

International.



Switzerland.



STM (How to) Winter Edition Villars.

January 11-14, 2024.

- 122 buyers from 38 markets (22 delegations)
- 16 tour escorts / market reps
- 15 pre-tours all over CH
- Numerous market specific post-tours
- “How to Winter” is played as Leitmotiv





Switzerland.

STM Winter Edition: Post Tours for delegates of Emerging Markets.

- Post Tour (Star Travel - Slovenia)
 - Verbier and Crans Montana
- Post Tour (Grand Cuvée – Slovenia)
 - Glacier Express & Bernina Express Experiences
 - Discover Engadin St. Moritz, Diavolezza, Corvatsch and Muottas Muragl
- Post Tour (7x ZuMä – TK,RO,RS,GR)
 - Goldenpass Panoramic Belle Epoque
 - Alpina Hotel, Gstaad
 - Ski area (Schönried, Saanenmöser)





Switzerland.

Delegation from Georgia on Glacier and Bernina Express.

- Saturday 27/JAN: GEX
- Sunday 28/JAN: BEX
- Train experience and local gastronomy on trains and mountains
- 10 pax, highly motivated and with gorgeous weather.



STE Istanbul.

- STE Istanbul on 30 January 2024 at Hilton Hotel Bosphorus
- 9 Swiss partners, 17 hosted buyers (IR, AZ, KZ), 40 buyers (TK)
- In cooperation with Kuoni Tumlare, Türsab and Turkish Airlines
- B2B workshop and gala dinner in a yacht on the Bosphorus



Markets East.

Germany.

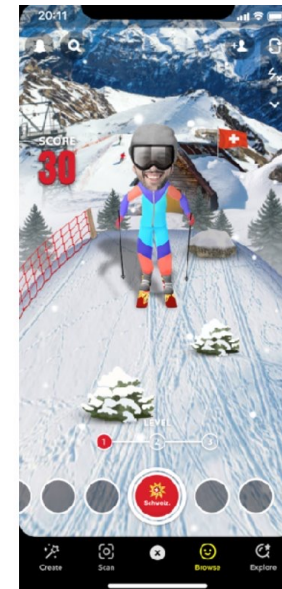


Switzerland.

C&A: SKIANUARY.



- January, 1st - 31st
- ST Germany introduced the SKIANUARY as an addition to the well-known Dry January or Veganuary
- 31 winter highlights, especially for persona JO
- Distribution via Meta, Snapchat, skiinfo.de, content creators and Radio NRJ
- Estimated 40 mio. top marketing contacts (final reporting tbd)

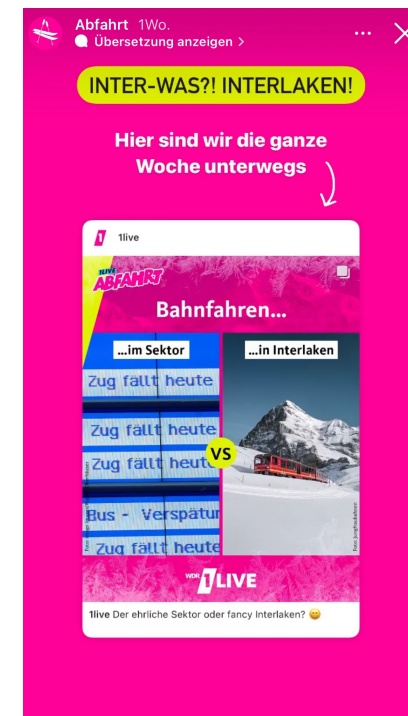


C&A / KMM / KAM: Radio Collaboration.

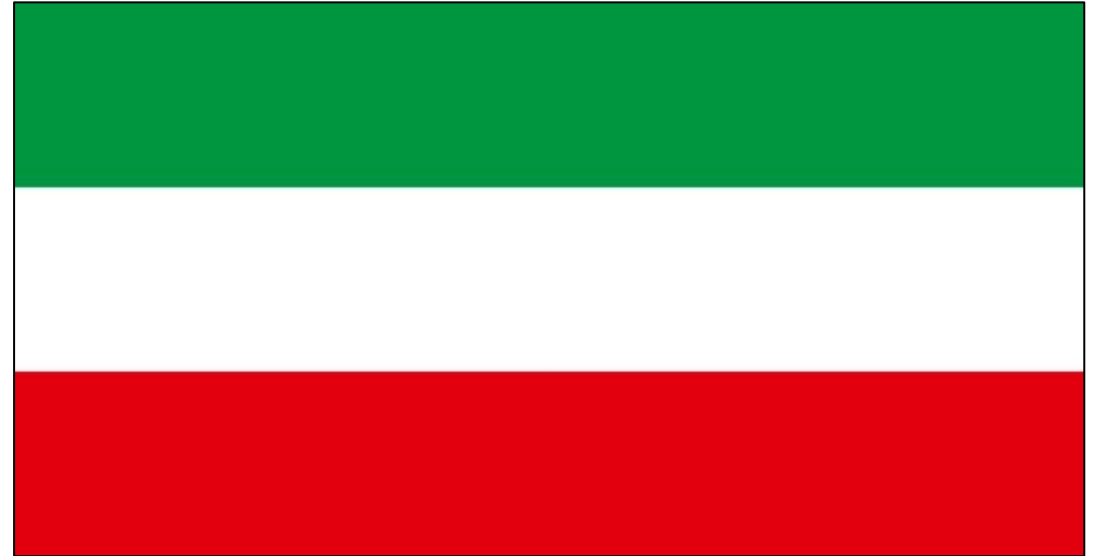


Switzerland.

- Dec 27th – Feb 02nd
- ST Germany partnered with Interlaken and tour operator Snowtrex for a campaign on Germany's largest-reaching public radio station WDR/1Live in North Rhine-Westphalia, making it a top topic
- **Highlight:** Winning trip to Interlaken from Jan 26 to Feb 2, feat. 24 winners & radio staff providing daily live reports from the snowy destination
- **Distribution:** Radio WDR1/Live incl. 150 program slots, with promo, comedy and game rounds with questions about Switzerland
- Additional distribution via Insta, YouTube, TikTok and Snowtrex „Wintersportreisen“
- Estimated **70 mio. top marketing contacts** (final reporting tbd)
- Budget: 0 EUR



Austria/Hungary.





Switzerland.

Austria: Kurier Leserabend with ÖBB Rail Tours.

- Kurier readers' event "Grand Train Tour of Switzerland" in cooperation with KAM ÖBB Rail Tours in Vienna
- Date: 23. January 2024
- 69 participants
- Announcement of the event and follow-up report as well as advertising appearance in Kurier (3x Sunday circulation of 572,000 copies each, plus another advertorial for SOB)
- TV coverage with a post report of the event at Kurier TV (approx. 150,000 viewers)



EXTRA SCHWEIZ TOURISMUS / ÖBB RAIL TOURS ENTGELTLICHE KOOPERATION

Schienenkreuzfahrt durch die Schweiz

Die Schweiz mit dem Zug entdecken. Lassen Sie malerische Landschaften und atemberaubende Natur auf sich wirken



ÖBB RAIL TOURS

Beispiel Traumzüge Schweiz

Glacier & Bernina Express und Jungfrau

- ÖBB (Schnellzug 2. Klasse
- 6 Tages Swiss Travel Pass
- Fahrt & Reservierung Bernina und Glacier Express
- Fahrt mit der Jungfrau
- 2 Übernachtungen mit Frühstück in St. Moritz
- 2 Übernachtungen mit Frühstück in Interlaken
- 1 Übernachtung mit Frühstück in Zermatt

Preis pP im DZ ab 1.529,- (Preisbeispiel Juli/August 24)

Nähere Infos unter: info@traumwege.oebb.at sowie www.railtours.at

Schweiz.
mit Bahn, Bus und Schiff.

Grand Train Tour
Die Grand Train Tour of Switzerland führt auf einer 1.280 Kilometer langen Route durch die vielfältigen Facetten des Landes. Von pulsierenden Städten bis hin zu idyllischen Alpenregionen, durchquert die Tour fünf UNESCO-Welterbestätten und zahlreiche weltberühmte Attraktionen. Ein Highlight dieser Tour ist der Komfort: Ein Swiss Travel Pass genügt, um das gesamte Abenteuer zu erleben. Leben Sie sich zurück und genießen Sie die Freiheit, jederzeit ein- und auszusiegen.

Bernina Express
Zu den Höhepunkten der Panoramafahrten zählen der Bernina Express, die höchste Bahnstrecke über die Alpen, und der Glacier Express, bekannt als der langsamste


GoldenPass Express
Der GoldenPass Express folgt einer der schönsten Bahnstrecken der Schweiz, während der Treno Gotardo

Schnellzug der Welt, der in rund sechs Stunden durch die majestätische Alpenlandschaft fährt.


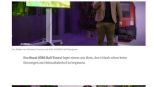


als verborgenes Juwel gilt. Entdecken Sie die Schweiz in all ihrer Schönheit – eine Reise, die nicht nur entspannt, sondern auch verzaubert.

Weitere Informationen finden Sie auf MySwitzerland.com/str

Jetzt kennenlernen!



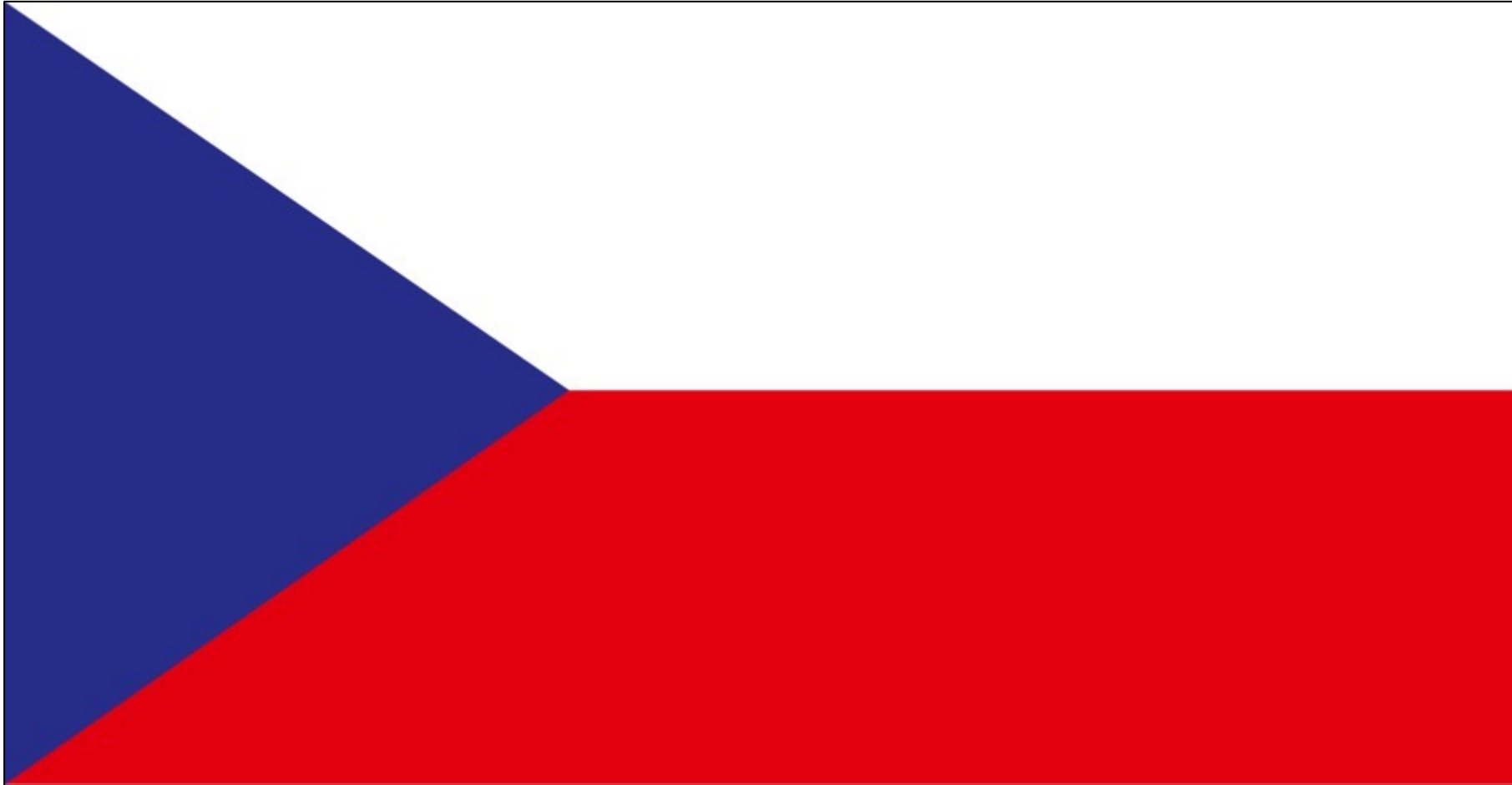
Wiedersehen mit ÖBB und Schweiz: Traumberne...
Die Grand Train Tour of Switzerland führt auf einer 1.280 Kilometer langen Route durch die vielfältigen Facetten des Landes. Von pulsierenden Städten bis hin zu idyllischen Alpenregionen, durchquert die Tour fünf UNESCO-Welterbestätten und zahlreiche weltberühmte Attraktionen. Ein Highlight dieser Tour ist der Komfort: Ein Swiss Travel Pass genügt, um das gesamte Abenteuer zu erleben. Leben Sie sich zurück und genießen Sie die Freiheit, jederzeit ein- und auszusiegen.

Czech Republic.



Switzerland.





Switzerland.

Winter FAM Trip in Graubünden.

- 24. – 28. 1. 2024
- Winter FAM trip focused on Davos Klosters, RhB & BEX, Poschiavo, Diavolezza, and Lower Engadin (Scuol, Zernez, Swiss National Park) with ski and non-skier program.
- 6 TO's + 1 ST



Poland.



Switzerland.



Switzerland.

Future activities.

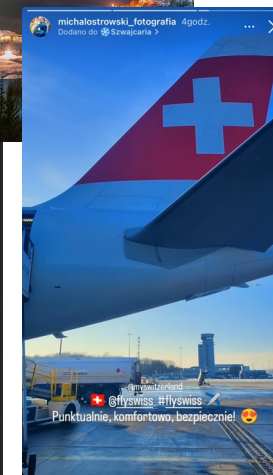
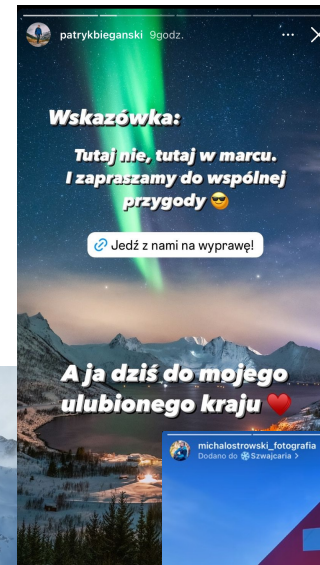
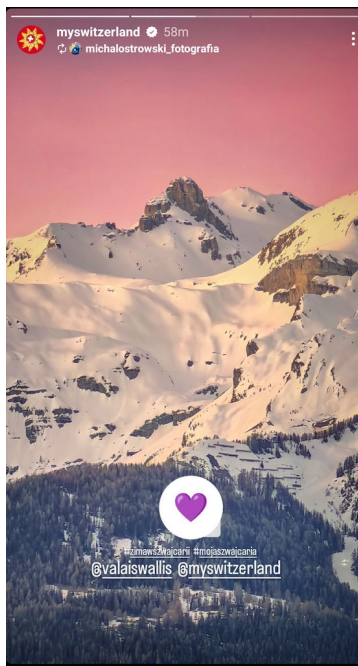
- Sum up and planning meeting with media in Warsaw, February
- RhB map, March
- Fam trip Nendaz, March
- Girls on snow, winter trip to Scuol and Davos, March
- Fam trip to Davos, March
- Online activities with National Geographic Traveler, March



Switzerland.

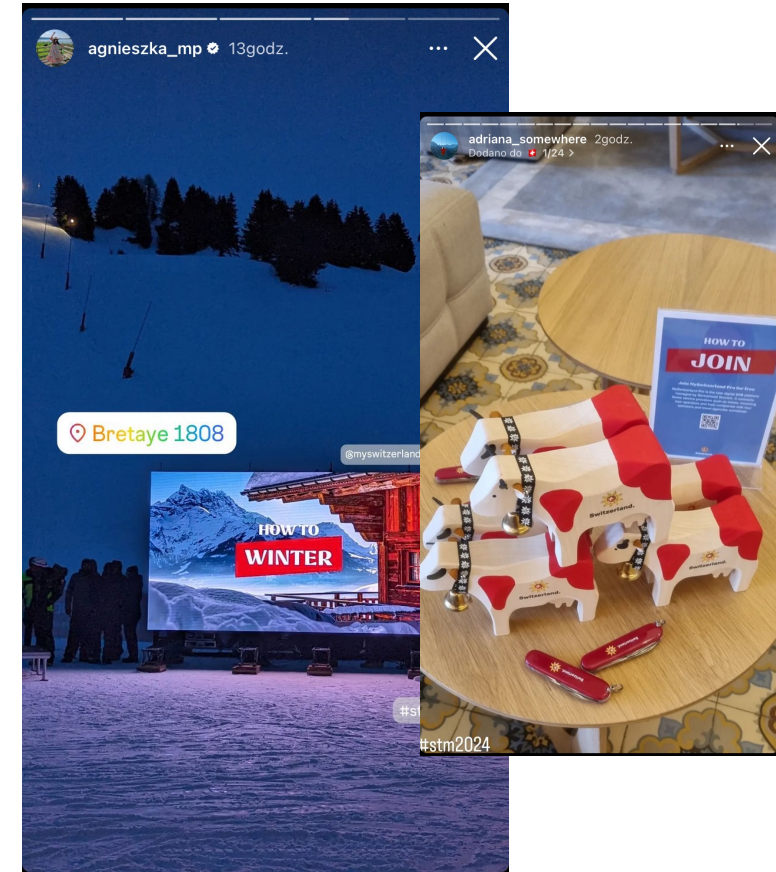
KMM: media trip, photographers and winter.

- Saas Fee, Rigi, Central Switzerland
- 21. - 28.01
- 6 photographers
- Focus on winter landscape, sunrise, sunset, winter soft activities
- Post shared on MyS Insta profile
- Activities in SoMe, stories, posts during the trip and after return
- Sponsored posts – ongoing also in February



KAM: STM Winter edition.

- 12. – 18. January
- 5 TOs from Poland
- Meetings and exchange
- Destination exploring
- SoMe activities, reach 31'200

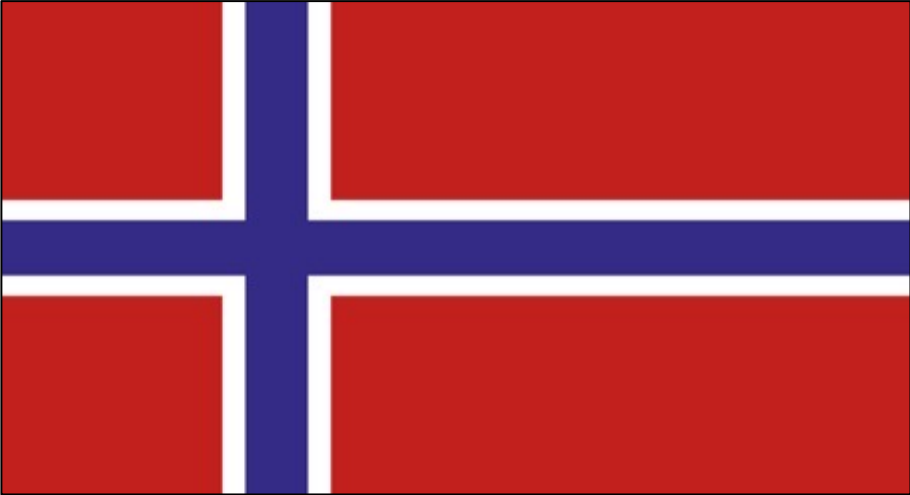
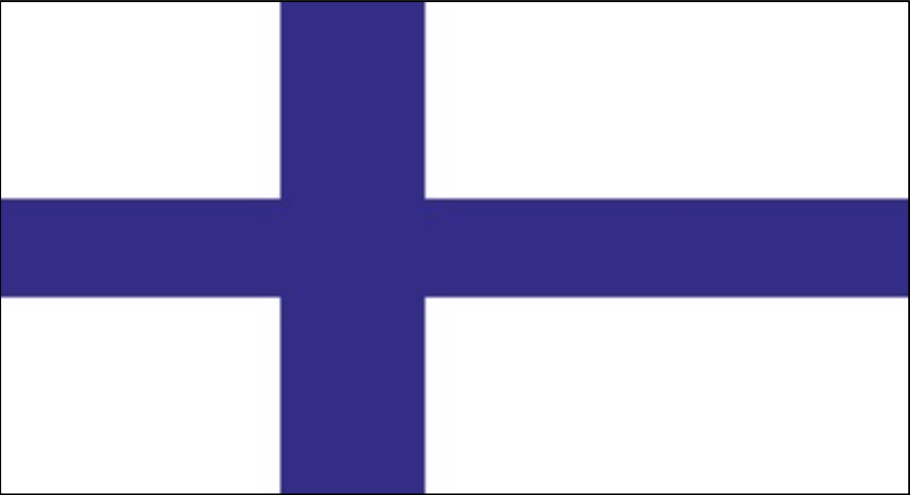
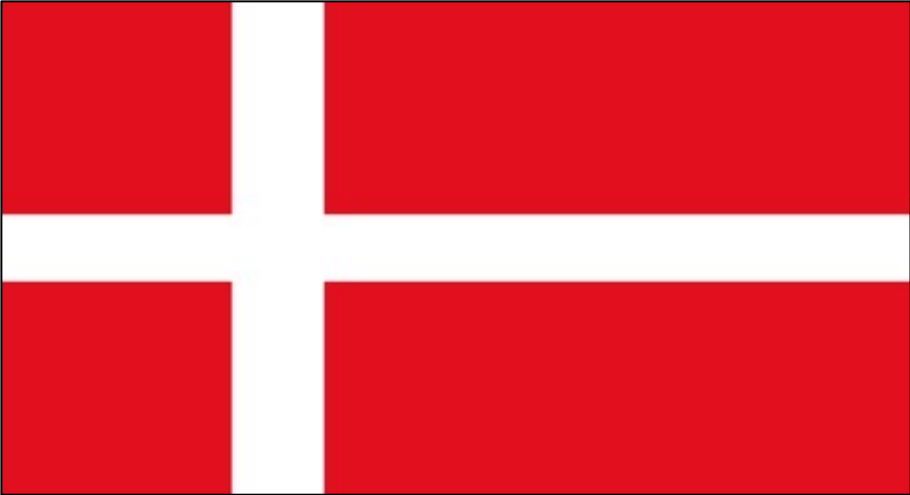
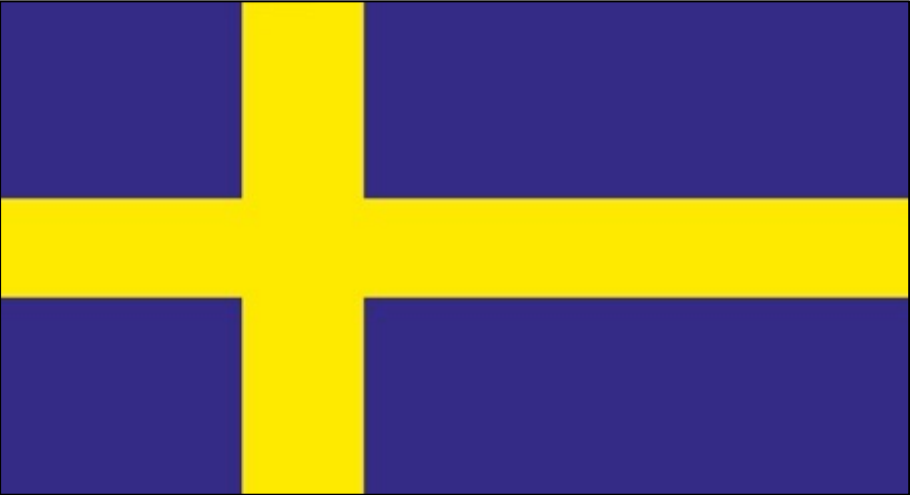


Campaigning & Activ.: Facebook contest.

- One week activity on ST Facebook
- Posting pictures from Switzerland
- 3 ST wall calendars to win (in high demand)
- 68 comments – picture posts
- Posts reach organic over 11'000



Nordics.





Switzerland.

Recovery: OOH campaign Stay longer.

- Date: 8-26JAN
- OOH campaign in all public transport especially underground in and around Stockholm with sunny and light train and winter pictures. Over 4000 displays.
- Focus: Stay longer and explore more
- Contacts: 13'260'000
- Partner featured: STS, Engadin, GRF, Andermatt, LUV





Switzerland.

Exhibition Jens Assur.

- Exhibition “Privat Natur” of Swedish star photographer and film maker Jens Assur in museum Liljevalchs in Stockholm
- Date: 6OCT23-7JAN24
- The Alps were exclusively represented by shots of Switzerland. ST coordinated some of Jens’ travels.
- Visitors: 120’000





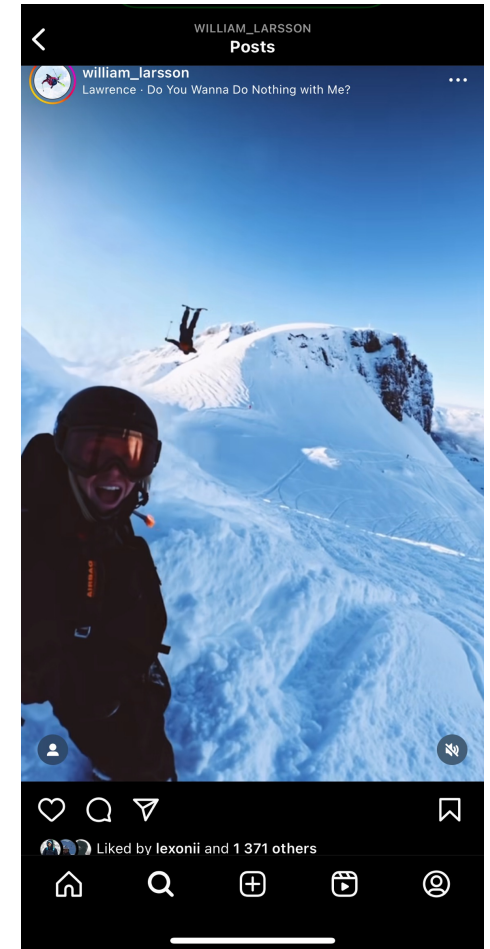
Switzerland.

Infl. Trip: Kajsa + William Larsson Engelberg

- Date: 12JAN-22JAN
- Activity: influencers @kajsal + @william_larsson
- Focus: Skiing and lifestyle in Engelberg
- Partner: Engelberg

KPI

- Impressions: 760'000
- Posts + stories: 6 posts + 40 stories

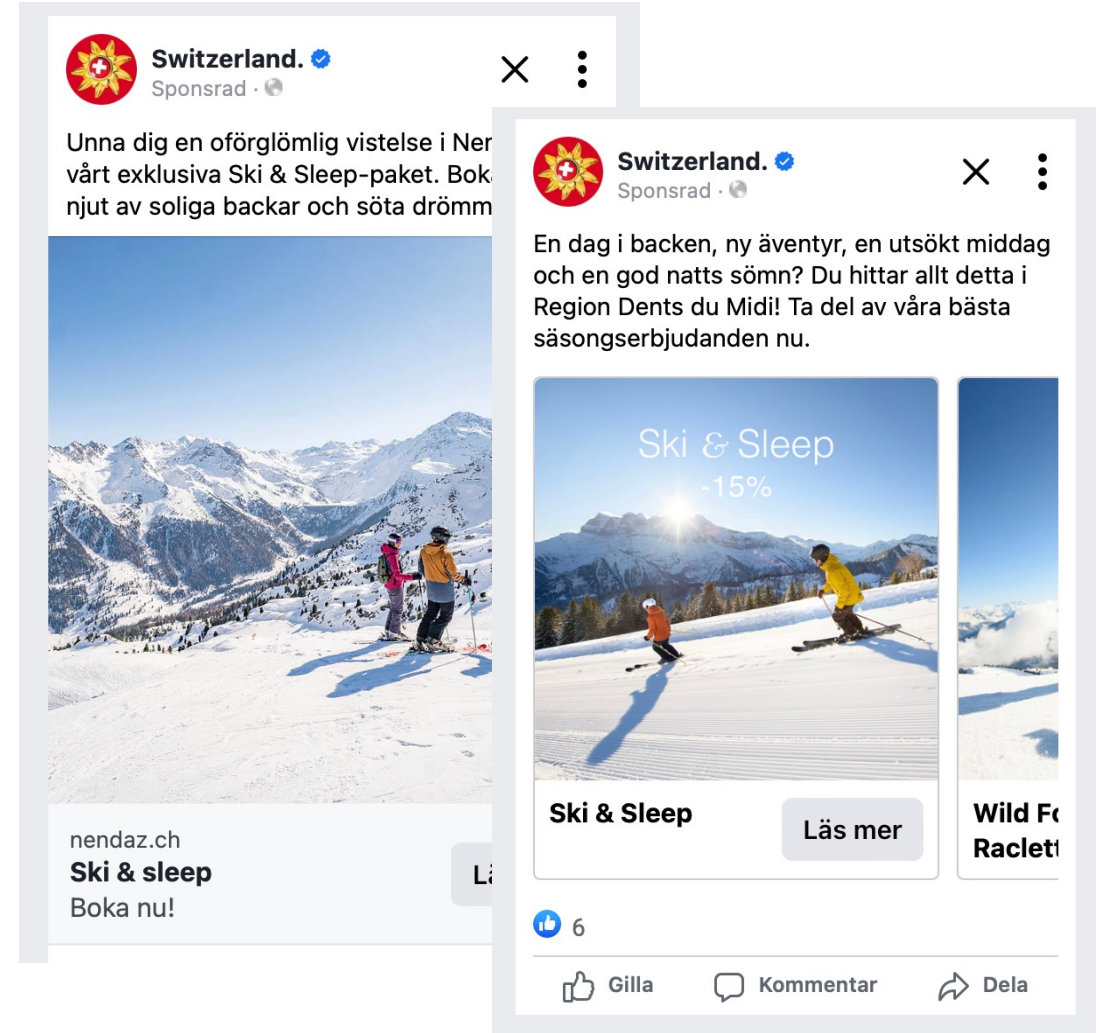


C&A: Meta campaign

- Date: 13DEC-20JAN
- Activity: awareness campaign + traffic campaign
- Focus: Winter in Valais region
- Partner: Valais

KPI

- Impressions: 1'671'314



Switzerland. Sponsrad

Unna dig en oförglömlig vistelse i Ner vårt exklusiva Ski & Sleep-paket. Boka nu! njut av soliga backar och söta drömm

En dag i backen, ny äventyr, en utsökt middag och en god natts sömn? Du hittar allt detta i Region Dents du Midi! Ta del av våra bästa säsongserbudanden nu.

Ski & Sleep
-15%

Läs mer

Wild F
Raclet

6

Gilla Kommentar Dela

SCIB - Travel News Market Workshop.

- 9th jan in Copenhagen
- 80 buyers from Southern Sweden and Denmark
- One – one meetings and networking
- New event format on the Danish market but seemed appreciated and will probably develop and get more established over the coming years.



SCIB - Travel Match Norway.

- 11th Jan in Copenhagen
- 170 buyers from Norway leisure and MICE
- One – one meetings and networking
- Jungfrau Region, Jungfrau Railways and Geneva CVB participated
- Very business oriented and well prepared buyers. Good meetings with also a few requests already.



Campaigning: Åka Skidor – Winter Campaign.



- Date: 8DEC-8JAN
- Activity: Digital Native + print advertorial
- Focus: Stay Longer – Delve deeper
- Partner: Andermatt, Ticino, Engelberg, St. Moritz, DVS, Zermatt, Lucerne, Montreux, ZRH, STS.
- KPI: Contacts 140'342



FOTO: Sven Plek

Hela denna artikel är ett annonssamarbete med Switzerland Tourism

PARTNER

Schweiz: Stanna längre – upptäck mer

Snösäkra berg och fantastisk skidåkning i flera av Schweiz mytomspunna skidorter under en och samma resa. Med ett Swiss Travel Pass i fickan kan du stanna längre, uppleva mer och välja nästa dags åkning efter magkänsla eller väderprognos.


Text: • 2024-01-08 Uppdaterad 2024-01-08

Att välja tåget för att ta sig runt till olika skidorter i Schweiz innebär inte bara att ni reser miljövänligt och smidigt utan också att valmöjligheterna är nästintill oändliga. Från Sverige avgår dagligen flera fligheter direkt till Schweiz. Flest fligheter går till Zürich, flygtid cirka 2,5 timmar. Härifrån når ni hela landet snabbt och enkelt direkt från flygplatsens egen tågstation – inget annat land i världen har nämligen ett lika välutbyggt järnvägsnät som Schweiz i förhållande till landyta.

Tar ni morgonfligheten från Stockholm kan ni tidig eftermiddag samma dag rulla in i orter som Andermatt, Davos, St. Moritz eller Engelberg och med lite tur hinna med några eftermiddagsåkning innan det är dags för afterski, följd av en vällagad middag och slutligen nattsömn under tjocka duntäcken.

Campaigning: Vagabond – Winter Campaign.

- Date: 7DEC-7JAN
- Activity: Digital Native and print advertorial
- Focus: Stay Longer – Dwell deeper
- Partner: Andermatt, Ticino, Engelberg, St. Moritz, DVS, Zermatt, Lucerne, Montreux, ZRH, STS.
- Contacts: 596'000



ANNONS

FOTO: Lv.: Stefan Schlumpf, Lh.: Engadin Tourismus

Hela denna artikel är ett annonssamarbete med Switzerland Tourism

Schweiz: Stanna längre – upptäck mer

Snösäker skidåkning, god mat och besök i flera av Schweiz mytomspunna skidorter under en och samma resa. Med ett Swiss Travel pass kan du stanna längre och uppleva ännu mer av Schweiz fantastiska vinteraktiviteter.

Text: • 2024-01-08 Uppdaterad 2024-01-08

Genom att stanna längre på plats i Schweiz och ta tåget mellan resmålen slår du dessutom ett slag för miljön. Större delen av våra rese-utsläpp härstammar från resan till och från ett destinationsland vilket gör det miljösmartare att resa en gång och stanna längre.

Att resa runt med tåg i Schweiz öppnar dörren till en variationsrik resa med nästintill oändliga valmöjligheter när det gäller platser och upplevelser. Från Sverige avgår dagligen flera flighter direkt till Schweiz. Flest flighter går till Zürich, flygtid cirka 2,5 timmar. Härifrån når ni hela landet snabbt och enkelt direkt från flygplatsens tågstation – inget annat land i världen har nämligen ett lika välutbyggt järnvägsnät som Schweiz i förhållande till landyta.

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KAM - Inspiration Day, Världens Resor

- Stockholm, 21 January
- Världens Resor invited its customers to an inspiration day to tell more about their travels in 2024.
- Switzerland Tourism contributed to swissness by offering some Gruyère during a VIP reception.
- Attended:
 - VIP Event: 78
 - General Event: 182





Switzerland.

KAM - Individual Fam Trips.

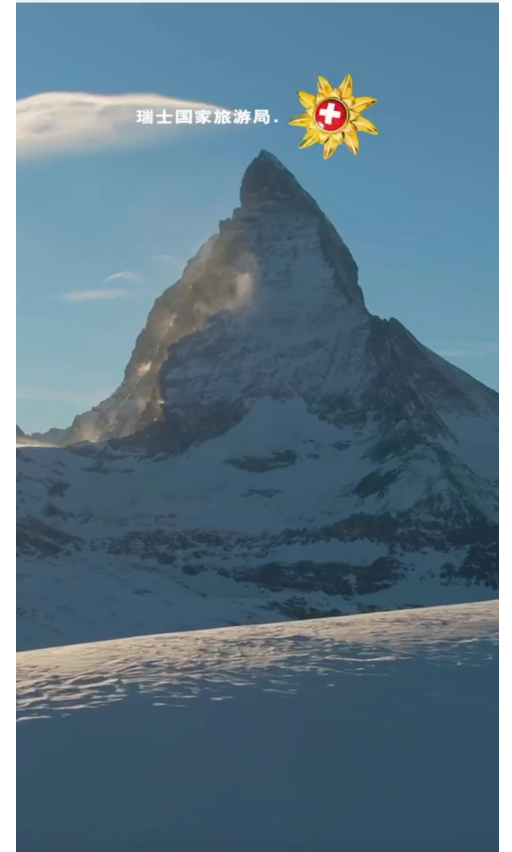
Market	Company	Participant/s	Destination	Theme	Date	Pax
SE	Lime Travel	Olof Jeremias	Engadin St Moritz	Winter	11-14/01	1
SE / NO	Select Collection	Ellen Aslaksen Gunhild Kreken Hanna Swärdstedt	Engadin St Moritz	Winter	11-14/01	1
DK	Nyhavn	Per Storm	Zürich	City	12-13/1	1
DK	Nyhavn	Per Storm	Laax	Winter	13-15/1	1
DK	Nyhavn	Per Storm	Andermatt	Winter	15-17/1	1
NO	Alpene	Thomas Salvesen	Engadin St Moritz	Winter	18-21/1	1
SE	Ski Unlimited	Anna Larsson	Val d'Anniviers	Winter	18-21/1	1
NO	Alpespesialisten	Tim Molland	Schilthorn / Mürren	Winter	19-22/1	1
NO	Alpespesialisten	Tim Molland	Andermatt	Winter	22-24/1	1

China.



KAM: HH Travel New Year Greetings

- **Date:** 01 January 2024
- **Description:** new year greetings on HH SoM accounts, with ST Daniela's greetings from Switzerland
- **Results:**
 - 50'000+ viewers
 - 1800+ like



ISPO Beijing: Forum Speech

- **Date:** January 12
- **Description:** Presentation on women in outdoor sports and introduction of the ST 100% women campaign.
- **Topic:** 100% Women
- **Partner:** Mammut
- **Results:**
 - Ca. 50 participants



Sports Tourism Destination Conference
体育旅游目的地大会

/2024.01.12 09:25-12:00
/北京·国家会议中心 M306会议室

/SPEAKER
Daniela Chiani
瑞士国家旅游局中国区主任

/SPEECH
11:10-11:30
**运用[她]在户外运动的影响力
推广目的地瑞士**

/扫码报名


GOIF户外创新
ISPO Beijing 2024特辑系列

ISPO Beijing × GOF 

HCG – Gala Dinner

- **Date:** January 12
- **Description:** Networking dinner with HCG agents, national tourism boards and other representatives of the tourism industry
- **Results:**
 - *No specific results*





Switzerland.

KMM: Live broadcasting on Beijing Joy FM87.6

- **Date:** January 09
- **Description:** one hour live broadcasting on Beijing Joy FM
- **Topic: Winter Fun in Switzerland**
- **Results:**
 - 145,000
 - Partners related: STS, LAAX, DDK, Titlis, JR, Schilthorn, MRAG, Zermatt, ESTM





Switzerland.

KMM: Live broadcasting on Beijing Communication Radio FM103.9.

- **Date:** January 25
- **Description:** one hour live broadcasting on FM103.9
- **Topic: Winter Fun in Switzerland**
- **Results:**
 - 145,000
 - Partners related: STS, Zermatt, Matterhorn Region, MGB, ZBAG, GEX

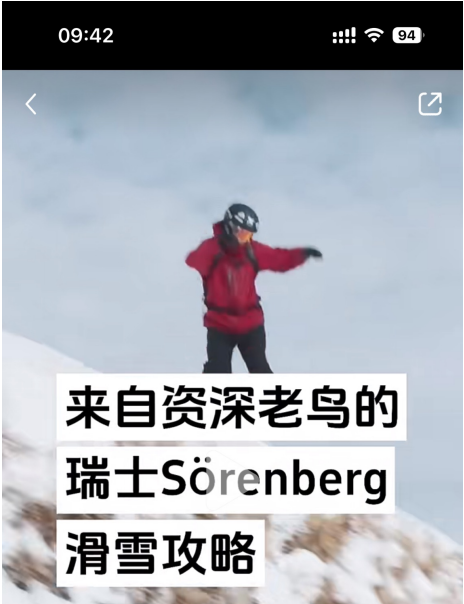




Switzerland.

KMM: Snowboarder KOL media trip

- **Date:** January 11-16
- **Description:** 2 Snowboarders ski and shooting in Central Switzerland, supported by LLR
- **Topic:** Ski enthusiasts in Switzerland
- **Results:**
 - Total Impression: 119,300



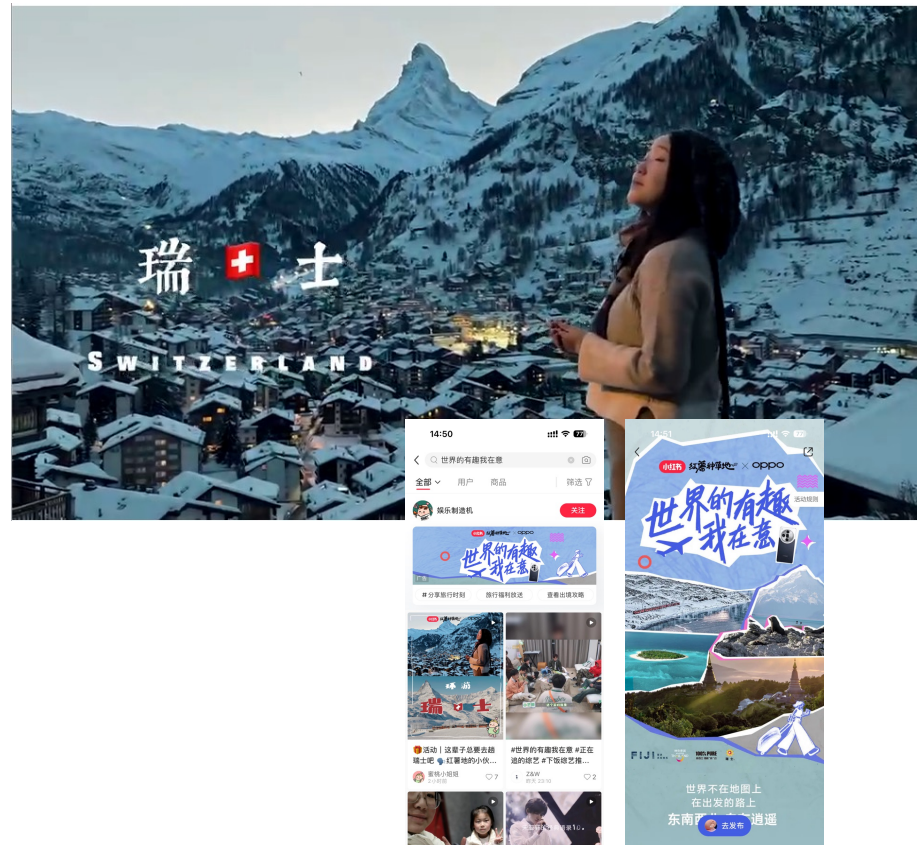
Date Published	Topics	Red Views	Douyin Views	Wechat Views	Bilibili.tv Views	Red Link
Jan 17	Freeriding in Sorenberg	1.7K	4.3k	2.1k	1k	https://www.xiaohongshu.com/discovery/item/65a70a5a00000002b00a373?app_platform=ios&app_version=8.20&author_share=1&share_from_user_hidden=true&type=video&xshare=WeixinSession&appid=5dfb35bd000000001002002&apptime=1706055928
Jan 18	Talking to a Swiss snowboard coach	18K	13k	11k	6.1k	https://www.xiaohongshu.com/discovery/item/65a8776200000002b00b075?secondshare=weixin&share_from_user_hidden=true&appid=8&apptime=1706055942
Jan 19	Sorenberg resort review	2.3k	10k	6.6k	1.2k	https://www.xiaohongshu.com/discovery/item/65a990bb00000002d038c34?secondshare=weixin&share_from_user_hidden=true&appid=8&apptime=1706055954
Jan 21	How snowboard can move on a flat ground	9k	20k	8.2k	4.8k	https://www.xiaohongshu.com/discovery/item/65ac4a3000000002d03d18f?secondshare=weixin&share_from_user_hidden=true&appid=8&apptime=1706055966



Switzerland.

OPPO x Redbook x ST cooperation

- **Date:** January 08
- **Description:** Media cooperation
- **Topic:** Grand Train Tour of Switzerland
- **Results:**
 - 1000 media/influencers on site
 - OPPO social media post with Switzerland on Weibo and Redbook
 - 2 KOL in Switzerland for GTTOS
 - ST sponsoring: 2 STP + content/Visual/Video footage + intelligence
 - Redbook H5 campaign



Award: 2023 Best Marketing Team by National Tourism

- **Date:** January 05
- **Description:** ST as best Marketing Team by National Tourism, one of the most important B2B trade media in China



Award: Most Expected Outbound Destination 2023 by Sina weibo

- **Date:** January 22
- **Description:** Switzerland as most expected outbound destination 2023 by weibo users



Award: ST as best destination NTO by Luxury Times magazine

- **Date:** January 30
- **Description:** Switzerland Tourism was awarded as the world's best destination national tourism bureau by LuxuryTimes magazine





Switzerland.

Award: Switzerland as 2023 Special Destination by Voyage magazine

- **Date:** January 31
- **Description:** Switzerland was awarded as 2023 Special Destination by Voyage Magazine





Switzerland.

KAM: Shanghai Yuelai Culture Community Event

- **Date:** 16 Jan
- **Description:**
 - Shanghai based high-end community tour operator Yuelai Culture new year celebration event at BFC Bund. ST presentation and networkings.
- **Topics:**
 - Swisstainable
 - Health
 - STS
 - Art&Culture
 - Winter
- **Results:**
30+ participants





Switzerland.

KMM: Pincheng Online Panel “Spring Festival Outbound Trend”

- **Date:** 25 Jan
- **Description:** Travel media Pincheng online trade salon. ST participated panel of “Spring Festival Outbound trends”. PPT including winter partners and panel with new Zealand, Qatar, Poland, on Chinese New Year trends.
- **Topics:**
 - Winter Switzerland
- **Partners:**
 - SWISS, STS, MRAG, DDK, JR, Schilthorn, Titlis,
- **Results:**
 - 2000+ participants





Switzerland.

KAM: Tennis Community product development

FAM tour

- **Date:** 08 – 11 January
- **Description:** Tennis community KOL Annie inspection tour in Zurich, Interlaken and Davos, visit local tennis clubs and develop 2024 tennis groups to Switzerland.
- **Topics:**
 - RF
- **Partners:**
 - SWISS, STS, Zurich, Interlaken, Davos
- **Results:**
 - 1 KOL





Switzerland.

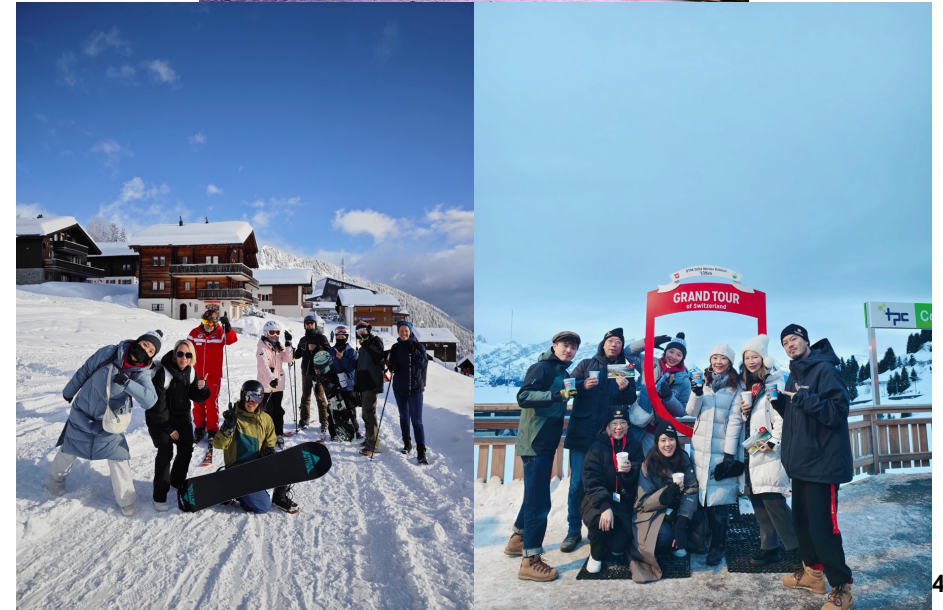
KAM: Yiqifei Trade event in Shenzhen

- **Date:** 25 Jan
- **Description:** RE GSA in South China
Yiqifei hold trade event in Shenzhen.
- **Topics:**
 - Winter Switzerland, Switzerland by train/GTToS
- **Partners:**
 - STS, RE
- **Results:**
 - 50+ participants



KAM: STM Snow Edition 2024

- **Date:** 12 – 20 Jan
- **Location:** Villars
- **Markets:** all
- **Partners:** **Pre-Trip** to Interlaken, Andermatt, Schilthorn, Crans-Montana, Saas-Fee, Zermatt
Post tour to Matterhorn region
- **Result:** 5 Mainland, 1 Hongkong, 1 Taiwan, total 7 buyers participated





Switzerland.

KMM: ST x Harbin Viral Media Result

- **Date:** 15th of January
- **Description:** The WEF interview in Davos with Martin Nydegger went ‘viral’ in China, becoming a top trending hot topic on Weibo. Martin welcomes Chinese guests to Switzerland and impresses the public with his Chinese.
- **Partner:** Davos
- **Result:** 340 Mio Impressions on the hot topic



Original CCTV Weibo Post
600'000 Impressions

CCTV 13 News
600'000 Impressions

Hot Topic
70 Million readers
3304 comments
394 Engagements
738 posts

Hot Topic Contribution Example
303'000 Video Views
168 Shares
116 Comments
534 Likes

Media Articles from mainstream media (Tencent, China Daily etc.)
and reposting from provincial media outlets
Post impressions between 30'000
and 100'000

Reaction Post from Harbin
255'000 Impressions

KMM: Interview with CGTN

- **Date:** 31.01.2024
- **Markets:** China
- **Description:** 20 minute interview talking about the destination Switzerland, its unique aspects, challenges and projects.
- **Partners:** STS, Zurich, Geneva, Jungfrau Region, Laax, Davos, St. Moritz, Vaud, Titlis, Schilthorn
- **Topics:** All-season travel, Swisstainable, Winter, stay longer
- **Result:** **TBD**



Korea.



Switzerland.





Switzerland.

C&A: Influencer Trip How To Winter.

- Title: How to Winter with Travel Influencers
- Background
 - 8 Korean influencers visit to Winter destinations & products in Switzerland to generate vibrant winter travel contents
 - Collaboration with Klook Korea for the dev. of influencer contents, esp. for STP
- Period: 19 – 29 Jan. 2024
- Destinations : Zermatt, Leukerbad, Bettmeralp, Grindelwald, Interlaken, Luzern, GEX, BEX
- Result is in the process of collecting



picn2k · Follow
Switzerland

picn2k 스위스 기차는 언제나 감동!

언제나 타고 싶을 때 탈 수 있는 스위스
블 패스와 함께,
매 순간 바뀌는 영화같은 풍경들을 마주

♪보글보글(Album Ver.) - 디에고
(diego)

#inlovewithswitzerland #스위스와/
에버지다 #레일유럽
#swisstravelsystem #Raileurope
#ineedswitzerland

Edited · 1w

yk.mph i'd live vicariously through
shot if i could 🥰
1h Reply

♡ 💬 📍

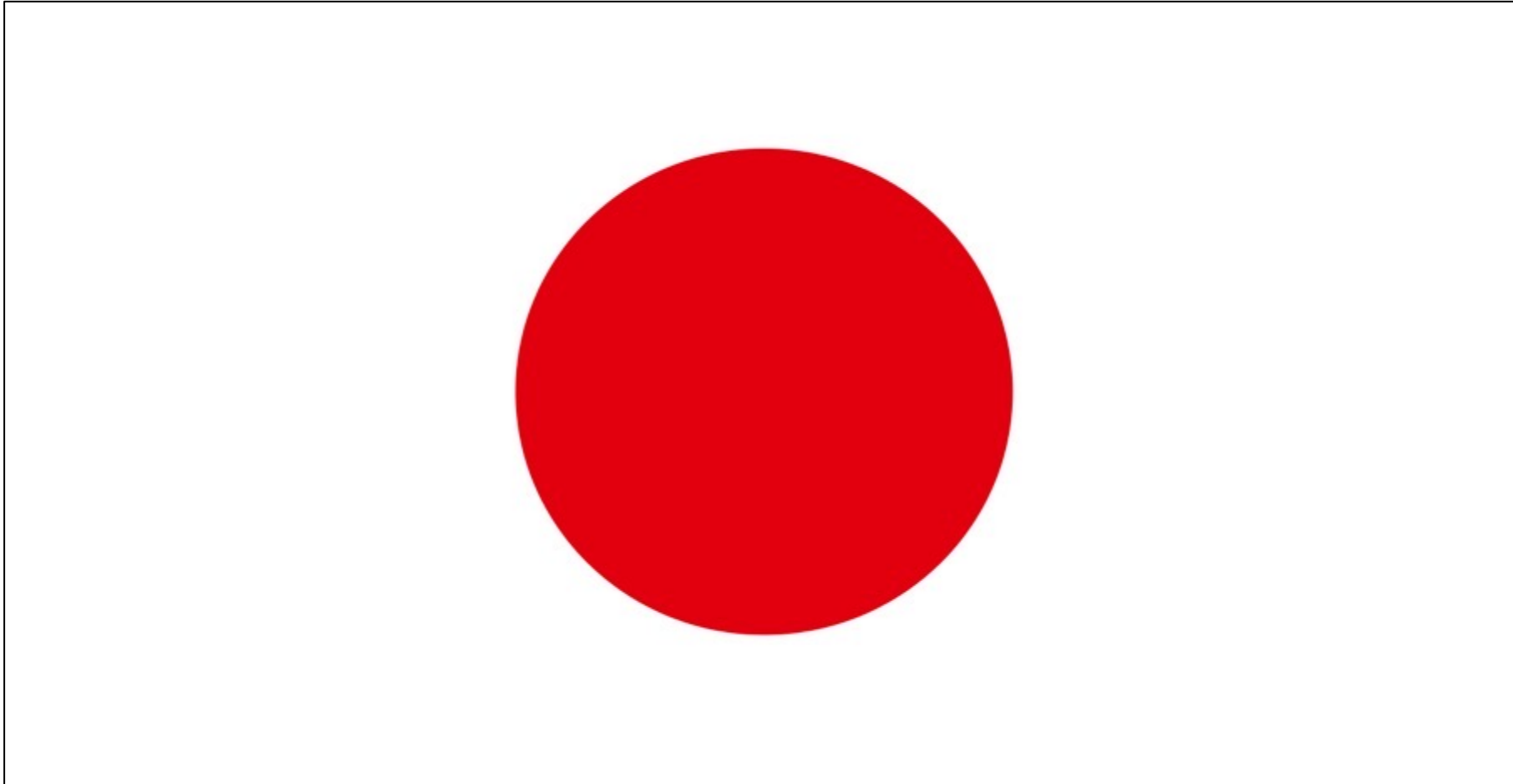
64,790 likes
January 25

Log in to like or comment.

Japan.



Switzerland.





Switzerland.

C&A: Exhibition 50th HEIDI Anime anniversary.

- Heidi Anime 50th anniversary exhibition in Osaka: 27.12.2023 – 09.01.2024
- Movies & Panels featuring: Jungfrau Region/Railways and RhB (main partners), Zurich (Spyri story)
- Visuals throughout the store (on top of exhibition space)
- Venue: Hankyu Umeda Dep. Store
- Distribution of “Heidi leaflets”, 30’000 copies
- Exhibition space: 630m²
- Exhibition Visitors: 6,800
- Store Visitors: 2,380,000





Switzerland.

KAM – Sales Calls in Tokyo with STC.

- Sales calls with STC
- Visit of most important key accounts in Tokyo
- Getting to know key contacts, introduction of new Market Manager and current situation updates
- Date: 16 & 22 January
- Visited 15 accounts
- Participants: 36





Switzerland.

KMM - Magazine 'Kateigaho'.

- 'Kateigaho' is a high-end monthly women's magazine.
- Circulation: 100'000 copies
- Pages: 10 pages
- Published: 1 January 2024
- Luxury winter resorts and its premium hotels in Zermatt, St. Moritz, Bürgenstock Resorts and Zurich recommended by KOL.





Switzerland.

KMM / KAM - Magazine 'Kateigaho'.

- 'Kateigaho' is a high-end monthly women's magazine.
- Circulation: 100'000 copies
- Pages: 5 pages
- Published: 1 February 2023
- Luxury Swiss mono tour ad by Kateigaho Premium Travel in Jungfrau Region, Zermatt and Lake Geneva Region on Kateigaho Magazine.



スイス インターネーションル エアラインズ
「ピラテナス」専用 アップグレードをぜひ
ご利用ください
スイス三大名峰を巡る 9日間

旅行人数(2024年)	1人あたり旅行代金(税別)	2人あたり旅行代金(税別)
7月8日(土)	318,000円	338,000円
8月10日(土)	338,000円	358,000円
1人あたり旅行代金(税別)	78,000円	98,000円

※上記旅行代金には、乗車チケット、宿泊代金、朝食代金、観光代金、保険代金、送迎代金、入国審査料、空港手荷物検査料、消費税が別途加算されます。

※旅行代金に含まれない項目は、別途お見積りいたします。

- 朝食代金(1人1食) ※朝食代金は、朝食のみの代金です。
- 乗車チケット代金 ※乗車チケット代金は、乗車チケットのみの代金です。
- 観光代金 ※観光代金は、観光のみの代金です。
- 保険代金 ※保険代金は、旅行中の保険のみの代金です。
- 送迎代金 ※送迎代金は、送迎のみの代金です。
- 入国審査料 ※入国審査料は、入国審査のみの代金です。
- 空港手荷物検査料 ※空港手荷物検査料は、空港手荷物検査のみの代金です。
- 消費税 ※消費税は、消費税のみの代金です。

※旅行代金に含まれない項目は、別途お見積りいたします。

※旅行代金に含まれない項目は、別途お見積りいたします。





Switzerland.

KMM - Newspaper 'Hokuu Shimpo'.

- 'Hokuu Shimpo' is a local newspaper.
- Circulation: 32'000 copies
- Pages: 1/16 page
- Issued: 18 January 2024
- Article about the life the Alps in Wengen visiting by Luzern Interlaken Express.
- As a result of Int'l media trip 'STS Swissness and History' in 2023.





Switzerland.

KMM - Newspaper 'Shikoku Shimbun'.

- 'Shikoku Shimbun' is a local newspaper.
- Circulation: 164'000 copies
- Pages: 1/16 page
- Issued: 24 January 2024
- Article about Glacier Garden in Lucerne and Aletsch Glacier.
- As a result of Int'l media trip 'STS Swissness and History' in 2023.

憧れのスイス

スイス中部の古都ルツェルンは湖畔にロイス川沿いに広がる美しい町。夏に世界的な音楽家が集う音楽祭が開催されることも有名だ。そそぎ歩きが楽しい旧市街の北東の街中に、国の天然記念物「氷河庭園」がある。この地が氷河に覆われていた2万年前の痕跡を見られる。

氷河から溶け出した水と砂利によって作られた直径約8m、深さ約10mの「氷河おづ穴」や氷河に運ばれた石などが残されている。約2万年前はヤシの木々が繁る亜熱帯の海岸だったとそうで、発掘された貝殻やヤシの葉の化石の痕跡もある。

庭園は、実業家アムライン家が邸宅敷地内に1873年に開いた。ルツェルンの歴史と地質を中心に、原始の海の形成から氷河期の遷遷まで地球の歴史を伝える博物館を併設する。

氷河との関係性は不明だが、「鏡の迷宮」も人気だ。スвейンのアルハンブラ宮殿を模した迷路で、自分の姿が部屋の鏡のあちこちに映るのが面白く、観光客は皆々カメラに大はしゃぎ。「もと業しめるものがある方がいい」とこの創業者の妻マリーのアイディアで出来たそう。マリーは夫の死後

進む消失、温暖化が影響

観光名所として公園を発展させた。このように遊び心がある観光スポットはスイス各地にあり、興味深い。

氷河庭園を見学しながら、数日前に行ったアルプス最大最長のアレッチ氷河で、現地の知人が「悲し過ぎるほど小こななっている」と表情を曇らせていたことを思い出した。私には確かな眺めに見えるが、気候変動による温暖化の影響は深刻。このまま消失が進んで、今世紀末までに現在の1割以下になるとの予測もあるという。

誰もが憧れる大自然を後世にも伝えられるよう、今こそ私たちにやる地球規模の行動が求められていることを強く感じる。

（ジャーナリスト・横井弘海）

おわり

アルプス最大の氷河

アレッチ氷河



South East Asia.



Switzerland.



STS - Jan Newsletter to Trade - SEA

- 8 Jan
- Communicate New Year greetings, 2024 STP rates, Winter offerings, promote STP and GTToS.
- KPIs: Continually refresh and expand database, engagement with agents.
- Partners integration: ST/STS



The secret to getting ahead is getting you moving.

Dear travel agent partners & friends of Switzerland,

Happy New Year, or as we say in Switzerland, "**Frohes Neues Jahr!**" We hope this message

STS/SCIB - Sales visit Pacific Arena - SG

- 30 Jan
- Communicate 2024 STP rates, Winter offerings, promote STP and GTToS. Broad discussions on 2024 plans, market trends, priorities.
- KPIs: Networking opportunity, sales commitment and engagement, support GSA efforts.
- Partners integration: ST/STS/SCIB





KAM SEA – Switzerland Travel Mart Winter 2024. **Switzerland.**

- 14-18 January 2024, Villars-sur-Ollon
- 12-14 January 2024, Pre-convention tour at selected destinations
- 5 KAs from SEA:
 - Vacio Fun Fun (TH)
 - Mitra Kembara (MY)
 - Avia Tour (ID)
 - Globetrotters (PH)
 - HongThai Travel (SG)





Switzerland.

KAM SEA – Snow – Post STMW Famtrip.

- 18-23 January 2024
- New products to be developed by Kas
- Partners: GEX, St.Moritz, Graubunden
- 5 KAs from SEA:
 - Vacio Fun Fun (TH)
 - Mitra Kembara (MY)
 - Avia Tour (ID)
 - Globetrotters (PH)
 - HongThai Travel (SG)





Switzerland.

KMM Snow – The Bucket List TV – Thailand.

- 22 January – 3 February 2024
- 10 TV Episodes x 30 mins each
- Reach min 3M per episode
- Eyeballs 300K per episode
- Partners integration:
LX, STS, ZRH, Lucerne (Pilatus, Stoos, SGV), Zermatt, GEX, MRAG, Schilthorn



SCIB SEA Carried Out Business Meetings.

- Market: Indonesia, Malaysia, Corporate : Incentives
- Period: January 2024
- Carried out in CH : 04 incentives
- Grand Total Overnights: 1,808
- Grand Total Turnover: CHF 602,064
- Destination: Zürich, Interlaken, Geneva, Lausanne, Montreux, Zermatt, Lugano



PHILIPPINES: KMM– CNN's The Final Pitch



Switzerland.

- 21-28 January 2024
- Zurich, Basel, Geneva



Australia.



Switzerland.





Switzerland.

STM participants at Travel Daily.

- Travel Daily is one of the leading B2B media in Australia, sending out daily mail with relevant content about the travel industry.
- Our four Aussies were featured with a little creative licence over the Matterhorn.

Timing: 22 January 2024
Circulation: 35'000

Travel Daily
Monday 22nd Jan 2024

Mind over Matterhorn at STM

SWITZERLAND Travel Mart 2024 Winter Edition - the leading trade fair for the country's entire tourism offering - took place last week at Villars-sur-Ollon in the Swiss Vaud Alps.

Courtesy of Switzerland Tourism, the Australian delegation enjoyed amazing winter sports and world-leading Swiss hospitality during pre-famils in iconic ski village destinations including Crans-Montana, Gstaad and Interlaken.

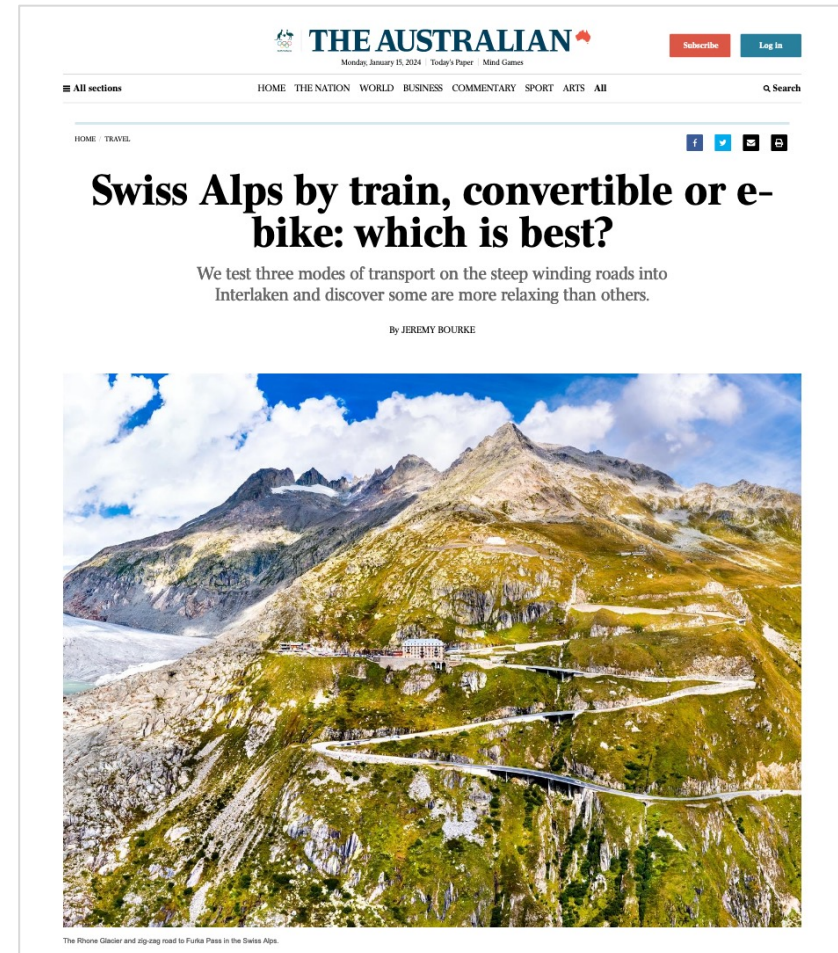
Travel across the country was exclusively via rail using The Swiss Travel Pass - the easiest and best value way to explore the country by train, bus and boat. *BP*

Pictured above with the fabled Matterhorn in the background is Ben Ellison, Sno'n'Ski; Casandra Foister, Skimax; Kevin Looney, Infinity Holidays and Jonathan Hume, International Rail.

Top Coverage at The Australian newspaper.

- Interlaken and the Furkapass have been featured in the printed + online Weekend editions of one of the most important newspapers in the market.
- One page in print reaching 400'000 readers
- Full article in digital reaching 1.5 million readers

Timing: 13 January 2024
Media contacts: 1.9 readers



India.



Switzerland.



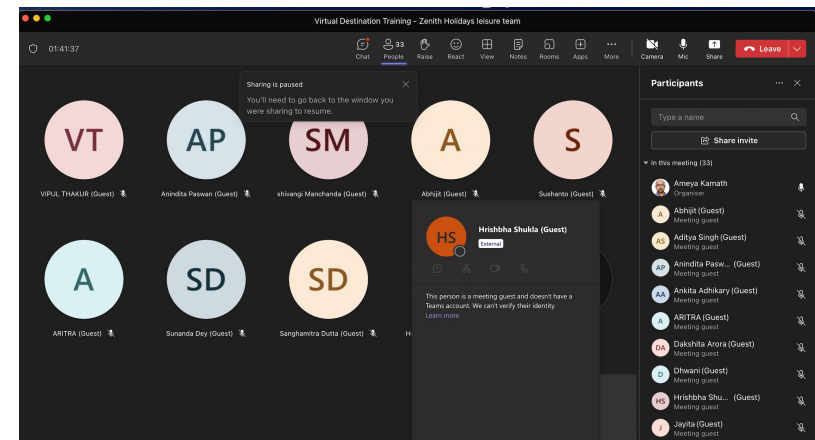
KAM: Switzerland Travel Mart (STM) – Winter Edition 2024.

- 12th – 18th Jan 2024
 - Pre-tours (12th – 14th Jan)
- Key winter sellers got an opportunity to meet / network with 120+ Swiss winter suppliers, as well as experience Switzerland and its winter offerings
- Invitees from India: Explorience (TA), PickYourTrail (OTA), Thrillophilia (OTA), Beyond Ordinary (TA) & Original Senses (TA)



KAM: Training for Zenith Holidays leisure sales team.

- 31st Jan 2024
- Zenith Holidays restarting leisure sales and wanted a training for their team across India
- Conducted a virtual training and highlighted Switzerland and its various touristic offerings
- Interactive Q&A Session in the end
- Total No. of attendees: 33



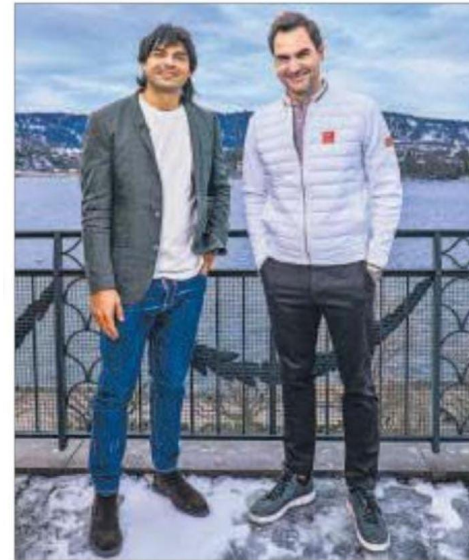


Switzerland.

PR Event: Tennis Legend Roger Federer meets Indian Olympic Gold Medalist Neeraj Chopra.

- A rare convergence of two distinguished athletes capturing national attention in India. The idea to execute this before the Paris Olympics aimed to capitalize on the heightened Olympic sentiments this year. Neeraj Chopra, celebrated as the Golden Boy, is particularly emotionally resonant in connection to this year's Olympics.
- Media Impact: Strong resonance in the Indian market following our press release with the very positive image that Neeraj and Roger have in India. Biggest media houses and channels covered the meet, in both print and online versions Total Contacts (600M+)
- **Total Top Contacts: 572M**

Champions' corner



Switzerland Tourism got Roger Federer and Neeraj Chopra together at Zurich's La Reserve Eden au Lac for a casual conversation. "I am amazed by how much Neeraj has achieved and for his country through his grit and determination," said Federer. PFI

Hindustan Times
Mumbai Ed. 18'75'000

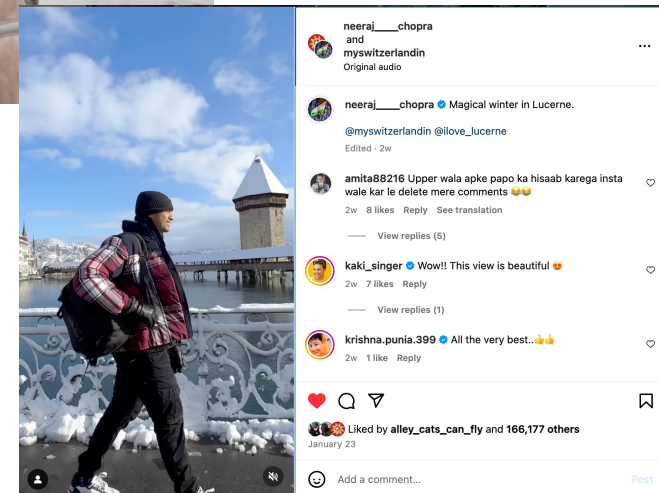
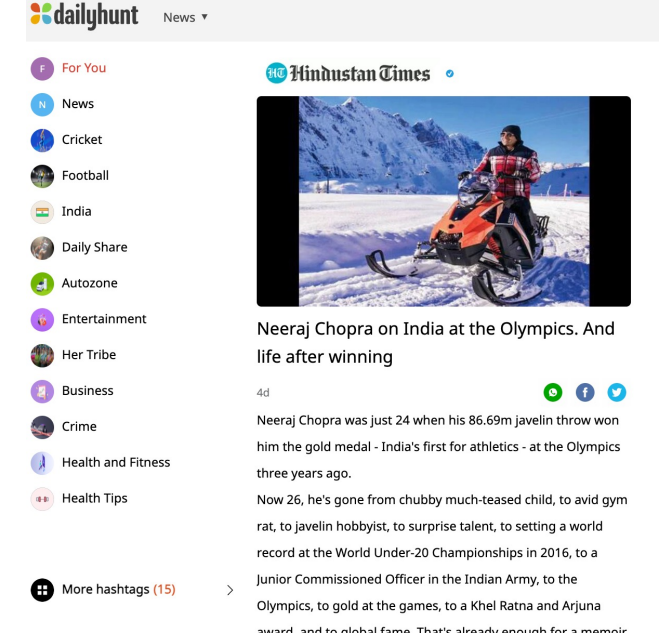


Indian Express –
24'675'000

Neeraj Chopra winter campaign shoot.



- As part of our ongoing association with Switzerland Tourism India's 'Friendship Ambassador' and Olympic Gold Medalist- Neeraj Chopra, we partnered with Lucerne, Titlis Engelberg, Interlaken & Jungfrau Railways in January, to launch a destination specific campaign to showcase winter experiences beyond what the destination is known for.
- The campaign is currently being launched through social media, which includes Instagram collaborations with Neeraj Chopra and ST India, and will be further integrated into sustenance media activities and digital campaigns.
- Organic coverage from Neeraj's social media content as well as press notes and quotes about the destinations is ongoing.
- Top Media Contacts: 404'840'406 (Ongoing)**
- Social Media Reach, Views, etc.: 6M+ (Ongoing)**

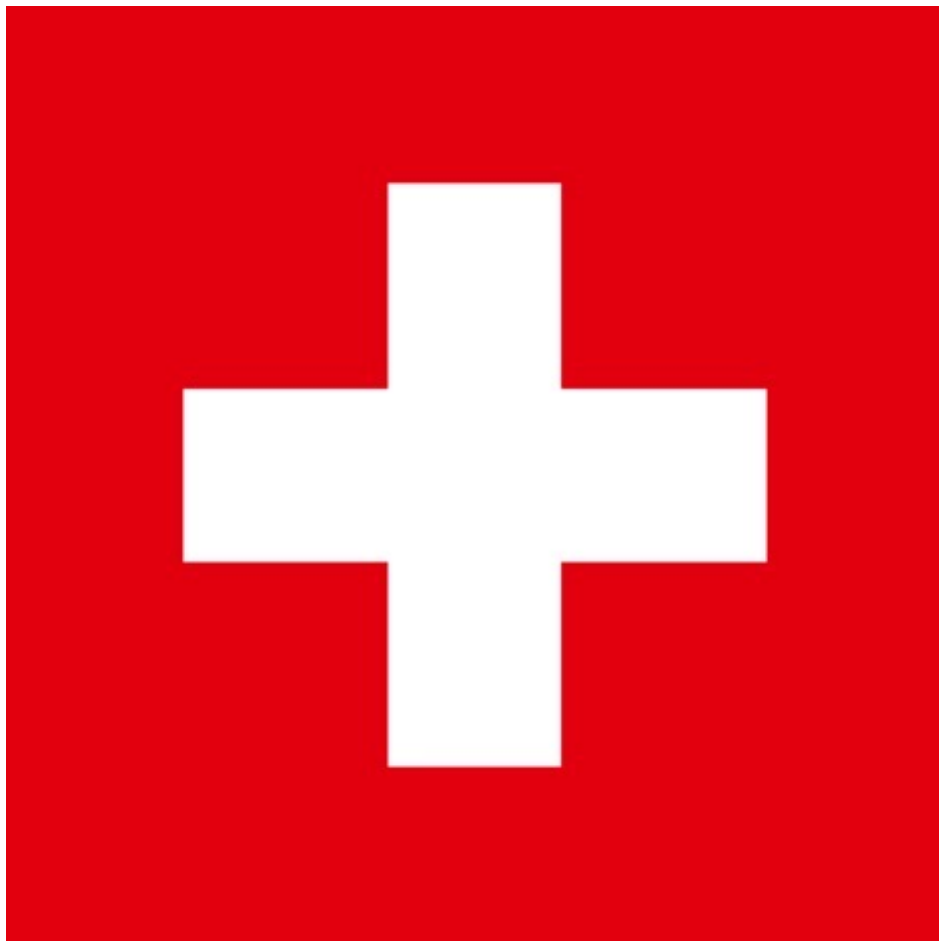


Markets West.

Switzerland.



Switzerland.



BeNeLux.



Switzerland.





Switzerland.

C&A. Luxemburger Tageblatt – Le Quotidien.

- Key partner activity in Luxembourg in winter 2023 / 2024 for Made in Bern.
- Collaboration with Luxemburgs largest media house and their titles in french and german.
- 2 pages publiereportage in the print editions of october in Le Quotidien (32'000 readers) and Tageblatt (44'000 readers).
- Online Articles: 6658 sessions on Lequotidien.lu and Tageblatt.lu.

PUBLIREPORTAGE SCHWEIZ TOURISMUS Mittwoch, 11. Oktober 2023 • Nr. 236

Gstaad & Interlaken: ein Schweizer Wintermärchen

Die Region Gstaad ist heute vor allem wegen eines gleichnamigen Berggängerhotels zu einem prestigeträchtigen Reiseziel geworden. Das idyllische Gstaad wird von Prominenten wegen seines Charmes umschrieben. Neben Gstaad zählt die Region eine weitere Tradition: Le Chalet d'Orléans, eines weltberühmten und herrlichen der die andere. Sie alle haben sich der Pfleger jahrhundertlicher Traditionen verschrieben. Die Schweizerin und Sängerin Julie Andrews formulierte in ihrem Liedtext eine tiefere „Gstaad“ in der letzten Paraden in einer vertriebenen Welt. Wer Entspannung sucht, ist hier richtig, wie auch der bringe Sie zum Bergsteigen und in der Höhe nicht zu erlösen, ein kleiner Blickchen, das mit dem Mond und langem ein angenehmes Verweilen ist. Das Beste ist, sie wissen sich nicht zwischen den beiden Regionen entscheiden.

Während Gstaad eine naturverbundene Region ist und besonders beliebt, die alpine Erde und die herrliche Schweizer Bergwelt zu entdecken, vorwiegend in den Alpen und Adrenalin und zählt zu Europa's Haupt-Abenteuertouristen. Die beiden Winterparadiese bieten mit unterschiedlichen Erlebnissen, Ski- und Off-Road-Angeboten, ganzheitlichen Hilfen und Wellness – wir versetzen Sie in die besten Aktivitäten, welche die beiden Ferienregionen im Berner Oberland zu bieten haben. Mit der Hauptstadt Bern, die zum UNESCO-Weltkulturerbe gehört, pflegen Sie Bern, ein malerisches Bergstädtchen. In Interlaken und Blümlisalpe Region der Schweiz. Der Kanton Bern herbezieht auch zwei der schönsten Winterdestinationen Gstaad, die Region, die unter dem Motto „Come up – slow down“ zu erleben, ein kleiner Blickchen, das mit dem Mond und langem ein angenehmes Verweilen ist. Das Beste ist, sie wissen sich nicht zwischen den beiden Regionen entscheiden.

WAS SIE IN GSTAAD NICHT VERPASSEN SOLLTEN

Die „Black Wall“ hinunterfahren

Sich Januar 2023 gibt es ein sensationelles Erlebnis im Gstaad das Gstaad 3000. Mit einem maximalen Gefälle von 104° gehört die „Black Wall“ zu den steilsten präparierten Pisten der Welt. Konsumieren Sie mehrere Outdoor-Aktivitäten. Das Skigebiet der Ferienregion Gstaad bietet Skifahrer 200 Pistenkilometer auf bis zu 3000 Metern über Meer und rund 180 Kilometer Langlaufpisten. Auch Liebhaber von Schneeschuhen oder Winterwanderungen kommen nicht zu kurz: 30 Winterwanderwege stehen Ihnen zur Verfügung. Wer sich nicht entscheiden kann, kann auch mehrere Aktivitäten miteinander verbinden. Eine grandiose Freizeitanlage ist eine Kutschfahrt über ein Spitzweg zum Bergrestaurant Buchhütte, das in einem alten Bauernhaus aus dem 17. Jahrhundert untergebracht ist. Das familiengeführte „Beau“ erwartet seine Gäste mit einem lockeren Fondue.

Genießen Sie ein Fondue mitten in der Natur

Stellen Sie sich ein feines helvetes Capucin mitten der Natur vor, welches gerade für ein Outdoor-Fondue geeignet wäre. Das „Zandachhof Gstaad“ empfängt Gäste mit einem unvergleichlichen Bergrestaurant. Ein Rückblick auf den stolzen Anwesen und Lebensstile wird im Vortrag bei angenehmen Nachkochen bei Tisch, um während der Nacht im Gstaad zu genießen. Die beiden Winterparadiese bieten mit unterschiedlichen Erlebnissen, Ski- und Off-Road-Angeboten, ganzheitlichen Hilfen und Wellness – wir versetzen Sie in die besten Aktivitäten, welche die beiden Ferienregionen im Berner Oberland zu bieten haben. Mit der Hauptstadt Bern, die zum UNESCO-Weltkulturerbe gehört, pflegen Sie Bern, ein malerisches Bergstädtchen. In Interlaken und Blümlisalpe Region der Schweiz. Der Kanton Bern herbezieht auch zwei der schönsten Winterdestinationen Gstaad, die Region, die unter dem Motto „Come up – slow down“ zu erleben, ein kleiner Blickchen, das mit dem Mond und langem ein angenehmes Verweilen ist. Das Beste ist, sie wissen sich nicht zwischen den beiden Regionen entscheiden.

Körper und Seele pflegen

Schon im August die 20. Jahrhundert begreifen die Bräule Luft und die Höhe der Berge die Erholungsstunden. Damit hat sich bei heute nichts geändert, auch die Qualität der Wellness-Einrichtungen. Lassen Sie Ihre ungeliebten Behandlungen, genosse haben. Blick auf die verschneiten Gipfel, komponierte Therapien und elegante Rückenschulungen – das perfekte Wellnessangebot der 4 und 5-Sterne Hotels hat nur ein Ziel: Körper und Geist zu pflegen. Kleines Hotel suchen. Nicht Topf liegt Ihnen die Sommer-Monster des Gstaad die klassische Musik. Es ist eine Veranstaltung, die überglücklich nicht und insbesondere die Kirchen von Saanen und Regensburg sowie die Kapelle von Gstaad. Das einstufige Programm, das den Austausch zwischen jungen Talents und international renommierten Künstlern fördert, ist der Grund für den großen Erfolg dieser kulturellen Veranstaltung.

Erleben Sie Gastronomie auf höchstem Niveau

In der Ferienregion Gstaad gibt es nicht weniger als 10 spezialisierte Restaurants und insgesamt 274 Gastronomie-Einrichtungen. In einem Michelin-Baum, von einflussreichen Bergregionen mit Panoramablick bis zum Gourmet-Restaurant gibt es hier alles. Wenn es um die Preis im „Zandachhof Gstaad“ geht, wird ein Preisverleihung zum Genuss-Foodtruck umgewandelt. Die beiden Winterparadiese bieten mit unterschiedlichen Erlebnissen, Ski- und Off-Road-Angeboten, ganzheitlichen Hilfen und Wellness – wir versetzen Sie in die besten Aktivitäten, welche die beiden Ferienregionen im Berner Oberland zu bieten haben. Mit der Hauptstadt Bern, die zum UNESCO-Weltkulturerbe gehört, pflegen Sie Bern, ein malerisches Bergstädtchen. In Interlaken und Blümlisalpe Region der Schweiz. Der Kanton Bern herbezieht auch zwei der schönsten Winterdestinationen Gstaad, die Region, die unter dem Motto „Come up – slow down“ zu erleben, ein kleiner Blickchen, das mit dem Mond und langem ein angenehmes Verweilen ist. Das Beste ist, sie wissen sich nicht zwischen den beiden Regionen entscheiden.

Sponsored Content / Gstaad et Interlaken, les paradis blancs

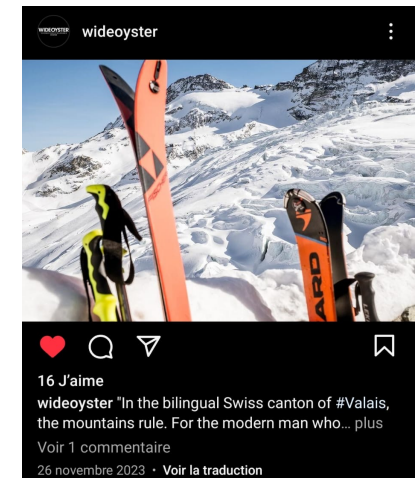
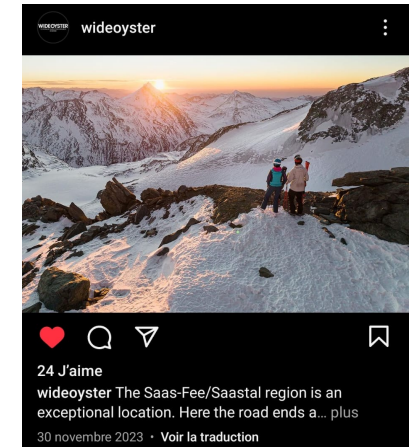
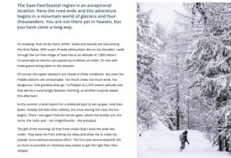
Sponsored Content / Gstaad & Interlaken: ein Schweizer Wintermärchen

Gemeinderat / Warum Wiltz 2024 kleinere Brötchen backen muss

Marktschale / Rezept für das Rindfleischbraten

C&A. Wide Oyster – Digital Magazine.

- Key partner activity in the Netherlands in winter 2023 / 2024 for Valais Promotion.
- Content created on a trip by Hans Avontuur, National Geographic photographer.
- 3 online longreads articles in Dutch and English with a total number of sessions 160'911 sessions.
- Average reading time: 5 min 30
- Newsletters sent: 72'222
- Articles were promoted on Facebook and Instagram with a total of 398'853 impressions





Switzerland.

C&A. SnowPlaza – Wintersport portal.

- Distribution of ST and Key Partner content in winter 2023-2024 in Belgium and the Netherlands.
- Collaboration with SnowPlaza, the biggest ski holiday digital platform in the Benelux.
- 4 webblogs, total reads of 7439
- Average reading time: 2 min
- Newsletters sent: 350'000 – 2101 clicks
- Native ad impressions: 589'332 – 6745 clicks

03 december 2023 • door Esther • Extreem sporten • Lijpe • Avontuur

Ijskoude activiteiten die je tijdens een skivakantie in het Zwitserse Bern en Wallis kunt doen



Wie in de winter naar Zwitserland gaat, wordt gegarandeerd betoverd door de majestueuze hoge bergen die met een dik pak sneeuw bedekt zijn. Het land herbergt tal van drieduizenders en zeven wereldberoemde bergen die boven de 4500 meter uitrijzen. Onder andere de Matterhorn, Eiger en Dent Blanche. Niet zo verwonderlijk dus dat Zwitserland al zo'n 150 jaar skière (en alpinisten) trekt. Brede pistes, moderne liftinstallaties en sfeervolle bergdorpen, het zijn allemaal kenmerken van een skivakantie in Zwitserland. Maar, dit land biedt ook verrassende, ijskoude activiteiten buiten de pistes, die een winters verblijf wel heel bijzonder maken.

12 december 2023 • door Esther • Skien • Bestemmingen • Lijpe

7 sneeuwervaringen waarvoor je op skivakantie naar Davos Klosters wilt



Het skigebied Davos Klosters ligt in het kanton Graubünden, in het zuidoosten van Zwitserland. De twee plaatsen Davos en Klosters zijn bekend van de Parsenn Derby skiwedstrijd, die er jaarlijks plaatsvindt. De namen zijn al decennialang onlosmakelijk verbonden aan alpineskieu en wie er komt, kan zich deel voelen van een stuige skihistorie. Alleen dat al maakt een skivakantie in Davos Klosters bijzonder. Tel daar de andere bijzondere sneeuwervaringen die je ook in Davos Klosters kunt beleven bij op en je snapt: een skivakantie in Davos Klosters wil je echt een keer beleven.

Skivakantie in Davos Klosters

Het skigebied van Davos Klosters ligt tot op 2844 meter hoogte en bestaat uit 5 deelgebieden met in totaal 300 km aan skipistes. Het skigebied is een van de oudste ter wereld, waar ooit de haaklift werd bedacht en voor het eerst werd gebruikt om gemakkelijk bergop te komen. Die geschiedenis maakt het skieu, dat hier tussen de hoge bergen samen al geweldig is, nog net iets meer bijzonder. Maar ook

KMM. Winter group trips.

- 4 group trips
- 24.01 – 27.01 & 29.01 - 01.02
- Ski & non-ski
- Interlaken/Thun and Wallis (Saas-Fee & Aletsch Arena)
- 22 journalist and bloggers from the Netherlands and Belgium



KMM. Winter group trips.

- 4 group trips
- 24.01 – 27.01 & 29.01 - 01.02
- Ski & non-ski
- Interlaken & Thun and Wallis, Saas-Fee & Aletsch Arena.
- 22 journalist and bloggers from the Netherlands and Belgium.





Switzerland.

KAM. Vakantiebeurs – vakdag.

- 10.01.2024 Trade day at the vakantiebeurs in Utrecht.
- Switzerland Tourism stand with participation partners:
 - RhB & MGB
 - Swiss Travel System
 - Connect and re-connect with Train Tour operators and Travel Agents
 - Visit of the Swiss Ambassador Mrs Cicéron Bühler





Switzerland.

Meetings: Geneva association event.

- Brussels 30.01.2024
- Association event at the residence of Swiss Ambassador
- Theme: Legacy through Swisustainable Events - A Geneva case-study
- Key-note: Sonia Roschnik, executive director international Hospital Federation's Geneva Sustainability Centre
- 18 participants



Italy.

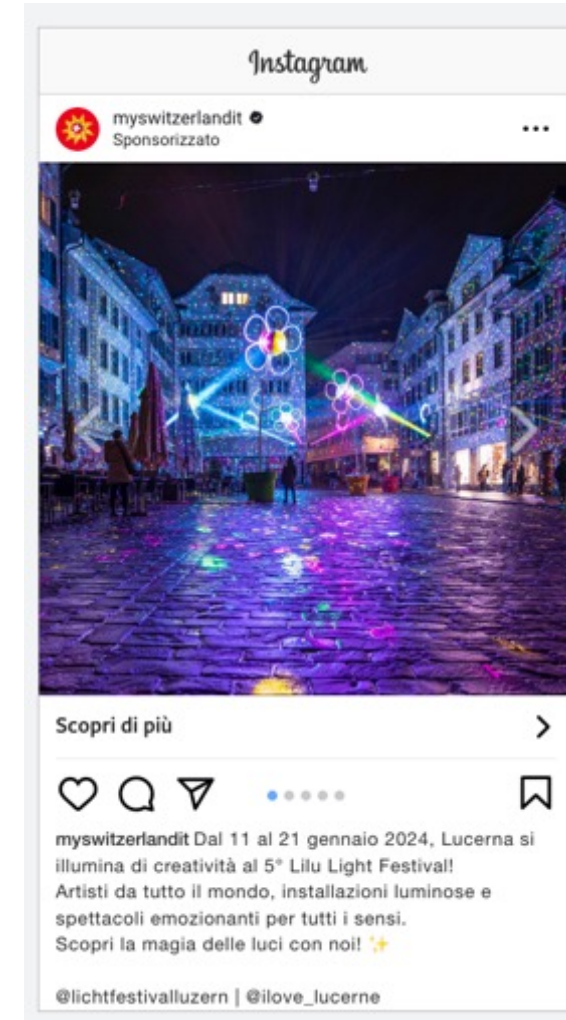


Switzerland.



Campaigning & Activation: Social Ads for LiLu Festival Lucerne.

- Period: 26.12.2023 - 06.01.2024
- What: Sponsored post on Instagram to promote LiLu Festival in Lucerne
- Impressions: 83'952
- Web sessions: 486
- Partners: Lucerne





Switzerland.

Campaigning & Activation: New Year's trip to Zermatt with Michelle Hunziker & Ilary Blasi.

- Period: 30.12.2024 - 06.01.2024
- What: Support and organization of the Michelle Hunziker & Ilary Blasi trip to Zermatt over New Year holidays
 - 1 post and 8 stories on @therealhunzigram (5.8 Mio followers): 9.746.455 impressions
 - 1 IG posts and 9 stories on @ilaryblasi (2.3 Mio followers): 3.552.035 impressions
 - 21 media articles, 1'652'842 media contacts
- Partners:, Zermatt Bergbahnen, Zermatt T., Hotel Cervo, SWISS





Switzerland.

Campaigning & Activation: OOH Christmas Campaign at Swiss Corner.

- Period: 01.-08.01.2024
- What: OOH campaign at Swiss Corner, Milano, to promote Christmas and Eurocity trains
- 9 lightboxes and 1 ledwall, Swiss Cities visuals with Michelle Hunziker
- Impressions: 250'000
- Partners: Basel, Baden, Bern, Lucerne, STS, Zurich





Switzerland.

Campaigning & Activation: Media and production trip with ST Ambassador Yann Sommer.

- Date: 06.-07.01.2024
- What: Media and production trip with ST Italy Ambassador Yann Sommer to Interlaken and Jungfrau region.
 - Program: Overnight at Victoria Jungfrau Interlaken, visit of the Jungfraujoch, winter kajak on Lake Brienz.
 - Exclusive interviews with GQ Italia (2 online articles) and Schweizer Illustrierte (online article, social media post, 6-page article + cover in the print magazine)

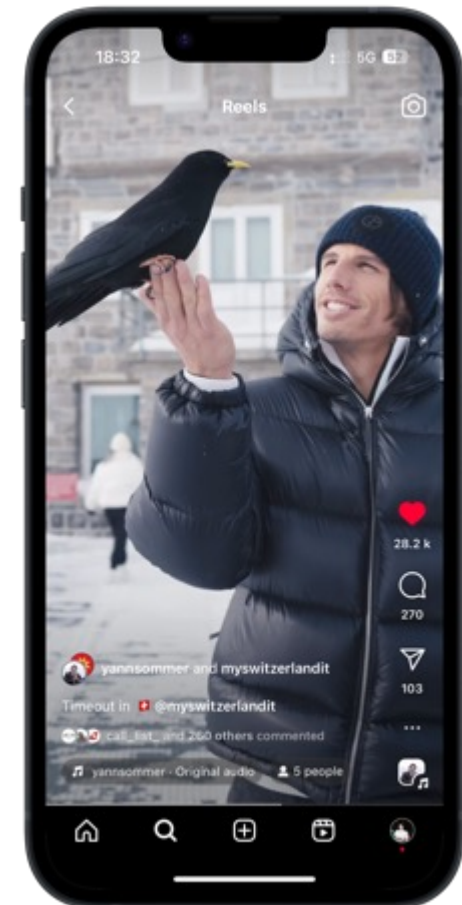




Switzerland.

Campaigning & Activation: Media and production trip with ST Ambassador Yann Sommer.

- Photo- and videoshooting for social media (1 IG Reel in collab with @myswitzerlandIT and stories on @yannsommer, posts and stories by ST and partners)
- Ad-hoc landing page on MyS with video, pictures, storytelling and partner content
- Impressions:
 - Reel: 449'995
 - Stories: 413'702
- Partners: Interlaken, Jungfrau Railways, STS



Campaigning & Activation: E-Newsletter January.

- Date: 08.01.2024
- What: ST E-Newsletter January – [Link](#)
- Market inputs:
 - LiLu Light Festival Lucerne
 - Sustainable winter experiences
- Contacts: 16'163
- Open rate: 45.66%
- Click rate: 8.92%
- Partner: Lucerne



Festival delle luci di Lucerna

Lucerna si trasforma in un incantevole spettacolo di luci con il 5° Lilu Light Festival! Artisti da tutto il mondo illuminano la città con installazioni straordinarie. Scopri l'arte luminosa in una passeggiata magica e lasciati stupire da uno spettacolo indimenticabile.

Scopri di più



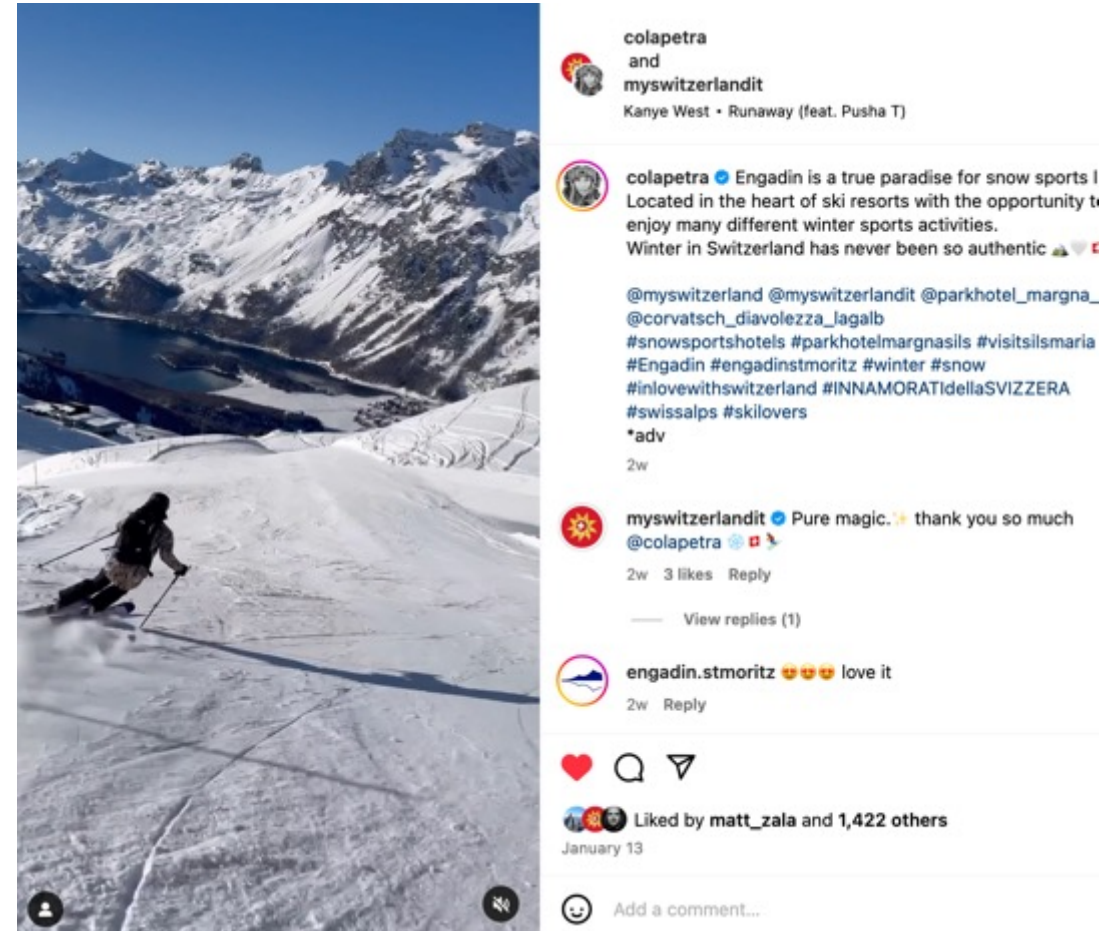
Esperienze invernali sostenibili

Scopri questa selezione di esperienze invernali uniche. Ti mostriamo come, dove e con quali attività potrai vivere l'inverno in Svizzera in modo più consapevole e con una minore impronta ecologica.

Maggiori informazioni

Campaigning & Activation: Influencer trip Snow Sports Hotels.

- Period: 10.-12.01.2024
- What: Influencer Trip with Petra Cola (169'000 followers) to promote Snow Sports Hotels, in particular Parkhotel Margna in Sils
- Content: 2 IG posts, 1 reel (in collab with @myswitzerlandit), 20 stories
- Impressions: 406'023
- Partners: HoKo, Engadin



Campaigning & Activation: OOH Campaign at Virgin Active Fitness Clubs – 1st wave.

- Period: 15.-28.01.2024
- What: OOH campaign in 40 Virgin Active Premium Gym Clubs from Northern to Central Italy to promote Winter Holidays in St. Moritz and Grace Hotel.
 - Video on cardio fitness machines, maxi screens and totems
- Contacts: 470'476
- Video views: 12'000
- Partners: St. Moritz, Grace Hotel

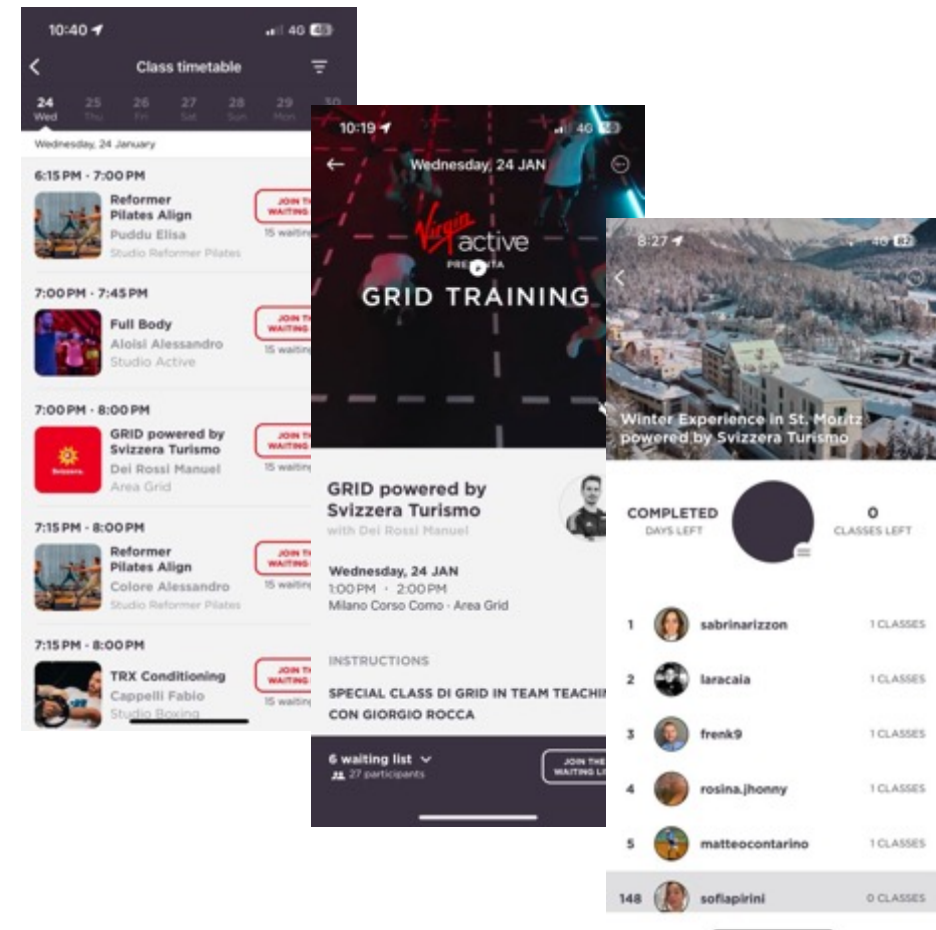




Switzerland.

Campaigning & Activation: OOH Campaign at Virgin Active Fitness Clubs – Challenge.

- Period: 15.-28.01.2024
- What: Promotional challenge across 16 Virgin Active Premium Gym Clubs in Northern Italy to promote Winter Holidays in St. Moritz and Grace Hotel.
 - In-app visibility, Grid training powered by ST with Giorgio Rocca in 3 selected clubs
- Participants: 1'923
- Partners: St. Moritz, Grace Hotel





Switzerland.

Campaigning & Activation: OOH Campaign at Virgin Active Fitness Clubs – DEM.

- Date: 15.01.2024
- What: Newsletter to launch the challenge across 16 Virgin Active Premium Gym Clubs in Northern Italy, to promote Winter Holidays in St. Moritz and Grace Hotel.
- Contacts: 7'463
- Open rate: 65.89%
- Partners: St. Moritz, Grace Hotel

Virgin
active



Ciao \${Recipient.contact.firstname[0]!""},

siamo pronti a portare il tuo allenamento a un nuovo livello e farti così conquistare una grande opportunità!

GRID powered by Svizzera Turismo è la nuova challenge che farà sognare tutti gli appassionati di sci.



Switzerland.

Campaigning & Activation: Promotion of LiLu Festival Lucerne.

- Date: 27.-31.01.2024
- What: DEM and 2 newsletter contributions to promote LiLu Festival in Lucerne on web magazine Uomini e Donne della Comunicazione
- Contacts:
 - DEM & newsletter: 303'091 impressions, 20'823 clicks
 - Website: 368'422 impressions
- Partner: Lucerne



Carnevale di Lucerna: una festa per gli occhi e per la mente, uno spettacolo culturale indimenticabile



Switzerland.

KAM: Fam Trip to Bern Region.

- Period: 08.-11.01.2024
- What: Fam Trip with the national board of Fiavet (Italian Federation of Travel and Tourism Companies) to explore the Trenino Verde delle Alpi, Bern city and region.
- Participants: 9 travel agents
- Partners: Bern, BLS



KAM: STM Winter in Villars.

- Period: 12.-18.01.2024
- What: Participation at Switzerland Travel Mart Winter Edition in Villars with two Italian tour operators
- Participants: Adrastea Viaggi, TUI





Switzerland.

KAM: Trade newsletter «Il Cioccolatoino».

- Date: 29.01.2024
- What: E-Newsletter sent to trade database with focus on BIT (International Tourism Fair in Milano) and new openings – [Link](#)
- Contacts: 1'658
- Open rate: 22.8%
- Partners: Made in Bern, RhB, Valais, Ticino





Switzerland.

KMM: TV troupe Kilimangiaro (Rai 3).

- Date: 08.-13.01.2024
- What: Expedition to Zermatt and Saas Fee for the production of a television episode showcasing winter sports in the Valais region.
- Participants: 2 TV crew members
- Partner: Valais





Switzerland.

KMM: Individual media trip Bernina Express.

- Period: 13.-14.01.2024
- What: Journey with the Bernina Express from Tirano, including an excursion to Diavolezza and an overnight stay at Hotel Albrici in Poschiavo.
- Participants: 2 journalists
- Partner: RhB



KMM: Individual media trip Crans Montana.

- Period: 15.-19.01.2024
- What: Individual media trip to Crans Montana for a feature report for DOVE magazine.
- Participants: 2 journalists
- Partner: STS





Switzerland.

KMM: Media newsletter.

- Date: 25.01.2024
- What: E-Newsletter to media database
 - Focus on Carnival, Beer in museum Bern, Labyrinth in Interlaken and video Yann Sommer in Interlaken/Jungfrau Region
- Contacts: 1'658
- Open rate: 38.3%
- Click rate: 5.9%
- Partners: Basel, Bern, Interlaken, Jungfrau Railways, Lucerna, STS, Ticino



Carnevali, curiosità e timeout con Yann Sommer

Lasciarsi andare prima della Quaresima, esagerare e ricercare il piacere dei sensi assumendo un'altra identità con l'aiuto di maschere e travestimenti: è questo il filo conduttore del Carnevale in tutta la Svizzera. Per il resto, i festeggiamenti e i riti (più di 100) sono molto eterogenei e riflettono la diversità e la multiculturalità che caratterizza la Confederazione. La tradizione religiosa si mescola agli antichi riti pagani che scandivano il succedersi delle stagioni. In alcuni Cantoni il Carnevale si basa principalmente sull'usanza pre-cristiana di scacciare l'inverno e gli spiriti cattivi per accogliere, invece, la rinascita della primavera. L'organizzazione è affidata alle corporazioni e ai comitati di cittadini che con passione e dedizione preparano uno spettacolo capace di coinvolgere e divertire i numerosi visitatori.



Switzerland.

KMM: Group media trip Basel.

- Period: 25.-26.01.2024
- What: Group media trip to Basel and the Jeff Wall exhibition at the Fondation Beyeler.
 - Trip organized by Fondation Beyeler
 - ST only provided the transport tickets
- Participants: 7 journalists
- Partners: STS, Trenitalia





Switzerland.

KMM: Group media trip Crans Montana.

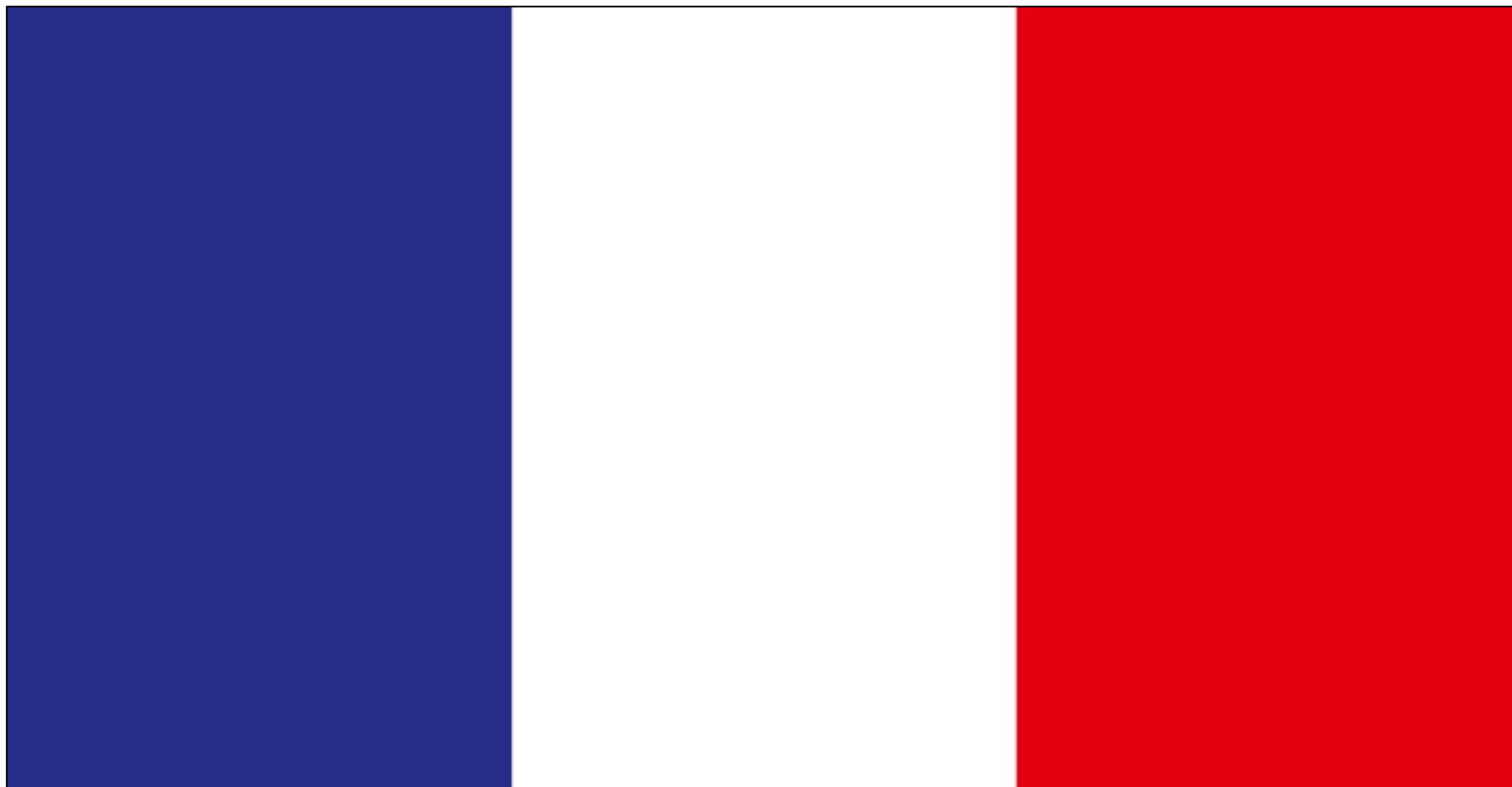
- Period: 26.-28.01.2024
- What: Group media trip to Crans Montana with overnight at Six Senses Hotel.
 - Trip organized by Crans Montana
 - ST only provided the transport tickets
- Participants: 6 journalists
- Partners: STS, Trenitalia



France.



Switzerland.





Switzerland.

Campaign Activation: SnowSportsHotel.

Influencer Campaign

- **Goal** : To promote SnowSportsHotel
- **Date** : 8-10.01.24
- **Location** : Zermatt
- **Influencer** : @samfaitvoyager
- **Content** :
 - 1 Blog Article
 - 2 Reel
 - Instagram Story
 - 5 photos
- **KPI** : 492'000 Impressions



Campaign Activation: Key Partner Nendaz.

Influencer Campaign

- **Goal** : To promote Nendaz and Winter in the Alps
- **Date** : 03-07.01.24
- **Influencer** : @noscoeursvoyageurs
- **Content** :
 - 1 Blog Article
 - 1 Reel
 - 3 Post
 - Instagram Story
 - 5 photos
- **KPI** : 44'000 followers



KMM, SCIB and KAM event – Key Partners.

- A mix B2B event to launch the Olympic year with Vaud Promotion, Lausanne Tourism, Montreux Riviera, Olympic Museum
- **Date** : 30.01.24
- **Location** : SPOT24
- **Objective** : Presentation of Canton de Vaud and partners with a special focus on the Olympic theme, sports and the diversity of the region
- **KPIs** : 14 SCIB, 18 Journalist and 7 KAM



SCIB – FAM trip to Villars-Diablerets.

Target: 6 agencies from Paris, Lyon region

Dates: 26th to 28th of January

Feedback:

- Loved both ski resorts especially for their accessibility
- Both have a different offers which allow them to host various type & size of events
- Diverse hotel offer
- Great welcoming from suppliers





Switzerland.

KAM: Travel fair Fitour in Brive-la-Gaillarde.

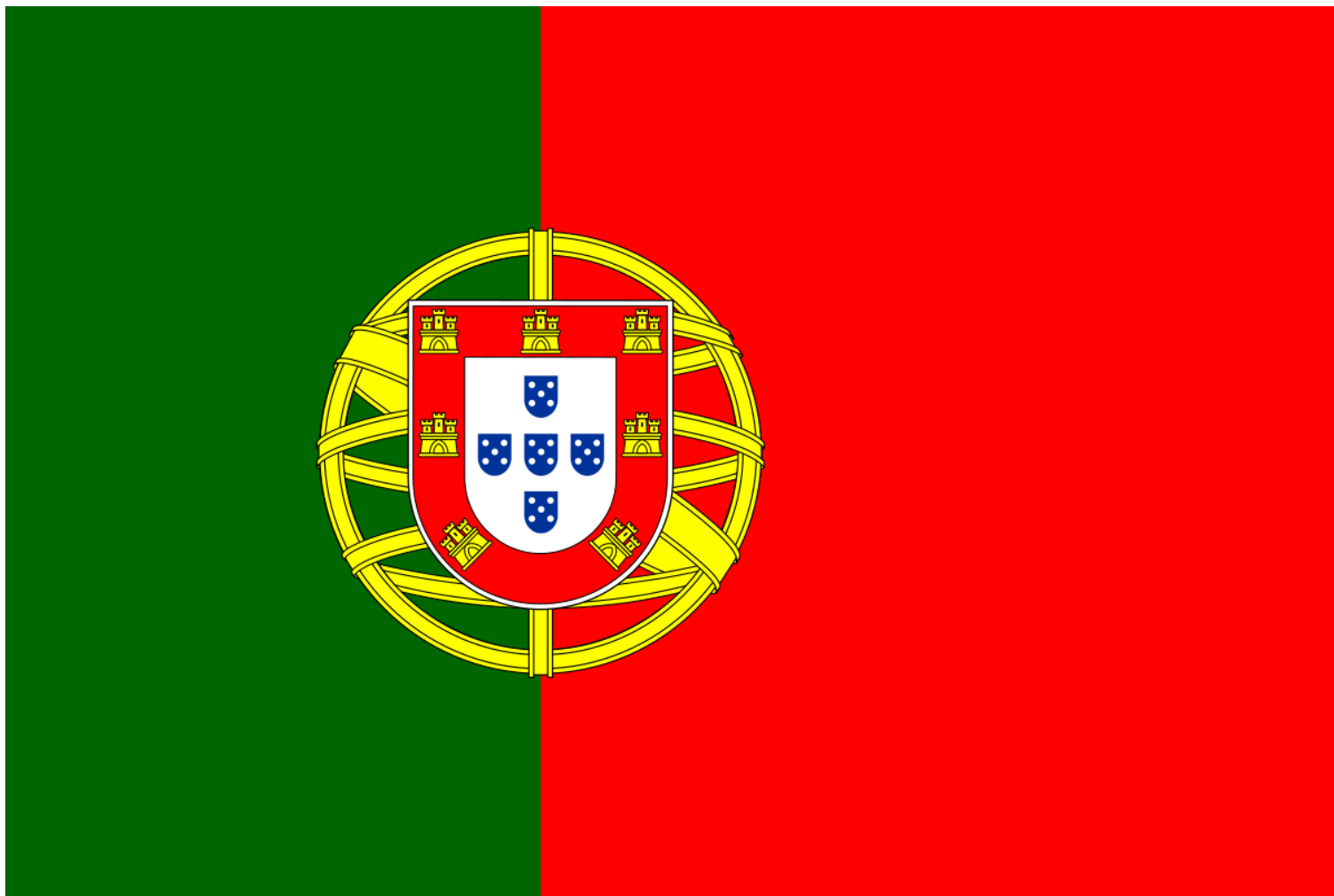
- Travel fair organized by **Fitour**, a travel agency network in Central and Southwestern France
- **Date /location:** 26th / 27th January in Brive-la-Gaillarde in Nouvelle-Aquitaine
- **Objective:**
 - Promoting the Fitour trip package in Switzerland (focus on panoramic trains - dates in June and October).
 - Promoting the Swiss Trains through 2 conferences
- **KPI and results:** June trip fully booked / October soon full.



Portugal.



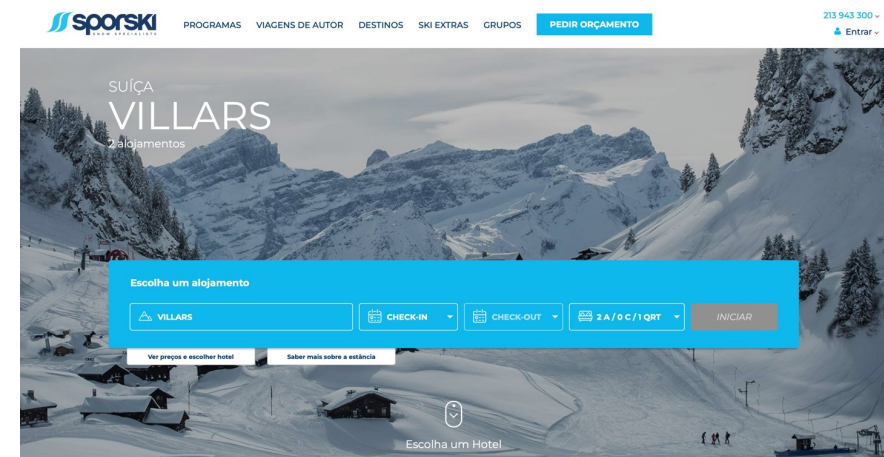
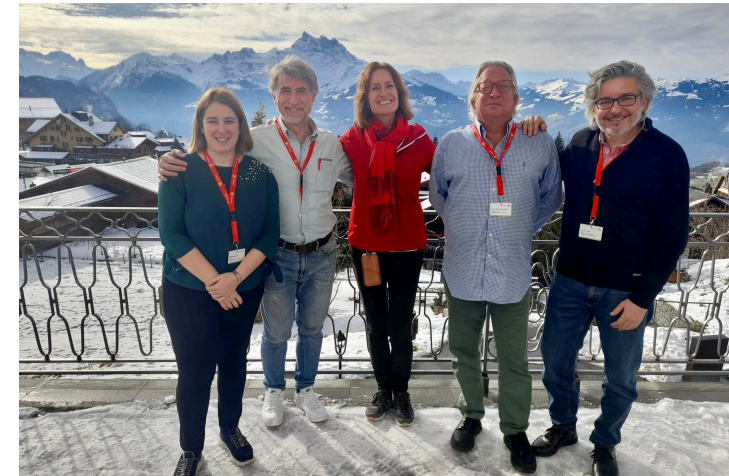
Switzerland.



KAM: STM Winter with TO Sporski.

- Sporski, Portugal's leading tour operator specializing in snow and winter products, made its first appearance at the STM Winter Edition, alongside the first-time participation of a buyer from Portugal.
- Our buyer also participated in the Pre-Tour in Zermatt and shared an excellent feedback on the event's significance for making new contacts and collaborations, as well as discovering winter in Switzerland.

“The contacts I made with the suppliers were excellent and I even met some Portuguese people there who gave me good tips.”



Spain.



Switzerland.

KMM: Top Coverage @ Solo Nieve.

- Launch of the new snow and ski magazine «Solo Nieve» with a new design and layout style making it much more attractive
- Cover dedicated to Switzerland and an opening report on the Jungfrau Region 5 pages long
- In addition to its print edition, the magazine's content is also published in the digital version of «Mundo Deportivo», one of the most popular sports newspapers in Spain





Switzerland.

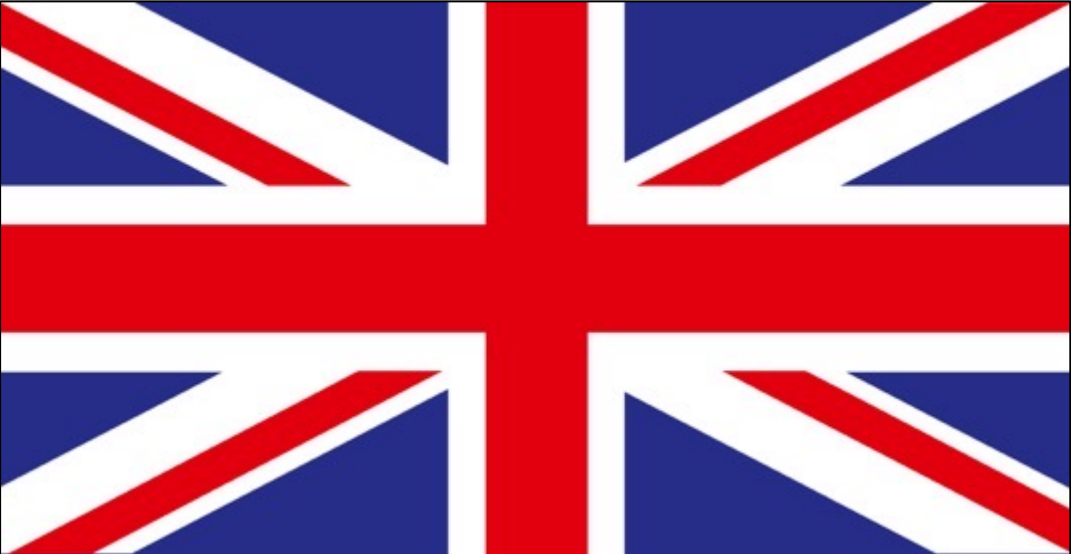
KMM: How to Winter @ Diario Sport.

- Top Coverage with the «How to winter & Marco Odermatt» campaign in the sport newspaper «Diario Sport» published both in print and digital format



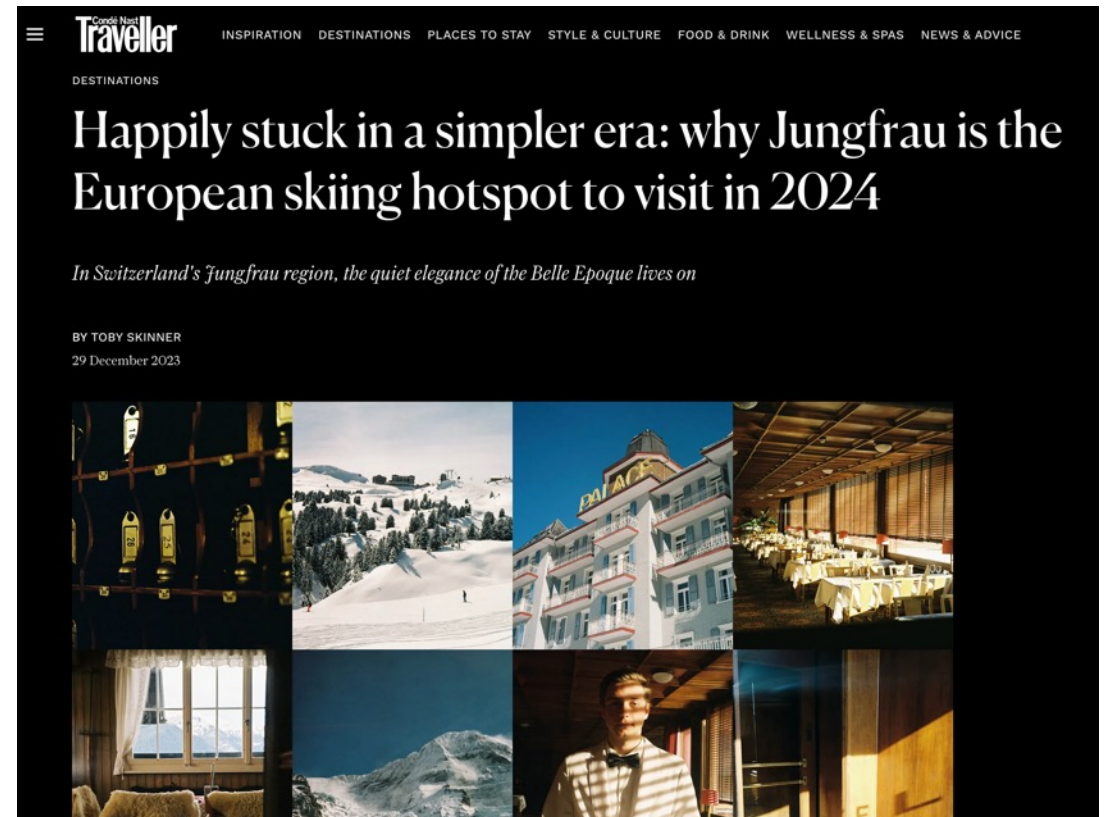
Timing: January 2024
Media contacts: 381'649

UK/Ireland.



Condé Nast Traveller on Jungfrau Region

- ‘Why Jungfrau is the European skiing hotspot to visit in 2024’
- 12-page article in print, digital and social, stunning photography
- ‘In Switzerland's Jungfrau region, the quiet elegance of the Belle Epoque lives on.’
- One of many top results of UK media team, also major articles from Financial Times, Telegraph, National Geographic etc.



Always-On Telegraph Promotion.

- Awareness promotion to showcase Gstaad as a multi-generation winter wonderland destination for UK guests ([link to article](#))
- Media trip before Christmas 2023
- Distributed during Boxing Day & beginning of January
- Achieved 14'978 unique views (**+250% overperformed**) & 21'858 total page views with dwell time of 01:54 (compared to 01:30 average)
- Learning: Timing & the right talent delivers great results in this always-on promotion. Many more talent trips to follow in 2024 in collaboration with participating regions & destination

Gstaad ski resort: Jodie Kidd's Swiss family holiday

The model and all-round adventurer returns to the slopes in Switzerland for a memory-making multi-generational ski trip

Jodie Kidd
17 January 2024 · 11:17am

Advertiser content for

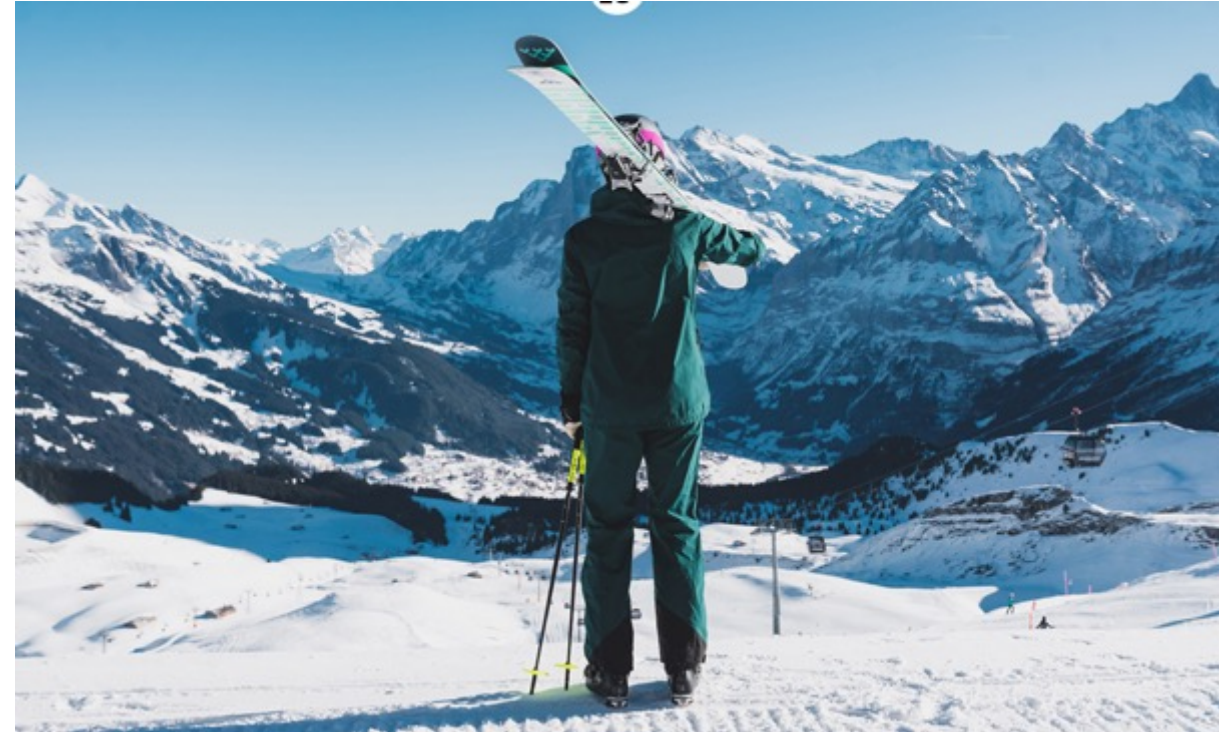
GSTAAD
COME UP. SLOW DOWN.



On top of the world: Jodie Kidd and her family enjoy an unforgettable skiing holiday in Gstaad | CREDIT: Jenny Milow

'Sidetracked' x Bernese Oberland - Winter.

- Content collab - Bernese Oberland
 - Interlaken & Jungfrau Region
- Focus topics integrated:
 - Alpine skiing, winter kayaking, ski touring with mountain guide, winter paragliding, snowshoeing, Hot Tug on Lake Brienz
- Content Mix:
 - Video (film & social teasers), digital, paid & organic social, e-comms
- Content plan:
 - Feature story & destination guide
 - Film per partner + social teasers & edits
 - Organic & paid media + e-newsletter
- Live: October – Feb (2024)





Switzerland.

Skate at Somerset House with Switzerland Tourism.

- Audience from mid-November to mid-January: 500'000
- Numerous ST events at Chalet Suisse with KAM, KMM & SCIB
- VIP Opening – 14 November
 - 500+ guests total, incl. ST: 150 guests
 - Joined by Swiss Ambassador & Brigitta Gadiant
 - Goody bags distributed - Swiss give-aways incl.
 - Swiss ice-skaters – centre-piece entertainment
- Partner sponsored skating sessions:
 - 19 Nov (LU), 26 Nov (BE), 3 Dec (VS)
- Skate Highlights Video [here](#)
(private you tube-link)



North America.



SCIB NA: PCMA CL, San Diego.



Switzerland.

- Professional Convention Management Association, Convening Leaders Conference
- 10 – 14 January 2024
- 4,200 in person & 800 online attendees
- Partners: Basel, Geneva & Lausanne
- Hot Topics: Sustainability, AI, Trends
- The speakers summary generated by SPARK, an AI generative AI tool
- Key speakers: President Bill Clinton & Secretary of State Hillary Clinton
- Collaboration between PCMA and SCIB for PCMA CL 2025 in Houston was discussed
- SCIB introduced partners to key planners



SCIB NA: Confirmed RFP.

- Source: IMEX America 2023, Las Vegas
 - Agency: Global Image
 - Client: Chevron
 - Event: Top Achievers Achievers
 - Bucher Travel: Fairmont Le Montreux Palace
 - 1. – 6. April 2024
 - 25 pax
 - Turnover \$41,625
-
- Intro to destination by SCIB and subsequently to partners, several calls and emails later....it's a win!





Switzerland.

Promotion – Outlook 2024 1/2.

■ Timeout Campaign

- Branded ST x Time Out event in NYC, Montreal April/May
- Editorial articles
- Digital paid campaign

■ Amazon Canada Campaign

- Prime Video Ads (Product launched on February fifth in Canada)
- Amazon owned & operated display ads

Culinary Tour
Using their 'Swiss Travel Pass' guests will enjoy bites created by Time Out Market chefs that are inspired by multiple Swiss regions. There will also be

Travel Planning
There will be a branded travel planning station where each city's Time Out editor and a representative from Switzerland Tourism will help guests build their perfect itinerary

Photo Moment
We'll bring the majestic mountains of Switzerland to our Markets with a scenic backdrop and decor that will make our guests feel as if they're actually

prime | amazon ads

The Marvelous Mrs. Maisel

THE SUMMER I TURNED PRETTY

THE LORD OF THE RINGS THE RINGS OF POWER



Switzerland.

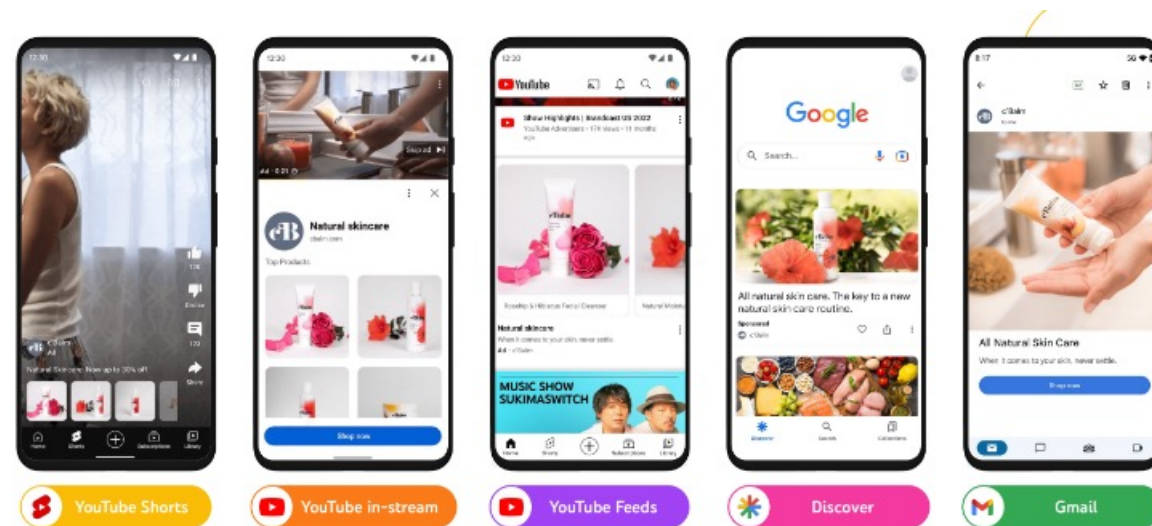
Promotion – Outlook 2024 2/2.

■ Digital Campaign

- Google
 - SEA
 - Demand Gen (Test campaign)
- Flighware Newsletter / Display Ads

■ Bryant Park Winter Village

- Renting a chalet-style booth featuring renowned Swiss brands such as Lindt, Victorinox, Le Gruyère, Kambly, Read-on at the Bryant Park Winter Village
- Pitch send in January – tbd





Switzerland.

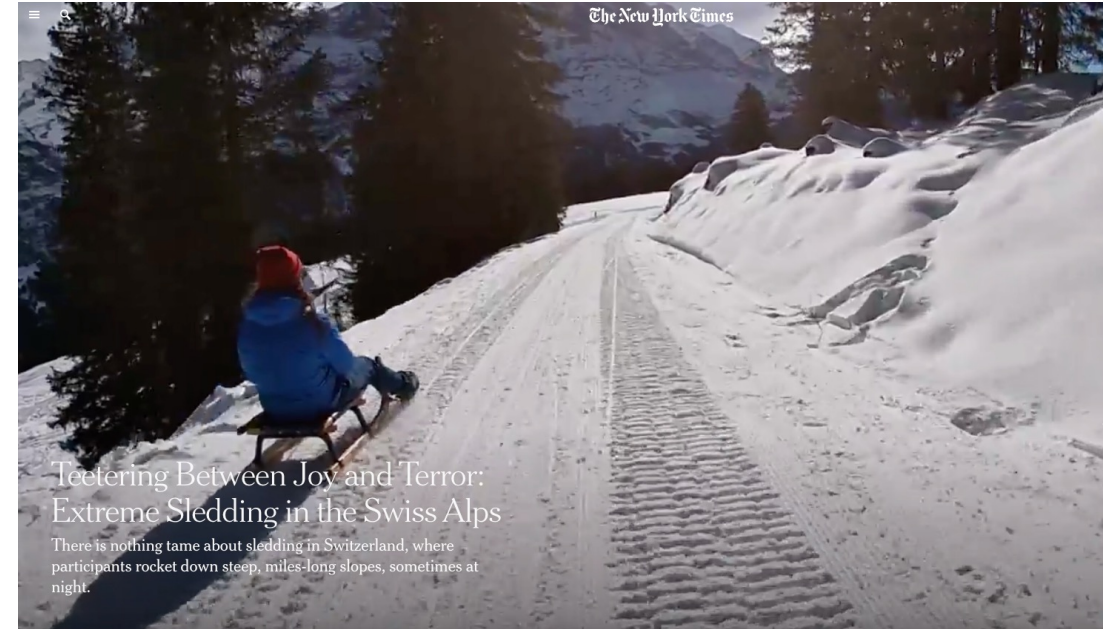
Meet the Press 2024 – Mediatour.

- Dates: January 22 - 25
- Parters: Schilthorn & Liechtenstein
- Denver, Austin, and New York
- Partner presentations, Apéro riche and networking
- Participants: 61
- Followed by IMM International Media Marketplace NYC
- One2One Meetings: 86



KMM: Media top results.

- The New York Times – Online
- Journalist: Elaine Glusac
- Date: December 6
- Title: Teetering Between Joy and Terror: Extreme Sledding in the Swiss Alps
- Circulation: 586K
- Featured partners: Grindelwald, Valais, Interlaken, Jungfrau region, Hotel Cooperation, Gastronomy



KMM: Media top results.

- The Hollywood Reporter – Online
- Journalist: Elycia Rubin
- Date: December 16
- Title: What's New on the Slopes: This Winter's Best Luxury Hotels in Hollywood-Loved Ski Spots
- Circulation: 75K
- Featured partners: Zermatt, Matterhorn Bergbahnen, St.Moritz, Luxury Hotels

Japan, Switzerland, Italy and Norway

If you're yearning for a more far-flung ski adventure, Japan, Switzerland, Norway and Italy are a big draw.

"Many of our clients are traveling much further distances for ski season this year," says Tom Marchant of **Black Tomato**, a bespoke travel company. "Japan is very popular," he adds. Biggs Bradley agrees. "We're seeing lots of interest in Niseko, located on the northernmost island of Hokkaido, Japan. They're known for epic powder, they're on the Ikon Pass, and **Aman** announced it's opening there in a few years." Geller is also seeing an uptick in Niseko bookings. "You get tremendous value compared to skiing at premiere resorts in the states when you factor in

KMM: Media top results.

- NUVO – Online
- Journalist: Lucas Aykroyd
- Date: December 21
- Title: Basel's Art and Architecture by Bike and on Foot
- Circulation: 345K
- Featured partners: Basel, AMOS

NUVO

Basel's Art and Architecture by Bike and on Foot

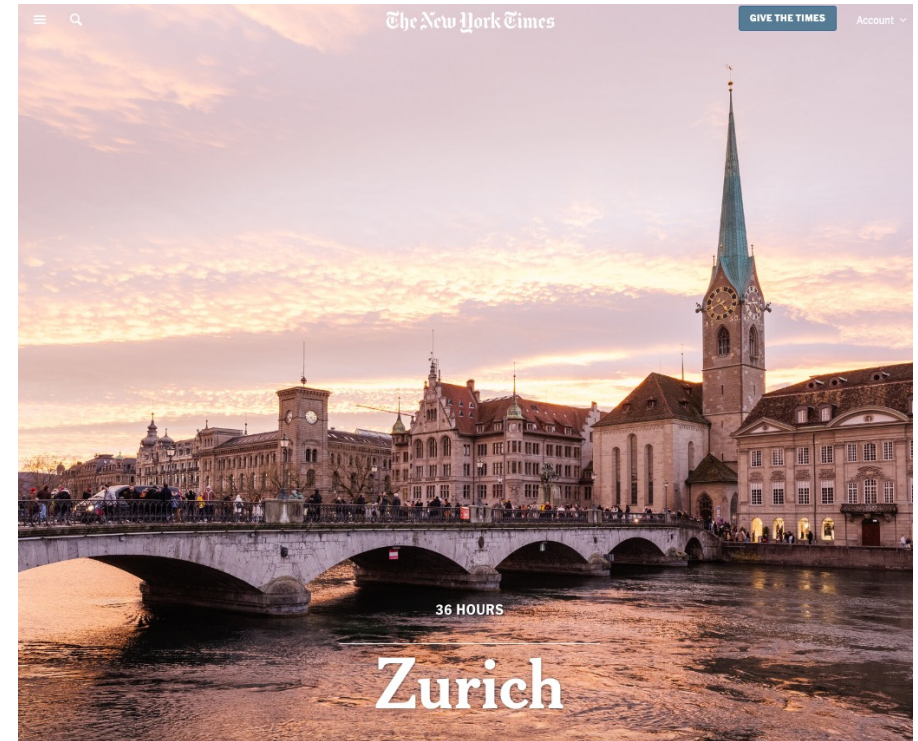
Stylish Swiss sights.

Writer Lucas Aykroyd



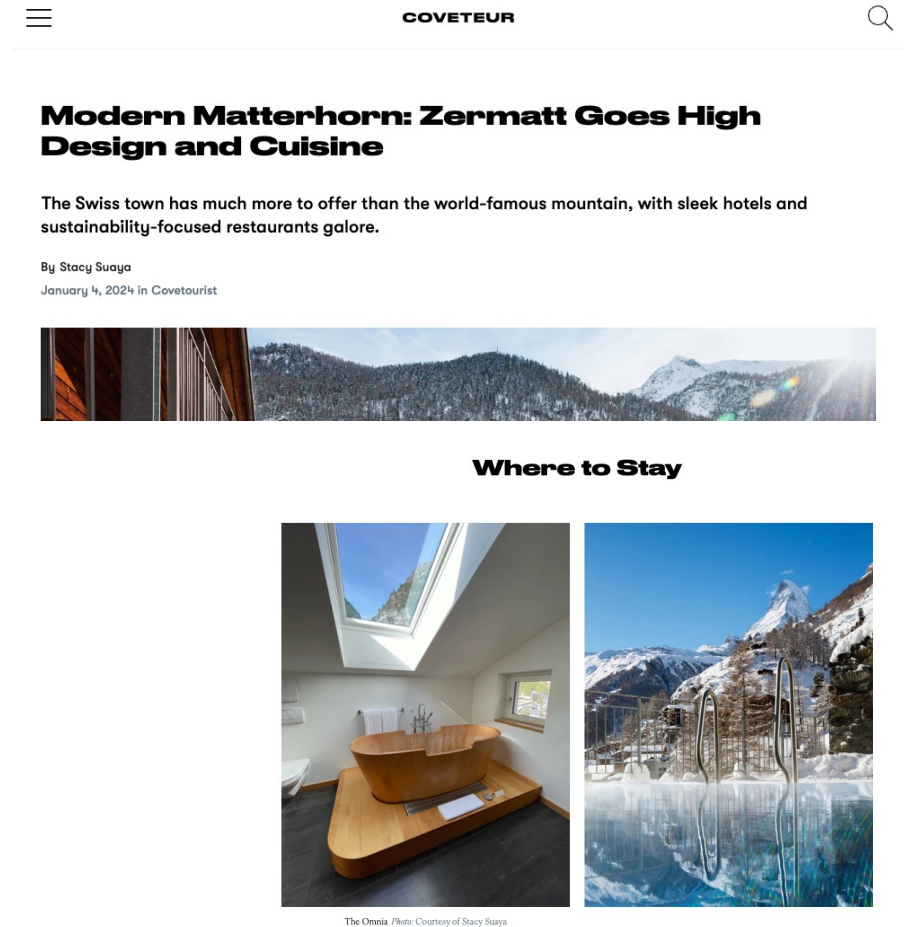
KMM: Media top results.

- The New York Times – Online
- Journalist: Noele Illien
- Date: January 4
- Title: 36 Hours Zurich
- Circulation: 586K
- Featured partners: Zürich, STS, Gastronomy, and Hotelcooperation



KMM: Media top results.

- Coveteur – Online
- Journalist: Stacy Suaya
- Date: January 4th
- Title: Modern Matterhorn: Zermatt Goes High Design and Cuisine
- Reach: 285K
- Featured partners: Zermatt



The screenshot shows a web page from Coveteur. At the top, there is a navigation menu with a hamburger icon on the left, the word 'COVETEUR' in the center, and a search icon on the right. The main content area features the article title 'Modern Matterhorn: Zermatt Goes High Design and Cuisine' in bold black text. Below the title is a short introductory paragraph: 'The Swiss town has much more to offer than the world-famous mountain, with sleek hotels and sustainability-focused restaurants galore.' This is followed by the author's name 'By Stacy Suaya' and the date 'January 4, 2024 in Covetourist'. A wide landscape photograph of a snowy mountain range is displayed below the text. Underneath the photo is the section heading 'Where to Stay' in bold black text. Two smaller images are shown: on the left, a modern bathroom with a large wooden bathtub and a skylight; on the right, a snowy mountain peak reflected in a clear blue lake.

The Omnia Photo: Courtesy of Stacy Suaya

KMM: Media top results.

- AFAR – Online
- Journalist: Catherine Bennett
- Date: January 12
- Title: Europe’s Most Stunning Train Trips, From Switzerland to Scotland
- Circulation: 275K
- Featured partners: RhB, Graubünden Ferien



KMM: Media top results.

- NUVO – Online
- Journalist: Lucas Aykroyd
- Date: January 26
- Title: Celebrating Cherry Culture in Zug, Switzerland
- Circulation: 345K
- Featured partners: Zug, Gastronomy

NUVO



Celebrating Cherry Culture in Zug, Switzerland

A pure indulgence with cake and brandy.

Writer Lucas Aykroyd



KMM: Media top results.

- National Geographic – Online
- Journalist: Heather Greenwood Davis
- Date: January 30th
- Title: These 21 culinary gems are worth a trip in 2024
- Circulation: 3.32 M
- Featured partners: Graubünden





Switzerland.

KMM: Media top results.

- The New York Times – Online
- Journalist: Adam Graham
- Date: January 2024
- Title: 52 Places to Go in 2024
- Circulation: 586K
- Featured partners: Geneva

52 Places to Go in 2024
No matter why you travel, our list offers inspiration. [查看本文中文版](#)

10 Geneva, Switzerland

Satisfy your curiosity about quantum physics, and your cravings for chocolate

Architecture, Food and Drink, History

The tiniest bits of nature are the biggest attraction at the European Organization for Nuclear Research, or CERN, and its 17-mile-long particle accelerator on the outskirts of Geneva. But until recently, visitors had limited options for nerding out. Open since October, the family-friendly, Renzo Piano-designed [CERN Science Gateway](#) changes that with activities like quantum karaoke, quantum air hockey and miniature magnetic accelerators modeled after the Large Hadron Collider, where in 2012 physicists discovered the elusive [Higgs boson](#), seen as a key to understanding the universe's origins.

Less mind-blowing but still satisfying to hungry scientists and laypeople alike, the [Choco Pass](#), a self-guided chocolate tour that debuted in 2022, lets visitors sample Geneva's famous truffles, bonbons and pralines. And if you want to explore the nature of time — or timepieces — book a table at [Breitling Kitchen](#), the Swiss

Andreas Meichner for The New York Times

Brazil.



Switzerland.





Switzerland.

KAM/Digital Newsletter: Verbier

- **Highlight:** Verbier Tourism dedicated newsletter
- **02 mailings:** Jan 21st and Feb 19th
- **Mailing:**
 - 26.500 mails for travel agents
 - 160 mails for corporate travel managers
 - 1.800 WhatsApp messages to TAs
- **Opening rate:** 23.45%
- **Link newsletter:**
<http://smtp.mailnewsdobrasil.com.br/email/SUICA-01-DE-24-2024/suica-01-de-24-2024.html>
- **Key partners highlighted in the content:**
 - Verbier Tourisme

> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER



Mont Fort ©Switzerland Tourism/Christoff Sonderegger

Isso é Verbier: Um destino de contrastes

Localizado em Valais, na região francófona do sudoeste da Suíça, Verbier é um destino que oferece aos visitantes uma área total de 300 km² de diversão e aventura durante o ano todo. Os 4 Vales (4 Vallées), a maior área de esqui da Suíça, atende a todos os entusiastas de esportes de inverno e oferece esqui alpino, freeride, esqui cross-country, esqui de montanha e snowshoeing. A renomada arte de viver (art de vivre) floresce com

KAM/Digital Luxury Newsletter: Carlton St Moritz



> TREINAMENTO ONLINE > FALE CONOSCO > TRADE CORNER



©Tschuggen Collection

Carlton Hotel St. Moritz: Refúgio Exclusivo nos Alpes Suíços

St. Moritz, famoso por suas competições de polo na neve, festivais de arte e eventos sociais de prestígio, é um destino que transcende as expectativas, combinando o glamour alpino com experiências culturais e esportivas de classe mundial.

Estrategicamente posicionado acima do Lago St. Moritz, o Carlton Hotel oferece algumas das vistas mais espetaculares do Vale de Engadine. Seja uma estadia tranquila ou o ponto de partida para grandes aventuras, o hotel é um verdadeiro refúgio discreto onde a privacidade dos hóspedes é priorizada.

O Carlton Hotel, um hotel 5 estrelas superior, membro dos Leading Hotels of the World, conta com apenas 60 quartos e é considerado o hotel de luxo mais íntimo de St. Moritz. Oferece espaçosos quartos e suítes, todos com vistas deslumbrantes do Lago St. Moritz, proporcionando uma sensação acolhedora de lar. Desfrute de duas opções gastronômicas, incluindo o refinado restaurante Da Vittorio-St. Moritz, premiado com duas estrelas Michelin. O Spa Carlton, com 1.200 m2 em três níveis, oferece vistas deslumbrantes das montanhas, enquanto a **Suíte Carlton Penthouse**, com 386 m2, é a maior Penthouse Suite em St. Moritz.

Descubra a exclusividade de St. Moritz no Carlton Hotel, onde cada estadia é uma celebração do requinte e da beleza dos Alpes Suíços.

- **Highlight:** Carlton St Moritz dedicated luxury newsletter
- **Sending Dates:** Jan 26th and Feb 07th
- **Database:** 700 mails for luxury travel agents
- **Opening rate:** 89.36%
- **Newsletter link:**
<http://smtp.mailnewsdobrasil.com.br/email/SUICA-A-LUXURY-01-2024/suica-luxury-01-2024.html>
- **Key partners highlighted in the content:**
- Tschuggen Collection



Switzerland.

KAM: STMS pre-Convention tour

January 11-14, 2024.

- 1 Brazilian buyer in Andermatt
 - CT Operadora
- 1 Brazilian buyer in Crans Montana
 - Blue Papaya
- 1 Brazilian buyer in Gstaad
 - Alia Travel
- 1 Brazilian buyer in Lucerne
 - Plantel Turismo
- 2 Brazilian buyers in Zermatt
 - TTW Group, Teresa Perez Tours



KAM: Swiss Travel Mart Snow Edition (STMS) 2024

January 14-18, 2024.

- ST Brazil was able to invite 7 Key accounts to attend the Switzerland Travel Mart - Snow Edition (STMS)
- Location: Villars-Sur-Ollon
- Brazilian Buyers: Alia Travel; Blue Papaya; CT Operadora; Plantel Turismo; Sete Mares Turismo; Teresa Perez Tours; TTW Group
- Jan 18th / Post event: Day activity and hotel site inspections in Zurich with the support of Zurich Tourism
- Swiss partners support: Zurich Tourism/ Swiss Travel System; Swiss Air International
- ST Team attendance: Mara Pessoa, Trade Manager Brazil



KAM: ST & LX Luxury Winter Famtour 2024 | Group 1

January 20-26, 2024.

- Partnership with Swiss Brazil team
- Trip prize result of a sales incentive campaign ran in the market between Sep-Nov 2023
- Campaign Target: Virtuoso, Serandapiens by Traveller Made and Signature Network
- Group: ST Brazil + 5 top sellers
- Program focus on luxury hotels, ski, wellness, gastronomy.
- Swiss partners support: Zurich Tourism & The Living Circle; St. Moritz Tourism & Carlton St. Moritz; 7132 Hotel; Swiss Travel System; Swiss Air International
- ST Team attendance: Mara Pessoa, Trade Manager Brazil





Switzerland.

KAM: Sete Mares Luxury Ski Famtour 2024

January 21-28, 2024.

- Partnership with Sete Mares Turismo, the main virtuoso TO from Brazil with focus on Ski trips, for an exclusive ski famtrip with their top travel agentes.
- Sete Mares Sales Director & Business partner + 6 top agentes.
- Program focus on luxury hotels, ski, wellness, gastronomy.
- Swiss partners support: Crans Montana Tourism & Sport Club Residences & Guarda Golf Hotel & Residences; Gstaad Tourism & Park Gstaad; The Dolder Grand; Swiss Travel System; Swiss Air International
- ST Team attendance: Fabien Clerc, Market Director Brazil.



KAM: Individual famtrips support

January 2024.

- During the month of January, ST Brazil supported 3 travel agencies to visit Switzerland:
- **Sete Mares Turismo (Virtuoso)**
 - Mrs. Suellen Mendes, Sales Director & Business Partner
 - Swiss partners support: Zermatt Tourism, Zermatt Bergbahnen, Cervo Mountain Resort, The Omnia, Swiss Travel System;
- **Superviagem (Virtuoso)**
 - Mrs. Lisa Tassis Maia, Travel Consultant
 - Swiss partners support: Zermatt Tourism, Zermatt Bergbahnen, Swiss Travel System;



 **suellenmendes**
Zermatt,Switzerland

 **suellenmendes** Winter days in Zermatt 🇨🇭

Big thanks to all the partners who made this

[@operadorasetemares](#)
[@myswitzerland](#) [@myswitzerlandbr](#) [@marap](#)
[@clercfabien](#)

[#ineedswitzerland](#) [#inlovewithswitzerland](#)
2 w

 **lisatassis** Special day here!!!!
2 w Reply

 **viviyuri** Musa do inverno suíço! 🇨🇭🥰
2 w Reply See Translation

❤️ 💬 📍

 Liked by **luizadmm** and **326 others**
21 January

 Add a comment...

KAM: Individual famtrips support (cont.)

January 2024.

- **Bespoke Travel**
 - Mr. Alexandre Fehr, Co-Owner
 - Swiss partners support: Verbier Tourisme, W Vervier; Ski passes & Ski instructors; Swiss Travel System;
- **Wee Travel (Virtuoso)**
 - Vitoria Abreu, Director/ Co-Owner
 - Swiss partners support: STP 4 days by Swiss Travel System.



 **alexandre fehr**
Verbier, Switzerland

 **alexandre fehr** Dias em Verbier, um dos mell já skiei, neve e pistas fantásticas além da cic animada. @myswitzerlandbr @bespoketrave
3 d See Translation

 **suellenrmendes** Amei conhecer Verbier atra registros... 🏔️🌨️🎿
3 d Reply See Translation

 **izabelclsd** Q lindo
1 d Reply

 **betaabdo** ❤️🧡💙💜
3 d Reply

❤️ 💬

 Liked by **clercfabien** and **67 others**
3 days ago

😊 Add a comment...

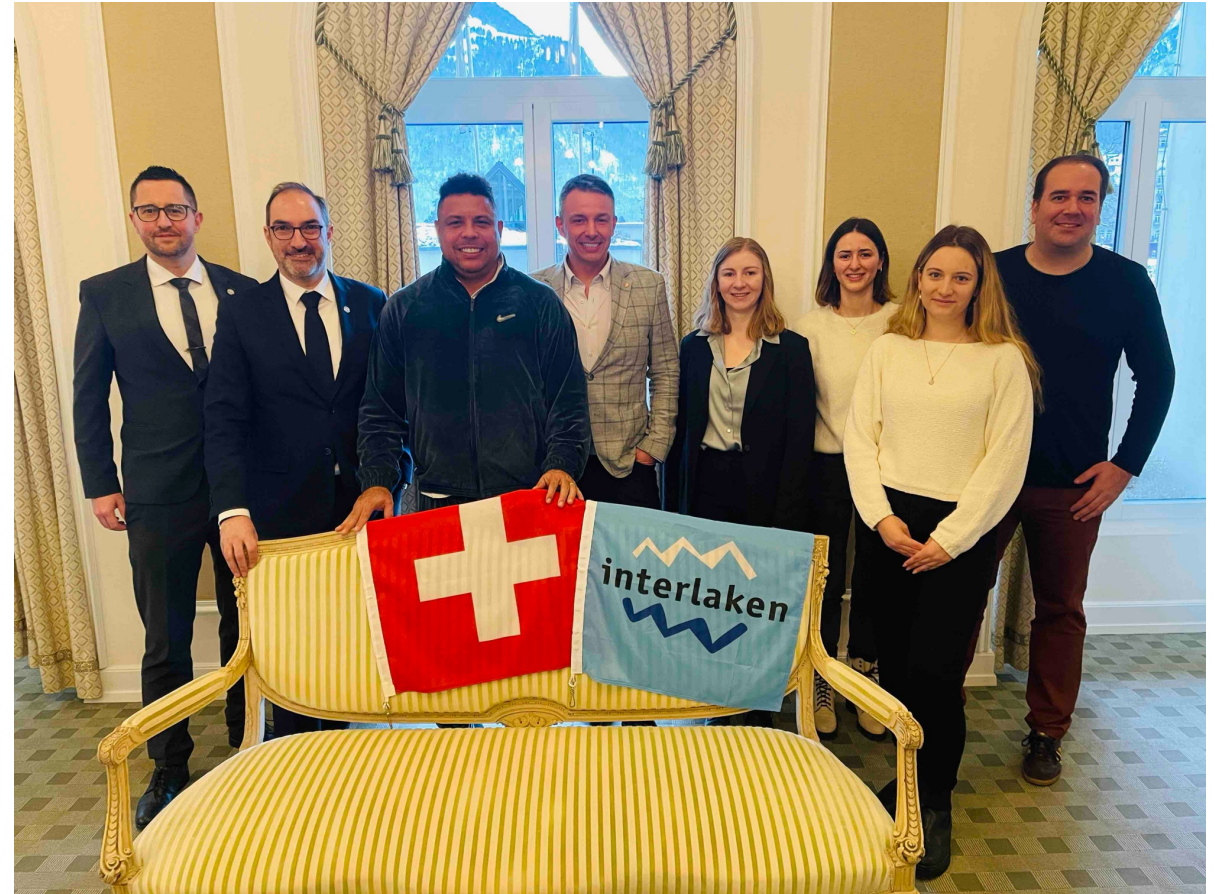


Switzerland.

KMM: Media Trip – Ronaldo.

January, 18th to 22th.

- ST Brazil invited Ronaldo and family for a ski holiday in Switzerland.
- Ronaldo: 30 mio followers on Insta
- His wife Celina Locks: 528k
- Hosted by Interlaken, Jungfrau Railways and Victoria-Jungfrau Collection.
- Activities consisted of skiing and the visit of the Jungfraujoch
- Strong media and social media impact not only in Brazil, but also in CH.





Switzerland.

KMM: Media Trip – Silvia Braz @silviabraz

Jan 18th to Feb 04th.

- Silvia Braz – 1.5 mio followers, the top influencer of Brazil today
- Four Seasons Geneva: 19-21 jan
- The Alpina Gstaad: 21-25 jan
- Guarda Golf Crans: 25 - 29 jan
- Badrutt's Palace St. Moritz: 29 jan - 3 fev
- ST support: flight, transfer, overnights and program.
- Segment: Luxury, Winter
- Partners: StraPa (Europcar, LX, STS), Geneva, Gstaad, Crans-Montana, ESTM



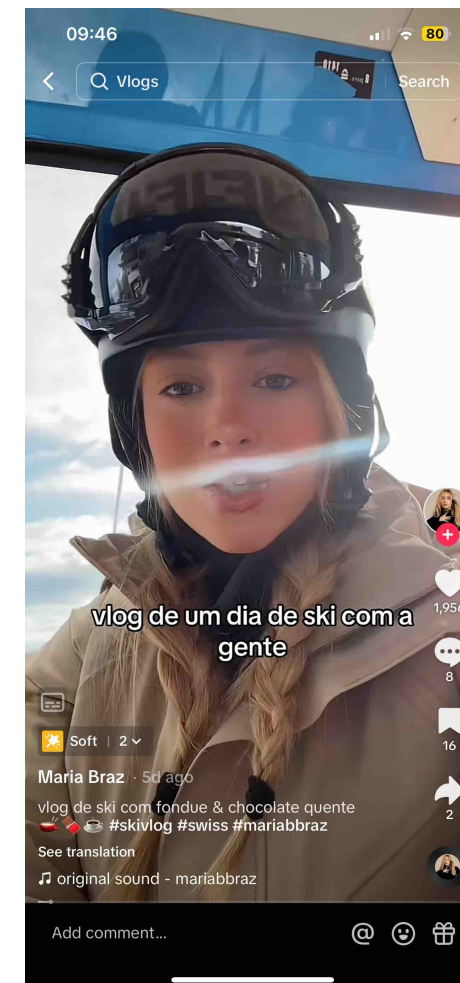


Switzerland.

KMM: Media Trip – Maria Braz @Mariabbraz

Jan 18th to Feb 04th.

- Daughter of Silvia Braz, also influencer – 420K followers on Insta, especially influential on TikTok with 132k followers.
- Four Seasons Geneva: 19-21 jan
- The Alpina Gstaad: 21-25 jan
- Guarda Golf Crans: 25 - 29 jan
- Badrutt's Palace St. Moritz: 29 jan - 3 fev
- ST support: flight, transfer, overnights and program.
- Segment: Luxury, Winter
- Partners: StraPa (Europcar, LX, STS), Geneva, Gstaad, Crans-Montana, ESTM



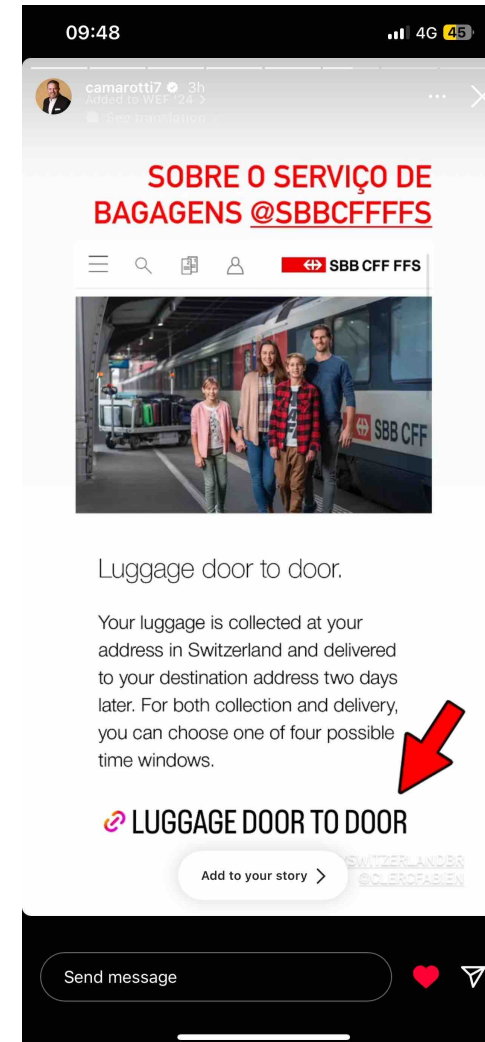


Switzerland.

KMM: Media Trip – Forbes Brazil @

January, 19th to 25th

- Forbes is the leading publication on business and on entrepreneurial leaders, a 100-plus-year-old brand that has been published in Brazil since 2012
- Participation by Antonio Camarotti, CEO, Forbes Brazil, together with Cecilia St. Viteux Miles, Head of communications
- Coverage of 2 hotels / destinations in Forbes Magazine Brazil and social media
- 19-22 Jan: The Alpina Gstaad
- 22-25 Jan: Baur-au-Lac, Zurich
- Content focused on winter activities (lifestyle, gastronomy, wellness, SBB door-to-door)
- forbes.com.br: 3.5 mio users, 23 mio page views, 26 mio impressions
- 7.6 mio followers Instagram, 1.37 mio LinkedIn



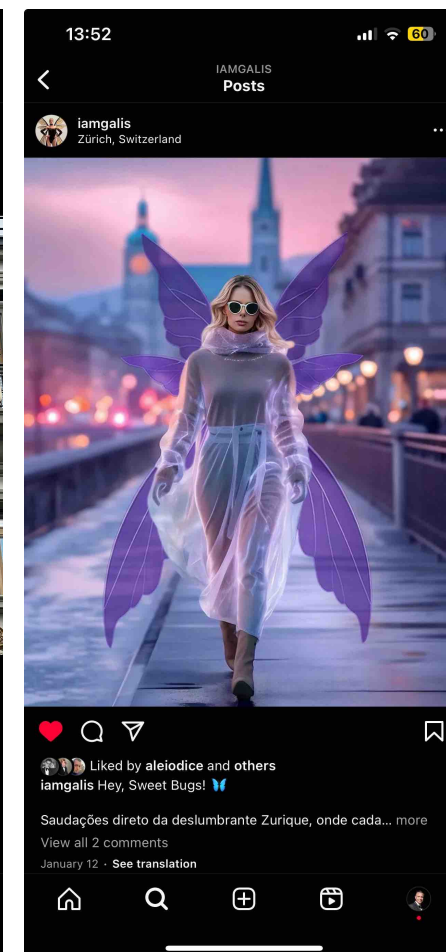
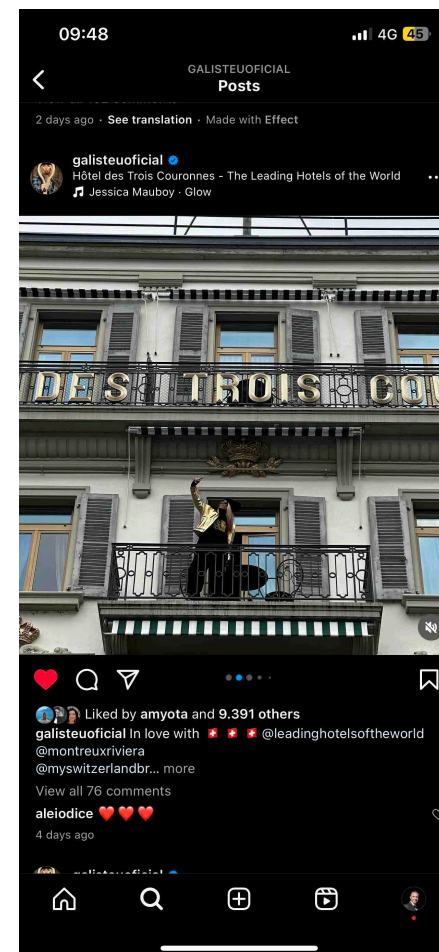


Switzerland.

KMM: Media Trip – Adriane Galisteu @galisteuoficial.

January, 14th to 20th.

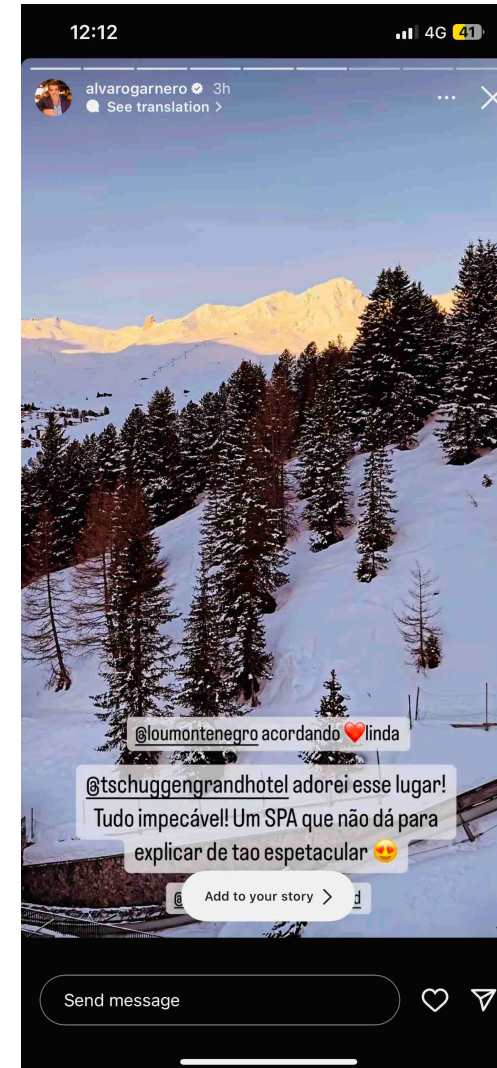
- Influencer trip 3.0 by superstar Adriane Galisteu 5.3 mio followers in Instagram (former gf of Ayrton Senna)
- In conjunction with metaverse avatar @iamgalis for virtual visibility
- 14-17 Jan: Trois-Couronnes in Vevey
- 17-20 Jan: Savoy Mandarin Oriental Zurich
- ST support: flights, overnights and program.
- Partners: LX, STS, Montreux Riviera, Zurich
- Segments: cities of Switzerland in Winter



KMM: Media Trip – KOL Brazil.

January, 13th to 28th

- The objective of ST's promotion in Brazil is to expand the target group to younger HNWIs, who still perceive Switzerland as a conservative and traditional country.
- To start the process of mind shifting, ST Brazil invite Key Opinion Leaders or Trend Setters, mainly consisting of young people from rich traditional families.
- Partners: Tschuggen Arosa, Zurich, STS, Alex Lake / Living Circle
- Participation of TV celebrity Alvaro Garneiro 3.4 mio followers on Insta.
- Segments: winter activities, gastronomy



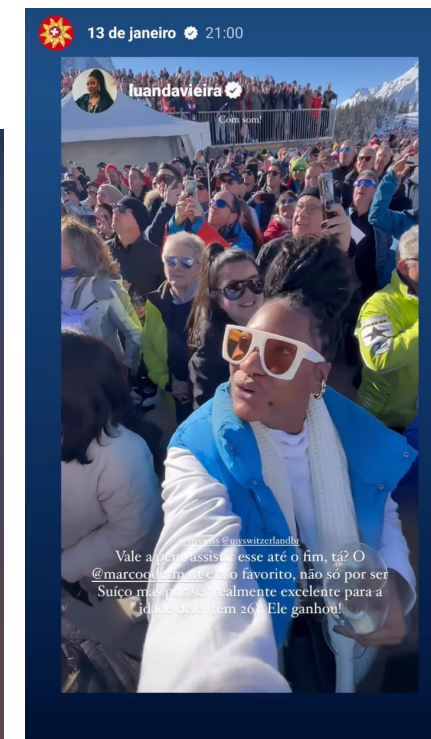
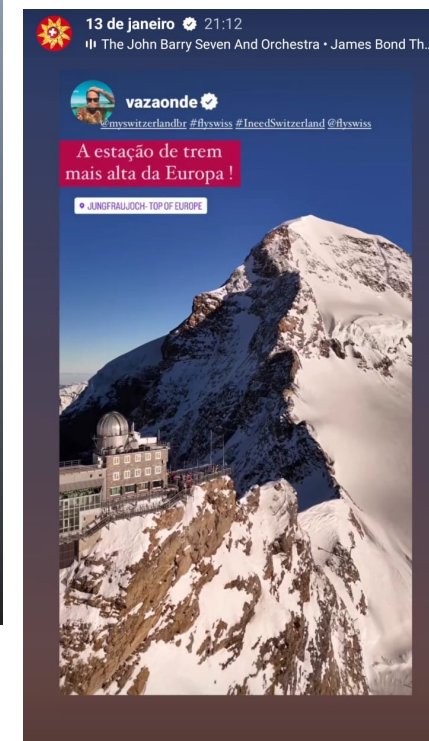
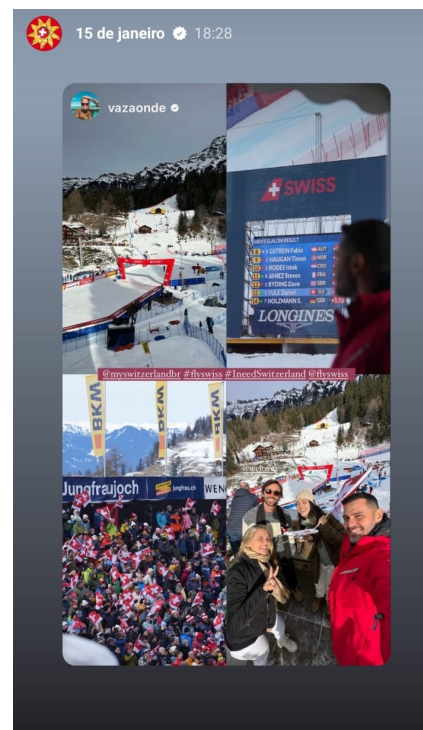


Switzerland.

KMM: SWISS Media Trip – Lauberhorn Race

January, 12th to 17th.

- ST was part of the SWISS project which led 3 influencers to cover the Lauberhorn Race. We have selected the profiles and intermediate all the negotiations.
- Marcos Vaz: 612k followers
- We Love: 454k followers
- Luanda Vieira: 60.7k followers





Switzerland.

CAMPAIGNING & ACTIVATION

The Chedi Hotel Digital Campaign – Key Parter Package

January 2024.

- Digital campaign to promote The Chedi Hotel between Dec, 25th and Jan, 25th
- Google and Meta Campaign:
 - 2'003'517 impressions
 - 70'761 clicks on The Chedi website



CAMPAIGNING & ACTIVATION

SWISS Digital Newsletter

January 30th.

- SWISS Newsletter including Switzerland Tourism content.
- Theme: Winter Sports
- Link to [MySwitzerland.com/PT](https://myswitzerland.com/PT)

Comece o ano viajando na SWISS Business

Desfrute do conforto exclusivo, da privacidade, dos lounges e do serviço único na SWISS Business.

Conheça as nossas oportunidades para 2024.e escolha já o seu destino. [Clique aqui](#)



A Suíça no Inverno

As baixas temperaturas criam cenários que encantam. Amantes de esportes na neve deslizam pelas pistas, enquanto vilarejos ganham mais vida com seu típico charme alpino.

[CLIQUE AQUI ▶](#)



Reforma no Check-in 1 no Aeroporto de Zurique

Para garantir que você continue desfrutando de um início de viagem tranquilo, o Aeroporto de Zurique está atualizando seus sistemas de manuseio de bagagem

[SAIBA MAIS ▶](#)



Switzerland.

CAMPAIGNING & ACTIVATION

Destination Wedding Constance Zahn

January 2024.

- Banner online on Constance Zahn website
- Constance Zahn is the best destination wedding media in Brazil
- Campaign for 3 months
- Page views: 1.2MIO/ month
- Link [MySwitzerland.com](https://www.myswitzerland.com)

The screenshot shows the website constancezahn.com. The main navigation includes HOME, SOBRE, and CONTATO. The page features a 'CZ BRIDAL GUIDE' section with filters for Categoria, País, and Cidade, and a search bar. A central article titled 'Tasting dinner Constance Zahn e champagne Taittinger' is dated 31 DE MAIO DE 2023. A sidebar on the right contains a 'COMPRE AQUI' button and a banner for 'I need the perfect destination wedding' which is highlighted with a red border. Below the main article is a 'LEIA MAIS >' link. The bottom right corner shows a 'NOIVAS' section with a 'CLIQUE E COMPRE' button.