://clippings.switzerlandtourism.ch/NYC/2023/20230104110126_2022_STNA_AAACampaign_Report_GTOS-email.pdf

<p><i>Title</i> 2022 STNA Campaigning — End of Year Sweepstake on Social</p> <p><i>Date from - to</i> 01/01/2022 – 12/31/2022</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> Contacts 997249</p>
---	--	---

Activity
We ran a sweepstake campaign on Meta platforms (Facebook & Instagram). The goal of this campaign was to gather new newsletter subscribers. The goal of this campaign was to attract new newsletter subscribers. To achieve this goal, we raffled 24 prizes during the month to users who registered on our landing page. Several internal and external partners (strategic partners) offered prizes that we could raffle.

Campaign duration: 09 - 30 December 2022
 New newsletter subscribers: 2034
 Invested budget: 7'900 CHF
 Link clicks: 19'263

http://clippings.switzerlandtourism.ch/NYC/2023/20230119144654_STNA_Sweepstake_Facebook.pdf

<p><i>Title</i> KAM: Switzerland Yodel distribution campaign - Northstar email blast No. 5</p> <p><i>Date from - to</i> 09/07/2022 – 09/07/2022</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 80088</p> <p><i>Contacts</i> 80088</p>
---	--	--

Activity
Exclusive email blast with Northstar to US travel agents.
 Sent to 80,088 subscribers, 52.21% of all recipients opened and 0.51% clicked a link

Switzerland news.

- Oliver Weibel to join as Director Canada.
- The Mandarin Oriental re-opens in Lucerne.
- Reach the Jungfrauoch on the VIP Gondola.
- Guided e-bike tour along Lake Constance.

http://clippings.switzerlandtourism.ch/NYC/2022/20221216093501_NorthstarEmail_September.html

<i>Title</i> KAM: Switzerland Yodel distribution campaign - Northstar email blast No. 6	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 78533
<i>Date from - to</i> 10/05/2022 – 10/05/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 78533

Activity
Exclusive email blast with Northstar to US travel agents.
Sent to 78,533 subscribers, 51.01% of all recipients opened and 0.37% clicked a link

Swiss Fall Update.

- Fall Promotion: Swiss Travel Pass.
- Discover the oldest city of Switzerland.
- BLS Interlaken Lake Cruise.
- Taste the Mürren Region.

http://clippings.switzerlandtourism.ch/NYC/2022/20221216094410_Northstar_Email_10.05.html

<i>Title</i> KAM: Switzerland Yodel distribution campaign - Northstar Canada email blast No. 3	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 11079
<i>Date from - to</i> 09/15/2022 – 09/15/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 11079

Activity
Exclusive email blast with Northstar to Canadian travel agents.
Sent to 11,079 subscribers, 33.41% of all recipients opened and 0.84% clicked a link

Switzerland news.

- Oliver Weibel to join as Director Canada.
- The Mandarin Oriental re-opens in Lucerne.
- Reach the Jungfrauoch on the VIP Gondola.
- Guided e-bike tour along Lake Constance.

http://clippings.switzerlandtourism.ch/NYC/2022/20221216120234_Northstar_CanadaEmail_09.15.html

<i>Title</i> KAM: Trade Newsletter December 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12431
<i>Date from - to</i> 12/15/2022 – 12/15/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12431

Activity
Sent to 12,431 subscribers, 4,039 Unique opens, 33.73% of all recipients opened and 15.67% clicked a link

- Happy Holidays!
- It's Holiday season in Switzerland.
 - Find a truly authentic fondue experience.
 - Art Basel - where the art world meets.
 - Admire Interlaken from the air.
 - Zurich, an unexpected winter destination.
 - Our hotel recommendations.

http://clippings.switzerlandtourism.ch/NYC/2022/20221219145955_Trade_Newsletter_December.pdf

<i>Title</i> KAM: TravelAge WEST email blast No. 2	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 21496
<i>Date from - to</i> 10/05/2022 – 10/05/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 21496

Activity
Sent to 21,496 subscribers, 10,146 Unique opens, 47.20% of all recipients opened, CTR 0.21%

- Swiss fall update.
- Fall Promotion: Swiss Travel Pass.
 - Discover the oldest city of Switzerland.
 - BLS Interlaken Lake Cruise.
 - Taste the Mürren Region.
 - Our hotel recommendations.

http://clippings.switzerlandtourism.ch/NYC/2022/20221221120431_TravelAgeWest_Email_10.04.html

<i>Title</i> KAM: Switzerland Yodel digital distribution - TravelAge West banners	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 103782
<i>Date from - to</i> 04/25/2022 – 06/12/2022	<i>Marketing Tool</i> Display & Programmatic Paid	<i>Contacts</i> 103782

Activity
Digital banner campaign on TravelAge West promoting our Switzerland Sales Guide - Yodel.

- 1-week billboard banner
- 1-week mobile sponsorship
- 1-month 'Run of Site Banner'

Total impressions: 103,782, avg. CTR 1.07%

http://clippings.switzerlandtourism.ch/NYC/2022/20221221165759_Reporting_Banners_TAW.pdf

<i>Title</i> KAM: AAA campaign - B2B campaign elements	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 01/01/2022 – 12/31/2022	<i>Marketing Tool</i> Other...	<i>Contacts</i> 0

Activity
Overview of the B2B campaign elements for the AAA campaign promoting Switzerland as a travel destination among AAA travel advisors:

- 1,460 agent interactions vs. the goal of 1,500
- 45 new Switzerland Travel Experts vs. the goal of 700
- 10,951 overnights vs. the goal of 8'000 overnights
- 620 overnights in the Made in Bern Region
- 4,521 overnights in the Lake Lucerne Region
- 2,372 overnights in the Valais-Matterhorn Region

http://clippings.switzerlandtourism.ch/NYC/2023/20230111095553_Summary_B2B_activities.pdf

NORTH AMERICA

19
MarketingActivities

371'738
Circulation

87'660'114
Contacts

POLAND

<i>Title</i> Campaigning&Activation: ST B2B NL December	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 706
<i>Date from - to</i> 12/01/2022 – 12/01/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 706
<i>Activity</i> Regular monthly b2B NL ski in ski out GoldenPass Express Spa&Vitality Brochures		

http://clippings.switzerlandtourism.ch/WAW/2023/20230116160227_Screenshot_2023-01-16_at_16.02.19.png

POLAND

1	706	706
<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SPAIN

<i>Title</i> Sales Manual distribution I	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 5000
<i>Date from - to</i> 03/03/2022 – 04/03/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 15000
<i>Activity</i> Distribution of 5'000 copies of the Sales Manual through Agenttravel's monthly magazine, reaching out the most important Tour Operators and Travel Agencies in the country.		

All regions without exceptions were included. Special section dedicated to the hotels and to the swisstainable experiences.

http://clippings.switzerlandtourism.ch/BCN/2022/20220727100957_Suizasindudas2022.pdf

<i>Title</i> DEM Sales Manual & STA II	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 103000
<i>Date from - to</i> 06/01/2022 – 06/30/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 103000
<i>Activity</i> DEM activity to more than 100K addresses through Agenttravel and Hosteltur, the most important travel trade media channels in Spain reaching out almost all the TO and TA in Spain.		

The objective was to increase the downloads of the sales manual and the registrations on the Switzerland Travel Academy, with a total of 11.227 mail openings and 822 clicks on the links

http://clippings.switzerlandtourism.ch/BCN/2022/20220707140003_Agenttravel_SuizaTurismo.pdf

http://clippings.switzerlandtourism.ch/BCN/2022/20220707140156_mailinghosteltur.pdf

<i>Title</i> Trade Newsletter December	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1904
<i>Date from - to</i> 12/02/2022 – 12/02/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 4760
<i>Activity</i> eNewsletter to the trade sector. We increased the number of contactos to 1'904 e-mails, with good opening rate and clicks on the links. The mail was focused to communicate information about the snow report, the fondue findes, swiss Unesco heritage, winter magazine and blum.		

http://clippings.switzerlandtourism.ch/BCN/2022/20221215111556_NewsletterDecember.pdf
http://clippings.switzerlandtourism.ch/BCN/2022/20221215111720_NewsletterSuizaTurismoTradeDiciembre2022Reports.pdf

SPAIN	3	109'904	122'760
	<i>MarketingActivities</i>	<i>Circulation</i>	<i>Contacts</i>

SWITZERLAND

<i>Title</i> Campaigning: Bergwelten.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 01/01/2022 – 12/31/2022	<i>Marketing Tool</i> Placement	<i>Contacts</i> 0
<i>Activity</i> Bergwelten Kontakte: 246'488 Erscheinung: 8x pro Jahr Sprache: Deutsch Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.		

<i>Title</i> Swisstainable: MySwisstainableJourneys (Native)	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2500000
<i>Date from - to</i> 02/25/2022 – 05/28/2022	<i>Marketing Tool</i> Native Advertisement Paid	<i>Contacts</i> 2500000
<i>Activity</i> Distribution of 7 longformat videos on Watson		

<i>Title</i> Campaigning: Blick Winter Awards.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 789624
<i>Date from - to</i> 01/01/2022 – 01/10/2022	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 789624
<i>Activity</i> Blick sucht die attraktivsten Schweizer Winter-Destinationen. 6 Kategorien zur Auswahl: 1. «Das beste Ski- und Snowboardgebiet» (Arosa Lenzerheide) 2. «Familienfreundlichkeit» (Arosa-Lenzerheide) 3. «Klein und fein» (Melchsee-Frutt) 4. «Langlauf» (Goms) 5. «Sport und Spass» (Zermatt) 6. «Umweltfreundlichkeit» In den Kategorien 1-5 findet das Voting durch die Blick-Community statt. In der Kategorie 6 wird der Sieger von einer Jury von		
<i>Title</i> Print: Beilage im Selection Magazin 2022, Hotel Selection Booklet 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 01/01/2022 – 12/31/2022	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 0
<i>Activity</i> Hotel Selection Booklet 2022 mit 59 Hotels als Beilage im Selection Magazin 2022. Distribution im Februar 2022 Sunday Times im Markt UK.		

<i>Title</i> Accommodation_Grand Tour of Switzerland: Online Promotion	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 05/01/2022 – 10/31/2022	<i>Marketing Tool</i> Other...	<i>Contacts</i> 0
<i>Activity</i> Direktbuchungskampagne in Zusammenhang mit der Grand Tour of Switzerland. Online-Performance Kampagne mit Direktverlinkung zur Booking-Engine. Laufzeit von 01.05.2022 bis 31.10.2022.		

<i>Title</i> Campaigning: Blick Winter Awards.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 156028
<i>Date from - to</i> 01/03/2022 – 02/03/2022	<i>Marketing Tool</i> Social Media Organic	<i>Contacts</i> 156028
<i>Activity</i> Blick sucht die attraktivsten Schweizer Winter-Destinationen. 6 Kategorien zur Auswahl: 1. «Das beste Ski- und Snowboardgebiet» 2. «Familienfreundlichkeit» 3. «Klein und fein» 4. «Langlauf» 5. «Sport und Spass» 6. «Umweltfreundlichkeit» In den Kategorien 1-5 findet das Voting durch die Blick-Community statt. In der Kategorie 6 wird der Sieger von einer Jury von		

<p><i>Title</i> Campaigning: Blick Winter Awards. ST Winter Topics.</p> <p><i>Date from - to</i> 12/20/2021 – 02/27/2022</p> <p><i>Activity</i> Im Rahmen der Blick Winter Awards 2022 wurden 10 Winter Geschichten ausgespielt: 20.12.-26.12.2021: Snow25 27.12.-02.01.2022: Arosa 03.01.-09.01.2022: Gstaad 10.01.-16.01.2022: Evolène 17.01.-23.01.2022: Piz Buin 24.01.-30.01.2022: Wallis 31.01.-06.02.2022: Aletsch Arena 07.02.-13.02.2022: Raiffeisen (Schnäppchenpreise)</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> 40033242</p>
---	--	---

<p><i>Title</i> snow25 & sleep25 – Winter 21/22</p> <p><i>Date from - to</i> 12/01/2021 – 03/31/2022</p> <p><i>Activity</i> Combined Reporting: The partners SBB and STC were highly satisfied with the results of the campaign, they see a lot of potential for establishing their brands in a newer target group with a direct monetary impact.</p> <p>With a CpSession of CHF 5.76 we are slightly above benchmark, while the generated session to clickout ratio of 19.4% surpassed all expectations. This is followed by the amount of bookings – our cost per booking is 27% under our forecasted, which is a top result</p> <p>According to SBB market research, word of mouth (recommendation of parents and friends) was the most mentioned inspiration channel to book the products, followed by Instagram, Tiktok, others and Snap. This proves that we managed to manifest the new</p> <p>http://clippings.switzerlandtourism.ch/ZRH/2022/20220516231209_Sleep25_Abschlussreport_20220315.pdf http://clippings.switzerlandtourism.ch/ZRH/2022/20220516231922_20220202_Sleep_Snow25_Reporting.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 30900845</p>
---	--	---

<p><i>Title</i> Campaigning: Capture Media Programmatic. Hotel Radisson Blu Andermatt.</p> <p><i>Date from - to</i> 10/03/2022 – 10/16/2022</p> <p><i>Activity</i> Programmatische Werbung mit Capture Media. Hotel Radisson Blu Andermatt.</p> <p>Reporting: - Impressions - Klicks (0,26% Klickrate) - Sessions - Page Views - Engagements (85,24% Engagement Rate)</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Content Collaboration Digital</p>	<p><i>Circulation</i> 2500000</p>
---	--	--

<i>Title</i> Coop - Schneewochen	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2600000
--	--	--------------------------------------

<i>Date from - to</i> 01/10/2022 – 01/10/2022	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 5200000
---	--	-----------------------------------

Activity
Beilage Coop Zeitung in der KW 2 in allen 3 Sprachen. Knapp 30 Hotelangebote jeweils zum Preis von CHF 269 pro Person für 2 Nächte im Doppelzimmer, mit Frühstück und einem Abendessen (ohne Getränke).

Outcome:
- Buchungen: 3'974
- Logiernächte: 8'339

<i>Title</i> Coop - Sommerangebote	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2600000
--	--	--------------------------------------

<i>Date from - to</i> 05/31/2022 – 05/31/2022	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 5200000
---	--	-----------------------------------

Activity
Sommerbeilage in der Coop Zeitung, erscheint in 3 Sprachen (DE, FR, IT):

Die Beilage besteht aus
- 61 Ausflughinweise (mit Grand Tour Landkarte)
- 72 Hotelangebote (ab CHF 129 / 179 oder 229 pro Person im Doppelzimmer für 2 Nächte und einem Abendessen)

Folgende ST Themen werden aufgenommen:
- Swisstainable (1/1 Seite Anzeige)
- Grand Tour of Switzerland (Landkarte mit Ausflughinweisen)

<i>Title</i> Coop - Herbstbeilage	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2500000
---	--	--------------------------------------

<i>Date from - to</i> 08/29/2022 – 08/29/2022	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 5000000
---	--	-----------------------------------

Activity
Herbstbeilage in der Coop Zeitung, erscheint in 3 Sprachen (DE, FR, IT):

Die Beilage besteht aus
- Ausflughinweise aus der ganzen Schweiz
- Hotelangeboten im Doppelzimmer für CHF 129 / 179 / 229 pro Person für 2 Nächte, inkl. Frühstück und einem Abendessen
- Hotelangebote im Einzelzimmer für CHF 169 / 249 / 349 pro Person für 2 Nächte, inkl. Frühstück und einem Abendessen

Folgende ST Themen werden aufgenommen:
- 4-Tagespass (1/2 Seite Content)

<i>Title</i> Coop Schwerpunktausgabe - Outdoor	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2600000
<i>Date from - to</i> 04/26/2022 – 04/26/2022	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 3536000
<i>Activity</i> Die Coopzeitung erscheint in 3 Sprachen (DE, FR, IT). Am 26.04.2022 erscheint ein Doppelseite zum Thema "Outdoor" mit 4 Hotelangeboten für CHF 229 pro Person im Doppelzimmer mit Frühstück und einem Abendessen. Folgende Hotels sind vertreten: - Hotel Daniela in Zermatt, Wallis - Hard Rock Hotel in Davos, Graubünden - Gstaaderhof - Active & Relax Hotel in Gstaad, Bern - Hotel Rössli Gourmet & Spa im Weggis, Luzern		

<i>Title</i> Transhelvetica	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 18000
<i>Date from - to</i> 01/01/2022 – 01/31/2022	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 72000
<i>Activity</i> Inserat im Magazin Transhelvetica zu Snow Sports Hotels inkl. redaktionellem Beitrag zu Hotelbroschüren Ausgabe November 2021		

Abonnenten
Einzelverkauf über Kioske, Buchhandlungen, Delikatessen- geschäfte, etc.
Reiselektüre am Flughafen Zürich und bei ausgewählten Fluglinien
Leseexemplare in ausgewählten Restaurants, Cafés, Lounges, SAC-Hütten, Swiss Historic Hotels, Tearooms, Bibliotheken, Hotellobbys und Beizlis

http://clippings.switzerlandtourism.ch/ZRH/2022/20221004144355_Bettgeschichten_Hotelbuechlein.pdf
http://clippings.switzerlandtourism.ch/ZRH/2022/20221004144450_136_21d_08_ins_snowsporthotels_transhelvetica_RZ01_he1.pdf

<i>Title</i> Promotion: SBB VIA Top Ten März 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 150000
<i>Date from - to</i> 03/15/2022 – 03/15/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 450000
<i>Activity</i> Top Ten Tipps Thema: Top Städte Sprachen deutsch und französisch Auflage: 150'000 Kontakte: 450'000 Freospace Inserat - Zug City		

Title
Ausspielung Videos MySwissJourney in Arthouse Kinos

Instrument
Campaigning & Activation

Circulation
Contacts
49188

Date from - to
05/11/2022 – 06/20/2022

Marketing Tool
TV/Cinema Spot incl. Digital

Activity
4 MySwissJourney Videos (Ivano, Gaby, Oliver & Cut Down) werden für einen Kampagnenzeitraum von 4 Wochen schweizweit in allen Arthouse Kinos, während jeder Vorstellung, auf sämtlichen Kino-Leinwänden ausgestrahlt.
15 Locations / 27 cinemas / 59 screens

46'906 Gesamtkontakte gebucht / 49'188 Kontakte erreicht
Jeder Spot wird eine Woche lang ausgestrahlt - mit einem Split von je 25%.

Total-Kosten belaufen sich auf rund CHF 57'240 (zzgl. MwSt.) / ST profitiert von 50% Rabatt.

Title
Travelnews - Newsletter Integration

Instrument
Campaigning & Activation

Circulation
Contacts
140000

Date from - to
01/06/2022 – 12/15/2022

Marketing Tool
Content Collaboration Digital

Activity
Integration in wöchentlichen Travelnews Newsletter mit jeweils 3 ST Tipps
Newsletter: 4'200 Abonnenten / Durchschnitts-Seitenaufrufe pro NL: 578
Total Seitenaufrufe Jan-Dez 2022: 27'181
Durchschnittliche Öffnungsrate: 13.76%

Title
RonOrp - Winter Kampagne

Instrument
Campaigning & Activation

Circulation
Contacts
320000

Date from - to
12/01/2022 – 12/16/2022

Marketing Tool
Native Advertisement Paid

Activity
Digitale "Winter Kampagne" auf RonOrp mit Fokus auf folgende Themen:
- ST Adventskalender
- Städte: Weihnachtsmärkte
- Fondue Experience

Die Kampagne wird auf D & F ausgespielt und beinhaltet folgend Formate:

Exklusiver ST Newsletter, national
- Versand Newsletter: 231'000

Title
Campaigning: Bergwelten. Beitrag ST.

Instrument
Campaigning & Activation

Circulation
252488

Date from - to
01/20/2022 – 01/20/2022

Marketing Tool
Placement Paid

Contacts
252488

Activity
Beitrag "Schnee aus dem See", 2/1.

Print: 40.000 Ex. Auflage / 120.000 Leser
Online Advertorial, 20.01.-20.02.22: 70.000 Impressions
SOM Post, 21.01.22: 62.488 Reach, 56 interactions

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 195610
<i>Date from - to</i> 03/25/2022 – 03/25/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 195610
<i>Activity</i> "Mit Frauenpower durch die Schweiz" (100% Women), 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 25.03.-25.04.22: 70.000 Impressions SOM Post, 30.03.2022: 5.610 Reach, 12 interactions		

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 214835
<i>Date from - to</i> 07/14/2022 – 07/14/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 214835
<i>Activity</i> "Gehen wir Gletscher schauen", 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 14.07.-14.08.22: 70.000 Impressions SOM Post, 19.07.2022: 24.835 Reach		

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 254765
<i>Date from - to</i> 09/09/2022 – 09/09/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 254765
<i>Activity</i> "Wo aus Gästen Freunde werden", 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 09.09.-09.10.22: 70.000 Impressions SOM Post, 13.10.2022: Reach 64.765, 130 Engagements		

<i>Title</i> Campaigning: Bergwelten. Beitrag ST.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 223289
<i>Date from - to</i> 11/16/2022 – 11/16/2022	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 223289
<i>Activity</i> "Dem Himmel entgegen" & "Lötschental: Wo die Welt stillsteht", 2/1.		
Print: 40.000 Ex. Auflage / 120.000 Leser Online Advertorial, 16.11.-31.12.22: 70.000 Impressions SOM Post, 27.11.2022: Reach 33.289, 73 Engagements		

<p><i>Title</i> Campaigning: Blick Winter Awards.</p> <p><i>Date from - to</i> 12/01/2022 – 12/31/2022</p> <p><i>Activity</i> 2. Ausgabe der Blick Winter Awards. Zwischenreporting.</p> <p>Artikel auf blick.ch. - 34 Artikel - 691.607 Seitenaufrufe - 20.341 durchschnittliche Seitenaufrufe pro Artikel</p> <p>winterawards.ch Performance - 317.591 Seitenaufrufe</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Native Advertisement Paid</p>	<p><i>Circulation</i> 7769503</p>
--	--	--

<p><i>Title</i> Qualified Reaction: Bookings STC</p> <p><i>Date from - to</i> 01/01/2022 – 12/31/2022</p> <p><i>Activity</i></p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Other...</p>	<p><i>Circulation</i> 32266</p>
--	---	--

SWITZERLAND	25 <i>MarketingActivities</i>	11'608'987 <i>Circulation</i>	105'789'683 <i>Contacts</i>
--------------------	---	---	---------------------------------------

UK/IRELAND

<p><i>Title</i> KAM: The Alphorn</p> <p><i>Date from - to</i> 01/01/2022 – 12/31/2022</p> <p><i>Activity</i> STS will get a full page advert in the 2022 The Alphorn Magazine.</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> ST Magazine</p>	<p><i>Circulation</i> 15000</p> <p><i>Contacts</i> 45000</p>
--	--	--

<i>Title</i> e-Marketing: B2C Newsletter February 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 78402
<i>Date from - to</i> 02/03/2022 – 02/03/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 78402

Activity

General Topic:

Market Specific Content: Travel Update UK, Finest Snow Sports Hotels article Suitcase, TO Input: OTP for Nendaz, Inspiring story The scent of winter freedom

Results: Opening Rate: 37.90%, Openings: 29'713, Clicks: 1'928 / 2.46%, CTR: 1.70%, CTOR: 6.56%

http://clippings.switzerlandtourism.ch/LON/2022/20220210174512_NL_02_2022_Preview.pdf
http://clippings.switzerlandtourism.ch/LON/2022/20220210174614_NL_02_2022_Reporting.pdf

<i>Title</i> e-Marketing: B2C Newsletter March 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 28393
<i>Date from - to</i> 02/25/2022 – 03/04/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 28393

Activity

General Topic: Winter - Ski

Market Specific Content: Joddie Kidd adventuring in Switzerland again, Ski combi and Glacier Express offer

Results: Opening Rate: 47.90%, Openings: 13'599 Clicks: 583 / 2.05%, CTR: 1.57% CTOR: 4.29%

http://clippings.switzerlandtourism.ch/LON/2022/20220817154231_NL_02_2_2022_Preview.pdf
http://clippings.switzerlandtourism.ch/LON/2022/20220817154352_NL_032022_UK-email.pdf

<i>Title</i> e-Marketing: B2C Newsletter July 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 61735
<i>Date from - to</i> 07/01/2022 – 07/01/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 61735

Activity

General Topic: If you love summer, you need Switzerland

Market Specific Content: Swiss national day in the UK, offer to explore Jungfrau Region

Results: Opening Rate: 41.70%, Openings: 25'746, Clicks: 1'068 / 1.73%, CTR: 1.20%, CTOR: 4.15%.

http://clippings.switzerlandtourism.ch/LON/2022/20220926155108_NL_072022_UK-email.pdf
http://clippings.switzerlandtourism.ch/LON/2022/20220926155119_NL_07_2022_Preview.pdf

<i>Title</i> e-Marketing: B2C Newsletter November 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 60433
<i>Date from - to</i> 11/10/2022 – 11/10/2022	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 60433

Activity

General Topic: The Swiss winter: a touch better

Market Specific Content: Chalet Suisse at Somerset House, Telegraph article - Christmas markets in CH, competition, Snow Sport Hotels article, holiday offer with OTP Holidays

Results: Opening Rate: 60.72%, Openings: 36'696, Clicks: 2'454 / 4.06%, CTR: 3.11%, CTOR: 6.69%

http://clippings.switzerlandtourism.ch/LON/2022/20221205144907_NL_1122_UK.pdf

http://clippings.switzerlandtourism.ch/LON/2022/20221205144930_The_Swiss_winter_a_touch_better.pdf

<i>Title</i> KMM: Media Trips Winter Booklet 2022	<i>Instrument</i> KMM	<i>Circulation</i> 1800
<i>Date from - to</i> 09/06/2022 – 09/06/2022	<i>Marketing Tool</i> Media Release	<i>Contacts</i> 1800

Activity

Winter 2022 edition of the Winter media booklet. Sent to relevant media and distributed at all media events throughout the autumn and winter of 2022.

http://clippings.switzerlandtourism.ch/LON/2022/20221215154636_Winter_News__Trips_2022.23_media_booklet_spreads_compressed.pdf

<i>Title</i> Flagship Summer Promotion - Chelsea Flower Show 2022	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 250000
<i>Date from - to</i> 05/23/2022 – 05/28/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 250000

Activity
Summer 'Flagship' Promotion 2022, 'A Swiss Sanctuary' at the Chelsea Flower Show.

Key details:

- Royal Horticultural Society RHS - Chelsea Flower Show, the world's most prestigious flower show
- 23-28 May 2022 in London
- Physical presence with a Swiss inspired garden: A Swiss Sanctuary
- Show is broadcast on the BBC with a global audience of 460 million
- Amplification of physical garden presence (A Swiss Sanctuary garden) with digital, print and social campaign

http://clippings.switzerlandtourism.ch/LON/2023/20230119121744_Concept_Brief_RHS_Chelsea_Flower_Show_2022.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120114353_Invitation_Aperitif_without_RSVP.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120114507_ECT_Logo_Aperitif_with_RSVP.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120114555_BBC_Episode12_low_res.mov
http://clippings.switzerlandtourism.ch/LON/2023/20230120122944_Invitation_Dinner_without_RSVP.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108240.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108254.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108255.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108241.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108257.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108243.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108135.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108134.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108242.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108256.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108252.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108246.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108130.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108131.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108247.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108253.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108245.jpg
http://clippings.switzerlandtourism.ch/LON/2023/20230120124022_108251.jpg

<i>Title</i> Chelsea Flower Show Promotion - Print	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 65000
<i>Date from - to</i> 05/01/2022 – 05/29/2022	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 130000

Activity
Summer 'Flagship' 2022, 'A Swiss Sanctuary' at the Chelsea Flower Show.

- Royal Horticultural Society RHS - Chelsea Flower Show, the world's most prestigious flower show
- 21-26 September 2021 in London
- Broadcast on the BBC with a global audience of 460 million
- Digital, print and social campaign with 'House&Garden' and 'Gardens Illustrated' including 36-page Switzerland insert
- And bespoke events for trade/SCIB and media during the garden show

PRINT ELEMENT:

http://clippings.switzerlandtourism.ch/LON/2022/20221214185128_Swiss_Tourism_Garden_Illustrated_Dbl_Spread_APPROVED_WITH_CROP.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120115256_Burgenstock_Ad_Chelsea_Flower_Show.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120115332_SWISS_print_display_ad.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120122742_ST_Swiss_Sanctuary_RealThing_A5_PRINT_NoCrop.pdf
http://clippings.switzerlandtourism.ch/LON/2023/20230120131712_GIM_312_p901-936_SWISSbookletF3.pdf

<i>Title</i> Winter Promotion 21/22 Red Bull Online	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> <i>Contacts</i> 521478
<i>Date from - to</i> 01/07/2022 – 04/05/2022	<i>Marketing Tool</i> Content Collaboration Digital	

Activity
Part of ST LON winter 21/22 key partner campaign (activation was delayed due to uncertainty around Covid and the resultant travel restrictions during Autumn/ Winter 2021)

Deliverables:

- Switzerland winter hub - interactive, longform content
- Integration of winter-focussed theme “Now & Then”
- Integration of: 100% Women & Swisstainable

http://clippings.switzerlandtourism.ch/LON/2023/20230118224213_Screenshot_2023-01-18_at_22.37.40.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118224213_Screenshot_2023-01-18_at_22.38.10.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118224213_Screenshot_2023-01-18_at_22.37.19.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118224213_Screenshot_2023-01-18_at_22.40.51.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118224213_Screenshot_2023-01-18_at_22.39.39.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118224213_Screenshot_2023-01-18_at_22.38.54.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118224213_Screenshot_2023-01-18_at_22.40.12.png

<i>Title</i> Winter Promotion 22/23 - Red Bull Online	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> <i>Contacts</i> 1633427
<i>Date from - to</i> 11/01/2022 – 12/31/2022	<i>Marketing Tool</i> Placement Paid	

Activity
Part of ST LON winter 22/23 key partner campaign.

Deliverables:

- Switzerland winter hub - interactive, longform content
- Integration of winter-focussed theme “Now & Then”
- Integration of: 100% Women & Swisstainable
- Partners: BE, VS, STC, STS, SWISS, Mammut, ST Snowsports Hotels

http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.21.12.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.22.51.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.20.18.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.17.59.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.22.20.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.27.00.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.18.38.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.25.40.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.17.20.png
http://clippings.switzerlandtourism.ch/LON/2023/20230118213018_Screenshot_2023-01-18_at_21.24.13.png

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Main Winter Promotion 2022 - Somerset House (Chalet Suisse)	Campaigning & Activation	
<i>Date from - to</i> 11/15/2022 – 12/31/2022	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 671732
<i>Activity</i> Main winter 22/23 promotion:		
<ul style="list-style-type: none"> - Switzerland Tourism - official destination partner of Skate at Somerset House 2022 - Visitors to Somerset House during Skate - 500'000 - Skate tickets sold 2022: 165'000 - ST and partner presence online on Somerset House Skate landing page under dedicated 'Chalet Suisse' page - Chalet Suisse at Skate, Somerset House: integration of main key partners and STRAPA partners (where relevant) - Creation and activation of a Swiss (winter) inspired pop up chalet style dining experience in the West Wing of Somerset House, for the duration of Skate 2022 		
http://clippings.switzerlandtourism.ch/LON/2023/20230116214431_Final_Screenshot_2023-01-16_at_21-43-02_Win_a_luxury_winter_holiday_to_Switzerland_Switzerland_Tourism.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230117122951_Chalet_Suisse.png http://clippings.switzerlandtourism.ch/LON/2023/20230119163917_Screenshot_2023-01-19_at_16-37-59_Food_Drink.png http://clippings.switzerlandtourism.ch/LON/2023/20230119164203_Screenshot_2023-01-19_at_16-40-16_Skate_at_Somerset_House_with_Moet_Chandon.png http://clippings.switzerlandtourism.ch/LON/2023/20230119164855_Best_Swiss_Flag_Image.JPG http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Bernie_6.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Bern_Region_Partner_Video.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Team_Venue_6.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Team_Venue_7.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_The_London_Strollers_6.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_The_London_Strollers_1.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Swiss_Goodie_Bags_8.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_cf701ee8-d6b1-488a-b8e1-db1487485fa3.JPG http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_The_London_Strollers_3.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_The_London_Strollers_2.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_PHOTO-2022-11-20-22-11-21_2.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_PHOTO-2022-11-20-22-11-21.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_PHOTO-2022-11-20-22-11-20.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Bernie_3.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Swiss_Goodie_Bags_7.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Team_Venue_3.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_Team_Venue_8.jpg http://clippings.switzerlandtourism.ch/LON/2023/20230119171107_The_London_Strollers_5.jpg		

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Food & Travel 25th Anniversary x ST Competition	Campaigning & Activation	27000
<i>Date from - to</i> 12/15/2022 – 12/15/2022	<i>Marketing Tool</i> Other...	<i>Contacts</i> 681000
<i>Activity</i> Ad Hoc project to support Food & Travel Magazine for their 25th anniversary. Great opportunity to promote our hotel collaboration and for the hotel team, to spotlight a hotel group. We've chosen Vaud, as we did quite a few paid promotion with Vaud Promotion with Food & Travel lately.		
http://clippings.switzerlandtourism.ch/LON/2023/20230111170240_FoodANDTravelCompetition.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230111170317_Win_a_palatial_break_in_Switzerland.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230111170340_FoodandTravelCompetitionLandingPage.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230111170356_Eight_incredible_experiences_worth_over_25000_to_be_won..eml		

<p><i>Title</i> Winter Promotion with The Times 2022 x online/social</p> <p><i>Date from - to</i> 10/01/2022 – 12/31/2022</p> <p><i>Activity</i> 2x native online articles run on The Times Travel channel as sponsored articles. Pushed via traffic drivers and social amplification.</p> <p>Article 1 - Lucerne Week 1: 17/10/22 - 23/10/22 A really strong start to the week delivering 3,857 UVs and a CTR of 0.18% which is well above benchmark. The Dwell time is really strong at 3 minutes and 36 seconds. Social traffic drivers are performing well above benchmark at 6.13%</p> <p>Week 2: 24/10/22 - 30/10/22</p> <p>http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_320_x_50_SSH_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_728_x_90_SSH_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_970_x_250_SSH_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_728_x_90_Lucerne_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_300_x_250_Lucerne_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_970_x_250_Lucerne_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_Print_Screen_Winter_wonderland_Switzerlands_most_beautiful_city.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_Print_Screen_Snow_Sports_Hotels.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_Reporting_LucerneTheSundayTimes_October2022.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_300_x_250_SSH_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117175551_320_x_50_Lucerne_1x.png http://clippings.switzerlandtourism.ch/LON/2023/20230117184410_Final_Reporting.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Social Media Paid</p>	<p><i>Circulation</i> 3196522</p> <p><i>Contacts</i> 3196522</p>
--	--	--

<p><i>Title</i> Rough Guide Promotion 2022 x print</p> <p><i>Date from - to</i> 08/01/2022 – 08/01/2022</p> <p><i>Activity</i> We partnered up with Rough Guide as they re-launched the Rough Guide to Switzerland.</p> <p>We added two chapters: - 1 GToS with 30 pages - 1 GTToS with 15 pages</p> <p>All the main messages & above GToS & GTToS have been fully integrated.</p> <p>http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_RG_Switzerland_6ed_003_GrandTrainTour.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_RG_Switzerland_6ed_002_GrandTour.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_TourSections_RG_Switzerland_6ed-919-589-7.pdf http://clippings.switzerlandtourism.ch/LON/2023/20230117190541_RG_Switzerland_6ed_FINAL-919-589-7.pdf</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Supplement Print</p>	<p><i>Circulation</i> 4000</p> <p><i>Contacts</i> 8000</p>
--	---	--

Title	Instrument	Circulation
Main Winter Promotion 2022 - Somerset House (Digital Marketing & Sweepstake)	Campaigning & Activation	
	Marketing Tool	Contacts
	Website	5136118

Date from - to
11/15/2022 – 12/31/2022

Activity
Main winter 22/23 promotion:

- Switzerland Tourism - official destination partner of Skate at Somerset House 2022
- ST and partner presence online on Somerset House Skate landing page under dedicated 'Chalet Suisse' page
- Chalet Suisse at Skate, Somerset House: integration of main key partners and STRAPA partners (where relevant)
- Creation and activation of a Swiss (winter) inspired pop up chalet style dining experience in the West Wing of Somerset House, for the duration of Skate 2022
- Features: Swiss style menu with inspiration from regional key partners, e.g. Älplermagronen, Berner Platte, AOP Assiette Valaisanne. Also featured STRAPA, e.g Swiss wine and Emmi Cheese fondue

- http://clippings.switzerlandtourism.ch/LON/2023/20230119174402_Screenshot_2023-01-19_at_16-37-59_Food_Drink.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119174426_Chalet_Suisse.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119174624_Screenshot_2023-01-19_at_16-40-16_Skate_at_Somerset_House_with_Moet_Chandon.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119175235_Screenshot_2023-01-19_at_17-48.11.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119175311_Screenshot_2023-01-19_at_17-49.52.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-54.35.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-51.39.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-54.22.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-56.56.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-57.07.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-55.16.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-54.55.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-58.58.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-59.24.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-57.24.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-56.17.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-57.40.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-55.45.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-48.11.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-51.19.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-49.52.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119180406_Screenshot_2023-01-19_at_17-55.57.png
- http://clippings.switzerlandtourism.ch/LON/2023/20230119181406_Chalet_Suisse_Somerset_House_2022.mov

<i>Title</i> Chelsea Flower Show Promotion - Digital	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1468474
<i>Date from - to</i> 05/01/2022 – 06/15/2022	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i>

Activity
Summer 'Flagship' Promotion 2022, 'A Swiss Sanctuary' at the Chelsea Flower Show.

Key details:

- Royal Horticultural Society RHS - Chelsea Flower Show, the world's most prestigious flower show
- 23-28 May 2022 in London
- Physical presence with a Swiss inspired garden: A Swiss Sanctuary
- Show is broadcast on the BBC with a global audience of 460 million
- Amplification of physical garden presence (A Swiss Sanctuary garden) with digital, print and social campaign

http://clippings.switzerlandtourism.ch/LON/2023/20230120100415_GI_Screenshot_1.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120100602_GI_Digital_Screenshot_2.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story25.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story19.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story2.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story3.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story18.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story24.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story1.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story23.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story4.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story5.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Post.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story22.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story20.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story7.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story6.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story21.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story10.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story11.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story13.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story8.png
http://clippings.switzerlandtourism.ch/LON/2023/20230120104322_GI_ChelseaFlowerShow_Instagram_Story9.png

UK/IRELAND

16
MarketingActivities

341'763
Circulation

13'972'514
Contacts

Grand Total over ALL

136
MarketingActivities

16'153'351
Circulation

641'389'490
Contacts

MarketingActivitiesCentral



Snow Sports Hotels Reporting 2023

AUSTRALIA

<i>Title</i> Digital marketing: Snowsbest.com	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 03/01/2023 – 12/31/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 0

Activity
Snowsbest.com is the Southern Hemisphere's leading Ski & Snowboard travel and lifestyle editorial site.

- Sponsored posts March, May, November
- 5 slide Insta/FB story March
- 5 slide Insta/FB stroy November
- Insta/FB reels in March
- EDM in May
- MREC May
- eMAG Northern Issue August single pad ad plus single page advertorial

http://clippings.switzerlandtourism.ch/SYD/2023/20230512130929_030523_SnowsBest_Natalia_Jungfrau_Top5winterExperiencesInSwitzerland.pdf
http://clippings.switzerlandtourism.ch/SYD/2023/20230512131318_060423_SnowsBest_7_reasons_you_cant_miss_the_Jungfrau_Ski_Region_in_Switzerland_.pdf
http://clippings.switzerlandtourism.ch/SYD/2023/20230512131537_060423_SnowsBest_Web_Natalia_7ReasonsYouCantMissTheJungfrauSkiRegion.pdf

AUSTRALIA

1	0
<i>MarketingActivities</i>	<i>Circulation</i>
	<i>Contacts</i>

CHINA

<i>Title</i> Sales Manual 2022-2023 - E-version: Traditional Chinese version	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 07/01/2022 – 12/31/2023	<i>Marketing Tool</i> Travel Guide	<i>Contacts</i> 0

Activity
The online brochure will be distributed as part of all trade activities in China and Taiwan and will be used by tour operators and travel agents as a planning aid for two years.

INDIA

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
KAM: Switzerland Travel Mart - Snow Edition (STMS) 2023	Campaigning & Activation	
<i>Date from - to</i> 01/13/2023 – 01/20/2023	<i>Marketing Tool</i> Event/Fair/Workshop	<i>Contacts</i> 5
<i>Activity</i> - STMS 2023 took place in Zermatt 15th - 19th Jan 2023 - Pre-tours prior to the event 13th - 15th Jan 2023 - Key buyers from all over the world got an opportunity to interact / network / meet with Swiss winter suppliers - Buyers interacted with Suppliers over pre-fixed One-to-One meetings and a social program, as well as pre-tours which gave them a chance to experience Switzerland's various winter touristic offerings - Participating buyers: Pangea Travel (BOM), Travel Engineers (DEL), All Four Seasons Holidays (AMD), TBO.com (BOM) and Encompass Experiences (BLR)		
http://clippings.switzerlandtourism.ch/BOM/2023/20230123131441_STMS_2023.pdf		
http://clippings.switzerlandtourism.ch/BOM/2023/20230123131606_STMS_2022_-_Workshop_Program_-_India_-_Final.pdf		
http://clippings.switzerlandtourism.ch/BOM/2023/20230123132004_STMS_2023_List_Suppliers.pdf		

INDIA	1	5
	<i>MarketingActivities</i>	<i>Circulation</i>
		<i>Contacts</i>

ITALY

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
Campaigning & Activation: distribution Snow Sport Hotels at Sport Specialist	Campaigning & Activation	3000
<i>Date from - to</i> 12/19/2022 – 01/29/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 9000
<i>Activity</i> Date: 19.12.22 - 29.01.2023 Distribution of Snow Sport Hotel brochure through Sport Specialist e-commerce. Who buys ski equipment, receives a brochure in the box Circulation: 3'000 copies (1'500 was distributed at Swiss Winter Village in November) Area: Lombardia		

<i>Title</i>	<i>Instrument</i>	<i>Circulation</i>
KMM: individual media trip North	KMM	
<i>Date from - to</i> 02/03/2023 – 02/05/2023	<i>Marketing Tool</i> Trip - Individual	<i>Contacts</i> 1
<i>Activity</i> Date: 03-05.02.2023 Marta Ghelma RHB and St. Moritz for Style Piccoli online Overnight at Hotel Carlton		

Title
KMM: individual media trip North

Instrument
KMM

Circulation

Date from - to
07/27/2023 – 07/30/2023

Marketing Tool
Trip - Individual

Contacts
1

Activity
Date: 27.07-30.07.23
Andrea Pistoiesi for Bell'Europa.
Itinerary by car from Ticino to Oberland to Vallese.
Overnight at Radisson Blu Andermatt

ITALY

3

3'000

9'002

MarketingActivities

Circulation

Contacts

MULTIPLE MARKETS

Title
Switzerland Travel Mart - Snow Edition 2023

Instrument
KAM

Circulation

Date from - to
01/15/2023 – 01/19/2023

Marketing Tool
Event/Fair/Workshop

Contacts
367

Activity
The next Switzerland Travel Mart – Snow Edition will take place from January 15 to 19, 2023 in the destination Zermatt – Matterhorn. Together with our partners Swiss International Air Lines, Swiss Travel System and the host destination Zermatt – Matterhorn we look forward to welcoming you again!

Title
PreTour Snow Travel Mart (STMS) 2023

Instrument
KAM

Circulation

Date from - to
01/12/2023 – 01/15/2023

Marketing Tool
Trip - Group

Contacts
0

Activity
In combination with the Snow Travel Mart and to showcase Switzerland as a winter incentive destination, a selected group of mature agencies from India, China, South East Asia and Europe will be invited for a post tour. A combination of city and mountain experience and a creative incentive program with activities and special dinner function will be created to promote incentive groups in the low season winter for non-skiers.

Confirmed for 2023 is: Switzerland Travel Mart – Snow Edition January 15 to 19, 2023 in the destination Zermatt – Matterhorn.

MULTIPLE MARKETS

2

367

MarketingActivities

Circulation

Contacts

NORTH AMERICA

<i>Title</i> KAM: Sales Manual Switzerland Yodel 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 0
<i>Date from - to</i> 03/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 0
<i>Activity</i> Print distribution of the Switzerland Yodel, sales guide for North American Travel Professionals. A total of xy copies distributed through the following trade media outlets: xy		

<i>Title</i> KAM: Trade Newsletter February 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12258
<i>Date from - to</i> 02/16/2023 – 02/16/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12258
<i>Activity</i> Sent to 12,258 subscribers, 3,722 Unique opens, 34.1% of all recipients opened and 16% clicked a link		
Swiss winter wonderland. - Switzerland is covered in snow. - On-board the après-ski train. - Hot Tug – A Hot bath in the cold. - UNESCO-crowned carnival in Basel. - Our hotel recommendations.		

http://clippings.switzerlandtourism.ch/NYC/2023/20230217103349_Trade_newsletter_February_2023.pdf

<i>Title</i> KAM: Trade Newsletter April 2023	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 12047
<i>Date from - to</i> 04/18/2023 – 04/18/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 12047
<i>Activity</i> Sent to 12,047 subscribers, 4,341 Unique opens, 37.18% of all recipients opened and 19.44% clicked a link		
Switzerland News & Update. - The train ride of a lifetime with Roger & Trevor. - Promo: Experience the Grand Train Tour. - A gourmet food experience in Valais. - Urban nature in the Swiss Capital. - Discover the Liechtenstein trail on an e-bike. - Brand new Switzerland Sales Guide - Yodel.		

http://clippings.switzerlandtourism.ch/NYC/2023/20230421104738_Trade_Newsletter_April_2023.html

<i>Title</i> KAM: Switzerland Yodel Distribution via Canadian Travel Press	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 4000
<i>Date from - to</i> 05/29/2023 – 05/29/2023	<i>Marketing Tool</i> Advertisement Print	<i>Contacts</i> 4000
<i>Activity</i> Print and distribution of 4'000 copies of the Yodel as an inlay with the May 29th issue of Canadian Travel Press.		

<i>Title</i> KAM: WebinarPlus webinar	<i>Instrument</i> KAM	<i>Circulation</i> 1604
<i>Date from - to</i> 06/11/2023 – 09/15/2023	<i>Marketing Tool</i> Webinar	<i>Contacts</i> 1604
<i>Activity</i> Two recorderd webinars submitted on the online portal of TravelPro. Live chatting with ST members during two afternoons answering questions live. 1538 travel agents registered resulting in 800 North American unique viewers.		
http://clippings.switzerlandtourism.ch/NYC/2023/20230915154248_Visitors_webinario.xlsx		
http://clippings.switzerlandtourism.ch/NYC/2023/20230925165416_Webinario_reporting_slide.pptx		

<i>Title</i> KAM: Trade Newsletter July 2023	<i>Instrument</i> Campainging & Activation	<i>Circulation</i> 11964
<i>Date from - to</i> 07/05/2023 – 07/05/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 11964
<i>Activity</i> Sent to 12,047 subscribers, 4,341 Unique opens, 37.18% of all recipients opened and 19.44% clicked a link		
Switzerland News & Update.		
<ul style="list-style-type: none"> ^ The train ride of a lifetime with Roger & Trevor. - Promo: Experience the Grand Train Tour. - A gourmet food experience in Valais. - Urban nature in the Swiss Capital. - Discover the Liechtenstein trail on an e-bike. - Brand new Switzerland Sales Guide - Yodel. 		
http://clippings.switzerlandtourism.ch/NYC/2023/20230821144948_Trade_newsletter_07_05.html		

<i>Title</i> KAM: Trade Newsletter August 2023	<i>Instrument</i> Campainging & Activation	<i>Circulation</i> 11741
<i>Date from - to</i> 08/23/2023 – 08/23/2023	<i>Marketing Tool</i> eNewsletter	<i>Contacts</i> 11741
<i>Activity</i> Sent to 11,741 subscribers, 3,912 Unique opens, 34.46% of all recipients opened and 18.40% clicked a link		
Switzerland is more popular than ever!		
<ul style="list-style-type: none"> - Virtuoso Tourism Board of the Year 2023. - Discover Ticino - the Como of Switzerland. - Zurich Airport celebrates 75 years. - Schilthorn - Piz Gloria a 007 experience. - Book your client's winter getaway in Lucerne. - Our hotel recommendations. 		
http://clippings.switzerlandtourism.ch/NYC/2023/20230828094417_Trade_newsletter_August_2023.html		

NORTH AMERICA

7
MarketingActivities

52'010
Circulation

53'614
Contacts

OTHER

<p><i>Title</i> Switzerland Travel Mart Snow Edition 2023 / Global Accounts</p> <p><i>Date from - to</i> 01/16/2023 – 01/19/2023</p> <p><i>Activity</i> 8 global accounts participated in the Switzerland Travel Mart Snow Edition in Zermatt to purchase product and learn about new experiences</p> <p>The 8 participants were: thandiwe.kopolo@ef.com <thandiwe.kopolo@ef.com>, Josefina Larravide <josefina.larravide@klook.com>, Tatjana Kniazeva <t.kniazeva@group-miki.com>, Marco Russi <marco.russi@Kuonitumlare.com>, robin.seifert@g2-travel.com <robin.seifert@g2-travel.com>, Paul Greensitt <pgreensitt@expediagroup.com>, Anastasia Muntaniol <amuntaniol@travco.co.uk></p> <p>http://clippings.switzerlandtourism.ch/OTHER/2023/20230123094035_52633134249_1150b8e833_k.jpg http://clippings.switzerlandtourism.ch/OTHER/2023/20230123094131_52632873731_4d94a8da4f_k.jpg</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> Event/Fair/Workshop</p>	<p><i>Circulation</i> 8</p> <p><i>Contacts</i> 8</p>
---	--	--

OTHER

1
MarketingActivities

Circulation

8
Contacts

POLAND

<p><i>Title</i> Campaigning&Activation: ST B2B NL January.</p> <p><i>Date from - to</i> 01/01/2023 – 01/31/2023</p> <p><i>Activity</i> Regular NL hotels close to the slopes. Saas Fee skiing GoldenPass Business hotels Brochures</p>	<p><i>Instrument</i> Campaigning & Activation</p> <p><i>Marketing Tool</i> eNewsletter</p>	<p><i>Circulation</i> 627</p> <p><i>Contacts</i> 627</p>
--	--	--

POLAND

1
MarketingActivities

627
Circulation

627
Contacts

SWITZERLAND

<i>Title</i> Campaigning: Bergwelten.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1077000
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 1077000
<i>Activity</i> Bergwelten		
Kontakte: 246'500		
Erscheinung: 6x pro Jahr		
Sprache: Deutsch		
Umfang: 1/1 Seite Publireportage, Native Story während eines Monats auf bergwelten.com und Facebook-Post in der Schweiz.		

<i>Title</i> Campaigning: Winter Beilage Schweiz am Wochenende & Le Temps.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 1077000
<i>Date from - to</i> 11/11/2023 – 11/12/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 1077000
<i>Activity</i> Monothematische Winter Beilage in Schweiz am Wochenende und Le Temps zum Thema Winter in der Schweiz.		
SaW: Auflage 378.250 Ex. / Leser 983.000		
Le Temps: Auflage 35.370 Ex. / Leser 94.000		
Erscheinung: 11./12. November 2023		
Sprachen: Deutsch und Französisch		

<i>Title</i> Campaigning: RAW Freizeit - Reisemagazin Winter	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 150000
<i>Date from - to</i> 11/15/2023 – 12/31/2023	<i>Marketing Tool</i> Placement Paid	<i>Contacts</i> 300000
<i>Activity</i> Freizeit - Inspirations-Magazin via SBB/RAW Auflage pro Ausgabe: DE 90'000 / FR 42'000 / IT 18'000 Logopräsenz auf dem Cover Mitabsender des Editorials Content-Co-Creation: 4 Content-Storys (Umfang: 4 Doppelseiten), redaktionell aufbereitet 1 Inserat 1/1 Seite im Magazin pro Ausgabe (Backcover) Distribution schweizweit an allen Bahnhöfen via Dispoboxen		

<i>Title</i> Campaigning: Travelnews - Newsletter Integration	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2994
<i>Date from - to</i> 01/05/2023 – 03/30/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 2994
<i>Activity</i> Integration in wöchentlichen Travelnews Newsletter mit jeweils 3 ST Tipps Newsletter: 4'200 Abonnenten / Durchschnitts-Seitenaufrufe pro NL: 427 Total Seitenaufrufe Jan-Mär 2023: 2994 Durchschnittliche Öffnungsrate: 14.26.%		
<i>Title</i> Unterkunfts Broschüren - Flughafen ZRH	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 5000
<i>Date from - to</i> 01/01/2023 – 12/31/2023	<i>Marketing Tool</i> ST Magazine	<i>Contacts</i> 15000
<i>Activity</i> Miete & Nutzung einer Präsentationsfläche beim Switzerland Info & Schalter, Ankunft 2. 1x Bahn, quer, inkl. Branding 1x Screen		
<i>Title</i> Coop Schneewochen - STC Angebote	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 2504509
<i>Date from - to</i> 01/10/2023 – 01/10/2023	<i>Marketing Tool</i> Supplement Print	<i>Contacts</i> 5009018
<i>Activity</i> Sonderbeilage in der Coopzeitung D/F/I mit buchbaren Angeboten (2 Nächte, inkl. Frühstück 1x Abendessen) für CHF 269 in 4 Kategorien: Familien, Wellness, Geniesser und Sport. Folgende Partner konnten integriert werden: - Jungfrau Region - Raffeisen - SBB Gepäckservice		
<i>Title</i> Campaigning: Winter Beilage SaW & Le Temps. Online.	<i>Instrument</i> Campaigning & Activation	<i>Circulation</i> 757200
<i>Date from - to</i> 11/11/2023 – 12/10/2023	<i>Marketing Tool</i> Content Collaboration Digital	<i>Contacts</i> 757200
<i>Activity</i> Monothematische Winter Beilage in Schweiz am Wochenende und Le Temps zum Thema Winter in der Schweiz mit zusätzlicher Online-Verlängerung. CH Media Publishing Netz: Was: Promotion (Artikel ROS mit 8 – 10 Stories aus Printausgabe) Laufzeit: 1 Woche Impressionen: 542'905 Spezielles: Beilage downloadbar		

Title
Campaigning: Bergwelten. Beitrag ST. *Instrument*
Campaigning & Activation *Circulation*
370000

Date from - to
07/23/2023 – 07/23/2023 *Marketing Tool*
Placement Paid *Contacts*
370000

Activity
 1 Doppelseite Advertorial:
 "Die Mischung macht's" & "Vom Sandstrand auf die Hütte"

Print: 40.000 Ex. Auflage / 120.000 Leser
 Online Advertorial: 200.000, 2.291 Seitenaufrufe
 SOM Post: 50.000, 541 Interactions.

SWITZERLAND **8** **4'106'509** **7'531'212**
MarketingActivities *Circulation* *Contacts*

UK/IRELAND

Title
KAM Alhorn 2023 *Instrument*
Campaigning & Activation *Circulation*

Date from - to
01/01/2023 – 12/31/2023 *Marketing Tool*
ST Magazine *Contacts*
0

Activity

UK/IRELAND **1** **0**
MarketingActivities *Circulation* *Contacts*

Grand Total over ALL **28** **4'163'146** **7'597'835**
MarketingActivities *Circulation* *Contacts*

PublicationDate Media MediaType Headlines Author Circulation Contacts

AUSTRIA/HUNGARY

18.10.2022 connoisseur circle Magazine **Jetzt auch Spitze im Ski-Weltcup** Dressler Andreas 23'750 116'375

ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2022/connoisseur_circle_Oe_20221018_Jetzt_auch_Spitze_im_OBS-7349448_94801.pdf
ResultURL:

25.11.2022 Falstaff Online **Sind das die luxuriösesten Hotels für einen Skiurlaub?** Hilmbauer Claudia 528'030 132'007

ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/2022-11-25_falstaff_Sind_das_die_luxuriösesten_Hotels_für_einen_Skiurlaub.png
ResultURL: <https://www.falstaff-travel.com/alle-insider-tipps/?kategorie=Destinations>

08.12.2022 Falstaff Travel Magazine **SKI NOW: St. Moritz** Cerny Karin 71'250 349'125

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2022/mb-86858f045b662637ea34dae873e735e1ab868299.pdf>
ResultURL:

08.12.2022 Falstaff Travel Magazine **Zermatt** Rosam Wolfgang 71'250 349'125

ClippingsURL: <http://clippings.switzerlandtourism.ch/VIE/2022/mb-c2579c7cb6ed292dba5de95647f86366a52451ca.pdf>
ResultURL:

AUSTRIA/HUNGARY: 4 Clippings

694'280

946'632

BELGIUM/LUXEMBOURG

10.01.2022 Reisreporter.be Online **Op wintersport in Verbier: een bestemming boordevol superlatieven** Buyck Lut 23'000 23'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08373.pdf>
ResultURL: <https://reisreporter.be/2022/01/op-wintersport-in-verbier-een-bestemming-boordevol-superlatieven/#.YdvYiwo8iw>

05.02.2022 RTL-TVI - La grande balade TV/Cable/Video **La Grande Balade à la neige à Nendaz** Richard Fabian 254'000 254'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/>
ResultURL:

08.02.2022 Seniorennet.be Online **Uitgetest: met drie generaties op wintersport in Zwitserland** Loockx Bruno 185'355 185'355

ClippingsURL:
ResultURL: <https://blog.seniorennet.be/reisreporter/archief.php?ID=2459791>

13.02.2022 RTL-TVI - La grande balade TV/Cable/Video **La Grande Balade au soleil: Nendaz (re-run)** Richard Fabian 166'000 166'000

ClippingsURL:
ResultURL:

01.03.2022 Together Magazine Magazine **Swiss Mountain heaven** Browne Mark 20'000 66'000

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08411.pdf>
ResultURL:

15.05.2022 dhnet.be Online **Métier : Shaper de snowpark. Rencontre avec le Head Shaper du Alaïa Parks à Crans-Montana** Buslain
Alain Buslain 414'800 414'800

ClippingsURL:
ResultURL: <https://www.dhnet.be/sports/omnisports/sport-extreme/metier-shaper-de-snowpark-rencontre-avec-le-head-shaper-du-alaia-parks-a-crans-montana-628139f87b50a603c10498f6>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
11.10.2022	Wintersportgids.be	Online	Modern sprookjesdorp Andermatt <i>Algemeen</i>	8'450	8'450
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08550.pdf ResultURL:					
29.10.2022	So Soir	Magazine	Merveilleuse montage <i>Algemeen</i>	55'564	316'715
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08510.pdf ResultURL:					
27.11.2022	De Zondag	Newspaper	Witte parel van de Zwitserse Alpen: Saas-Fee waar vierduizenders de plak zwaaien <i>Bedaux Sebastiaan</i>	688'000	1'616'800
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08562.pdf ResultURL:					
01.12.2022	L'Eventail	Magazine	Les étoiles en montagne <i>Eylenbosch Magali</i>	16'000	73'600
ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2022/BRUClip08571.pdf ResultURL:					
BELGIUM/LUXEMBOURG: 10 Clippings				<u>1'831'169</u>	<u>3'124'720</u>

CHINA

06.02.2022	1039 club wechat	Social Media/Influencer	Snow Sports City-St. Moritz <i>WU Yong</i>		81
ClippingsURL: http://clippings.switzerlandtourism.ch/BJS/2022/1039-20220206-81-.pdf ResultURL:					
CHINA: 1 Clippings					<u>81</u>

CZECH REPUBLIC

07.10.2022	Vikend Pravo	Magazine	KOUZELNÝ VRCH <i>Zvaric Roman</i>	97'800	244'500
ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2022/pravo_vikend_CZ_20221007_KOUZELN_VRCH_PST-7344456_94804.pdf ResultURL:					
CZECH REPUBLIC: 1 Clippings				<u>97'800</u>	<u>244'500</u>

PublicationDate Media MediaType Headlines Author Circulation Contacts

FRANCE

20.11.2022 Sud Radio Radio **La France à découvrir - Interview Emilie Morard et Luc Berthold** Jiquel Christophe 2'000'000 2'000'000

ClippingsURL:
ResultURL: <https://www.sudradio.fr/programme/la-france-a-decouvrir>

25.12.2022 Sud Radio Radio **La France à découvrir - Rediffusion interview Emilie Morard et Luc Berthold** Jicquel Christophe 2'000'000 2'000'000

ClippingsURL:
ResultURL: <https://www.sudradio.fr/programmes?week=-3>

FRANCE: 2 Clippings 4'000'000 4'000'000

GERMANY

01.01.2022 Heilbronner Stimme Newspaper **Auf den Spuren der Steinböcke** Tschürtz Andreas 153'000 267'750

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Reka_Entlebuch.pdf
ResultURL:

01.01.2022 Heilbronner Stimme Newspaper **Wo das Finsterlicht zu Hause ist** Tschürtz Andreas 153'000 267'750

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/7_3.7.2021_Reka_Hohlen.pdf
ResultURL:

01.01.2022 Stern Online / www.stern.de Online **Vom Rheintal bis zum Comer See: Wandern über alle Berge** Bartels Till 3'425'000 3'425'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2019-06-29_stern_Vom_Rheintal_bis_zum_Comer_See_Wandern_uber_alle_Berge.png
ResultURL: <https://www.stern.de/reise/europa/wandern-in-graubuenden--vom-rheintal-bis-zum-comer-see--ueber-alle-berge-8764290.html>

04.01.2022 Schweiz Tourismus Deutschland Newspaper **Wellness im Schnee – Die besten Winter-Wellnesshotels in der Schweiz** Vetsch Thomas 2'000'000 2'000'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Wellness_im_Schnee.pdf
ResultURL:

13.02.2022 B.Z. am Sonntag Newspaper **Steile Fahrt für Andermatt** Hemme Inna 57'350 194'990

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/B.Z._am_Sonntag_20220213__39677008_75635.pdf
ResultURL:

18.02.2022 Ski & Berge - Das DSV Magazin Magazine **Leben wie Gott im Wallis** Leuthauser Robert 173'142 952'281

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Ski_Berge_Das_DSV_20220218_LEBEN_WIE_COTI_39721983_75635.pdf
ResultURL:

26.02.2022 Kölnische Rundschau Newspaper **Grünes Stilmittel** Reik Eva 305'000 436'150

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Koelnische_Rundschau_20220226_Fotos_RuggliReik_39712551_75635.pdf
ResultURL:

26.02.2022 Kölner Stadt-Anzeiger Newspaper **Grünes Stilmittel** Reik Eva 155'012 387'530

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Koelner_Stadt-Anzeiger_20220226_Fotos_RuggliReik_39716402_75635.pdf
ResultURL:

02.04.2022 Odenwälder Zeitung Newspaper **Ein echter „Zauberberg“** ORedaktion ORedaktion 10'400 22'880

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/ODENWAE_LDER_ZEITUNG_20220402_Ein_echter_Zauberbe_39805080_75635.pdf
ResultURL:

02.04.2022 Mannheimer Morgen Newspaper **Ein echter „Zauberberg“** Loimeier Manfred 158'000 316'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Mannheimer_Morgen_S_20220402_Ein_echter_Zauberbe_39803520_75635.pdf
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
04.04.2022	Fränkische Nachrichten	Newspaper	Ein echter „Zauberberg“ <i>Seufert Diana</i>	28'622	50'089
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Fraenkische_Nachricht_20220404_Ein_echter_Zauberbe_39807815_75635.pdf ResultURL:					
11.04.2022	GOLF Magazin	Magazine	Im Land der Viertausender <i>Nahl Ann-Kathrin</i>	71'157	177'893
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/discover_golf_Golf__20220411_IM_LAND_DER_VIER-TAU_39827842_75635.pdf ResultURL:					
13.04.2022	c/c/c Clef Creative Communications GmbH Golf Genuss Reise Genuss	Magazine	Vom Bodensee zum Lago Maggiore <i>Schoenian Terry</i>	32'000	96'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Reise_genuss_20220413_gletsch_39836476_75635.pdf ResultURL:					
19.04.2022	Werte	Magazine	Kunst mit gutem Gewissen <i>Karcher Eva-Maria</i>	12'500	31'250
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/20220419_werte.com_Kunst_mit_gutem_Gewissen.png ResultURL: https://www.werte.com/de/RxskWIVR/kunst-mit-gutem-gewissen/?in=CBioOLZf					
19.04.2022	Westdeutsche Zeitung	Newspaper	„Bahnsinnige Schweiz“ <i>Kebel Daniela</i>	90'602	158'554
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Westdeutsche_Zeitung_20220419_Bahnsinnige_Schwei_39854701_75635.pdf ResultURL:					
24.04.2022	Welt am Sonntag	Newspaper	Ok, aber cool <i>Engelhorn Patricia</i>	346'111	1'250'014
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Welt_am_Sonntag_Bun_20220424__39852042_75635.pdf ResultURL:					
24.04.2022	WELT N24 ONLINE	Online	Diese Hotels sind öko - und trotzdem cool <i>Engelhorn Patricia</i>	23'999'000	5'999'750
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/20220424_Welt_Diese_Hotels_sind_oko_und_trotzdem_cool.png ResultURL: https://www.welt.de/wirtschaft/nachhaltigkeit/article238311685/Von-Deutschland-bis-Italien-Diese-Hotels-sind-oeko-und-trotzdem-cool.html					
25.04.2022	Mate DMA Deutsche Media	Magazine	Genussvolle Momente in Gstaad <i>Just Felix</i>	45'000	234'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/mate_20220425_GSTAAD_39861701_75635.pdf ResultURL:					
03.05.2022	Hideaways	Magazine	Lenkerhof Gourmet Spa Resort, Lenk / Simmental <i>Klocke Thomas</i>	60'000	150'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Hideaways_20220503__39903213_75635.pdf ResultURL:					
03.05.2022	Hideaways	Magazine	Gstaad Palace, Switzerland <i>Klocke Thomas</i>	60'000	150'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Hideaways_20220503__39903209_75635.pdf ResultURL:					
03.05.2022	Schweiz Tourismus Deutschland	Newspaper	Übernachten mit gutem Gewissen. Nachhaltige Hotels in Graubünden <i>Vetsch Thomas</i>	2'000'000	2'000'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Uebernachten_mit_gutem_Gewissen.pdf ResultURL:					
12.05.2022	AKTIV in den Alpen Pole Media Verlag	Magazine	„Uela“ Klimaschutz <i>Reiser Marcel</i>	22'000	55'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Aktiv_in_den_Alpen_20220512__39906942_75635.pdf ResultURL:					
24.05.2022	Heilbronner Stimme Online www.stimme.de	Online	Urlaub im Schweizer Feriendorf <i>Friedrich Geraldine</i>	65'000	65'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/20220524_stimme_Uurlaub_im_Schweizer_Feriendorf.png ResultURL: https://www.stimme.de/leben/freizeit/berichte/urlaub-im-schweizer-feriendorf-art-4632589					
24.05.2022	Weser Kurier Online www.weser-kurier.de	Online	Urlaub im Schweizer Feriendorf <i>Nebe Tom</i>	202'500	202'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-05-24_Weser_Kurier_Uurlaub_im_Schweizer_Feriendorf.png ResultURL: https://www.weser-kurier.de/ratgeber/reise/urlaub-im-schweizer-feriendorf-doc7153kfakmq84curqmyl					
24.05.2022	Nordwest Zeitung Online www.nwzonline.de	Online	Urlaub im Schweizer Feriendorf <i>Nebe Tom</i>	357'500	357'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-05-24_nwzonline_Zwischen_Zug_und_Ziegen_Uurlaub_im_Schweizer_Feriendorf.png ResultURL: https://www.nwzonline.de/reise-meldungen/zwischen-zug-und-ziegen-urlaub-im-schweizer-feriendorf_a_51,7,2717733378.html					
28.05.2022	Grafschafter Nachrichten	Newspaper	Ferien zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	293'901	514'327
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/GN_Grafschafter_Nach_20220528__39954458_75635.pdf ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
28.05.2022	Der neue Tag	Newspaper	Zwischen Zug und Ziegen - Urlaub in einem Schweizer Feriendorf <i>Friedrich Geraldine</i>	120'000	240'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Neue_Tag_Weiden_Der_20220528_Zwischen_Zug_und_Zie_39952488_75635.pdf ResultURL:					
31.05.2022	Augsburger Allgemeine	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	301'500	783'900
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Augsburger_Allgemein_20220531_Zwischen_Zug_und_Zie_39958362_75635.pdf ResultURL:					
02.06.2022	Jam GG Grund Genug Magazin	Magazine	Das Glück der Berge <i>Weitenauer Janine</i>	162'300	568'050
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/GG_20220602__39968306_75635.pdf ResultURL:					
04.06.2022	Stadt-Anzeiger City-Anzeiger Dortmund 6762/6763		Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	54'000	54'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/City_Anzeiger_20220604_Urlaub_im_Schweizer__39969029_75635.pdf ResultURL:					
04.06.2022	Brunsbütteler Zeitung	Newspaper	Urlaub im Schweizer Feriendorf <i>Friedrich Geraldine</i>	2'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Brunsbueteler_Zeitun_20220604_Urlaub_im_Schweizer__39970368_75635.pdf ResultURL:					
04.06.2022	Esslinger Zeitung	Newspaper	Urlaub zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	41'402	72'454
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Esslinger_Zeitung_20220604_Sim_Sturm__Beide_tre_39968321_75635.pdf ResultURL:					
04.06.2022	MonTakt	Newsletter	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	52'100	52'100
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/MonTakt_Unna_Sued_20220604_Zwischen_Zug_und_Zie_39969668_75635.pdf ResultURL:					
04.06.2022	Schwarzwälder Bote	Newspaper	Urlaub zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	125'015	223'777
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Schwarzwaelder_Bote_20220604_Urlaub_zwischen_Zug_39975349_75635.pdf ResultURL:					
04.06.2022	Kettwig Kurier, Stadtspiegel Essen		Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	11'180	27'950
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Stadt_Spiegel_Dorst_20220604_Urlaub_im_Schweizer__39973249_75635.pdf ResultURL:					
04.06.2022			Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/RUHR_BOTE_Schwerte_20220604_Zwischen_39980963_75635.pdf ResultURL:					
10.06.2022	Gießener Allgemeine	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	50'782	101'564
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Giessener_Allgemeine_20220610_Zwischen_Zug_und_Zie_39978023_75635.pdf ResultURL:					
10.06.2022	Gießener Anzeiger	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	26'786	107'144
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Giessener_Anzeiger_20220610_Zwischen_Zug_und_Zie_39983191_75635.pdf ResultURL:					
10.06.2022			Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Badische_Woche_20220610_Zwischen_Zug_und_Zie_39981822_75635.pdf ResultURL:					
11.06.2022	Hanauer Anzeiger	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	17'676	40'655
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Hanauer_Anzeiger_20220611_Zwischen_Zug_und_Zie_39988220_75635.pdf ResultURL:					
11.06.2022	Waldeckische Landeszeitung	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	25'583	44'770
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Waldeckische_Landesz_20220611_Zwischen_Zug_und_Zie_39986698_75635.pdf ResultURL:					
11.06.2022	Harz Kurier	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	13'000	28'600
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Harz_Kurier_20220611_Urlaub_im_Schweizer__39982474_75635.pdf ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
11.06.2022	Westfälischer Anzeiger	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	149'118	260'957
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Westfaelischer_Anzeig_20220611_Zwischen_Zug_und_Zie_39995512_75635.pdf ResultURL:					
11.06.2022	Emdener Zeitung	Newspaper	Familienurlaub im Feriendorf bei Heidi <i>Friedrich Geraldine</i>	10'760	18'830
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Emdener_Zeitung_20220611_Familienurlaub_im_Fe_39990555_75635.pdf ResultURL:					
11.06.2022	Hersfelder Zeitung	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	13'000	28'600
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Hersfelder_Zeitung_20220611_Zwischen_Zug_und_Zie_39993127_75635.pdf ResultURL:					
11.06.2022	Nordwest-Zeitung	Newspaper	Familienurlaub im Feriendorf bei Heidi <i>Friedrich Geraldine</i>	33'695	73'455
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Nordwest-Zeitung_OI_20220611_Familienurlaub_im_Fe_39994803_75635.pdf ResultURL:					
11.06.2022	Offenbach-Post	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	33'330	73'326
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Offenbach-Post_Off_20220611_Zwischen_Zug_und_Zie_39995753_75635.pdf ResultURL:					
11.06.2022	HNA Hessische / Niedersächsische Allgemeine	Magazine	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	203'970	397'742
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Hessische_Allgemeine_20220611_Zwischen_Zug_und_Zie_39991839_75635.pdf ResultURL:					
11.06.2022	Mitteldeutsche Zeitung	Newspaper	Zwischen Gipfeln und Ziegen <i>Friedrich Geraldine</i>	147'852	420'639
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Mitteldeutsche_Zeitu_20220611_GERALDINE_FRIEDRICH_39995562_75635.pdf ResultURL:					
11.06.2022	Oberhessische Presse	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	30'351	53'114
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Oberhessische_Presse_20220611_Zwischen_Zug_und_Zie_39990649_75635.pdf ResultURL:					
11.06.2022	Wetzlarer Neue Zeitung	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	74'447	130'282
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Wetzlarer_Neue_Zeitu_20220611_Zwischen_Zug_und_Zie_39992516_75635.pdf ResultURL:					
11.06.2022	Nordwest Zeitung Online www.nwzonline.de	Online	Familienurlaub im Feriendorf bei Heidi <i>Friedrich Geraldine</i>	357'500	357'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/2022-06-11_nwzonline_Familienurlaub_im_Feriendorf_bei_Heidi.png ResultURL: https://www.nwzonline.de/reisen/berguen-schweiz-familienurlaub-im-feriendorf-bei-heidi_a_51,7,3904686924.html					
13.06.2022	Butzbacher Zeitung	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	6'000	12'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Butzbacher_Zeitung_20220613_Zwischen_Zug_und_Zie_39994599_75635.pdf ResultURL:					
18.06.2022	OWL am Sonntag	Newspaper	Die Geiß und der Zwölfjährige <i>Friedrich Geraldine</i>	483'000	483'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/OWL_am_Sonntag_Hoext_20220618_Die_Geiss_und_40010775_75635.pdf ResultURL:					
18.06.2022	Westfalen-Blatt	Newspaper	Die Geiß und der Zwölfjährige <i>Friedrich Geraldine</i>	116'541	203'947
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Westfalen-Blatt_Bie_20220618_Die_Geiss_und_40008439_75635.pdf ResultURL:					
18.06.2022	Buxtehuder Tageblatt	Newspaper	Urlaub im Schweizer Feriendorf <i>Friedrich Geraldine</i>	4'100	8'200
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Buxtehuder_Tageblatt_20220618_Urlaub_40010037_75635.pdf ResultURL:					
18.06.2022	Westfälische Nachrichten	Newspaper	Die Geiß und der Zwölfjährige <i>Friedrich Geraldine</i>	228'143	399'250
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Westfaelische_Nachric_20220618_Die_Geiss_und_der_Zwoe_40009649_75635.pdf ResultURL:					
18.06.2022	Südkurier	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	126'911	266'513
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Suedkurier_Konstanz_20220618_Zwischen_Zug_und_Zie_40011806_75635.pdf ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
18.06.2022	Münstersche Zeitung	Newspaper	Die Geiß und der Zwölfjährige <i>Friedrich Geraldine</i>	183'000	320'250
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Muenstersche_Zeitung_20220618_Die_Geiss_und_der_Zwoe_40008126_75635.pdf ResultURL:					
25.06.2022	Rheinische Post	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	318'048	782'398
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Rheinische_Post_Dues_20220625_Das_auf_Familien_aus_40029702_75635.pdf ResultURL:					
27.06.2022	Wandern & Reisen	Magazine	Luxus im Herzen der Schweizer Alpen <i>0Redaktion 0Redaktion</i>	40'000	100'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Wandern_Reisen_20220627_LUXUS_IM_HERZEN_DER_40028505_75635.pdf ResultURL:					
29.06.2022	Reisewelt Alpen Magazin Modellsport Verlags GmbH	Magazine	Pure Freiheit <i>Baus Katharina</i>	45'000	168'750
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Reisewelt_Alpen_Maga_20220629_Herzen_der_Schweizer_40037732_75635.pdf ResultURL:					
02.07.2022	Berliner Zeitung Berliner VERlag	Newspaper	Schweizer Familienidyll <i>Friedrich Geraldine</i>	115'083	201'395
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Berliner_Zeitung_20220702_Schweizer_Familienid_40039494_75635.pdf ResultURL:					
02.07.2022	Ruhr Nachrichten	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	190'000	395'200
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Ruhr_Nachrichten_Do_20220702_Zwischen_Zug_und_Zie_40049872_75635.pdf ResultURL:					
02.07.2022	Recklinghäuser Zeitung	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	84'000	176'400
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Recklinghaeuser_Zeitu_20220702_Zwischen_Zug_und_Zie_40049742_75635.pdf ResultURL:					
02.07.2022	General-Anzeiger Bonn	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	315'000	945'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/General-Anzeiger_Bo_20220702_Zwischen_Zug_und_Zie_40051518_75635.pdf ResultURL:					
02.07.2022	Hellweger Anzeiger	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	50'000	105'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Hellweger_Anzeiger__20220702_Zwischen_Zug_und_Zie_40049244_75635.pdf ResultURL:					
03.07.2022	Berliner Kurier Berliner Verlag	Newspaper	Das Schweizer Familienidyll <i>Friedrich Geraldine</i>	74'189	214'406
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Berliner_Kurier_am_S_20220703_Guenstigere_Radmitnah_40049816_75635.pdf ResultURL:					
09.07.2022	Münchner Merkur	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	490'000	857'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Muenchner_Merkur_20220709__40071076_75635.pdf ResultURL:					
09.07.2022	Lausitzer Rundschau	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	80'442	152'840
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Lausitzer_Rundschau_20220709_Es_locken_mehrere_ki_40071379_75635.pdf ResultURL:					
09.07.2022	Oranienburger Generalanzeiger, Gransee Zeitung, Buziner Anzeiger	Newspaper	Zwischen Zügen und Ziegen <i>Friedrich Geraldine</i>	25'909	45'341
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Oranienburger_Genera_20220709_Zwischen_Zuegen_und_Z_40072525_75635.pdf ResultURL:					
09.07.2022	Südwest Presse	Newspaper	Zwischen Zügen und Ziegen <i>Friedrich Geraldine</i>	259'000	712'250
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Suedwest_Presse_Ulm__20220709_Zwischen_Zuegen_und_Z_40072088_75635.pdf ResultURL:					
11.07.2022	Der Teckbote	Newspaper	Zwischen Zug und Ziegen <i>Friedrich Geraldine</i>	286'568	501'494
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Teckbote_Der_20220711_Zwischen_Zuegen_und_Z_40073706_75635.pdf ResultURL:					
23.07.2022	Thüringische Landeszeitung Mediengruppe Thüringen	Newspaper	Sonniger Urlaub im Naturpark Ela <i>Friedrich Geraldine</i>	70'000	140'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Thueringische_Landesz_20220723_Sonniger_Urlaub_im_N_40104454_75635.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
23.07.2022	Ostthüringer Zeitung Mediengruppe Thüringen	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	92'875	162'531
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Ostthueringer_Zeitung_20220723_Sonniger_Urlaub_im_N_40104091_75635.pdf ResultURL:					
23.07.2022	Neue Ruhr Zeitung / Neue Rhein Zeitung (NRZ)	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	140'000	245'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/NRZ_Neue_Ruhr_Zeitun_20220723_Sonniger_Urlaub_im_N_40103770_75635.pdf ResultURL:					
23.07.2022	Siegener Zeitung	Newspaper	Zwischen Zug und Ziegen Friedrich Geraldine	54'539	107'987
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Siegener_Zeitung_20220723_Zwischen_Zug_und_Zie_40105472_75635.pdf ResultURL:					
23.07.2022	Bergedorfer Zeitung	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	19'600	34'300
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Bergedorfer_Zeitung_20220723_Das_Reka-Ferientorf_40108564_75635.pdf ResultURL:					
23.07.2022	Hamburger Abendblatt	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	192'333	384'666
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Hamburger_Abendblatt_20220723_Sonniger_Urlaub_im_N_40108293_75635.pdf ResultURL:					
23.07.2022	WAZ	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	328'769	575'346
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Westdeutsche_Allgeme_20220723_Sonniger_Urlaub_im_N_40106994_75635.pdf ResultURL:					
23.07.2022	Westfalenpost	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	123'333	185'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Westfalenpost_Hagen_20220723_Sonniger_Urlaub_im_N_40105939_75635.pdf ResultURL:					
23.07.2022	Thüringer Allgemeine Mediengruppe Thüringen	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	154'000	269'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Thueringer_Allgemeine_20220723_Sonniger_Urlaub_im_N_40106046_75635.pdf ResultURL:					
23.07.2022	Westfälische Rundschau	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	115'000	201'250
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Westfaelische_Rundsch_20220723_Sonniger_Urlaub_im_N_40110363_75635.pdf ResultURL:					
24.07.2022	Berliner Morgenpost	Newspaper	Sonniger Urlaub im Naturpark Ela Friedrich Geraldine	87'000	152'250
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Berliner_Morgenpost_20220724_Das_Reka-Ferientorf_40098136_75635.pdf ResultURL:					
29.07.2022	FVW Medien	Magazine	Diese Berge, diese Farben, dieses Licht Graue Oliver	23'401	58'503
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/fvw_TravelTalk_20220729_Diese_Berge_diese_F_40113670_75635.pdf ResultURL:					
11.08.2022	AKTIV in den Alpen Pole Media Verlag	Magazine	Ameron Davos Swiss Mountain Resort Sauer Benni	22'000	55'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/Aktiv_in_den_Alpen_20220811_AMERON_DAVOS_SWISS_M_40148639_75635.pdf ResultURL:					
16.08.2022	Unternehmer Redaktionswerft GmbH	Magazine	„Perle mit Potenzial“	253'138	632'845
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/DUP_Unternehmer_20220816_PERLE_MIT_POTENZIAL_40158210_75635.pdf ResultURL:					
04.10.2022	Good Morning World	Blog	Graubünden Schweiz: traumhafte Orte und unvergessliche Erlebnisse zwischen Poschiavo und Davos Lois Nina	9'000	9'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/20221004_goodmorningworld_Graubunden_Schweiz_traumhafte_Orte_und_unvergessliche_Erlebnisse_zwischen_Poschiavo_und_Davos.pdf ResultURL: https://goodmorningworld.de/graubuenden-schweiz-sehenswuerdigkeiten/					
07.10.2022	Freie Presse Online www.freiepresse.de	Online	Laax: Winterurlaub in den Schweizer Alpen wird klimafreundlich Miethke Nora	230'000	230'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-10-07_freie_presse_Laax_Winterurlaub_in_den_Schweizer_Alpen_wird_klimafreundlich_Freie_Presse_-_Reise.png ResultURL: https://www.freiepresse.de/ratgeber/reise/laax-winterurlaub-in-den-schweizer-alpen-wird-klimafreundlich-artikel12470693					
01.11.2022	Reisevergnügen Mit Vergnügen GmbH	Online	Winter in Laax - So geht nachhaltiger Skiurlaub in der Schweiz Vogl Nina	1'800'000	450'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-11-01_reisevergnugen_Winter_in_Laax_So_geht_nachhaltiger_Skiurlaub_in_der_Schweiz.png ResultURL: https://reisevergnuegen.com/greenstyle-laax-skiurlaub-schweiz					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
07.11.2022	Reisereporter / www.reisereporter.de	Online	Skiurlaub: Die besten Hotels an den Pisten der Alpen <i>Edelhoff Fritz</i>	675'000	675'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-11-07_reisereporter_Skiurlaub_Ausgezeichnete_Hotels_an_den_Pisten_der_Alpen.png ResultURL: https://www.reisereporter.de/artikel/15895-skiurlaub-das-sind-die-besten-pistenhotels-in-den-alpen					
10.11.2022	A la Carte	Magazine	Prachtvoller denn je <i>Witt Sabine</i>	31'672	79'180
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2022/A_La_Carte_20221110_40396190_75635.pdf ResultURL:					
11.11.2022	Focus Online www.focus.de	Online	Am Jungfrau-Massiv bieten Luxuslogen beeindruckende Bergblicke <i>Schneider</i>	5'950'000	5'950'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-11-11_Am_Jungfrau-Massiv_bieten_Luxuslogen_beeindruckende_Bergblicke.png ResultURL: https://www.focus.de/reisen/rat-h-auf-reisen-das-grandhotel-victoria-jungfrau-in-interlaken_id_175391523.html					
12.12.2022	ALPS Magazine GmbH	Magazine	Weltstadt in den Bergen <i>Braunschläger Franz Michael</i>	36'000	306'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-a84af858eaf00356937fb2323b90b958bb8a6f94.pdf ResultURL:					
17.12.2022	ELLE Decoration	Magazine	Kommen Sie mit ... <i>Bürg Christine</i>	96'000	753'600
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-45c9774922e1df10d626547246c051615845f425.pdf ResultURL:					
17.12.2022	Geo Online / www.GEO.de	Online	Die schönsten Wellnesshotels zum Entspannen <i>Lindlahr Birte</i>	560'000	560'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-10-17_geo_Die_schonsten_Wellnesshotels_in_Europa.png ResultURL: https://www.geo.de/reisen/die-schoensten-wellnesshotels-zum-entspannen_32822706-32822610.html					
19.12.2022	Falstaff Deutschland GmbH Magazine		St. Moritz <i>Dibold Hans</i>	43'060	247'595
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-6541e471fe6f6888404896eb94ec50d2979f7f65.pdf ResultURL:					
19.12.2022	Falstaff Deutschland GmbH Magazine		Zermatt <i>Dibold Hans</i>	43'060	247'595
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-8ebca190ff67313370ec4f033c96ce29d3ff9aed.pdf ResultURL:					
28.12.2022	Ski & Berge - Das DSV Magazin	Magazine	Engadin Flow <i>Watzl Ute</i>	173'142	952'281
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-6581a73c0f826abb47e7f551a2e1e9e159bc5761.pdf ResultURL:					
30.12.2022	Camping Clubmagazin	Magazine	Winterurlaub in den Zauberbergen <i>Wanninger Adelheid</i>	29'000	72'500
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/mb-cba0456aef92202d31bf623205643e96a7b42325.pdf ResultURL:					
GERMANY: 100 Clippings				<u>51'206'000</u>	<u>44'714'680</u>

ITALY

01.07.2022	latitudeslife.com	Online	Dossier Crans Montana:outdoor, attività per famiglie, 10 cose da fare in estate (varie sezioni) <i>Podestà Cianfranco</i>	44'194	11'049
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/060722_Cosa_fare_a_Crans_Montana_consigli_per_lestate_e_lautunno__Latitudes.pdf ResultURL: https://www.latitudeslife.com/dossier-crans-montana/					
09.07.2022	Donna Moderna	Magazine	Il mio primo 4000 a 50 anni: la cordata femminile più lunga del mondo (2p) <i>Rachetti Barbara</i>	1'196'000	1'196'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/090712_Donnamoderna_100women.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
03.10.2022	Suite	Magazine	Hotel Des Horloges, Brassau	8'000	20'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/031022_suite_hoteldeshorloges.pdf ResultURL:					
03.11.2022	Pegasonews.info	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) Giovanetti Gloria	11'467	2'867
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/031122_pagesonews_svw.pdf ResultURL:					
03.11.2022	mitomorrow.it	Online	Pista da sci tra i grattacieli di Porta Nuova, arriva lo Swiss Winter Village di Milano (1p) Gussoni Edoardo	444	3'108
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/Pista_da_sci_tra_i_grattacieli_di_Porta_Nuova_arriva_lo_Swiss_Winter_Village_di_Milano_Clicca_qui.pdf ResultURL: https://www.mitomorrow.it/vivini/pista-da-sci-tra-i-grattacieli-di-porta-nuova-arriva-lo-swiss-winter-village-di-milano/					
03.11.2022	Scimagazine.it	Online	Swiss Winter Village: sci & relax in piazza Gae Aulenti a Milano Laudati Luca		5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/Swiss_Winter_Village_sci_relax_in_piazza_Gae_Aulenti_a_Milano_-_Scimagazine.pdf ResultURL: https://www.scimagazine.it/swiss-winter-village-sci-relax-in-piazza-gae-aulenti-a-milano/					
03.11.2022	sciaremag.it	Online	Swiss Winter Village a Milano Di Marco Marco	150'000	37'500
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/031122_sciaremag_svw.pdf ResultURL: https://www.sciaremag.it/notizie/sci/la-svizzera-porta-lo-sci-nel-cuore-di-milano/					
04.11.2022	menshealth.it	Online	Sciare a Milano? Allo Swiss Winter Village si può (1p) Guerra Andrea	52'800	13'200
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/041122_menshealth_svw.pdf ResultURL: https://www.menshealth.it/sciare-a-milano-tra-i-grattacieli-di-piazza-gae-aulenti-si-puo-9839					
06.11.2022	Ilgiorno.it	Online	Pista da sci in pieno centro a Milano: apre lo Swiss Winter Village (1p) Galliani Paolo	41'413	289'891
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/061122_Ilgiorno_SWV.pdf ResultURL: https://www.ilgiorno.it/milano/cosa%20fare/pista-sci-1.8257668					
07.11.2022	settenews.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p)	745	5'215
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_settenews_svw.pdf ResultURL: https://www.settenews.it/lezioni-di-sci-a-porta-nuova-milano-diventa-villaggio-alpino/					
07.11.2022	mentelocale.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) Zeni Simone	840'000	210'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_mentelocale_svw.pdf ResultURL: https://www.mentelocale.it/milano/articoli/94931-pista-sci-milano-porta-nuova-info-orari-dello-swiss-winter-village-piazza-gae-aulenti.htm					
07.11.2022	Coolinmilan.it	Online	Swiss Winter Village e la pista da sci a Milano (1p)	40'900	10'225
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/Schermata_2022-12-20_alle_18.31.21.png ResultURL: https://www.coolinmilan.it/swiss-winter-village/					
07.11.2022	neveitalia.it	Online	Dal 7 Novembre Swiss Winter Village porta lo sci nel centro di Milano Bonorino Angelo	1'000'000	250'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/Schermata_2022-12-20_alle_19.14.50.png ResultURL: https://www.neveitalia.it/eventi/news/dal-7-novembre-il-villaggio-svizzero-porta-lo-sci-nel-centro-di-milano					
07.11.2022	Gazzetta TV	Online	Sci con Rocca allo Swiss Winter Village (video) Mancini Gabriella	22'522	157'654
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2021/Schermata_2022-12-20_alle_19.17.51.png ResultURL: https://video.gazzetta.it/rocca-venite-sciare-me-a-milano/6f2ea65a-5ecd-11ed-bf53-ed4bdafecb2					
07.11.2022	beyondthemagazine.it	Online	Swiss Winter Village a Milano (1p)	5'000	1'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/211222_beyondthemagazine_svw.pdf ResultURL: https://www.beyondthemagazine.it/news/pista-sci-milano/					
08.11.2022	Affaritaliani.it	Online	Swiss Winter Village a Milano e PROMOSVIZZERA (1/3p) Biasone Francesca	113'369	793'583
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/081122_affaritaliani_svw.pdf ResultURL: https://www.affaritaliani.it/economia/notizie-aziende/trenitalia-avvicina-la-svizzera-a-milano-con-lo-swiss-winter-village-824349.html					
08.11.2022	gazzettadimantova.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) Landoni Lucia		5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/081122_gazzettadimantova_svw.pdf ResultURL:					
08.11.2022	Mi-Tomorrow	Newspaper	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) Corno Enrico Maria	150'000	150'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/081122_mitomorrow_svw.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
08.11.2022	ttgitalia.com	Online	Swiss Winter Village: la Svizzera apre la stagione invernale con una pista da sci a Milano (1p) <i>Caspani</i>	44'225	11'056
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_ttgitalia_svv.pdf ResultURL: https://www.ttgitalia.com/stories/internazionale/180237_la_svizzera_apre_la_stagione_invernale_con_una_pista_da_sci_a_milano_testimonial_rocca_e_hunziker/					
08.11.2022	Rainews24.it	TV/Cable/Video	Sciare in pieno centro allo Swiss Winter Village (video e descrizione)	110'000	110'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_rainews_svv.pdf ResultURL: https://www.rainews.it/video/2022/11/pista-da-sci-in-centro-a-milano-2e6a1a59-cfbc-42e9-a23d-7807300420c8.html					
08.11.2022	sintony.it	Radio	Swiss Winter Village a Milano in Piazza Gae Aulenti & PromoSvizzera <i>Francesco Cucinotta</i>		8'425
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_sintony_svv.pdf ResultURL: https://sintony.it/news/2022-11-08/una-pista-da-sci-nel-cuore-di-milano-al-via-lo-swiss-winter-village					
08.11.2022	mitomorrow.it	Online	Swiss Winter Village, si (ri)comincia in piazza Gae Aulenti (1p) <i>Piero Cressoni</i>	444	3'108
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_mitomorrow_svv_copy.pdf ResultURL:					
08.11.2022	menshealth.it	Online	Imparare a sciare con Rocca allo Swiss Winter Village a Milano in Piazza Gae Aulenti (1p) <i>Guerra</i>	52'800	13'200
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_menshealth_svv.pdf ResultURL: https://www.menshealth.it/sciare-milano-gae-aulenti-giorgio-rocca-michelle-hunziker-svizzera					
08.11.2022	laprovinciapavese.it	Online	Una pista da sci tra i grattacieli: Swiss Winter Village a Milano (video + descrizione)	1'300'000	325'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_laprovinciapavese_svv.pdf ResultURL:					
08.11.2022	Libero	Newspaper	Swiss Winter Village in Piazza Gae Aulenti a Milano e PromoSvizzera (1/3p) <i>Petani Giorgia</i>	188'000	188'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/081122_liberoquotidiano_svvpromosvizzera.pdf ResultURL:					
08.11.2022	imbruttito.it	Online	Una pista da sci in centro a Milano? Tutto vero: è arrivato lo Swiss Winter Village (1p)	145'000	36'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/081122_imbruttito_SVV.pdf ResultURL: https://imbruttito.com/2022/11/08/swiss-winter-village-pista-sci-milano					
08.11.2022	tio.ch	Online	Sapessi come è strano sciare nel centro di Milano: Swiss Winter Village (1 p) <i>Novaga Michele</i>	159'000	174'900
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/Sapessi_come_e_strano_sciare_nel_centro_di_Milano_-_Ticinonline.pdf ResultURL: https://www.tio.ch/svizzera/attualita/1620779/sapessi-come-e-strano-sciare-nel-centro-di-milano					
08.11.2022	notizie.it	Online	Nuova pista da sci tra i grattacieli di Porta Nuova: in arrivo lo Swiss Winter Village (1p) <i>Tarenzi Colombotti</i>	1'000'000	250'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/081122_notizie_svv.pdf ResultURL: https://milano.notizie.it/sport-milano/2022/11/08/nuova-pista-da-sci-tra-i-grattacieli-di-porta-nuova-in-arrivo-lo-swiss-winter-village/					
08.11.2022	localteam.it	Online	Swiss Winter Village a Milano - Video 5 min	32'700	8'175
ClippingsURL: ResultURL: https://www.youtube.com/watch?v=NcAWPZT5miw					
09.11.2022	travelquotidiano.com	Online	Swiss Winter Village: pista da sci e il meglio dell'offerta svizzera nel cuore di Milano (1p) <i>Morrone</i>	15'036	3'759
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_travelquotidiano_svv.pdf ResultURL: https://www.travelquotidiano.com/estero/swiss-winter-village-pista-da-sci-e-il-meglio-dellofferta-svizzera-nel-cuore-di-milano/tqid-433768					
09.11.2022	Horecanews.it	Online	Ricola partner dello Swiss Winter Village a Milano (1p)	43'000	10'750
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/101122_horecanews_svv.pdf ResultURL: https://horecanews.it/ricola-allo-swiss-winter-village-a-milano/					
09.11.2022	qds.it	Online	Pista innevata tra i grattacieli: a Milano si scia in piazza Gae Aulenti allo Swiss Winter Village (video + descrizione)	18'750	18'750
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/Pista_innevata_tra_i_grattacieli_a_Milano_si_scia_in_piazza_Gae_Aulenti.pdf ResultURL: https://qds.it/pista-innevata-tra-i-grattacieli-a-milano-si-scia-in-piazza-gae-aulenti/					
09.11.2022	radiomamma.it	Online	Swiss Winter Village a Milano <i>Jesi Carlotta</i>	31'200	7'800
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/091122_radiomamma_svv.pdf ResultURL: https://www.radiomamma.it/eventi-bambini-famiglie-milano/pista-di-sci-gae-aulenti					
10.11.2022	TUTTOMILANO (suppl. La Repubblica)	Magazine	Swiss Winter Village a Milano in Gae Aulenti (paragrafo) <i>Ortolano Giuseppe</i>	38'000	95'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/101122_Tuttomilano_SWL.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
10.11.2022	ideeviaggi.it	Online	PROMOSVIZZERA & Swiss Winter Village a Milano (1/3p) Agostini Vittorio	50	50
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/101122_ideeviaggi_swvpromosvizzera.pdf ResultURL:					
10.11.2022	distribuzionemoderna.info	Online	Swiss Winter Village a Milano & Ricola per Donnavventura (1/3p)	95'000	23'750
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_distribuzionemoderna_swv.pdf ResultURL:					
10.11.2022	vivimilano.corriere.it	Online	Swiss Winter Village: la pista di sci in piazza Gae Aulenti Fagnani Giovanna Maria	96'900	24'225
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/Schermata_2022-12-20_alle_13.10.20.png ResultURL: https://vivimilano.corriere.it/attivit%C3%A0-bambini/swiss-winter-village-la-pista-di-sci-in-piazza-gae-aulenti/					
14.11.2022	viaggi.corriere.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti Pace Francesca	33'621	235'347
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_viaggi_corriere_swv.pdf ResultURL: https://viaggi.corriere.it/eventi/swiss-winter-village-sciare-tra-i-grattacieli-di-milano/					
14.11.2022	lanuovavenezia.it	Online	Pista da sci in centro a Milano allo Swiss Winter Village (1p) Landoni Lucia	118'000	118'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_nuovavenezia_swv.pdf ResultURL:					
14.11.2022	Milanotoday.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) Castellari Paolo	89'786	628'502
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_milanotoday_swv.pdf ResultURL: https://www.milanotoday.it/attualita/pista-sci-gratis-gae-aulenti.html					
14.11.2022	ad-italia.it	Online	10 cose da fare a Milano: sci allo Swiss Winter Village (paragrafo) Morello Marco	5'483	38'381
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_aditalia_swv.pdf ResultURL: https://www.ad-italia.it/gallery/cose-da-fare-a-milano-sorprendenti-speciali-weekend/					
14.11.2022	agendaviaggi.com	Online	Michelle inaugura lo Swiss Winter Village (1p) Ingegno Carlo	443	3'101
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_agendaviaggi_swv.pdf ResultURL: https://www.agendaviaggi.com/michelle-hunziker-inaugura-a-milano-lo-swiss-winter-village/					
14.11.2022	corrieredellealpi.it	Online	Pista da sci in centro a Milano allo Swiss Winter Village (1p) Redazione	48'000	48'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_corrierealpi_swv.pdf ResultURL:					
14.11.2022	elledecor.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) Marelli Carlotta	13'762	96'334
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_elledecor_swv.pdf ResultURL: https://www.elledecor.com/it/viaggi/a41882481/pista-da-sci-milano-gae-aulenti/					
14.11.2022	agenziaviaggi.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti e PROMOSVIZZERA (1 p) De Santis Adriana	6'225	43'575
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_agenziaviaggi_swvpromosvizzera.pdf ResultURL:					
14.11.2022	lastampa.it/viaggi	Online	Chalet e pista da sci (sintetica) vista grattacieli: Swiss Winter Village e Promosvizzera (1p) Cassani M...	7'989	55'923
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_lastampa_swvpromosvizzera.pdf ResultURL: https://www.lastampa.it/milano/2022/11/08/news/chalet_e_pista_da_sci_sintetica_vista_grattacieli_un_angolo_di_alpi_svizzere_a_milano-12226661/					
14.11.2022	Tessiner Zeitung	Newspaper	Swiss Winter Village a Milano in Piazza Gae Aulenti & PromoSvizzera (1/3p) Coppola Sarah	5'000	8'750
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/251122_Italien_SWL.pdf ResultURL:					
14.11.2022	youmark.it	Online	Gli chalet di Svizzera Turismo nel cuore della città: Swiss Winter Village (1p) Ungania Cecilia	566	3'962
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_youmark_swv.pdf ResultURL: https://youmark.it/ym-entertainments-and-arts/gli-chalet-di-svizzera-turismo-nel-cuore-della-citta-per-far-conoscere-ai-milanesi-vacanze-allinsegna-di-sport-trenini-panoramici-e-mercatini-di-natale-da-raggiungere-con-i-treni-eurocity/					
14.11.2022	tribunatreviso.it	Online	Pista da sci in centro a Milano allo Swiss Winter Village (1p) Landoni Lucia	144'000	144'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_tribunatreviso_swv.pdf ResultURL:					
14.11.2022	messengeroveneto.it	Newspaper	Pista da sci in centro a Milano allo Swiss Winter Village (1p) Landoni Lucia	224'000	224'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_messengeroveneto_swv.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
14.11.2022	mattinopadova.it	Online	Pista da sci in centro a Milano allo Swiss Winter Village (1p) <i>Landoni Lucia</i>	210'000	210'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_mattinopodova_svw.pdf ResultURL:					
14.11.2022	ilpiccolo.it	Online	Pista da sci in centro a Milano allo Swiss Winter Village (1p) <i>Landoni Lucia</i>	129'000	129'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_ilpiccologelocal_svw.pdf ResultURL:					
14.11.2022	discoradio.it	Online	Swiss Winter Village Milano in Piazza Gae Aulenti (1/3p) <i>Gaias Fabrizio</i>		13'325
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_discoradio_svw.pdf ResultURL: https://www.discoradio.it/sci_svizzera/					
14.11.2022	gazzettadimantova.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) <i>Landoni Lucia</i>	160'000	160'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_gazzettadimantova_svw.pdf ResultURL:					
14.11.2022	gist.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti - Opening (1/3p) <i>Terracina Massimo</i>	601	4'207
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/141122_gist_svw.pdf ResultURL:					
17.11.2022	actionmagazine.it	Online	A Milano, Porta Nuova si trasforma in un villaggio alpino svizzero: lo Swiss Winter Village (1p) <i>De Francesco Luca</i>	2'990	2'990
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/171122_ActionMagazine_SWV.pdf ResultURL: https://actionmagazine.it/milano-swiss-winter-village/					
20.11.2022	La Domenica (suppl. Corriere del Ticino)	Newspaper	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) <i>Ilarietti Davide</i>	37'000	64'750
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/201122_corriere del ticino_svw.pdf ResultURL:					
20.11.2022	monzatoday.it	Online	Da Monza si va a sciare a Milano: è pronta la pista da sci (gratuita) <i>Castellari Paolo</i>	1'000'000	250'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/201122_Monzatoday_SWV.pdf ResultURL: https://www.monzatoday.it/attualita/pista-sci-gratuita-centro-milano-foto-come-prenotare-da-monza-.html					
22.11.2022	ilgiornale.it	Online	Swiss Winter Village a Milano in Piazza Gae Aulenti (1/3p) <i>Passaquindici Stefano</i>	12'000	84'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/221122_ilgiornale_svw.pdf ResultURL: https://www.ilgiornale.it/news/storie/sciare-possibile-milano-i-grattacielo-pista-sci-trasforma-2087703.html					
30.11.2022	F (Femminile)	Magazine	Inverno ad Andermatt (paragrafo) <i>Ranieri Elisabetta</i>	420'000	420'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/301122_F_andermt.pdf ResultURL:					
02.12.2022	vogue.it	Online	5 località per il primo week end sulla neve: Crans Montana (paragrafo) <i>Pettinaroli Ettore</i>	80'095	560'665
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/021222_vogue_cransmontana.pdf ResultURL: https://www.vogue.it/news/article/piste-da-sci-hotel-resort-spa-courchevel-cortina-alta-badia-crans-montana-courmayeur					
06.12.2022	elle.it	Online	10 soggiorni in spa da regalare a Natale: Carlton Hotel St Moritz, Cresta Palace Celerina (paragrafo) <i>Diazio Barbara</i>	101'000	707'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/061222_elle_hoko.pdf ResultURL:					
07.12.2022	ad-italia.it	Online	6 hotel di lusso per un soggiorno esclusivo: Carlton Hotel, The Chedi, Kulm Hotel, Grand Hotel Kronenhof, Mandarin Oriental Palace, The	5'483	38'381
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/071222_ad_hoko.pdf ResultURL: https://www.ad-italia.it/article/vacanze-in-svizzera-hotel-di-lusso-foto-turismo/					
13.12.2022	clubmilano.net	Magazine	Lontano dallo stress: Cariton Hotel St. Moritz & Cresta Palace Hotel, Celerina (1p) <i>Marzia Nicolini</i>	5'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/131222_clubmilano_hoko.pdf ResultURL: https://clubmilano.net/it/stili-di-vita/migliori-wellnes-hotel-alpini-inverno-in-montagna-2022/					
21.12.2022	The Good Life	Magazine	Cresta Palace Hotel, Celerina (paragrafo) <i>Rossi Mariangela</i>	50'000	125'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/211222_thegoodlife_hoko.pdf ResultURL:					
23.12.2022	myluxury.it	Online	5 Hotel di lusso: Badrutt's Palace Hotel, Kulm Hotel, Le Grand Bellevue, Park Gstaad, Grand Hotel Zermatterhof (6p) <i>Laura Bistogni</i>	130'000	32'500
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2022/241222_myluxury_hoko.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts	
				ITALY: 66 Clippings	<u>10'087'003</u>	<u>8'928'433</u>

JAPAN

30.03.2022	BE-PAL online	Online	Experienced the scenic sledging with great Matterhorn for adults and children! <i>Nishimura-Brunner</i>	1'700'000	425'000
-------------------	---------------	--------	--	-----------	---------

ClippingsURL: http://clippings.switzerlandtourism.ch/TYO/2022/220330_BE-PAL.pdf
ResultURL: <https://www.bepal.net/archives/223600>

JAPAN: 1 Clippings **1'700'000** **425'000**

NETHERLANDS

21.01.2022	SnowRepublic.nl	Online	Skiën in Zwitserland. Dit is Engelberg! <i>Kock Aimée</i>	100'000	25'000
-------------------	-----------------	--------	--	---------	--------

ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/20220121_engelberg_snowrepublic_nl.pdf
ResultURL: <https://www.snowrepublic.nl/skien-in-zwitserland-dit-is-engelberg/>

13.02.2022	SnowRepublic.nl	Online	REISVERSLAG I Stoos, de verborgen parel van Zwitserland <i>Christiani - Smulders Patricia</i>	100'000	25'000
-------------------	-----------------	--------	--	---------	--------

ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/20220213_stoos_winter_snowrepublic-nl.pdf
ResultURL: <https://www.snowrepublic.nl/reisverslag-stoos-de-verborgen-parel-van-zwitserland/>

16.02.2022	SnowRepublic.nl	Online	REISVERSLAG I Het Zwitserse Stoos, Luzern en het Muotathal: een perfecte combinatie <i>Christiani - Smulders Patricia</i>	100'000	25'000
-------------------	-----------------	--------	--	---------	--------

ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/20220216_luzern_muotathal_stoos_winter_snowrepublic-nl.pdf
ResultURL: <https://www.snowrepublic.nl/reisverslag-het-zwitserse-stoos-luzern-en-het-muotathal-een-perfecte-combinatie/>

16.02.2022	Skiinformatie.nl	Online	Van stad naar berg: skiën in Engelberg en sightseeing in Alpenstad Luzern <i>Brunt Florian</i>	100'000	25'000
-------------------	------------------	--------	---	---------	--------

ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/20220216_luzern-engelberg_snowplaza-nl.pdf
ResultURL: <https://www.snowplaza.nl/weblog/54135-van-stad-naar-berg-waarom-je-skien-in-engelberg-met-luzern-wilt-combineren/>

20.02.2022	WeAreTravellers.nl	Online	Nendaz & Veysonnaz: Wintersporten in Les 4 Vallées <i>de Ram Roëll</i>	100'000	25'000
-------------------	--------------------	--------	---	---------	--------

ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/20220220_nendaz-veysonnaz_wearetravellers-nl.pdf
ResultURL: <https://www.wearetravellers.nl/europa/zwitserland/nendaz-veysonnaz/>

07.03.2022	Travelvalley.nl	Online	Wintersport in de omgeving van het Vierwoudstrekenmeer <i>Waninge Kim</i>	80'000	20'000
-------------------	-----------------	--------	--	--------	--------

ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/20220307_luzern_muotathal_stoos_winter_travelvalley-nl.pdf
ResultURL:

17.03.2022	Up/Down Mountainbike Magazine	Magazine	Boards en bikes: fatbiken in Andermatt <i>Zeven Daan</i>	10'000	25'000
-------------------	-------------------------------	----------	---	--------	--------

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06592.pdf>
ResultURL:

07.11.2022	Nouveau	Magazine	Travel Notebook Truus van Gaal <i>Willemars Anita</i>	37'403	93'508
-------------------	---------	----------	--	--------	--------

ClippingsURL: <http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06741.pdf>
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
12.12.2022	National Geographic Traveler Magazine	Magazine	Speelplaats in de sneeuw <i>Groeneveld Arthur</i>	35'000	220'500
ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06808.pdf ResultURL:					
12.12.2022	Wintersport Magazine	Magazine	Road Trip door de Alpes Vaudoises <i>de Graaf Arjen</i>	55'000	165'000
ClippingsURL: http://clippings.switzerlandtourism.ch/AMS/2022/AMSClip06810.pdf ResultURL:					
NETHERLANDS: 10 Clippings				<u>717'403</u>	<u>649'008</u>

POLAND

16.11.2022	skiinfo.pl	Online	Niewiele dalej, trochę drożej, ale dużo lepiej! 13 wyjątkowych ośrodków narciarskich w Szwajcarii <i>Tomasz Ważniakowski</i>	620'000	155'000
ClippingsURL: http://clippings.switzerlandtourism.ch/WAW/2023/2022-11-16_Niewiele_dalej_troch_drozej_ale_duzy_lepiej_13_wyjatkowych_orodkow_narciarskich_w_Szwajcarii.png ResultURL: https://www.skionline.pl/stacje/niewiele-dalej-troche-drozej-ale-duzo-lepiej-13-wyjatkowych-osrodkow-narciarskich-w-szwajcarii,newsy,8549.html					
POLAND: 1 Clippings				<u>620'000</u>	<u>155'000</u>

SWITZERLAND

04.01.2022	Le Temps Online	Online	Les hôtels de montagne ont bien profité des Fêtes <i>Rédaction</i>	1'064'000	266'000
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/268649036.pdf ResultURL: https://www.letemps.ch/economie/hotels-montagne-ont-bien-profite-fetes					
18.01.2022	20 minutes édition complète Newspaper		7 Piscines extérieures de rêve dans des hôtels en Suisse <i>Seddik Nina</i>	131'249	405'000
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/270970019.pdf ResultURL:					
03.02.2022	Travelnews	Online	Ins romantische Hotel und auf die Funslope	184'061	46'015
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/273597906.pdf ResultURL:					
03.02.2022	Transhelvetica Magazin	Magazine	Brauchen Sie Ferien?	17'000	42'500
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/273624459.pdf ResultURL:					
06.02.2022	20 Minuten Online	Online	Die spektakulärsten Aussenpools von Schweizer Hotels <i>Seddik Nina</i>	3'313'000	828'250
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/274156491.pdf ResultURL:					
12.02.2022	Tribune de Genève Online	Online	Hôtels de montagne: des étoiles plein les Alpes <i>Cordonier Gérald</i>	954'000	238'500
ClippingsURL: http://clippings.switzerlandtourism.ch/ZRH/2022/275587100.pdf ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
SWITZERLAND: 6 Clippings				<u>5'663'310</u>	<u>1'826'265</u>

UK/IRELAND

01.01.2022	National Geographic Traveller Magazine (UK)	Magazine	The Omnia Switzerland (unknown) Cavagnaro Stephanie	48'653	121'633
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_NatGeoTraveller1.pdf ResultURL:					
01.01.2022	The Gloss	Magazine	How to channel Gstaad glamour Mc Cormick Penny	72'000	180'000
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/01Jan22_thegloss.ie.pdf ResultURL:					
20.01.2022	The Week online	Online	The world's best ski resorts and hotels Starling Mike	991'000	247'750
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/20Jan22_Theweek.co.uk.pdf ResultURL:					
21.01.2022	The Points Guy UK (thepointsguy.co.uk)	Online	5 winter wonderland escapes in Switzerland to visit now Schaler Karen	15'000	3'750
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/21Jan22_Thepointsguy.co.uk.pdf ResultURL:					
27.01.2022	The Times and the Sunday Times online (thetimes.co.uk)	Online	Best hotels in Switzerland MacEacheran Mike	3'210'000	802'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/27Jan22_thetimestravel.pdf ResultURL: https://www.thetimes.co.uk/travel/destinations/europe/switzerland/best-hotels-in-switzerland					
31.01.2022	MSN UK (online)	Online	10 Magical Ski Destinations for a Safe Winter Getaway (Sara Holzman) Busch Simon	63'510'000	15'877'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/31Jan22_msn.pdf ResultURL:					
31.01.2022	The Wordrobe Magazine Online	Online	6 Reasons To Visit The Canton of Vaud, Switzerland This Spring Ritchie Sophie	250'000	62'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/31Jan22_Thewordrobe.com.pdf ResultURL: https://thewordrobe.com/6-reasons-to-visit-the-canton-of-vaud-switzerland-this-spring/					
03.02.2022	Luxury Lifestyle Magazine (luxurylifestylemag.co.uk)	Online	Sunshine Skiing: The best luxury resorts for a late-season ski holiday (LLT Reporters) Heard Natasha	164'400	41'100
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/03Feb22_luxurylifestylemag.co.uk.pdf ResultURL:					
06.02.2022	Condé Nast Traveller (online)	Online	The best ski resorts in Europe Skinner Toby	270'000	67'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/06Feb22_cntraveller.com.pdf ResultURL:					
19.02.2022	The Week	Magazine	Mont Cervin Palace Zermatt (by Ian Thorley) O'Grady Jeremy	204'197	510'493
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/19Feb22_TheWeek.pdf ResultURL:					
26.02.2022	Our Man On The Ground (OMOTG: omotgtravel.com/)	Online	Chalet RoyAlp Hotel and Spa Hennessy-Vass Neil	20'000	5'000
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/26Feb22_omotgtravel.com.pdf ResultURL:					
27.02.2022	The Sunday Telegraph	Newspaper	WHERE TO CATCH THE LAST OF THE SEASON'S SNOW Duncan Fiona	246'910	432'093
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/27Feb22_SundayTelegraph.pdf ResultURL:					

<i>PublicationDate</i>	<i>Media</i>	<i>MediaType</i>	<i>Headlines Author</i>	<i>Circulation</i>	<i>Contacts</i>
03.03.2022	Weather 2 Travel	Online	How to make the most of the Swiss Alps in winter <i>Henton Kirsten</i>	281'402	281'402
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/03Mar22_Weather2Travel.pdf ResultURL: https://www.weather2travel.com/blog/make-the-most-of-switzerland-winter/					
20.03.2022	The Arbuturian	Online	An Adventure in Vaud <i>McLean Sophie</i>	150'000	37'500
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/20Mar22_TheArbuturian.pdf ResultURL: https://www.arbuturian.com/travel/travelfeatures/an-adventure-in-vaud					
04.07.2022	The Silver Traveller Magazine	Magazine	HIT THE SLOPES <i>Shepherd Petra</i>	46'000	115'000
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/04Jul22_TheSilverTravellerMagazine.pdf ResultURL: https://en.calameo.com/silvertraveladvisor/read/0044274233aa5e31aa6d2					
11.09.2022	Daily Mirror	Newspaper	Into the Vallees <i>Fenton Peter</i>	388'718	680'257
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/11Sep22_DailyStarSunday.pdf ResultURL:					
11.09.2022	Irish Sunday Mirror	Newspaper	Into the Vallees <i>Fenton Peter</i>	2'575	4'506
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/11Sep22_IrishSundayMirror.pdf ResultURL:					
11.09.2022	Sunday Express	Newspaper	Into the Vallees <i>Fenton Peter</i>	330'816	578'928
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/11Sep22_SundayExpress.pdf ResultURL:					
11.09.2022	Sunday Mirror	Newspaper	Into the Vallees <i>Fenton Peter</i>	978'187	1'711'827
ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2022/11Sep22_SundayMirror.pdf ResultURL:					
UK/IRELAND: 19 Clippings				<u>71'179'858</u>	<u>21'761'239</u>
Grand Total over ALL				<u>147'796'823</u>	<u>86'775'558</u>

PublicationDate Media MediaType Headlines Author Circulation Contacts

AUSTRIA/HUNGARY

09.01.2023 Falstaff Online **Das sind die höchstgelegenen Skigebiete in Europa** Hilmbauer Claudia 528'030 132'007

ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/2023-01-09_falstaff_travel.png
ResultURL: <https://www.falstaff-travel.com/insider-tipp/skiurlaub-mit-schneegarantie-europa/>

02.02.2023 Falstaff Online **Die besten Insider-Tipp für Zermatt** Rosam Wolfgang 407'938 101'984

ClippingsURL: http://clippings.switzerlandtourism.ch/VIE/2023/2023-02-02_falstaff_Travel.png
ResultURL: <https://www.falstaff-travel.com/insider-tipp/die-besten-insider-tipp-fuer-zermatt/>

AUSTRIA/HUNGARY: 2 Clippings 935'968 233'991

BELGIUM/LUXEMBOURG

29.01.2023 De Zondag Newspaper **Eindeloos skiplezier in een sprookjesdecor** Vandenberghe Igor 688'000 1'616'800

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08627.pdf>
ResultURL:

16.02.2023 RTL Télé Lëtzebuerg - de TV/Cable/Video **Ein Weg, der sich lohnt** Beneké Chrëscht 1'500'000 1'500'000

ClippingsURL: http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08655_Revue.pdf
ResultURL:

01.03.2023 Luxemburger Wort Newspaper **Wo man auch bei null Grad kuschelig warm schlafen kann** Merten Michael 85'000 148'750

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08638.pdf>
ResultURL:

04.03.2023 TV News Magazine **Igloo et pente vertigineuse** Hallet Yannick 598'704 1'496'760

ClippingsURL: <http://clippings.switzerlandtourism.ch/BRU/2023/BRUClip08641.pdf>
ResultURL:

27.03.2023 Reisreporter.be Online **Budgettips voor 's werelds beste skioord Verbier** Marees Tom 23'000 23'000

ClippingsURL:
ResultURL: https://reisreporter.be/2023/03/budgettips-voor-s-werelds-beste-skioord-verbier/#.ZDz_OS1Bzw5

BELGIUM/LUXEMBOURG: 5 Clippings 2'894'704 4'785'310

CZECH REPUBLIC

15.01.2023

5 recommended accommodations directly in the ski area *editorial staff*

ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-01-15_esquire.png
ResultURL: <https://esquire.cz/lifestyle/5-doporucenihodnych-ubytovani-primo-ve-ski-arealu/>

17.05.2023

Train adventure: sustainable journeys through Switzerland in spring *editorial staff*

ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-05-17_Travel_Digest.png
ResultURL: <https://www.traveldigest.cz/2023/05/17/vlakove-dobrodruzstvi-udrzitelne-cesty-jarnim-svycarskem/>

01.06.2023

Turistika.cz

Online

Summer train tour in Switzerland *Ursiny Jan*

226'918

56'730

ClippingsURL: http://clippings.switzerlandtourism.ch/PRG/2023/2023-06-01_turistika_3.png
ResultURL: <https://www.turistika.cz/clanky/letni-vlakove-putovani-po-svycarsku/detail>

CZECH REPUBLIC: 3 Clippings

226'918

56'730

FRANCE

01.01.2023

MAISONS CÔTE EST

Magazine

Maison Côté Est - Lumière d'altitude - La Suisse éternelle *BENOIT-LEMARCHAND Agnès*

55'437

554'370

ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Cote_maison.pdf
ResultURL:

19.01.2023

LE POINT

Magazine

L'archi neige *LE FORT Clara*

305'075

2'150'779

ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Archi_Montagne_Le_Point_Janv_2023.pdf
ResultURL:

04.03.2023

ELLE.FR

Online

Visite de l'autre Suisse, festive et arty *DEMONT Florence*

9'068'000

2'267'000

ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/Visite_de_lautre_Suisse_festive_et_arty_-_Elle.pdf
ResultURL: <https://www.elle.fr/Loisirs/Evasion/Visite-de-l-autre-Suisse-festive-et-arty-4110141>

04.03.2023

ELLE

Magazine

Art de vie - Escapades, l'autre Suisse *DEMONT Florence*

344'117

2'078'467

ClippingsURL: http://clippings.switzerlandtourism.ch/PAR/2023/ELLE_ELLG_4028_4p-emag.pdf
ResultURL:

FRANCE: 4 Clippings

9'772'629

7'050'616

GERMANY

01.01.2023

WELT N24 ONLINE

Online

Wenn im Hotelflur ein David Shrigley hängt *Eube Anna-Margarita*

23'999'000

5'999'750

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2022-12-04_Welt_bernachten_neben_Werken_von_David_Shrigley_und_James_Turrell.png
ResultURL: <https://www.welt.de/iconist/unterwegs/article242404179/Hotel-Castell-in-Zuoz-Uebernachten-neben-Werken-von-David-Shrigley-und-James-Turrell.html>

01.01.2023

Reisevergnügen

Online

11 winterliche Tipps für die Schweizer Lenzerheide *Schaap Friederike Anthea*

1'800'000

450'000

ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-01_reisevergnuegen_Lenzerheide_11_winterliche_Tipps_die_Schweizer_Region.png
ResultURL: <https://reisevergnuegen.com/winter-lenzerheide-schweiz/>

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
27.01.2023	Uberding	Blog	Flims Laax Falera – Drei Must-Dos im wohl angesagtesten Wintersportgebiet Graubündens <i>Lehrer Thies Dillies</i>	50'000	50'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-01-27_uberding.png ResultURL: https://uberding.net/flims-laax-falera-drei-must-dos-im-wohl-angesagtesten-wintersportgebiet-graubuendens/					
21.04.2023	ALPS Magazine GmbH	Magazine	Lötschental: Wo die Welt stillsteht <i>Dr. Hannwacker Michael</i>	36'000	306'000
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2.jpg ResultURL:					
06.07.2023			Frosch Sportreisen: Winterreisen buchbar		
ClippingsURL: http://clippings.switzerlandtourism.ch/FRA/2023/2023-07-06_touristik-aktuell.png ResultURL: https://www.touristik-aktuell.de/nachrichten/veranstalter/news/datum/2023/07/06/frosch-sportreisen-winterreisen-buchbar/					
GERMANY: 5 Clippings				<u>25'885'000</u>	<u>6'805'750</u>

ITALY

18.01.2023	Chi	Magazine	Andermatt, The Chedi, Radisson Blu Reussen & Glacier Express (paragrafo) <i>Moietta Laura</i>	2'088'000	2'088'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/180123_chi_anderlatt.pdf ResultURL:					
23.01.2023	TRAVEL & SPA	Magazine	St. Moritz, Cresta Palace Celerina (6p)	424'000	1'060'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/230123_travelspa_hoko.pdf ResultURL:					
25.01.2023	F (Femminile)	Magazine	Piscine calde con vista mozzafiato, saune sugli alberi, massaggi apres ski: Tschuggen Grand Hotel, Arosa (1p) <i>Taliento Luisa</i>	420'000	420'000
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/250123_f_arosaa.pdf ResultURL:					
10.02.2023	stylepiccoli.it	Online	Un San Valentino speciale sul trenino rosso e al Carlton di St. Moritz (1p) <i>Ghelma Marta</i>	11'700	2'925
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/021023_stylepiccoli.it.pdf ResultURL: https://www.stylepiccoli.it/vacanze-con-bambini/san-valentino-speciale-sul-trenino-rosso/					
13.03.2023	areawellness.eu	Online	La nuova veste del Cresta Palace Hotel (1/3 p.)	5'000	1'250
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/031323_areawellness.eu_hoko.pdf ResultURL: https://areawellness.eu/icona-svizzera					
01.04.2023	Area Wellness	Magazine	Hotel Valsana ad Arosa: tranquillità ed eleganza (4p.)	15'000	37'500
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/060123_areawellness_hoko.pdf ResultURL:					
13.05.2023	Pegasonews.info	Online	Apertura stagione estiva in Engadina, al Cresta Palace Celerina tante attività per utti (1/3p.)	11'467	2'867
ClippingsURL: http://clippings.switzerlandtourism.ch/MIL/2023/051323_pegasonews.info_engadina.pdf ResultURL:					
ITALY: 7 Clippings				<u>2'975'167</u>	<u>3'612'542</u>

PublicationDate Media MediaType Headlines Author Circulation Contacts

NETHERLANDS

06.02.2023 Gezinopreis.nl Online **Skigebied Adelboden-Lenk, familievriendelijk en mooi gelegen** Looijen Tikva 48'000 12'000

ClippingsURL:
ResultURL: <https://www.gezinopreis.nl/skigebied-adelboden-lenk/>

06.02.2023 Gezinopreis.nl Online **Kindvriendelijke skigebieden in Zwitserland (update)** Looijen Tikva 48'000 12'000

ClippingsURL:
ResultURL: <https://www.gezinopreis.nl/kindvriendelijk-skigebied-zwitserland/>

21.02.2023 SnowRepublic.nl Online **Reisverslag: de pistes ontdekken in het onontdekte Adelboden-Kandersteg-Lenk** Nijhof Ilse 100'000 25'000

ClippingsURL:
ResultURL: <https://www.snowrepublic.nl/reisverslag-de-pistes-ontdekken-in-het-onontdekte-adelboden-lenk/>

08.03.2023 Boardshortz.nl Online **Skitrip Arosa-Lenzerheide: mooie belevenis** Reij Edwin 40'000 10'000

ClippingsURL:
ResultURL:

NETHERLANDS: 4 Clippings 236'000 59'000

NORTH AMERICA

01.06.2023 Robb Report Magazine Magazine **Alpine Resort - Six Senses Crans-Montana, Switzerland** Murphy Jen 660'000 1'980'000

ClippingsURL: http://clippings.switzerlandtourism.ch/NYC/2023/20230601_RobbReport_Murphy.pdf
ResultURL:

NORTH AMERICA: 1 Clippings 660'000 1'980'000

SPAIN

15.05.2023 mujerdehoy.com Online **Tiempo de emocionarse** Ribelles Geles 551'000 551'000

ClippingsURL: http://clippings.switzerlandtourism.ch/BCN/2023/mujerdehoy.es_Diez_escapadas_de_lujo_para_un_verano_slow.pdf
ResultURL:

SPAIN: 1 Clippings 551'000 551'000

PublicationDate Media

MediaType

Headlines Author

Circulation

Contacts

UK/IRELAND

14.09.2023	Harper's Bazaar	Magazine	The best ski resorts in the world <i>Lewis Caroline</i>	111'424	278'560
------------	-----------------	----------	---	---------	---------

ClippingsURL: http://clippings.switzerlandtourism.ch/LON/2023/14Sep23_harpersbazaar.com.pdf
ResultURL: <https://www.harpersbazaar.com/uk/travel/travel-guides/g44980290/best-ski-resorts/>

UK/IRELAND: 1 Clippings

111'424

278'560

Grand Total over ALL

44'248'810

25'413'499