

Markets East.

Germany.



Switzerland.



Switzerland.

# C&A: Deutsche Bahn Spring-Campaign „Sparpreis Europa“.

- **Period:** 21-29 February 2024
- **Channels / Media:** OOH and DOOH, Banner Display and DSP, ATV, YouTube, SoMe (FB, Insta, Pinterest)
- **Source Markets:** Berlin, Hamburg, Köln/Düsseldorf, Frankfurt, Mannheim, Karlsruhe and München
- **Budget:** Total 1.5 Million Euros, of which 400k for Switzerland (share STS/ST 40k)



# KAM: ITB Berlin 2024.

5 – 7 March.



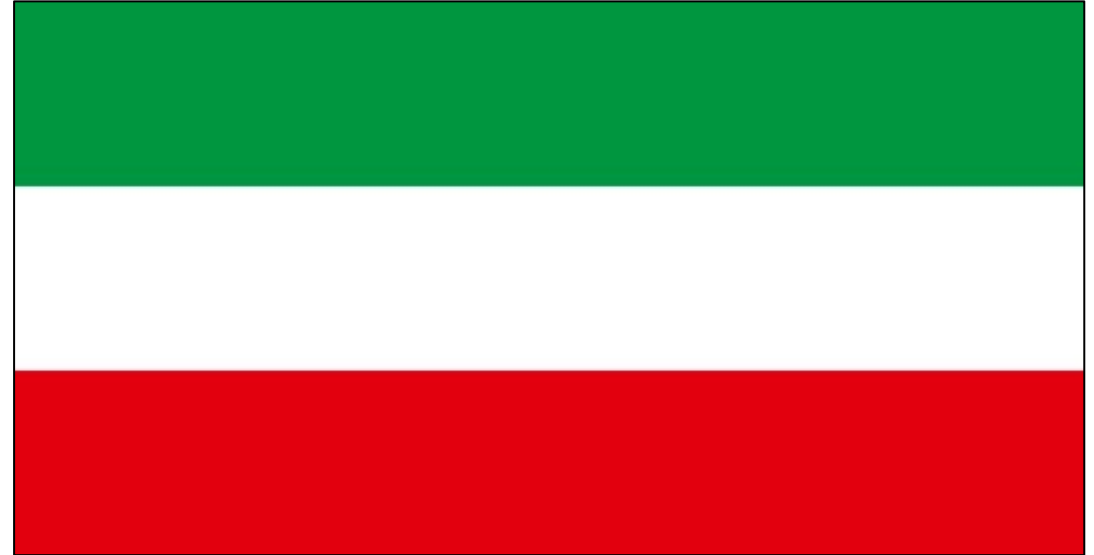
Switzerland.



Austria/Hungary.



Switzerland.





Switzerland.

# KAM/KMM: Raiffeisen Reisen in OÖN and Auto Touring.

- Media Trip 14-17 September 2023 with 7 journalists together with KAM Raiffeisen Reisen.
- Oberösterreichische Nachrichten (left).
  - 1 full page in print
  - Circulation: 129.200
  - Date: February 24, 2024
- Auto touring (right).
  - 3 full pages in print
  - Circulation: 1.926.860
  - Date: February 1, 2024

**Wenn schon der Weg zum Ziel traumhaft ist**

Die Schweiz lässt sich erstklassig per Bahn erkunden – mit Gepäckservice, Panoramaszügen und Prestigezügen. Von Luzern über Interlaken nach Montreux geht es hoch hinauf und knapp über Wasser, technische Meisterleistungen inbegriffen. Mit dem Zug vom Vierwaldstättersee bis zum Genfer See

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## Tour de Suisse

Eine durchwegs pünktliche Reise mit Zügen, Schiffen, Bussen und Seilbahnen quer durch die SCHWEIZ vom Vierwaldstättersee an den Genfersee. Dafür gibt es verdientermaßen die Goldmedaille.

Vier öffentliche Verkehrsmittel, kombiniert in einer einzigartigen Weise. Das können sie, diese Schweizer.

INDIGEN KURVEN RUCKELT der kleine Zug immer weiter hinauf. Es geht durch lurgüne Wiesen und kleine Wäldchen, vorbei an Kühen mit großen Glöcken um den Hals und an einem Pflaumen, das seinen Pflöckchen mit Jause und Weinflasche drauf ins Panorama plätschert hin. Viele der Fahrgäste haben die Fenster geöffnet, strecken die Köpfe hinaus, um die nach jeder Kurve neuen Ausichten auf die Bergrücken und den schon weit unten glitzernden Thunersee so richtig genießen zu können.

Begonnen hat die Ausflugsfahrt in Wilderswil auf 584 Metern Seehöhe, an der Endstation sind es fast 2.000. Damit dieser Höhenunterschied auf nur knapp mehr als sieben Kilometern Strecke auf 800-Millimeter-Schmalspur zu schaffen ist, müssen Zahnradkurven und kleine Wäldchen, vorbei an Kühen mit großen Glöcken um den Hals und an einem Pflaumen, das seinen Pflöckchen mit Jause und Weinflasche drauf ins Panorama plätschert hin. Viele der Fahrgäste haben die Fenster geöffnet, strecken die Köpfe hinaus, um die nach jeder Kurve neuen Ausichten auf die Bergrücken und den schon weit unten glitzernden Thunersee so richtig genießen zu können.

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Switzerland.

# KAM: Switzerland Flyer from KAM ÖBB.

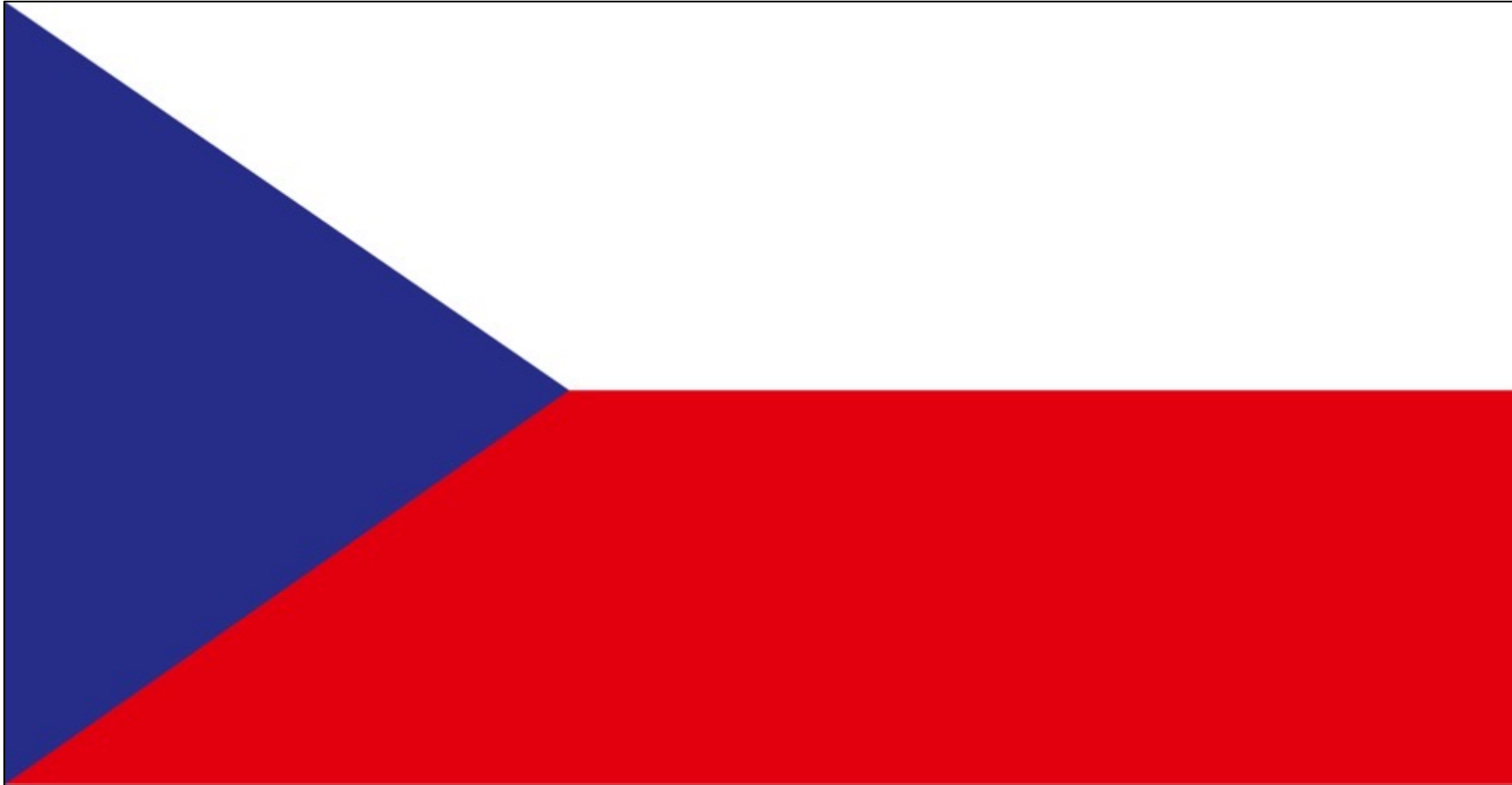
- Flyer with detailed information about train connections Austria-Switzerland.
- New offers & infos from Zurich, Bern, Lucerne, St.Gallen, Tessin, Lake Geneva region, GOPEX, Glacier Express, GTToS and Swiss Travel System.
- Distribution: ÖBB ticket-counters, “Reisebüro am Bahnhof” as well as our Mailinghouse.
- Date: March – December 2024
- Print run: 30'000



Czech Republic.



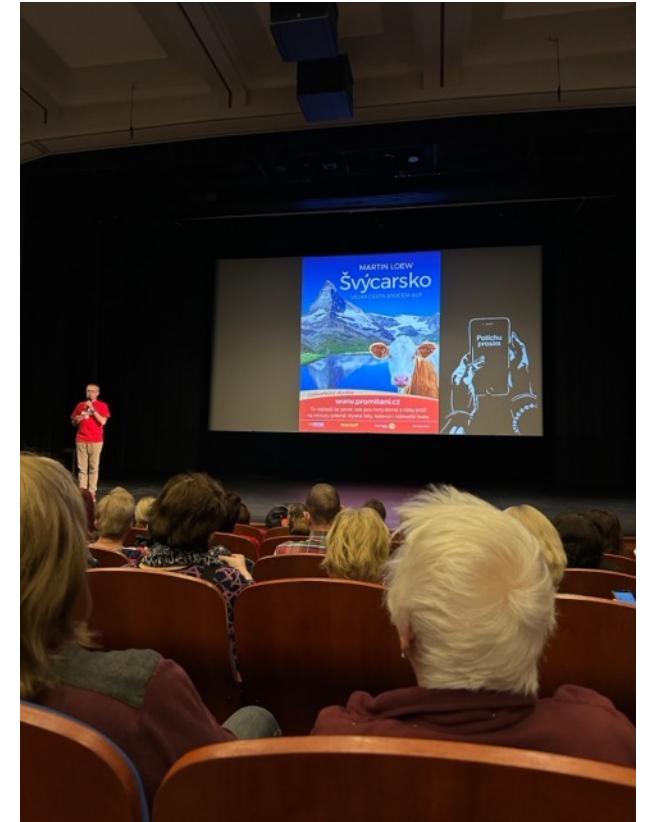
Switzerland.





# Great journey through the heart of the Alps.

- 12 February 2024, Prague
- Travel presentation in main city library by well-known Czech traveller, Martin Loew, about Switzerland and his journey on the Grand Tour of Switzerland.
- Magazine Switzerland and SWISSmag distributed to event participants.
- 401 participants.



Poland.



Switzerland.

# KMM: media meeting in Warsaw.



Switzerland.

- SumUp meeting in Warsaw
- 8 February 2024, Fat Thursday – sweet celebration day in Poland with doughnuts, very popular tradition
- 34 participants: media, influencers
- Sum up of 2023 and plans for 2024
- Presentation of projects and topics
- Market partners presentation

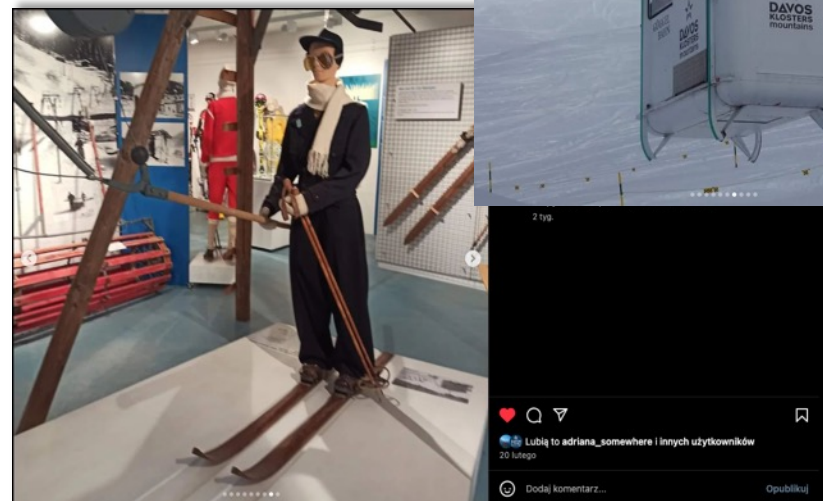
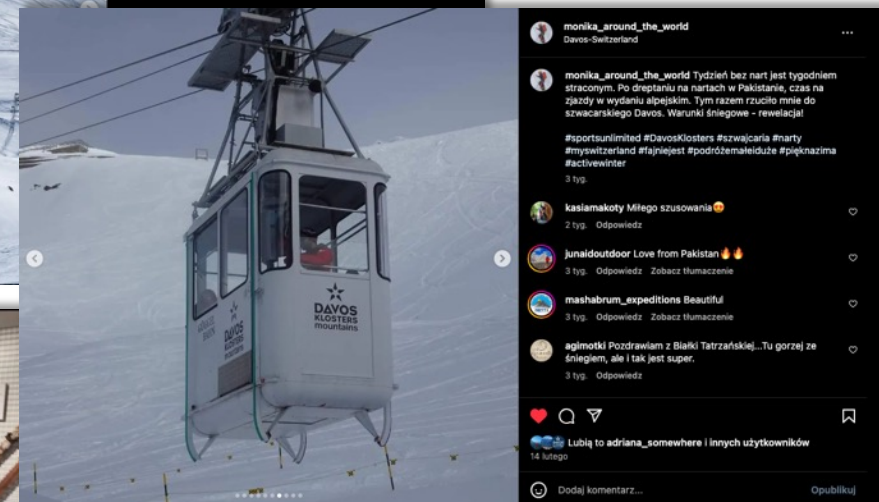
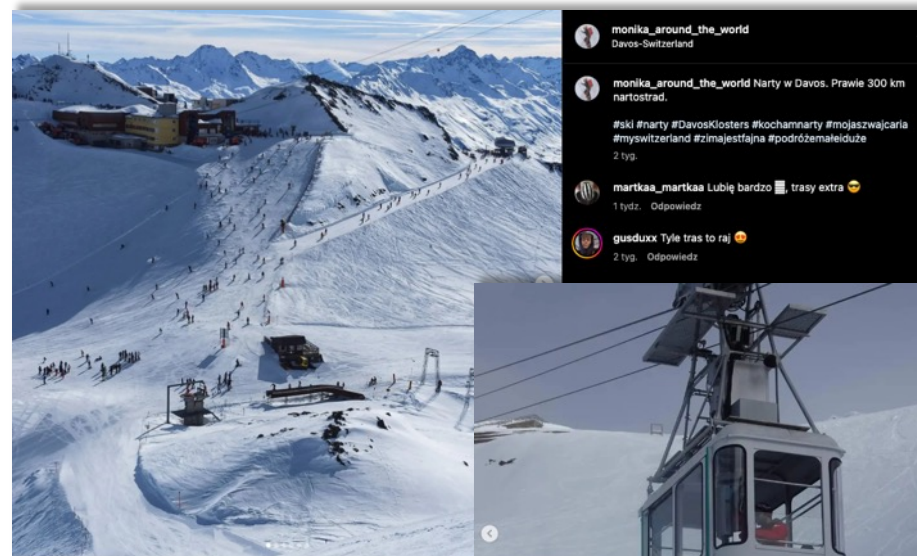




Switzerland.

# KMM: media trip winter in Davos Klosters.

- 2 pax trip
- 13-16 February 2024
- Journalist, mountaineers
- Davos Klosters
- SoMe activities by participants
- Reach: 130'000
- Print materials planned

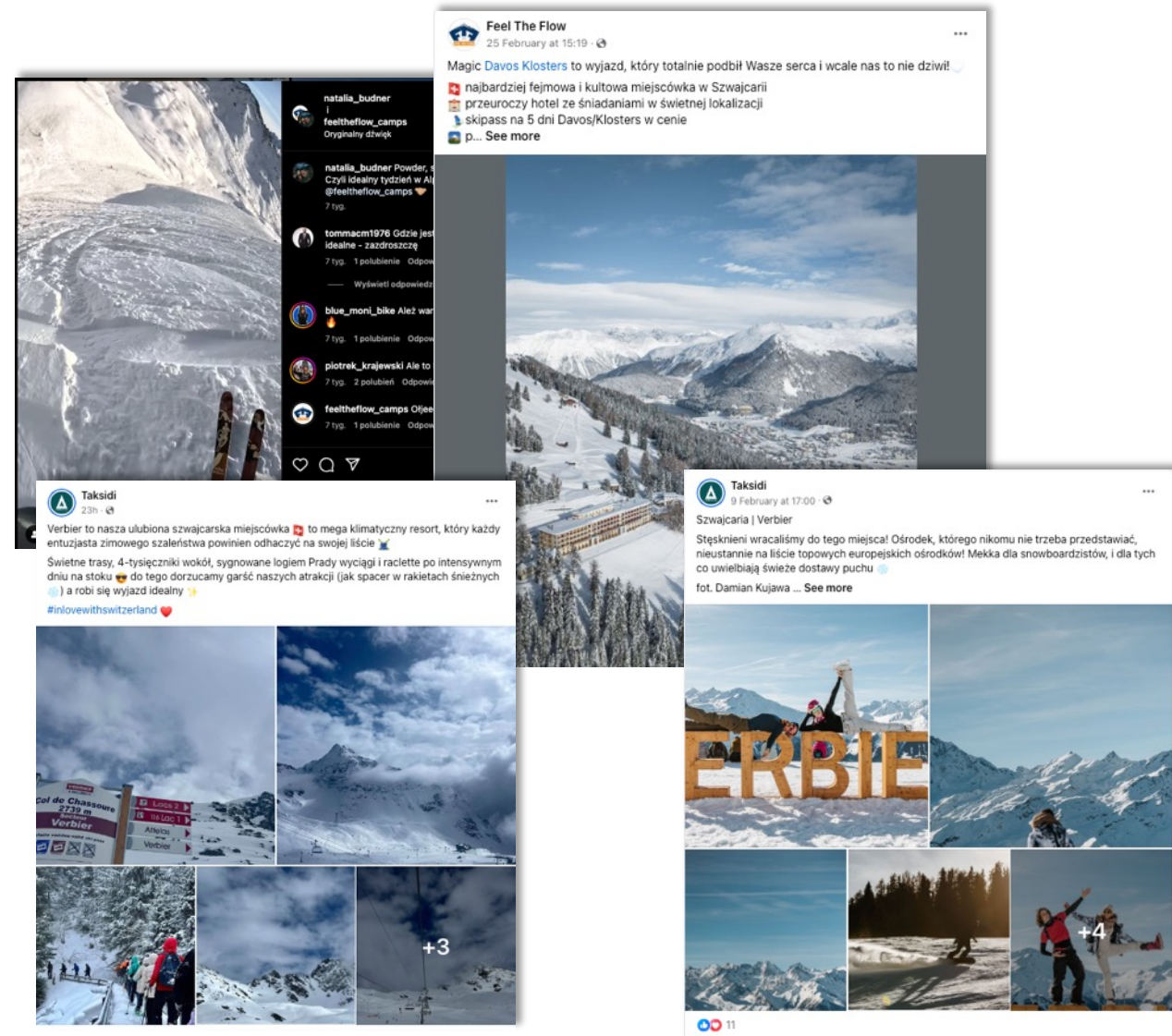




Switzerland.

# KAM: Joint Partner Campaign winter.

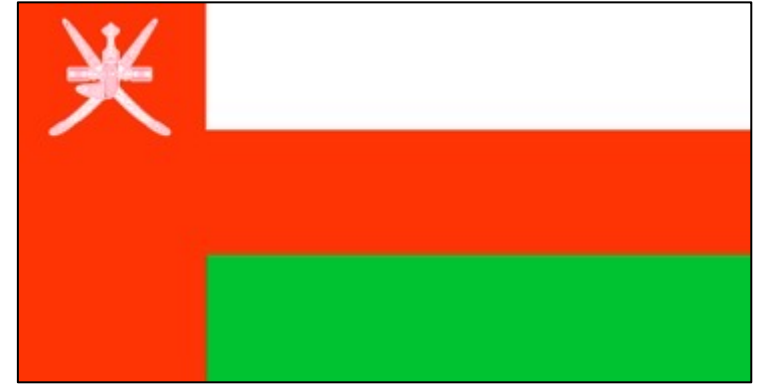
- Winter activities promo by: *Allegra, Feel the Flow, Hey Holiday, Taksidi, Zero Gravity*
- Online activities promoting offers
- SEM, Social Media
- Newsletters
- Promotion of winter season, focus on kids' winter holidays, new destinations, inspiration
- Figures to follow end of season



GCC.



Switzerland.





Switzerland.

# KAM: Race to Switzerland / STE.

- Date: 9–17 February 2024
- 2 races in KSA & UAE including 2 speed dating workshops, 72 breakout sessions.
- 4 traditional workshops in Qatar, Kuwait, Bahrain & Oman.
- 26 partners participated: GVA, LUV, TI/LUG, St. Moritz/GRF, ZRH, Interlaken, Montreux, Zermatt, Rail Europe, STS, Lufthansa Group & SWISS
- Total contacts/agents: 500



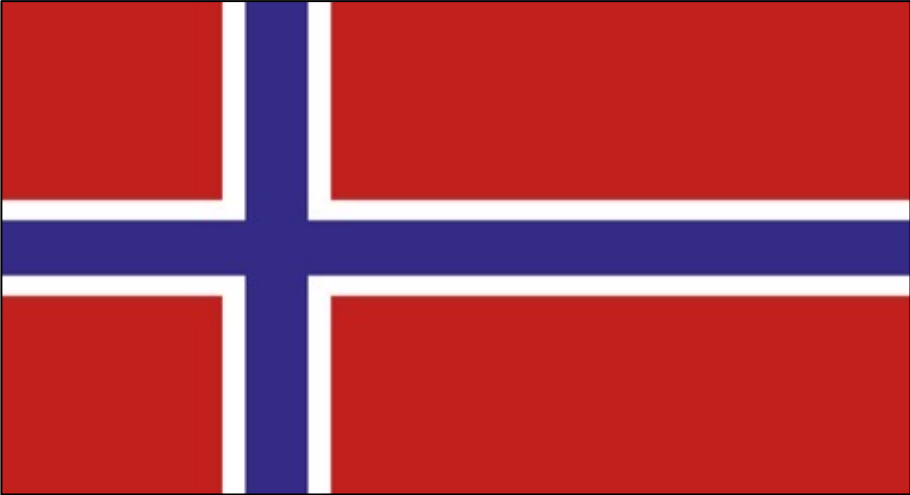
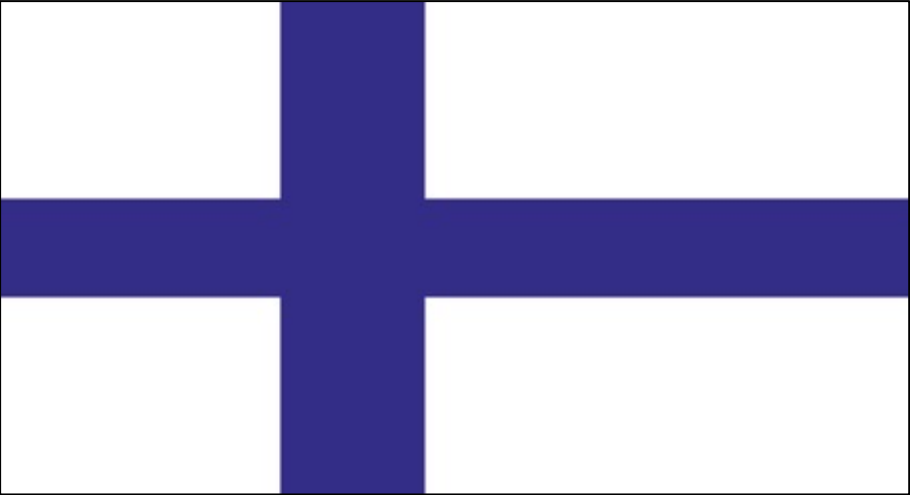
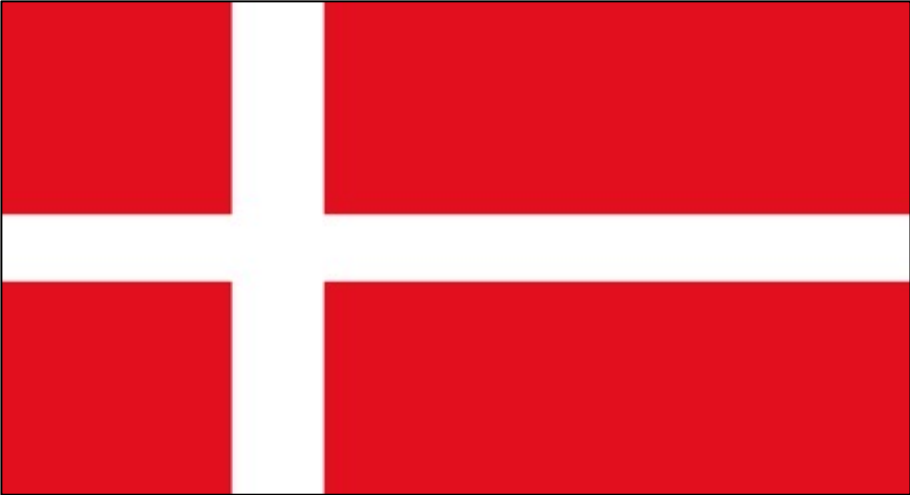
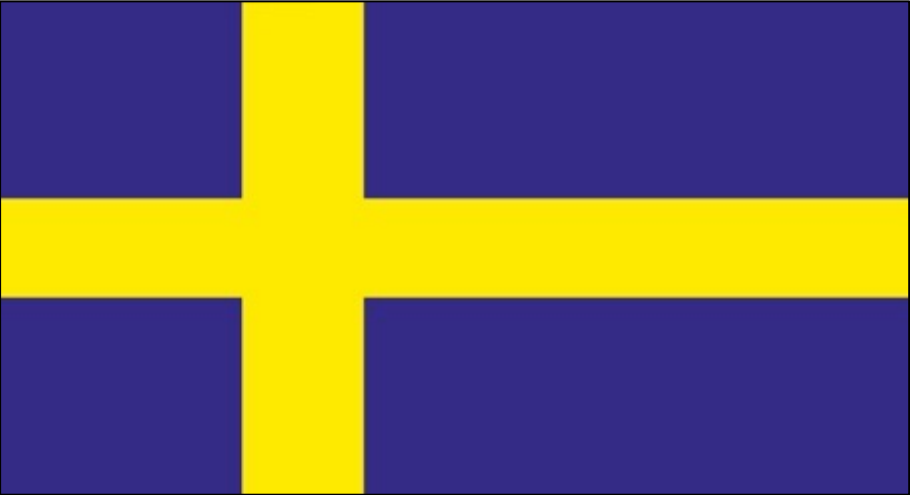
# KAM: STS training/presentations.

- Date: 13-15 February 2024
- 2 presentations in Dubai & Abu Dhabi to highlight to the local travel agents the benefits of STS
- 98 agents did attend both ppts.
- Partners: STS, Railway Europe



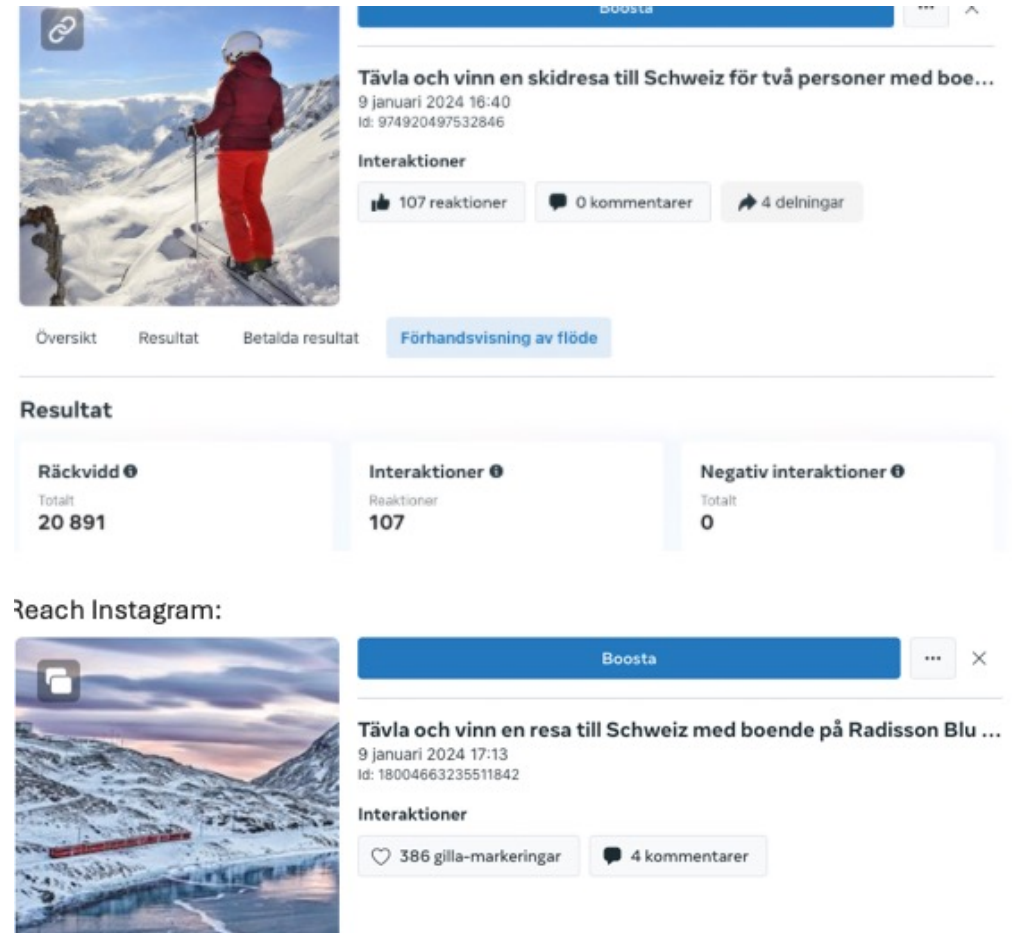


# Nordics.



# C&A: Freeride.se Video Distribution & Competition.

- Date: 13 January – 3 February 2024
- Video distribution of “How to stay longer” video & competition on Freeride.se. No1 online page for skiing in the Nordics. Competition was advertised on Meta as well.
- Prize: Radisson Blu, STP, SWISS tickets
- Contacts: 221’698, competitors: 3175
- Partner: STS, Engadin, Andermatt, SWISS



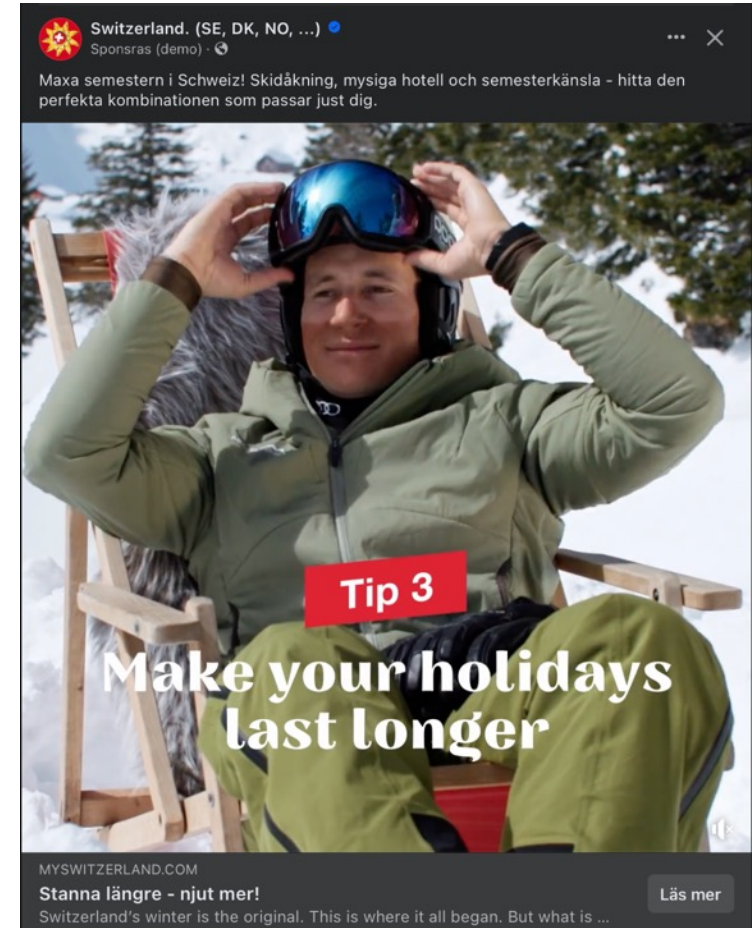
The image shows two screenshots of Meta advertisements. The top screenshot is for a competition titled "Tävla och vinn en skidresa till Schweiz för två personer med boe..." (Compete and win a ski trip to Switzerland for two people with accommodation...). It features a photo of a skier on a snowy mountain. The ad shows 107 reactions, 0 comments, and 4 shares. Below the ad is a "Resultat" (Results) section with three columns: "Räckvidd" (Reach) with a total of 20,891, "Interaktioner" (Interactions) with 107 reactions, and "Negativ interaktioner" (Negative interactions) with 0. The bottom screenshot is for another competition titled "Tävla och vinn en resa till Schweiz med boende på Radisson Blu ..." (Compete and win a trip to Switzerland with accommodation at Radisson Blu...). It features a photo of a snowy landscape with a red train. This ad shows 386 likes and 4 comments.

# C&A: Meta campaign – How to winter pt 1 + 2.

- Date: 23-31 December 2023, 19 January – 2 February 2024
- Activity: awareness campaign optimized for videoviews
- Focus: How to... Stay Longer Video.

## KPI

- Impressions: 1'348'998
- ThruPlays: 625'948

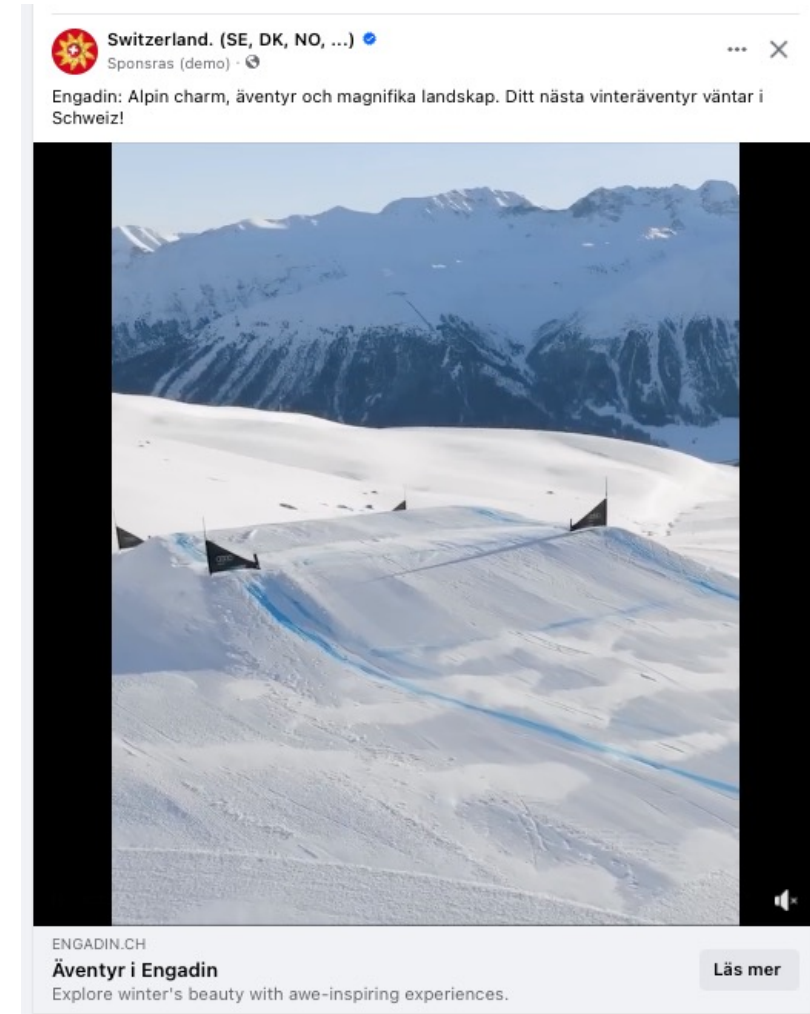


# C&A: Meta campaign – Engadin.

- Date: 8 February - 3 March 2024
- Activity: awareness campaign optimized for videoviews
- Focus: Show winter Engadin
- Partner: Engadin

## KPI

- Impressions: 1'323'660
- Views: 780'765

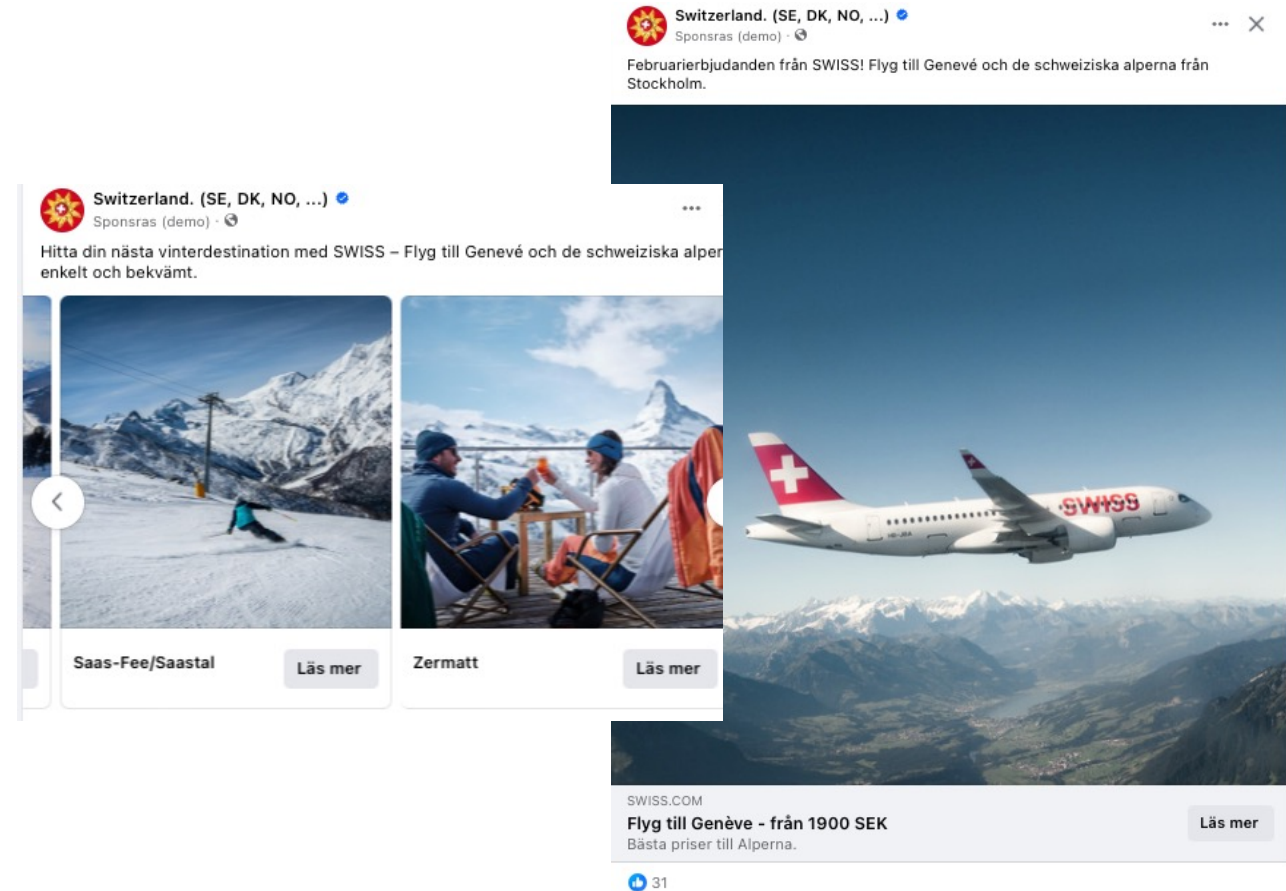


# C&A: Meta Campaign – Swiss.

- Date: 14-29 February 2024
- Activity: awareness campaign on meta
- Focus: Creating awareness about Swiss nordic routes to Geneva
- Partner: SWISS, Valais, Geneva

## KPI

- Impressions: 2'497'948



# KMM: Organic article Les Diablerets.

- Date: 23 February 2024
- Activity: Full 3 page print + digital article in Danish newspaper pleasure (weekend magazin to leading newspaper Børsen)
- Contacts: 525'000

## Alpernes, etter min erindring, mest autentiske skiby

Trods massiv udvikling i Alpernes skibyer er der ikke sket meget nyt siden forfatterens første besøg i den vestschweiziske kanton Vaud for 30 år siden. Byen Les Diablerets står stadig som den uslebne sten, den altid har været.

▶ AUTOMATISK OPLÆSNING ?



Foto: Alexander Vissing & Marie-Louise Andreassen

China.



Switzerland.





Switzerland.

# Award: Switzerland as 2023 Best Oversea MICE Destination by BT MICE Magazine.

- **Date:** 4 February 2024
- **Description:** Switzerland was awarded as 2023 Best Oversea MICE Destination



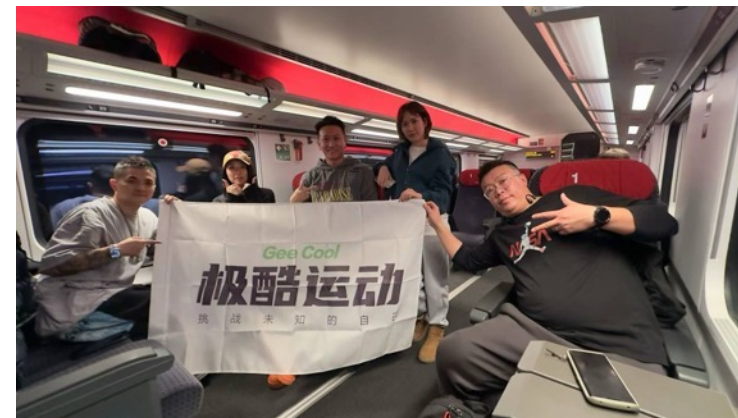




Switzerland.

# KMM: Snowboarder KOL media trip.

- **Date:** 27 February - 5 March 2024
- **Description:** Local snowsports community partner Huaxue Zoo (GeeCool) shot in the Jungfrau region with 6 snowsports enthusiasts
- **Partners:** Schilthorn, Jungfrau Region
- **Topic:** Winter
- **Results:**
  - pending

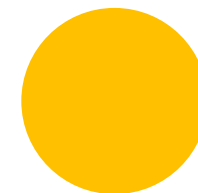




Switzerland.

# KMM: Snowboarder KOL media trip.

- **Date:** 25 February – 5 March 2024
- **Description:** 2 Snowboarders, winner from 2020 Swiss ski pass project
- **Topic:** Ski enthusiasts in Switzerland
- **Partners:** Zermatt, St.Moritz, JR, GEX, STP
- **Results:**
  - pending



# KAM: CNY celebration gathering - HKG

- **Date:** 20 February 2024
- **Description:** as tradition that KAM invited key working Partners for CNY gathering. Within a day, ST HKG visited 4 KAM for celebrating and networking
- **Result:**
  - over 200 travel trade guests (Airlines, Hotel & Land Operators) attended and attended 4 KAM's (Jebsen, Jetour, Miramar & Wing On) visitation





Switzerland.

# KMM: CNY celebration gathering – HKG.

- **Date:** 22 February 2024
- **Description:** invited by Radio & Television HK (RTHK) for CNY gathering, networking and touring around RTHK
- **Result:**
  - Over 80 guests participated, mainly Governors, Directors of Broadcasting from Greater Bay Area, NTO and artists





Switzerland.

# KAM: Visa Workshops China. Beijing / Shanghai / Guangzhou.

## ■ Date:

- 27 Feb – 1 Mar 2024

## ■ Description:

- Visa workshops by ST with Consular Directorate (FDFA), Swiss visa sections, external visa service provider (VFS) and selected Key accounts.
- Preparation Summer Season 24, Launch «Visa Preferred Partner System»

## ■ Results:

- 60 trade companies





Switzerland.

# KAM: Visa Workshop Shanghai.

- **Date:** 28 February 2024
- **Description:** visa meeting by Swiss Consulate visa officer, VFS and selected VPPS KAs.  
market status updates and visa topics discussion.
- **Partners:** Swiss Consulate
- **Results:**
  - 20 trade companies



# Award: Zermatt / Switzerland – Emerging Destination by PUTIKE.

- **Date:** 29 February 2024
- **Description:** PUTIKE is a leading media focus on boutique hotel, celebrate their 10year anniversary. Zermatt - Switzerland was awarded as Emerging Destination Award
- **Results:**
  - 250 participants on ceremony



Korea.



Switzerland.







Switzerland.

# KAM: 2024 Swiss Travel Academy.

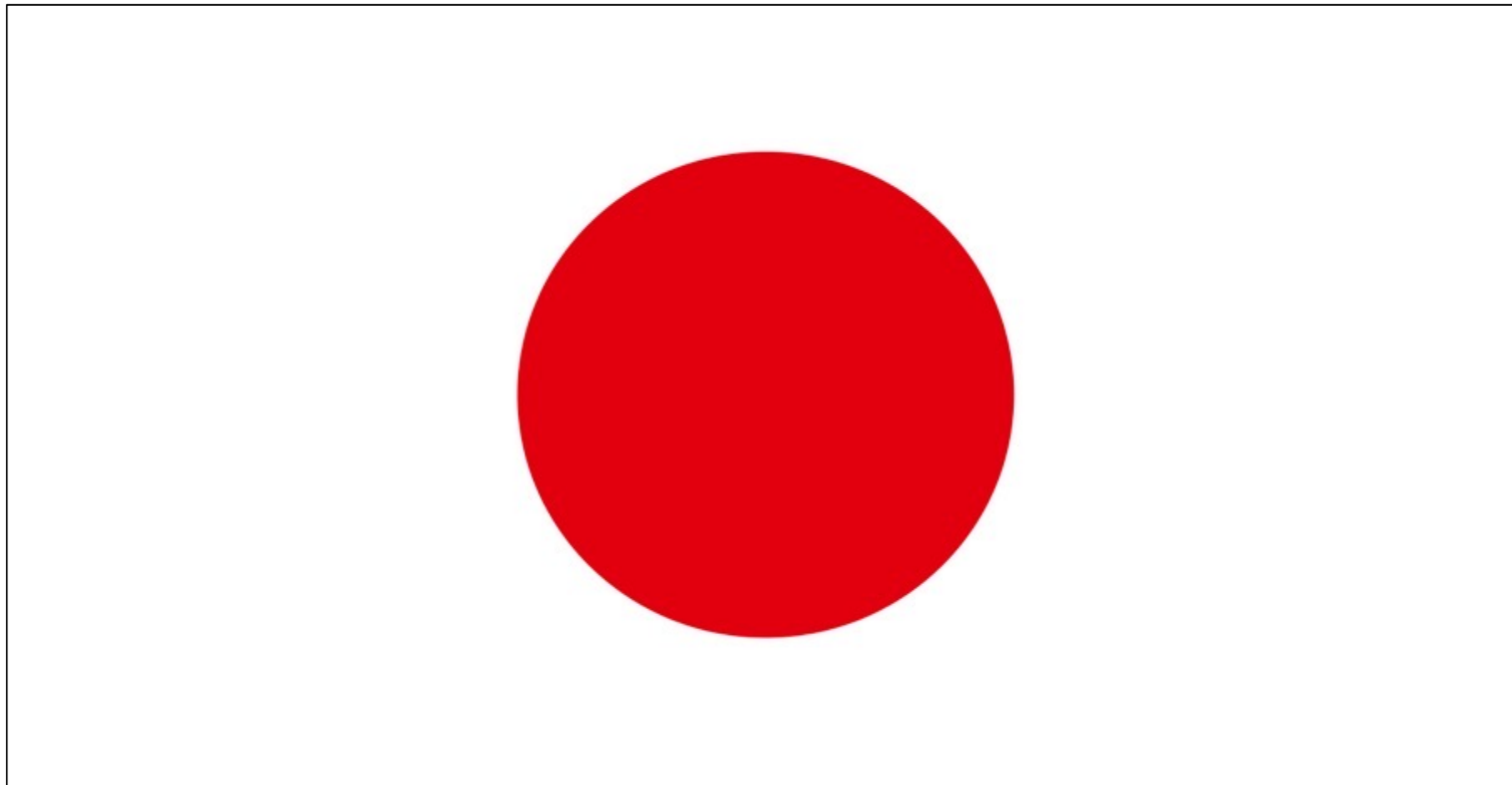
- 18<sup>th</sup> Swiss Travel Academy
  - Offline!
  - The longest educational program offered by NTOs in Korea
  - Comprehensive one-year Intensive education program
- 2024 STA Entrance Examination
  - Date: 23 February 2024
  - Applicants: 20 pax. from major KAs incl. HanaTour, ModeTour, VerygoodTour, NaeilTour, etc.



Japan.



Switzerland.



# C&A – Leading Hotels of The World Leaders Club Gala Dinner.

- Imperial Palace Hotel Tokyo
- 23 February 2024
- Opening “yodel” by Japanese yodeller and speech by CH Deputy Ambassador
- Distribution of Heidi brochures in all gift bags
- 150 guests (top LHW b2c clients)
- Sponsor of Swiss Travel Passes for raffle (with ON’s Hotel Kulm St. Moritz). Prize presented on stage with images

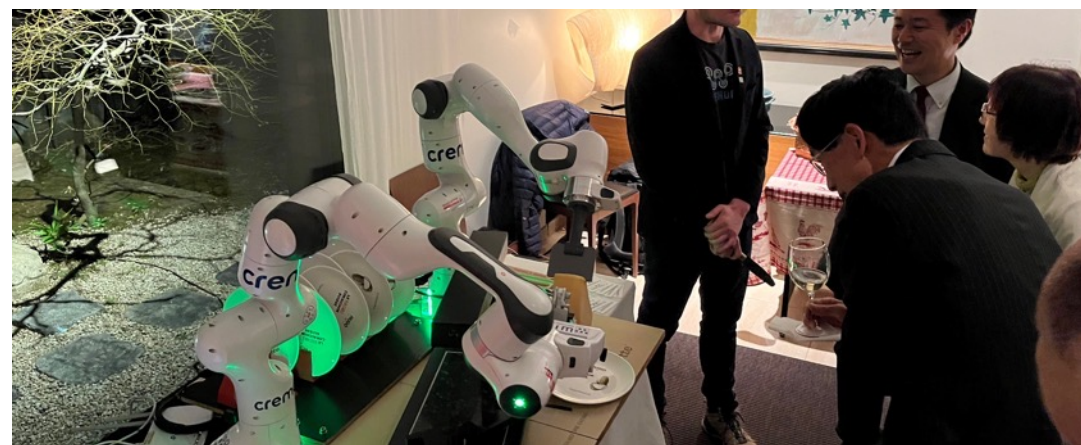




Switzerland.

# KAM: Clients event with JTB Royal Road.

- Date: 15 February
- Top clients of JTB's luxury brand Royal Road were invited for an exclusive event at the Embassy.
- Top reasons to travel to Switzerland, key partners & newest products of JTB were presented, followed by dinner (with raclette by "Roboclette") & Swiss Wine
- Participants: 38 VIP clients



# C&A: HIS Travel Fair.

- Tokyo, 23-24 February 2024
- B2c travel fair organized by HIS (one of the largest TO's in Japan)
- Booth presence together with ETC
- Distribution of brochures, Some activation (“follow us to win prizes”) and “map fun” activity (guests to place pin on map where they want to travel next)
- Switzerland seminar on the main stage
- Participants: 14,000





Switzerland.

# KAM: Clients event World Air-Sea Service (WAS).

- Tokyo, 26 February 2024
- Event organized by WAS where they invited some of their top clients
- Presentation of Switzerland tours with focus on newly-launched “long stay program Zermatt”
- ST contributed with Swiss cheese and Swiss wine
- Bookings for 70 pax were generated shortly after
- Participants: 40





Switzerland.

# KMM - Magazine 'Tetsudo Fan'.

- 'Tetsudo Fan' is a train magazine
- Contacts: 215'000.
- Pages: 2
- Issued: 21 February 2024
- Article about the railway photo exhibition featuring Matterhorn Gotthard Railway





Switzerland.

# KMM - Online 'Signpost'.

- 'Signpost' is food & travel online media for millennials
- Contact: 1.8 mio.
- Pages: 6
- Published: 9 February 2024
- Report about Great Aletsch Glacier and authentic local food.
- As a result of Intl media trip 'Savor Swiss Autumn'



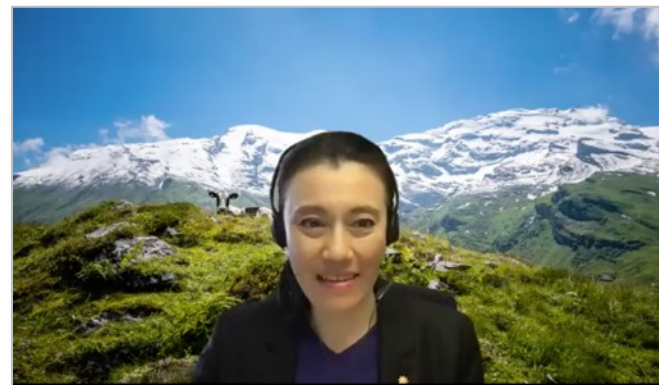




Switzerland.

# KAM - JATA webinar.

- Webinar on Switzerland for the members of the Japan Association of Travel Agents.
- Date: 14 February 2024
- Participants: 204 travel agents
- ST presented travel theme of 'Unknown destinations' by presenting partners' nature and culture attractiveness



## Leukerbad - Traditional thermal resort.

ロイカーバート：伝統の天然温泉地。

- ・ローマ時代に遡る天然温泉地。
- ・65の源泉から毎日390万リットル湧出する51度の高温ミネラル水を公共温泉や約20のスパリゾートにて利用。
- ・アルプス最大級の公共温泉「ロイカーバート・テルメ」やローマン・アイリッシュ・バスのある「アルペンテルメ」の野外プールからはアルプスの雄大な景色が眼前に。

[www.myswiss.jp/destinations/leukerbad](http://www.myswiss.jp/destinations/leukerbad)



## Grand Train Tour of Switzerland – GOPEX.

ゴットアルド・パノラマ・エクスプレス：欲張り絶景ルート。

- ・スイス伝統の南北縦断ルート。
- ・湖クルーズ + パノラマ展望車。
- ・ドイツ語圏 + イタリア語圏。
- ・路線：ルツェルン～フリューレン (外輪蒸気船) フリューレン～ヘルガーノ (パノラマ展望電車、ガイド付)
- ・運行期間：4月中旬～10月中旬。
- ・所要時間：5時間30分。
- ・要予約、スイストラベルバス利用可。

[www.myswiss.jp/experiences/gothard-panorama-express/](http://www.myswiss.jp/experiences/gothard-panorama-express/)



## Titlis - Glacier World.

ティトリス山：万年雪の世界。

- ・標高約3,020mのアルプス展望台。
- ・氷河と万年雪が一年中楽しめる。
- ・世界初の回転空中ロープウェイ「ロツテール」でパノラマ展望台へ。
- ・アクセス：エンゲルベルク～山頂 (ゴンドラ+ロープウェイ約30分)
- ・ハイライト：ティトリス・クリフ・ウォーク (長さ100m 絶壁の吊橋)、アイスフライヤー、ハイキングなど。

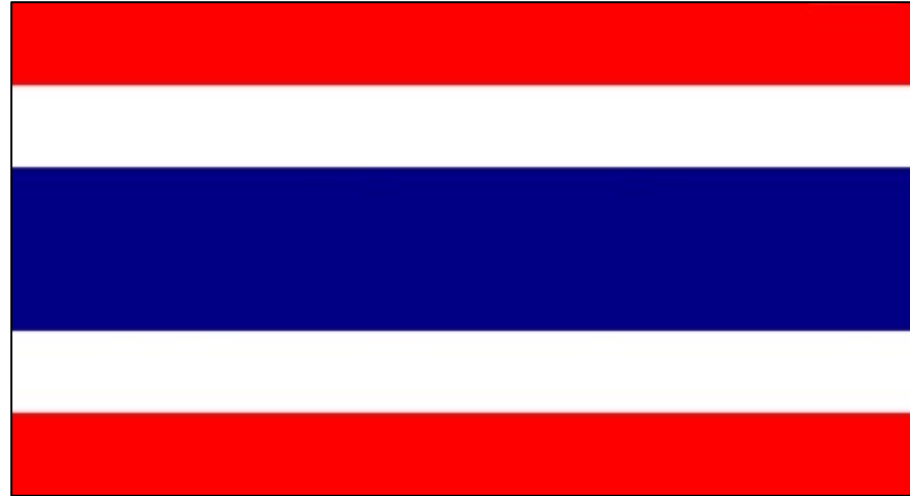
[www.myswiss.jp/experiences/titlis](http://www.myswiss.jp/experiences/titlis)



# South East Asia.

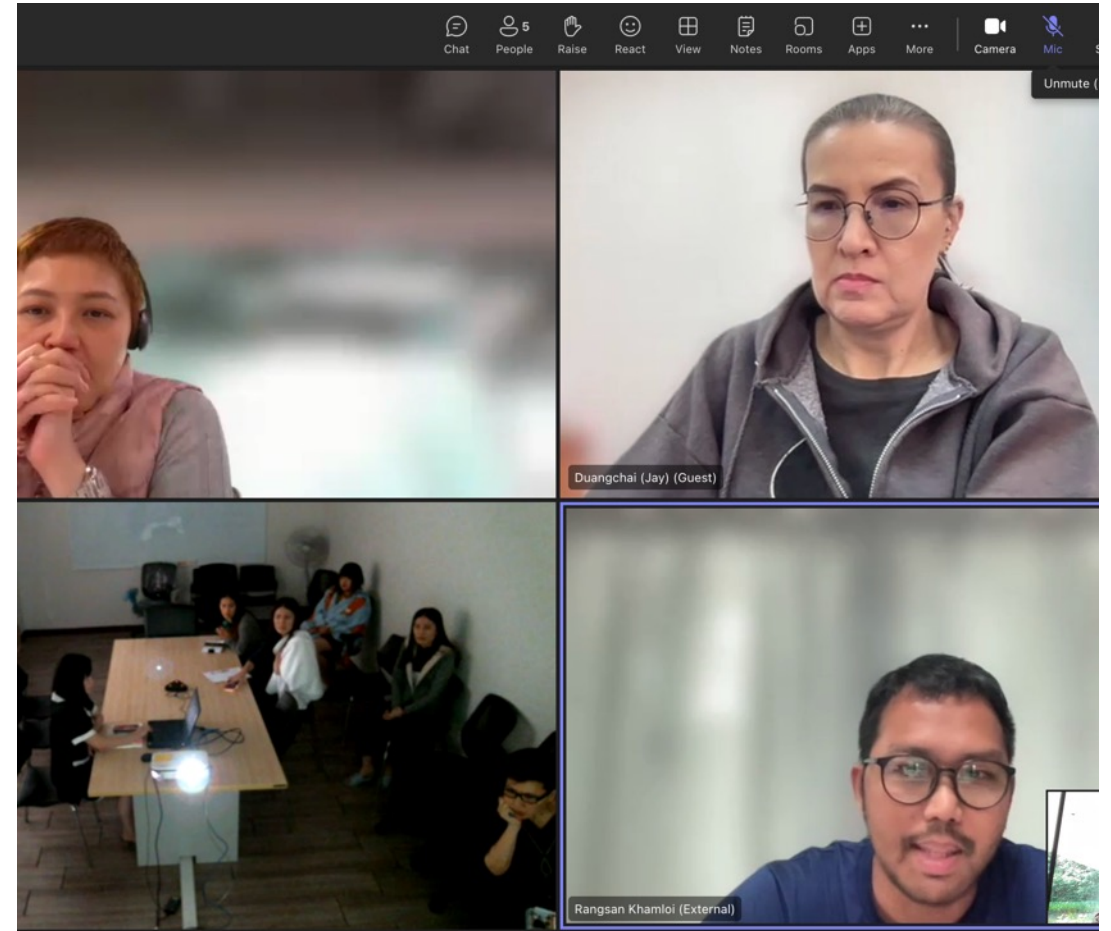


Switzerland.



# STS - Training Webinar with Miki – TH.

- 1 February 2024
- Communicate 2024 STP rates, Winter offerings, promote STP and GTToS. Broad discussions on 2024 plans, market trends, priorities.
- KPIs: Product training for Miki team, push mono Switzerland package by train, support GSA efforts.
- Partners integration: ST/STS/RE, Miki TH



# STS - Sales visit Klook – SG.

- 1 February 2024
- 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.
- Partners integration: ST/STS, Klook SEA



# STS - CNY eNewsletter to Trade – SEA.

- 8 February 2024
- Communicate CNY greetings, Spring offerings, promote STP and GTToS.
- KPIs: Continually refresh and expand database, engagement with agents.
- Partners integration: ST/STS



**Breathe fire into your 2024 Swiss travel itinerary.**

Dear travel trade partners & friends of Switzerland,

The Lunar New Year is a time for family reunions, a time to laugh to bond to celebrate, a time



Switzerland.

# STS - Trade Seminar in Manila – PH.

- 22 February 2024
- Communicate 2024 STP rates, Winter offerings, promote STP and GTToS.
- KPIs: Entrench presence in key source mkt, engagement with >40 agents, support GSA efforts.
- Partners integration: ST/STS/RE, TAC Tours



# STS - Excellence Talk in Manila – PH.

- 23 February 2024
- Communicate 2024 STP rates, Winter offerings, promote STP and GTToS.
- KPIs: Entrench presence in key source mkt, engagement with >20 ASTA Philippines team members.
- Partners integration: ST/STS, ASTA Philippines



# STS - Trade Seminar in Kuala Lumpur – MY.

- 27 February 2024
- Communicate 2024 STP rates, Winter offerings, promote STP and GTToS.
- KPIs: Entrench presence in key source mkt, engagement with >30 agents, support GSA efforts.
- Partners integration: ST/STS/RE, Boustead Travel





# STS - Trade Seminar in Chiangmai – TH.

- 29 February 2024
- Communicate 2024 STP rates, Winter offerings, promote STP and GTToS.
- KPIs: Outreach in 2nd tier cities with potential, engagement with >30 agents, support GSA efforts.
- Partners integration: ST/STS/RE, Swiss Fanclub



# KMM MY – The Star newspaper.



- Journalist: David Bowden
- Publication date: 8 February 2024
- 2 full pages
- Result from the international media trip – Savor Swiss autumn in all senses.
- Circulations: 248,599
- Contacts: 1,185,000

8 Travel

By DAVID BOWDEN

SWITZERLAND is undoubtedly one of Europe's coolest travel destinations, and it's the European destination that most Malaysians want to visit. It's hard not to be captivated by this landlocked nation's lofty snow-capped mountains, meandering glaciers, verdant meadows, and crystal-clear alpine lakes.

While researching my trip to what I thought was a small country, I realized just how much there was to see and do in Switzerland.

There was a temptation to cram in as much as I could in a few days, but in recent years, I have come to the realization that concentrating my efforts in a smaller area is a much better way to holiday.

Switzerland's four official languages – German, French, Italian, and Romansh – influence many dishes served in the various parts of the country, so travelling here offers a microcosm of European cuisine.

Naturally, I was eager to taste the cheeses and chocolates of Switzerland, as well as many unfamiliar regional delights.

Both and fondue were two dishes I especially wanted to try, along with the country's unique and luscious wines, on what was planned as my Swiss gourmet tour to two parts of the country, the Valais and Ticino.

**The Valais**

My Swiss flight from Singapore, with a connection from Kuala Lumpur, landed at Zurich Airport in the cool, pre-dawn darkness.

With Switzerland's efficient rail network, travelling by train really is the best way to discover the country, and my Swiss Travel Pass, which was purchased online, enabled me to travel on almost every train, bus, and boat service there.

The rail station beneath the terminal at Zurich Airport has frequent connections to most parts of the country, and with the sun now up, I was soon heading southward on a train that passed through Bern and Brig on its way to the Swiss canton of the Valais.

The Valais (or Wallis, in German), dissected by the Rhone River, is an important canton where both French and German are spoken. I was keen to visit the Valais to sample its wines and to enjoy some delicious dishes, such as the famous cheese called *fondue*.

Switzerland doesn't actively promote the fact that it produces some 100 million litres of wine each year, as almost all of it is consumed domestically. This explained why I had never had the privilege of trying Swiss wine, but now I had that opportunity.

There are some very interesting wine villages in what is Switzerland's largest wine-producing canton, with Chateau de Villa in Sierre recommended as one of the best places to orient oneself to some of the canton's numerous wines and the famous cheese of the Valais.

In addition to well-known grape varieties like Chardonnay, Pinot Gris, Sauvignon Blanc, and Pinot Noir (often labelled *Blauburgunder*), some endemic varieties created the interest I was seeking.

The best-known local grape is *Chasselas* (known as *Fendant* in the Valais), a white variety that produces a dry wine that's the perfect accompaniment for many local dishes.

Some other varieties that captured my attention were *Humagne Rouge*, *Cornalin*, *Gamay*, *Pinot Blanc*, *Petite Arvine*, and *Heida*.

The helpful sommelier at Chateau de Villa told me that the small village of Vigneronville at 1,370m above sea level was home to Europe's highest vineyards and a famous white wine known as *Heida*.

Adjoining the chateau is a restaurant where five different *Fondue* cheeses from the canton are offered daily, as I enjoyed those toasted, semi-liquid, nutty cheeses, which are traditionally served with *gherkins*, pickled onions, boiled potatoes, and crusty brown bread, for a hearty lunch.

My Valais base was in the wine village of Salgesch, where the Hotel Arkaman, located near a fascinating wine museum, offers rooms decorated with various old wine-making implements, including one room with a bed located within an oversized wine barrel.

While in the Valais, I tried several popular Swiss dishes, including dried meat and cheese, *Alpenmaggen* (a cold weather dish of cheese, macaroni, and stewed apples), *Walliser rosti* (coarsely grated, fried potatoes), and the rather interesting *remoué choleas* (a local savoury pastry specialty of potatoes, cheese, and vegetables that was initially prepared in homes centuries ago when people were scared to go outside because of a cholera outbreak).

**Ticino**

After a few relaxing days in the Valais, it was time to travel from Salgesch via Brig for Domodossola in neighbouring Italy and the famous Centovalli train to Locarno in the southeast Swiss canton of Ticino.

Ticino, one of the 26 Swiss cantons or states, is the one located closest to Italy and where daily life is more Italian *duce* via than Swiss clock-making precision.

It was almost like I had passed into a new country, and to some extent I had, as the Italian border was not far away, with Milano Airport, closer than the main Swiss gateway airport in Zurich.

As you cross into Ticino, not only do the signs start appearing in Italian, but there's a distinctive change in the vegetation, with semi-tropical plants, like palms, olive trees and citrus trees dotting the landscape.

The main tourist attractions were in my sights in the towns of Bellinzona, Locarno, Ascona and Lugano.

Lining new dishes is a given for many of us in our travels and the cuisine of the canton is dominated by Italian food, wines, and produce like rice, chestnuts, polenta, salami, and cheeses.

My favourite restaurant in the canton was Osteria Nostrana on the Ascona promenade beside Lake Maggiore so it is a lively Italian

**Heritage to the world**

Bellinzona, the capital of Ticino, is home to the Castiglione-Trossa World Heritage site with its three ancient castles that once guarded the strategic pass between Italy and northern Europe.

Castiglione, built over 500 years ago and located on a hill above the Bellinzona town

tratoria where dishes such as risotto and pasta are served alongside signature wood-fired calzone or pizzas topped with produce to and mascarpone and best enjoyed with locally produced Merlot wines.

Most of the Ticino restaurants are supportive of the local wine industry, with red and white Merlot being well represented on many wine lists.

While Merlot is a common grape variety throughout the world, it is mostly used to produce red wines, but in Ticino, it is used to produce both red and white wines.

I visited Terras Alte Maggia, a winery just out of Locarno, as it offered wine tastings and offered for sale fresh farm-grown produce alongside its estate-produced wines.

While small is beautiful, don't be misled into thinking that Switzerland was a destination that only warranted a few days, as I had spent time in just two of its 26 cantons and had only discovered a mere handful of all the exciting gourmet delights that the country has to offer.

**French flair meets Italian passion**

Eating new dishes is a given for many of us in our travels, and the cuisine in some parts of Switzerland is definitely worth trying.

Enjoy the unusual dish called Chok Vallais – Photo DAVID BOW

STARBESTIKLE, THURSDAY

The church spire in the wine village of Salgesch is the nucleus of the valley.

Custard and strawberry tart is a specialty at Grotto Brogglin in Ticino.

Wood-fired pizza in Ascona, Ticino.

Vineyards thrive among the fortified walls of Castiglione Bellinzona.



Switzerland.

# KMM MY – Glam Magazine.

- Journalist: Muzammin Muzlan
- Publication date: February 2024
- 2 full pages
- Result from the media trip in collaboration with Heaven Portfolio
- Readership: 54,000
- UVPM for GlamLelaki: 86,000

GAYA HIDUP *akses*



GAYA HIDUP *akses*

legamatan perka frozen Perancis itu. Seni dekorasi bilik ini belatukan warna biru langit dan krim, selain mempunyai tema dengan pemandangan Tasik Geneva.

Lausanne Palace mempunyai lima buah restoran yang akan memberikan pengalaman gastronomi yang luar biasa, termasuklah Macha Pichu dan La Table du Palace yang menerima pengiktirafan bintang Michelin. Ia turut menyediakan ruang spa dengan keluasan 2100 meter persegi yang menawarkan rawatan kecantikan, selain mempunyai kolam renang dan pusat kecergasan. Lokasinya di tengah-tengah Lausanne juga akan memudahkan pengunjung untuk menikmati kejayaan kota dengan pengangkutan awam.

**Chillon Castle**  
Terletak di antara Montreux dan Villeneuve, Chillon Castle adalah destinasi yang wajib dilawati ketika mengunjungi Lausanne. Seperti namanya yang bermaksud platform berbatu, bangunan pemah sejarah ini dibina di atas sebuah pulau berbatu di Tasik Geneva dan dikelilingi oleh Vad St-Rivera dan pegunungan Alp. Lawatan ke sana seperti melangkah ke masa lampau. Pengunjung dapat melihat seni bina istana Eropah lama, selain lebih 300 manik antik. Ajar kepada kurun ke-17 yang dipamerkan seperti perabot, senjata dan banyak lagi. Pengunjung boleh menggunakan taksi bus ataupun feri untuk ke Chillon Castle dari Lausanne. Peninggah tiket Swiss Travel Pass boleh masuk dengan percuma.

**D**estinati percutian yang mengagumkan, Lausanne terletak di utara Tasik Geneva yang dibina di atas tiga buah bukit iaitu, Collé, Bossard dan Saint-Laurent yang memberikan lanskap berbatu-batu yang unik. Kota ini kaya dengan taman-taman flora menghijau dengan nuansa sejuk. Oudry yang mempopularkan. Perneh digelar "the small city in the world", ibu negeri Canton of Vaud ini menjadi lambang kepada gaya hidup Swiss yang sebenar.

Perjalanan tren dari Zurich mengambil masa lebih dua jam dengan menggunakan Swiss Travel Pass. Lausanne merupakan pusat kesenian, kebudayaan dan pendidikan di Switzerland. Bandar keempat terbesar di Switzerland dan juga merupakan ibu kota Olimpik dunia ini juga merupakan ibu pejabat Antarabangsa Olympic Committee dan beberapa federasi sukan antarabangsa.

Eksplorasi di Lausanne bermula di kota lama yang sarat sejarah. Lokasi pertama yang wajib dikunjungi oleh pengunjung sudah pastinya

Lausanne Cathedral dan Cathedral Episcopale yang memberikan pemandangan kota dan kawasan sekeliling. Pengunjung juga boleh menikmati warisan budaya dengan berjalan melahur tangga kayu dan jalanan batu bata yang memuncak kafe, butik dan kedai yang menjual produk buatan tempatan. Jangan lupa untuk singgah di Palais Square menepukan kolam air pancut tema, dan bar bagi mendapatkan cocktail dan cenderamata sukan.

Lausanne juga terkenal dengan bidang anggur di lereng bukit yang tidak terduga. Pengunjung boleh menaik feri atau cruise di Tasik Geneva untuk menikmati keindahan Lavaux Vineyard Terrace yang merupakan kawasan UNESCO World Heritage Site. Lalang anggur sepanjang 30 kilometer ini bersempit diantara tinau Lausanne sehingga ke Chillon Castle. Jika anda bermalam di hotel, hostel, inap-sarapan ataupun tapak perkhemahan berdaftar, setiap pengunjung akan diberikan Lausanne Transport Card yang boleh digunakan untuk semua pengangkutan awam seperti bus, tren dan metro.

GLAM turut mengilaki lawatan anjuran Swiss Education Group untuk melawat César Ritz

Colleges Switzerland yang berkolaborasi bersama Calvary Arts Academy Switzerland di Le Bouveret. Institut seni kulinari terbaik di Switzerland ini menawarkan pelbagai program pendidikan bertaraf dunia dalam jurusan hospitaliti dan pengurusan perniagaan. Ia menampilkan kerjasama bersama chef legenda kelahiran Switzerland, Chef Anton Mosimann yang merupakan chef berprestasi Michelin yang telah menerima buaian selebriti termasuk, keluarga diraja dan pemimpin dunia.

**Lausanne Palace**  
Hotel lima bintang yang elegan satu legasi ini pertama dibuka pada 1913. Malah masuk ke hotel ini, pengunjung seperti dibawa kembali ke zaman Belle Époque yang penuh sejarah. Kini, ia menyajikan sisi moden dalam memberikan kemewahan dan Swiss hospitality yang klasik kepada pengunjung. Ia mempunyai 140 buah bilik penginapan dan suite, dan yang paling menarik adalah Suite Coco Chanel yang pernah menjadi bilik penginapan

## LAUSANNE, A LAKE PARADISE



GLAM MENYELAMI KEINDAHAN KOTA LAUSANNE DI SWITZERLAND YANG BERTARAKAN TASIK GENEVA DAN PERGUNUNGAN ALPS BERSAJU BERSAMA SWITZERLAND TOURISM DAN HEAVENS PORTFOLIO.

# SCIB SEA Carried Out Business Meetings.



Switzerland.

- Market: Philippines, Vietnam
- Corporate : Incentives
- Period: February 2024
- Carried out in CH : 03 incentives
- Grand Total Overnights: 529
- Grand Total Turnover: CHF 176,157
- Destination: Zürich, Lucerne, Interlaken, Geneva, Lugano



# SCIB SEA: Malaysia Incentive Trip Launch.

- Corporate: Great Eastern Life Assurance Malaysia Launch Incentives in Switzerland 2025
  - Event Date: 6 February 2024
  - Total participated: 10,000 person
  - Location: Axiata Arena Stadium
- Promoted Incentive to be carried out in 2025
  - Expected Result: 1'500 Overnights, CHF 499,500 Turnover
  - Destination: Zürich, Lucerne



Australia.



# KAM: Showcasing the GTToS with Entire Travel.

## Showcase in Brisbane – Melbourne - Sydney

- Entire Travel is one of our key TO's in Australia and organised an extensive roadshow for the very first time
- We participated with a booth along with many other destinations and were the only European country presenting during the Soiree
- It was an excellent opportunity to feel the market, and the interest in our panoramic trains was huge





Switzerland.

# KAM: Luxury Product Showcase.

- Members of the Travel Associates Luxury Travel Collection were invited to attend this Showcase at the Gold Coast
- ST had an elegant booth with numerous presentations using the new Touring map, although here, too, panoramic trains were the main topic of interest
- For the luxury traveller in Australia, the new luxury is about authentic experiences rather than luxury per se



Timing: 23 and 24 February 2024

Participants: Over 200 luxury travel designers





Switzerland.

# KMM: Lucerne at the Sunday Herald Sun.

- Beautiful 2 pages printed article about Lucerne in Summer
- The journalist travelled with Insight Vacations and Switzerland Tourism

Switzerland

## Season in the sun

Forget winter. Luzern has everything for a summer stay, writes Kate Bettes

Rest on my back as the lake's waters slide over my skin. With just a smelly puddle of green goose fat compound, and an hour or two to spare before breakfast, I am free to walk in my surroundings. Far off these mountain peaks, take a moment to witness the beauty of the calm surface. On the shore, a world of swimmer stories and years, not much to fear against faded pelicans.

Welcome to Luzern - or Lucerne, as it is spelled in French, but with Swiss German as the predominant language here. It's commonly known as the former. As ideal as it is beautiful, the alpine town is a popular Swiss summer destination. For five minutes after arriving at Zurich Airport, travellers can be here, sipping elderflower-scented Hugo Spritzes and checking out the alpine views in an instant.

As was on my first visit to Switzerland, Luzern's summer popularity started me. Wasn't the first time all about climbing snowy peaks and covering the foresting creases? But clearly, I realised as I began to drift back to shore in 23-degree waters, I was going to have to admit my thinking. Here is what else you need to know about visiting in the warmer months.

**Celebrated history**  
Like many of Europe's smaller cities, Luzern has a long history over a thousand years. In fact, for the eighth century, a Benedictine monastery, Saint Leodegar, was built here, adhering to the founding of Luzern. And while the monastery has long since been replaced, traces of medieval history can be found all over town. Take the famous Kapellbrücke (St. Leodegar bridge). If you have ever seen photos of scenes, you will most likely recognise it as an old, its covered wooden frame has woven its way across the river Reuss as history at the north-west of Lake Lucerne since the 14th century. In summer, when bunches of purple and white flowers line the walls, and wooden supports jut out of the chafy Reuss river, it is impossible to look at, and one of the top attractions here.

**Dance of death**  
If you, like me, have limited patience with crowds, try yourself away from the top tip, sipping of cooler beer on the footpaths of Kapellbrücke. Head northwest along the river, past restaurants serving up plates of slow-cooked wild meat, cheese, bacon and eggs to happily chattering diners under sun umbrellas, and there is much more to see. Before you reach Luzern's medieval fortifications the Munster and Turret, two stone walls and towers, you will come across the famous bridge.

The 15th-century Spirensbrücke is far more interesting, and several decades younger than Kapellbrücke. Why? It is known as the 17th-century wooden bridge is decorated with depictions of "The dance of death" - an artistic allegory meant to remind us of our mortality. Skeletons in body caper about in soldiers' uniforms, tell in the fields to peasant's tanks and play pipes to horses' heads. It is all somewhat disturbing, and surely terrifying.

**The stone event**  
Across town, you will find a far less whimsical memorial of death: the Unwiederkehr (Last Monument). Every year, 1.4 million people visit the outdoor quarry where, carved into the stone above a cubic pedestal, an enormous dying lion, a year there into its side. The lion has its paws draped over the French flag - a clue as to the purpose behind this annual statue. Carved in 1820, it is a commemorative to memory of the many hundreds of Swiss Guards who died violently while protecting the residence of King Louis XVI from an angry mob during the French Revolution. Today it is a national symbol of work and defence.

**Cash and carry eats**  
My assumption that Switzerland is expensive unfortunately went unchallenged. I even sadly decided to forgo a delicious-looking meal on the lake that came in at around 100 Swiss francs or about \$70. But if you are unsure, then you simply buy a nice year of life and to pay for the anything, here, you would be mistaken. And the places you can't see your card have some of the cheapest and delicious food around. The talking about the former's markets.

*Continued next page*

Timing: 04 February 2024

Media contacts: 349'252 copies reaching over 611'000 readers

India.



Switzerland.

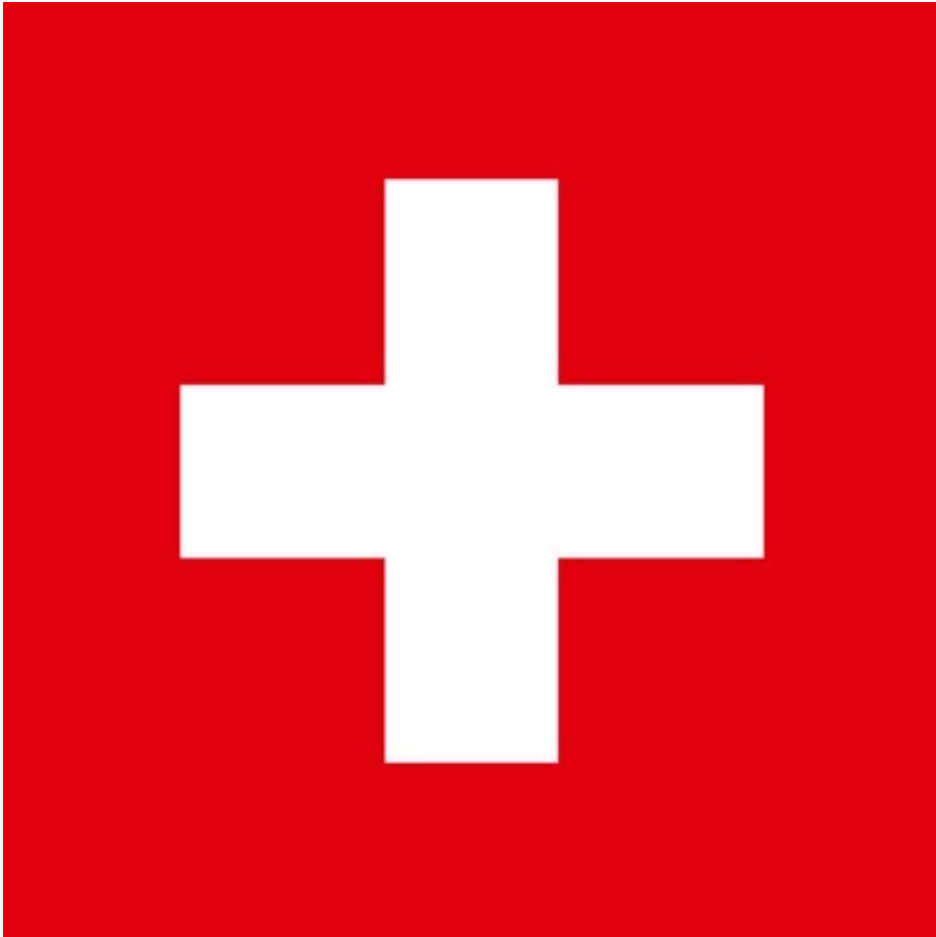


Markets West.

Switzerland.



**Switzerland.**

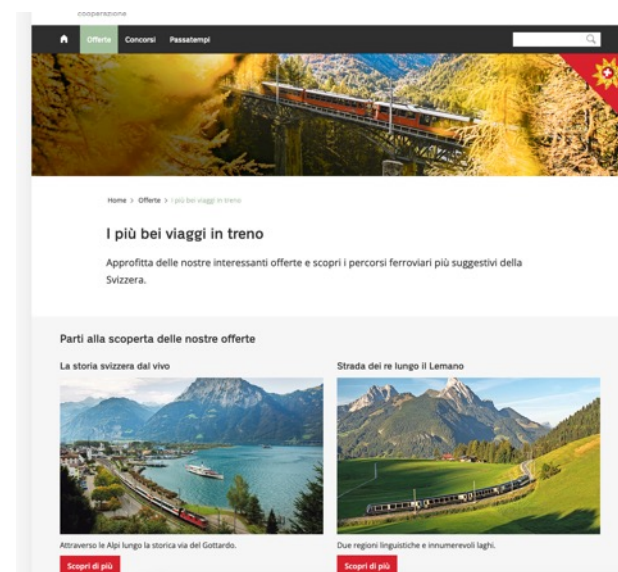




Switzerland.

# C&A: Coop Train Promo.

- Publication: KW 9, 2024
- Circulation: 2.5 Mio. / Readership: 3.4 Mio.
- German / French / Italian
- 2 pages with 4 panoramic train packages
  - Overnight stay in a selected hotel (incl. breakfast)
  - Train ticket (incl. seat reservation)
- Landingpage on [www.coopzeitung.ch](http://www.coopzeitung.ch)
- Social Push (3 flights)



BeNeLux.



Switzerland.



# C&A: Belgium Affordable Art Fair.

- 7-11 February 2024
- 15<sup>th</sup> edition of Affordable Art Fair Brussels with 88 galleries
- 22'000 visitors during the Vernissage and public days
- Exclusive art project with artist Malou Cohen and Basel Tourism
- Stand at the fair
- Presentation during guided tour for sponsors and VIPs
- Additional promotion in fair guide, newsletter, website and social media



# C&A: NL Mark Tuitert influencer trip.

- 9-13 January 2024
- Shooting trip in Davos focused on freeride and ice skating with Mark Tuitert (speed ice skating olympic gold champion) and pro freeskiers Loic Isliker and Paul de Groot
- Post on social media during the trip in January and in autumn 2024 to promote winter sports in Davos
- Total reach of 270'000 on SoMe





# KMM: NL Top Coverage.



- Publication and cover in VROUW Magazine
- 17 February 2024
- 1.2 Mio Top Coverage Contacts
- Partners: STS/Gornergratbahn & Zermatt





Switzerland.

# KMM: Belgium Top Coverage.

- TV show 'Sergio over de grens', in Switzerland
- Famous starred chef goes on a culinary trip with Belgian artist
- 27 February 2024 broadcasted on VTM
- 400'000 Top Coverage Contacts
- Partners: Graubunden



# C&A: NL GToS TV RTL 4, “De mooiste wegen”.



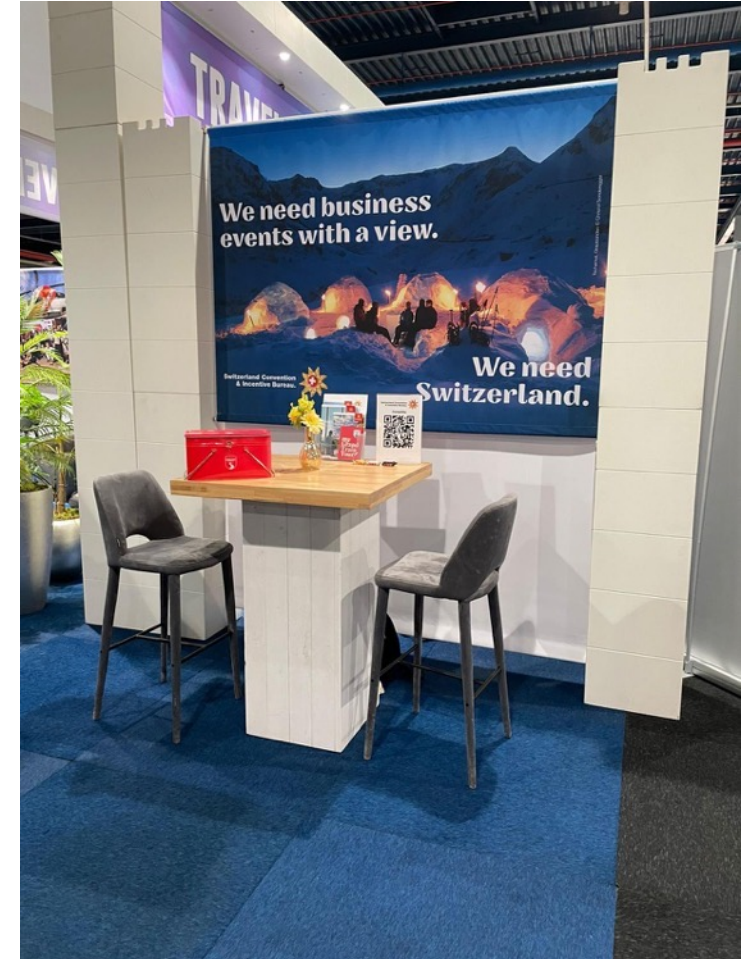
Switzerland.

- e-Grand Tour of Switzerland on RTL4, "De mooiste wegen"
- Production in cooperation with Polestar Netherlands
- Shoot 23-25 January 2024
- Hotel with charging stations in garage or close by.
  - Appenzell, Hotel Romantik Säntis
  - Davos, Hotel Piz Buin.
- Broadcast on TV + streaming
  - Sunday 17 February, repeat 7 April.
- Contacts: 471.000. **TV only**
- LINK episode

The screenshot shows a web browser at the URL demooistewegen.nl/partners/. The page features a navigation menu with links for HOME, DEZE WEEK, ROUTES, AFLEVERINGEN, PARTNERS, and CONTACT. Below the navigation is a red box with the Switzerland logo and the word "Zwitserland.". To the right, there is a section titled "ZWITSERLAND TOERISME" with a "BEZOEK WEBSITE" button. Below that is a section for "POLESTAR" with another "BEZOEK WEBSITE" button. At the bottom, there is a section for "AFLEVERING 5 : E-GRAND TOUR ZWITSERLAND" with a video player showing a map and the word "PLAN".

# SCIB: NL MICE EventSummit.

- 8 February 2024
- EventSummit at Jaarbeurs Utrecht
- 6000 visitors and exhibitors
- Connect and re-connect with MICE professionals



# SCIB: Belgium Break The Ice Forum.

- 1-3 February 2024
- Hasselt
- 40 hosted buyers from Benelux and Europe
- 25 1 to 1 appointments
- Total 30 contacts





Switzerland.

# SCIB: Belgium Advertorial.

- Boardroom Magazine
- March edition
- Target group: International associations
- 2 pages: Pioneering the space sector in Switzerland
- 7'500 ex.

By Lane Nieset

## Pioneering the Space Sector in Switzerland

The neutral nation of Switzerland is home to hundreds of international organizations drawn to the country's open climate, cosmopolitan atmosphere, and innovative outlook. A country that is already a champion in sustainability is now extending this sector to spearhead another frontier: space exploration.



Thanks to its 10 universities and two institutes of technology, Switzerland is already known as a research leader in several sectors. And while it may not be heavily publicised, the country's technology has played a role in 50 different American, European, Russian, and Chinese missions since the start of space exploration.

A founding member of the European Space Agency (ESA), Switzerland has long been considered a competitive partner in the international realm and continues to contribute large-scale technological and industrial innovations in the space sector.

**Advancing aerospace**

With a double Nobel prize, telescope designed to study exoplanets, and plans to charter the world's first space "garbage truck" – ClearSpace-1 – a world-first mission to clean up debris, Switzerland is proving that while the country may be small in size, it can still make a pretty big impact in such an important sector – and continue to drive growth and innovation with the help of associations and conferences. Last summer, the Aerospace Europe

Conference 2023, a joint event between the 10<sup>th</sup> European Conference for Aerospace Sciences (EU-CASS) and the 9<sup>th</sup> conference of the Council of European Aerospace Societies (CEAS), was held at the Swiss Tech Convention Center in Lausanne, hosted by the EPFL Space Center at the Swiss Federal Institute of Technology (EPFL).

The Olympic Capital of the world and home to EPFL, which is ranked 16<sup>th</sup> in the QS World University Ranking, the sustainable city's energy policy made it the first to receive the European Energy Award Gold title. The conference allowed the scientific community to present results and showcase proposals for the future of aeronautics in a neutral and encouraging environment with nearby facilities that could provoke other collaborations and projects.

Throughout the event, delegates had the opportunity to attend visits and tours of the Swiss Plasma Center; Swiss Aeropole – Airport and Business Park, home of aerospace pioneers and innovators like SolarStratos and Destinias; and CSEM, where attendees could discover the latest

developments in the fields of wireless sensor networks for aerospace applications and mechanisms for space like EU-funded project PULSAR (Prototype of an Ultra Large Structure Assembly Robot), designed to develop the technological bricks to assemble large structures in space.

### Path to progress

For more than half a century, Switzerland has provided game-changing research for aerospace exploration through technological and industrial innovations. From the moment when Buzz Aldrin became the second man to leave the Lunar Module in 1969 and stick a solar wind sail created by the University of Bern to the lunar surface, Switzerland has had plenty of milestones in the realm of space exploration.

Last year, the country adopted the Space Policy 2023, a strategy based on "access and resiliency" (using Swiss membership in international bodies to push national interests and promote sustainability), "competitiveness and relevance" (boosting the already strong standing of the Swiss space research and innovation sector), and "partnership and reliability" (strengthening a rules-based multilateral governance of space), according to Swiss Info.

Participating in the European Organisation for the Exploitation of Meteorological Satellites (EUMETSAT) and the European Space Agency (ESA), the government aims to have a role and say in the "rapid developments in and increasing importance of outer space." Over the next three years, Switzerland plans to contribute \$667 million to the ESA's budget, and the country's very own Marco Sieber will be trained at the ESA's European Astronaut Centre in Cologne.

Dr. Thomas Zurbuchen, former Associate Administrator for the Science Mission Directorate at NASA, also recently took over as director of ETH Zurich Space, a role that will help expand and strengthen Switzerland's cooperation with the space industry. "The space sector is dynamic and experiencing

rapid global growth. We want to ensure that Switzerland and Europe seize new opportunities, remain competitive, and increase their international visibility," explained Zurbuchen, a world leader in space science. "Personally, I think ETH Zurich is the best place to advance these visions. I want to launch one of the world's best interdisciplinary master's degree programs in space science and technology to train the next generation of space leaders."

### Future missions

At the University of Zurich, the Innovation Cluster Space and Aviation (UZH Space Hub) brings together research in areas such as Earth Observation, Biotechnology and Medicine, Astrophysics and Supercomputing, Autonomous Flying and Navigation of UAVs, and Green Aviation, assisting in the development of applications for business and industry. Part of the Switzerland Innovation Park Zurich, the Swiss Aerospace Cluster (SAC) and the Universities Space Research Association (USRA), the UZH Space Hub has been rated one of the 28 globally significant hubs by the "Space Tech Industry Report."

Starting this year, the UZH Space Hub will have a permanent home at Innovation Park Zurich in Hangar 4 to continue offering research flight missions and projects. Proving that institutions like UZH can act as incubators, Switzerland is looking to educators, students, researchers, and award-winning organisations as influential collaborators as it continues pioneering ahead with record-breaking achievements in the space sector – opening up room for international associations to join in and work together on industry world firsts.

More info on Switzerland as a convention destination: [myriam.winnepeninckx@switzerland.com](mailto:myriam.winnepeninckx@switzerland.com) / [www.MySwitzerland.com/meetings](http://www.MySwitzerland.com/meetings)

ROROOM

DESTINATIONS | 14

Italy.



Switzerland.



# Campaigning & Activation: E-Newsletter February.

- Date: 1 February 2024
- What: ST E-Newsletter February
- Market inputs:
  - Sledging adventures
  - Valentine's Day in relaxation
- Contacts: 15'609
- Open rate: 36.61%
- Click rate: 4.53%
- Partners: GRF, Lucerne, Made in Bern, Valais, Vaud Promotion



## Avventure in slitta

Preparati a scivolare in slitta attraverso il divertimento! Che tu prediliga l'azione diurna o l'incanto notturno, scopri le nostre piste. Esperienze in slitta che ti regaleranno un'indimenticabile scarica di adrenalina.

[Scopri di più](#)



## San Valentino all'insegna del relax

Per San Valentino, regalati un'esperienza di relax unica. Scopri la nostra selezione di esclusive camere e suite con spa privata immerse in un'atmosfera di lusso e romanticismo.

[Scopri di più](#)

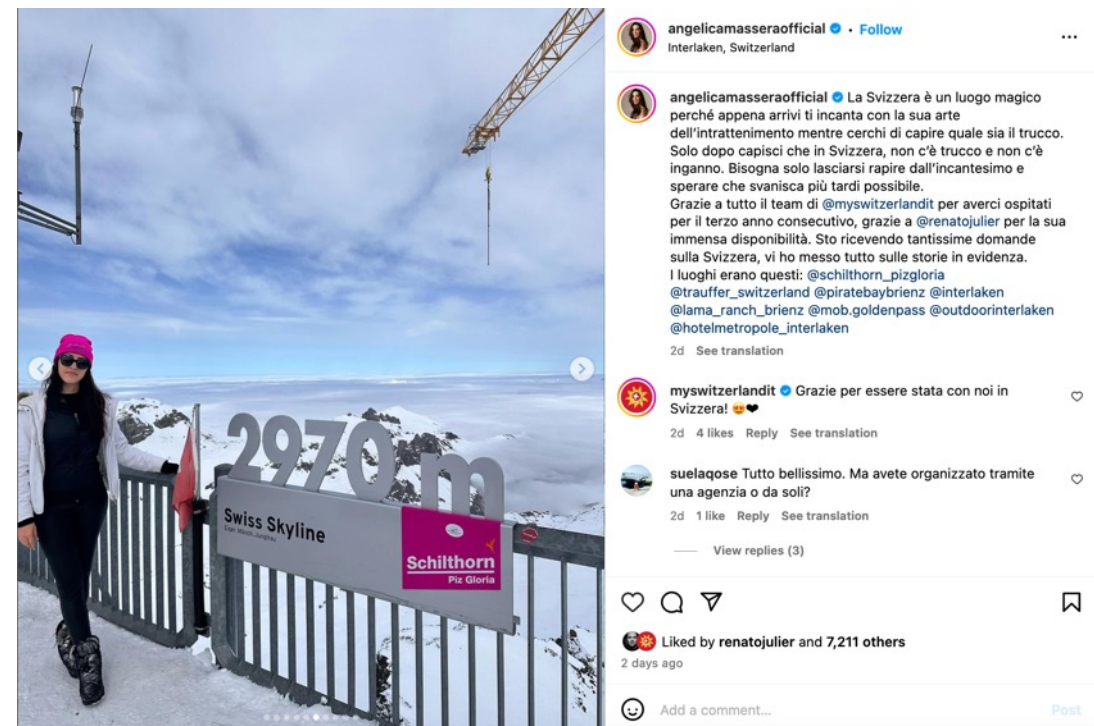




Switzerland.

# Influencer trip with Angelica Massera in Interlaken.

- Period: 26 Feb – 3 March 2024
- What: Influencer Trip with Angelica Massera (511'000 followers) and family to the Interlaken region
- Focus on:
  - Activities in the region
  - Panoramic train routes
- Content: 1 IG posts, 22 stories
- Impressions: 319'245
- Partners: Interlaken, STS



# KAM: BIT Fair Milano.

- Period: 4-6 February 2024
- What: Participation at the BIT trade fair in Milan.
  - Stand in the ADUTEI (Association of Foreign Tourism Offices in Italy) village
  - Participation at trade workshop TOVE (Travel Open Village Evolution), organized by Tavel Quotidiano
  - Participation at the ADUTEI panel with presentation of Switzerland as a tourism destination
- Interview with Italpress (press agency) presenting Switzerland as a family vacation destination, reported online in more than 20 media
- Distribution of ST and partner brochures and gadgets
- Contacts: 1'500'275
- Partners: RhB, Ricola, STS

# KAM: BIT Fair Milano.





Switzerland.

# KMM: Individual Media Trip Geneva.

- Period: 4-6 February 2024
- What: Individual media trip to Geneva.
- Participant: Lorenzo Vatti for Radio Toscana
- Partner: Geneva



# KMM: Individual Media Trip Valais.

- Period: 13-15 February 2024
- What: Individual media trip to Leukerbad.
- Participant: Andrea Battaglini for LaStampa.it
- Partner: Valais (Leukerbad)





Switzerland.

# KMM: Individual Media Trip Bern.

- Period: 13-15 February 2024
- What: Individual trip to Bern for TV show «Storie e Misteri» on Telenova
- Focus on:
  - Schloss Burgdorf, Emmentaler Schaukäserei, Space Eye observatory, overnight at Romatik Hotel Bären Dürrenroth
- Participants: 3 journalists (Aristide Malnati, Gabriele Ardemagni and Aurora Mavaricchio)
- Partner: Bern Welcome



# KMM: International Group Media Trip Basel.

- Period: 18-20 February 2024
- What: International group media trip with focus on Basel Carnival.
- Participants: 3
- Partner: Basel



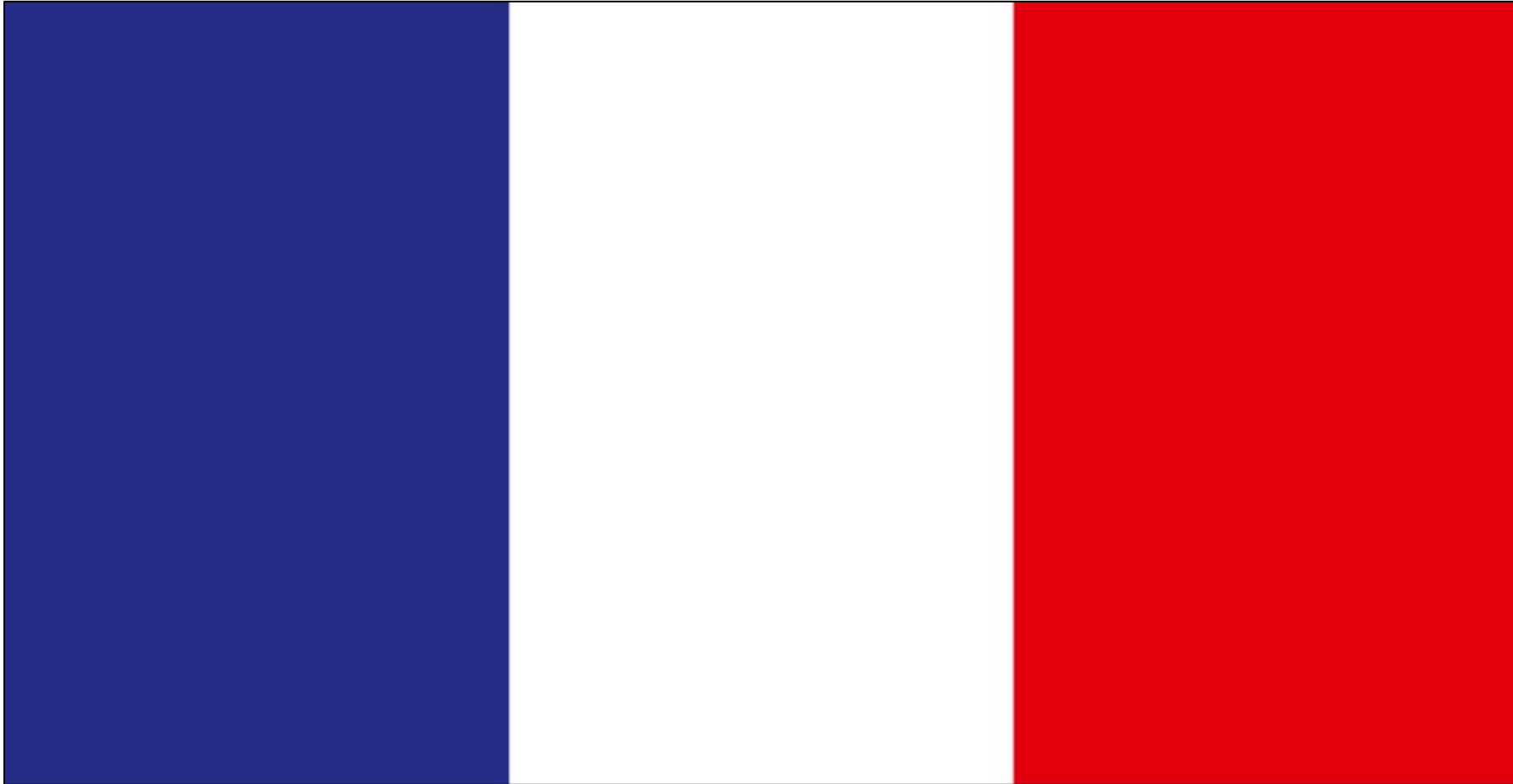
# KMM: Individual Media Trip Graubünden.

- Period: 24-25 February 2024
- What: Tour of Graubünden with electric car Cupra Born, overnight at the Piz Mitgel Hotel in Savognin
- Participant: Valerio Boni for Gazzetta Motori
- Partner: GRF





France.



# C&A: Swiss Wine Promotion Partnership.

- **Goal** : In the framework of the "off events" of the B2B fair **WineParis** ST organized an event to promote Swiss Wine for B2C & B2B
- Invitation of Le Monde readers (high end potential customers)
- 12 Swiss winegrowers present, each with an etiquette representing all 6 wine regions of Switzerland
- **Date** : 13 February 2024
- **Location** : Ambassador Opera Marriott Hotel (with our Swiss winter set up)
- **KPI** : 60 guests



# C&A: Skipass in Verbier.

- **Skipass** is a pure player media with a very strong and engaged skiers community in France
- Promoting Switzerland, Verbier and freeride skiing through a trip with world freeride champion Xavier de le Rue to Verbier
- Participation of winners of the community of Skipass of a sweepstake
- Article published on Skipass.com to tell the story of the trip (diary storytelling)
- Live communication during trip on social networks
  - 47 Stories Instagram
  - 5 Reel Instagram
  - 5 Post Instagram



# KMM: TV results.

- **TF1 - Le 13h, Merveilles des lacs gelés, 2 February 2024**
  - 4min50 TV report on frozen lakes, including skating on the Lac des Taillères in La Brévine ("Siberia of Switzerland", Jura Region)
  - 4.5 mio viewers
- **France 3 Alpes, Monstres masqués, 10 February 2024**
  - 4min30 TV report on Carnaval in Evolène, Val d'Hérens (VS)
  - 1 mio viewers





Switzerland.

# KMM: Top media result.

- **Le Point, *Chic helvète*,  
15 February 2024**
- Weekly general information magazine
- 4-pages print article showing 6 good hotel addresses in the Alps
  - Chetzeron Crans-Montana, Hôtel de Verbier, Carina Zermatt, Rocksresort Laax, The Cambrian Adelboden, Brücke 49 Vals, Chandolin Boutique Hotel.
- 2 mio readers



▲  
**TUTOYER LE VORAB**  
Rocksresort

Aux confins du canton des Grisons, Laax est considérée comme l'une des meilleures stations suisses et une référence pour les snowboarders et les skieurs freestyle. Riche d'un caractère alémanique (l'Allemagne et l'Autriche sont toutes proches), Laax se situe au

pied du glacier du Vorab (3 028 m), qui alimente une série de lacs d'altitude prisés des alpinistes depuis le début du XX<sup>e</sup> siècle. Au cœur du village, le Rocksresort se caractérise par son architecture cubique en quartzite : contemporain et minimaliste, l'hôtel d'une centaine de chambres et appartements joue la carte de la durabilité, en bas des pistes. À partir de 260 € la nuit. [rocksresort.com](https://rocksresort.com)

# SCIB: Study Trip to Davos & Basel.

- **Target:** Winner team of Cocktail Mix Challenge networking event in 2023.
- 5 project managers, agency Creative Events.
- **Date: 2-4 February 2024**
- **Program:**
  - Discover potential of Davos through site visits and various activities in the snow.
  - Take a glance at Basel through city tour and some site visits



# SCIB: Newsletter 01.

**Target: Agencies, corpo, assoc.**

**Date: 6 February 2024**

**E-news sent to 2'237 contacts.**

## Results:

- unique opening : 728
- open rate: 33,4 %
- click rate: 3,9 %

### Il y en a pour tous les goûts.



#### Le tout nouveau Portail de la science du CERN

Le tout nouveau Portail de la science construit à Genève est voué à faire connaître les recherches du CERN. C'est un centre ouvert à tous les publics et notamment celui des entreprises, car tout est prévu pour y recevoir leurs événements.

[Du scientifique ↗](#)



#### La beauté de l'île et de la Villa de Salagnon

On dit d'elle qu'elle est l'une des maisons les plus photographiées au monde. La Villa Salagnon, située sur l'île du même nom au sein du Lac Léman et au large de Montreux, est désormais privatisable pour tous types d'événements.

[À l'historique ↗](#)

### Des événements hors du commun.



#### Les inspirations tirées du patrimoine de l'UNESCO

S'inspirer de la culture du territoire lors de l'organisation d'un événement enrichit l'expérience des participants, renforce les liens avec la communauté hôte et soutient l'économie locale, pour rendre vos événements mémorables.

[Du patrimoine ↗](#)



#### Les lieux suisses qui battent tous les records

La Suisse a beau être un petit pays ... Elle aime relever les défis, et apparaît ainsi à plusieurs reprises dans le Guinness World Records. Découvrez nos merveilles, de la collection de pancarte « Ne pas déranger » aux infrastructures les plus spectaculaires.

[Aux réalisations ↗](#)

# SCIB: SBE Trade Show.

**Target:** present our offer to Mice clients from the Lyon region and get new corporate contacts

**Dates:** 8-9 February 2024

**Partners:** Lausanne, Hilton Geneva, Villars-Diablerets

## Results:

- 50 qualified contacts
- 30 new clients (23 corporates)
- 1 RFP on site

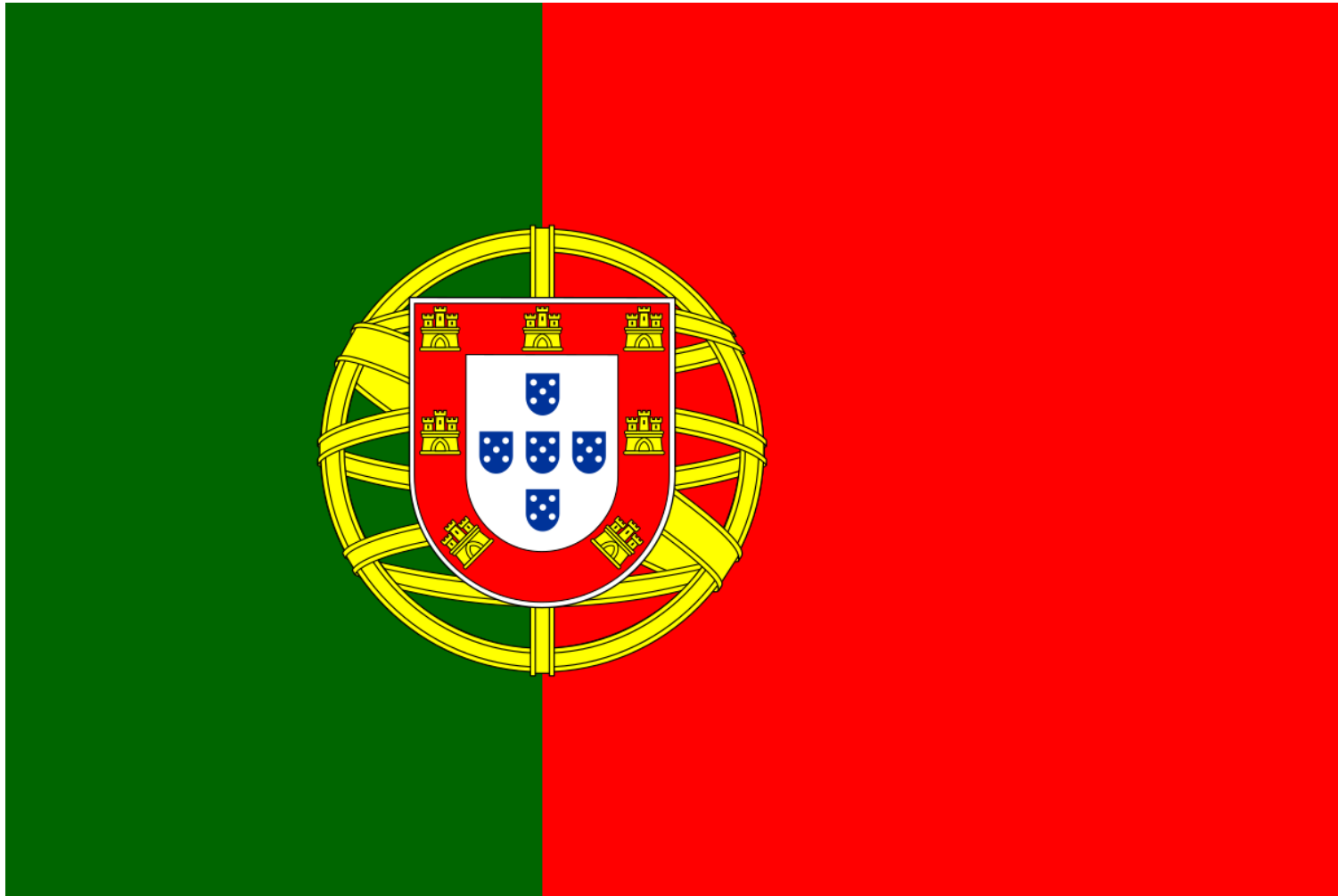




Portugal.



Switzerland.

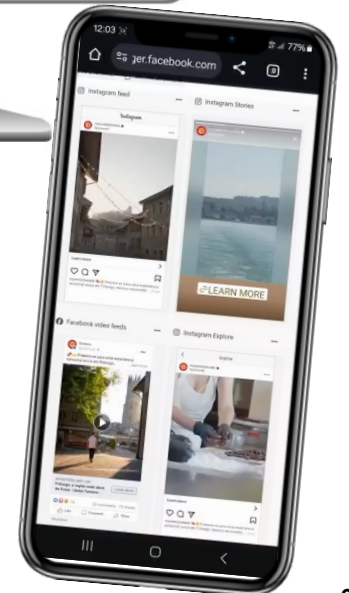




Switzerland.

# Fribourg, the sweetest spot of Switzerland (I).

- We aimed to **spotlight Fribourg** as Switzerland's top destination for **chocolate enthusiasts**. We teamed up with **Jorge Cardoso**, an **award-winning chocolate maker** of Portuguese origin who grew up in Fribourg, to **bring expertise, authenticity, and emotional connection** to our campaign. Key components included:
- Creation of a **MyS/pt microsite** featuring **Jorge's favorite spots** and chocolate-related insights.
- A targeted **four-week paid social media campaign** to drive traffic to the microsite.
- Launch of the campaign alongside Jorge at **the International Festival of Chocolate**, which is one of the most popular family friendly events in Portugal.
- Organization of **media trips** to Fribourg to meet Jorge.
- Exploring **potential collaboration with tour operators** to create tours featuring visits with Jorge.



Timing: February, March and to be continued...

Marketing contacts: 800'000

Media contacts: 2'500'000



Switzerland.

# Fribourg, the sweetest spot of Switzerland (II).

- The **International Festival of Chocolate** is a well-established, **family-friendly event** held annually in Óbidos, Portugal, for three consecutive weekends, drawing an average of **100'000 visitors each year**.
- During the first weekend of the festival, we **launched our campaign over three days** in collaboration with Jorge Cardoso, who showcased his work and highlighted the charms of the Fribourg region with a first taste of Swiss chocolate.
- This event, coupled with Jorge's exceptional work, attracted **significant media attention**, including coverage from four tv stations, two radio channels, and three newspapers.



Timing: February, March and to be continued...

Marketing contacts: 800'000

Media contacts: 2'500'000



Spain.



Switzerland.



Switzerland.

# KMM: Zürich @ El Pais.

- Online article about Zurich with tips and first impressions for new Spanish visitors in the national daily newspaper «Elpais.com»
- El Pais is considered as the most read newspaper in Spanish online and one of the Madrid dailies considered to be a national newspaper of record for Spain

EL PAÍS

el viajero

**Esencias de Zürich, básicos para ver e impresiones de una primera visita**

Callejear por el centro histórico y junto al lago, subirse a un tranvía, entrar en una comisaría de policía para ver una obra de Giacometti y recorrer el museo Kunsthaus son los básicos de un viaje para principiantes en la ciudad suiza

En **Zürich**, la capital financiera de Suiza, lo primero que entra por los ojos no son sus bancos ni las relojerías que le dan fama, es el agua. El lago de Zürich y el río Limmat que divide la ciudad protagonizan este enclave. Un lugar estupendo para contemplar el lago es el **restaurant Bernadette**, vecino a la Casa de la Ópera. A través de los ventanales se observa su estampa, rodeada por las colinas Uetliberg. Veleros y ferris navegan por sus aguas, sorteando a las canoas y a los surferos de remo que pasan el día disfrutando del deporte. A un lado, la ciudad, por el otro, los Alpes, y, entre medias, los muchos pueblos de cuento que bordean el lago de Zürich.

La distinguida calle Bahnhofstrasse nació en 1864, donde antaño se levantaban las antiguas miras. Su longitud es de algo más de un kilómetro y acoge especialmente joyerías y relojerías, que se vuelven más exclusivas y, por lo tanto, caras, según se van acercando al lago, donde precisamente desemboca la privilegiada calle.

SEAT Leon

Porque con 10 años de garantía, hoy es SEAT por ti.

Próbatelo

SEAT

Yanquepaca es

SEAT Leon

OPORTUNIDAD DE NEGOCIO EN EL SECTOR DE LA CONSTRUCCIÓN

MAYORÍA DE LOS NEGOCIOS EN EL SECTOR DE LA CONSTRUCCIÓN

OPORTUNIDAD DE NEGOCIO EN EL SECTOR DE LA CONSTRUCCIÓN

MAYORÍA DE LOS NEGOCIOS EN EL SECTOR DE LA CONSTRUCCIÓN

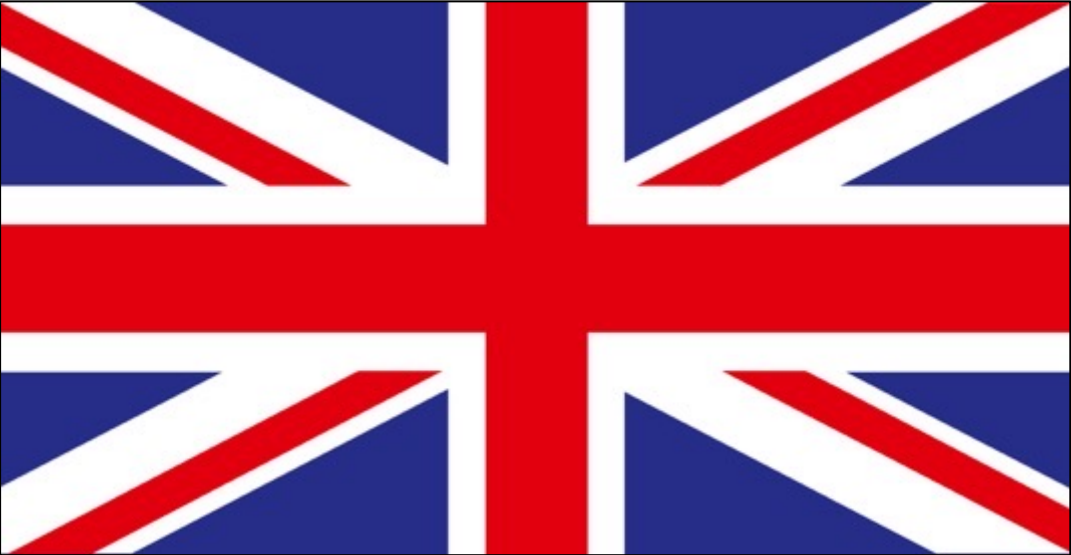
OPORTUNIDAD DE NEGOCIO EN EL SECTOR DE LA CONSTRUCCIÓN

MAYORÍA DE LOS NEGOCIOS EN EL SECTOR DE LA CONSTRUCCIÓN



Timing: February 2024  
Media contacts: 2'309'750

UK/Ireland.



Switzerland.



Switzerland.

# Swiss Summer Get-together.

- Annual Switzerland media event to launch summer in a new format with 5 Swiss partners.
- 4 March 2024, at Mosimann's private club, Belgravia
- Partners STS, Vaud Promotion, Valais Promotion, Ticino Tourism, Gstaad
- 48 UK journalists attending
- Networking followed by five break-out sessions where partners presented to smaller groups of journalists
- **Key themes:** GTToS, summer in the mountains, autumn breaks, 2023 overnights





Switzerland.

# KAM: ST at TTG Luxury Travel Awards.

- Annual event of TTG Luxury magazine with award ceremony for operators and agents
- 1 March 2024, at the new Raffles Old War Office in London
- ST hosted a table with 8 top UK/global tour operator contacts, Swiss wine, gift bags
- ST sponsored category 'Luxury operator of the year'
- Alex as a judge on two categories including 'Sustainability Hero of the Year' by TTG





# C&A: Always-On with 'The Telegraph.

- Promote partner Gstaad as multi-generation winter wonderland for UK guests with TV personality Jodie Kidd
- Article on the Telegraph including multiple photos, social media ([link to article](#)) based on visit in December 2023
- Distributed as of Boxing Day
- Several more talent trips to follow in 2024 in collaboration with participating regions & destinations

## 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 FLOW DOWN



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



Switzerland.

# The United Kingdom Weddings and Honeymoons Awards.

- **Date:** 29 February 2024
- **Venue:** Royal Botanical Gardens, Kew Gardens, London
- **Format:** Gala evening presenting awards to wedding industry suppliers, ST as one of the sponsors
- **Partners:** Ticino Tourism, Dolder Grand Zurich, Montreux Palace Fairmont, plus Regina from head office



# North America.



# Promotion Canada – Amazon Campaign.



In **Canada**, we launched our first **Amazon** campaign (running March/April & July/August), consisting of the 2 campaign elements:

## Amazon Prime Video

- Goal: Dreaming (CPV)
- 4 different **Video Ads** with the partner integration of **8 touristic partners**.

## Amazon Display Ads

- Goal: Planning (CPC)
- Amazon owned & operated display ads will link to the **ST campaign landing page**, for each partner we deliver GIFs where the partners can include up to **3 subpartners**.





Switzerland.

# KAM: Sales Calls EF Tours / SWISS.

**Teacher events with EF Groups to promote Switzerland as travel destination for the school trips in Newfoundland and Nova Scotia, and partner visits with SWISS International Airlines.**

- 5 – 8 February 2024
- 18 Agent Trainings, 4 Tour Operator Vitis, 14 attendees of EF Teachers on events
- St. John's, Newfoundland
- Halifax, Nova Scotia
- Partner: Swiss International Airlines



# KAM: SCCC Sustainable Panel 2024.

**Panel discussion about sustainability with focus on tourism and transportation. ST highlighting the Swisstainable program and products of partners SWISS and STS.**

- 28 February 2024
- 61 guests from Media, Travel Agents and members of the SCCC
- Vancouver, British Columbia
- Doorprize: 1<sup>st</sup> Class SWISS Travel Pass
- Partner: Swiss International Airlines, STS



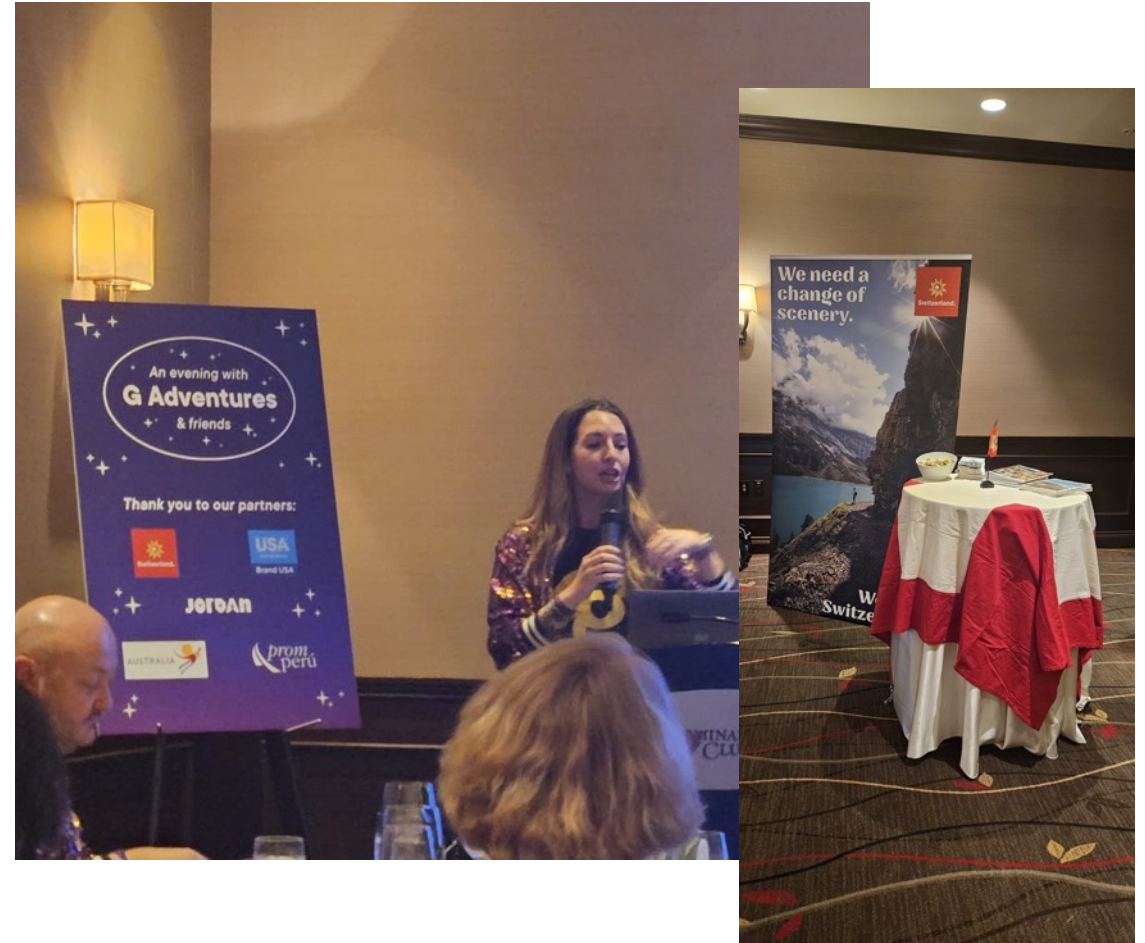


Switzerland.

# KAM: GAdventures Trade Show.

**Travel Agent event for the Outdoor Adventure & Travel Show with main sponsor GAdventure. Switzerland presentation during the dinner and trade table at the evening event.**

- 29 February 2024
- 60 Travel Agent for appreciation dinner for young – and senior adventure travelers
- Invitation for Switzerland Tourism to Outdoor & Adventure show
- Terminal City Club, Vancouver



# KMM: Media top results.

- AFAR – Online
- Journalist: Phoebe Smith
- Date: 2 February 2024
- Title: 7 Breathtaking Hikes in Europe That Are Worth the Journey
- Circulation: 275K
- Featured partners: Valais



AFAR

TRAVEL INSPIRATION > OUTDOOR ADVENTURE > HIKING + CYCLING

By Phoebe Smith • February 02, 2024

## 7 Breathtaking Hikes in Europe That Are Worth the Journey

*Mountains, valleys, pilgrimages, and wilderness—these hikes showcase the best of the continent wherever your walking boots take you.*







# KMM: Media top results.


- Architectural Digest – Online
- Journalist: Ryan Smith and Elizabeth Stamp
- Date: 9 February 2024
- Title: The 27 Best Hotel Lobbies in the World
- Circulation: 819K
- Featured partners: Badrutt's Palace, St. Moritz



# KMM: Media top results.

- Eater – Online
- Journalist: Michelle Tchea
- Date: 16 February 2024
- Title: An Eater’s Guide to the Most Retro-Chic Ski Towns in the Alps
- Reach: 10.7 M
- Featured partners: Graubünden, Hotel Cooperations, Gastronomy

**EATER**  TWITTER  FACEBOOK



Skiers in Lech, 1960. | Slim Aarons / Getty Images




WHERE TO EAT 2024

## An Eater’s Guide to the Most Retro-Chic Ski Towns in the Alps

Across the Alps, sleepy ski towns are recapturing past golden eras, offering winter visitors the chance to step back in time while enjoying modern culinary hot spots

by Michelle Tchea | Feb 16, 2024, 9:00am EST

If you buy something from an Eater link, Vox Media may earn a commission. See our [ethics policy](#).

   SHARE

**O**ver the years, the Alpine ski scene has condensed into a handful of uber-popular resorts: Ischgl in Austria, St. Moritz or Verbier in Switzerland, and Megève or the Three Valleys in France. Whether holidayers prefer après-ski ragers or glitzy luxury, Jägerbombs or multi-course dinners, they are generally funneled toward one of the few well-established mountains.

# KMM: Media top results.

- SKI – Online
- Journalist: Samantha Berman
- Date: 21 February 2024
- Title: 5 Best Alps Ski Resorts for Families of All Ages
- Circulation: 190K
- Featured partners: Berne Region, Zurich Airport, STS, Hotel Cooperations, Graubünden





Switzerland.

## SCIB NA - Next three months.

Date	Event/Project	Location	Partners	Who
April 4	GMID	US	n/a	CP/FI
April 29	SCIB General Assembly	Geneva	All	CP
April 30	Vacation Day	Geneva	tbc	CP
May 1	SCIB Internal Meetings	Vaud	n/a	CP
May 14 – 16	IMEX Frankfurt	Germany	tbc	FI
May 28 – 31	IRF Invitational	Bahamas	SPH, VJ, AlpenGold	CP
June 12	Ignite Online Promo	Canada	n/a	FI
June 13 – 16	Switzerland Meeting Trophy	ZH (pre tour) Davos & LU	tbc	CP
June 23 – 26	M&I Miami	Miami	Zurich	FI

Brazil.



Switzerland.



# KAM: Individual fam trips support.

## February 2024

- During the month of February, ST Brazil supported 3 travel agencies to visit Switzerland:
- **Alia Travel (Boutique Luxury TO)**
  - Mrs. Vivian Menon, Owner/Managing Director
  - Swiss partners support: Swiss Travel System/Glacier Express, Andermatt Tourism
- **Fuso Agencia (Luxury/ TTW Lab)**
  - Mr. Vinicius Nunes, Owner/ Luxury Travel Especialista
  - Swiss partners support: Swiss Travel System;



**F** **agenciafuso**  
Ludovico Einaudi, Daniel Hope, I Virtuosi Italiani • Einaudi:

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**F** **agenciafuso** Nossa vista de todas as manhãs no @  
1 w See Translation

**jb\_no\_brasil** 🥰🥰🥰  
1 w 1 like Reply

**brendaezecagoes** Uau 🥰🥰🥰👏👏👏  
1 w 1 like Reply

**maragheneim** Lindo!  
1 w 1 like Reply

**roselybrancoperes** Saint Moritz  
1 w 1 like Reply

👍 🗨️ 📌

👤👤👤 Liked by **caquicomescui** and 70 others  
10 February

😊 Add a comment...

# KAM: Travel Agent Event Sao Paulo.

**20 February 2024**

- Breakfast training event in partnership with Orion Operadora, Made in Bern and Jungfrau Railways
- 7 selected travel agents from São Paulo metropolitan area
- Swiss partners presence: Mr. Fernando Aquino, Latam Representative for Jungfrau Railways and Made in Bern
- ST presence: Mara Pessoa, Brazil Trade Relations Manager.



# KAM: Training Seminar Luxury Segment.

**21 February 2024**

- Dedicated training presentation to Singular Luxury Travel team in São Paulo
- Topic: Luxury Travel News & Swiss Travel System
- Dedicated Q&A session
- ST presence: Mara Pessoa, Brazil Trade Relations Manager





# KAM: Sales Calls Luxury Segment.

## 22 February 2024

- Business lunch to discuss 2024 KAM  
Business Plan with TTW Group's product & marketing team in São Paulo
- ST presence: Mara Pessoa, Brazil Trade Relations Manager



Switzerland.

# KAM: online training seminar.

**22 February 2024**

- Dedicated online training presentation to Wee Travel team; (prior Wee Travel Experience Event)
- Topics: Summer, Cities & Wine tourism;
- Dedicated Q&A session
- ST presence: Mara Pessoa, Brazil Trade Relations Manager



# KAM/ KMM/ Promotional: Wee Travel Experience.



Switzerland.

- Wee Travel promoted an event in Fortaleza, from February 27 to 29, to introduce the 2024 destinations, hotels, and luxury travel experiences to selected Wee Travel customers. The event took place at Gran Marquise Hotel, hosting 300 customers over the three days. The event featured:
  - A full-page ad and editorial with content focusing on Spring, Autumn, and Wine Tourism in a magazine.
  - Exposure during the event, including distribution of 100 copies of the Best of CH Magazine, 300 customized "I NEED SWITZERLAND" postcards, and destination videos screened throughout
  - Prize: 1 STP 8-day 1st-class trip for two people and 1 Victorinox backpack

**SUIÇA**

**DA ARQUITETURA AOS MUSEUS: AS ATRAÇÕES SUIÇAS**

Fontes de referência famosas em todos os lugares para onde o visitante desce até sua cabra? O país conta com as famosas portas turísticas suíças. Das grandes do Matterhorn, que é o símbolo inconfundível dos Alpes, às pequenas e encantadoras do interior, que combinam excelentemente a identidade nacional.

**MATTERHORN: O SÍMBOLO NACIONAL**

O Matterhorn é a Suíça verde. Inesperadamente ligada ao azul do céu. Um colosso em forma de pirâmide, que é muito difícil de escalar. É considerada a maior montanha integrada ao mundo. O Matterhorn (Pequeno Matterhorn) pode ser alcançado através do funicular. Não se trata.

**SUIÇA**

**DESTINO DE TODAS AS ESTAÇÕES**

PARA ALÉM DE UM CENÁRIO DE INVERNO E PISTAS DE ESQUI. A SUIÇA OFERECE AOS VISITANTES EXPERIÊNCIAS ÚNICAS. QUE PODEM SER Apreciadas EM QUALQUER ÉPOCA DO ANO

**U**ma terra de destinos, o país oferece muitas opções de lazer. Desde o inverno até o verão, a Suíça oferece uma variedade de experiências. O país oferece uma variedade de destinos, desde o interior até o exterior. O país oferece uma variedade de destinos, desde o interior até o exterior.

**À MESA SUIÇA, UM VINHO APRECIADO**

Reconhecido pela hospitalidade de suas montanhas, pelas vinhas verdejantes e pelos campos de trigo dourados, a Suíça oferece uma variedade de experiências. O país oferece uma variedade de destinos, desde o interior até o exterior.

**VINHO**

Os vinhos da Suíça são conhecidos por sua qualidade e sabor. O país oferece uma variedade de destinos, desde o interior até o exterior.

**DE BICICLETA ATÉ O LAGO**

Desde o interior até o exterior, a Suíça oferece uma variedade de destinos. O país oferece uma variedade de destinos, desde o interior até o exterior.

**RARIDADE**

O vinho da Suíça é uma raridade. O país oferece uma variedade de destinos, desde o interior até o exterior.

**TESOUROS**

O país oferece uma variedade de destinos, desde o interior até o exterior.

**O MENOR VINHEDO E A VINHA MAIS ALTA**

O país oferece uma variedade de destinos, desde o interior até o exterior.

**WEE TRAVEL - TAPIS ROUGE**



Switzerland.

# KMM: ST Brazil on Talk Golf Show.

- ST was the guest on the largest golf show of Brazil, Talk Golf Show.
- Content focused on traveling in Switzerland in summer, with some highlights of some golf courses of Switzerland (focusing on partners investing in Brazil).
- Live talk with Q&A
- Date: 20 February 2024
- <https://www.youtube.com/@talkgolfshow> with 5'800 subscribers



**PATRIZIALE ASCONA GOLF CLUB.**  
É um campo de golfe profissional de 18 buracos situado num belo cenário próximo ao porto de água doce de Ascona. Considerado um dos melhores campos de golfe da Suíça, o clube foi fundado em 1928. O campo de golfe é plano e bem planejado e pode ser apreciado por jogadores de todos os níveis, desde iniciantes até profissionais. Há também um bom driving range. Aberto a convidados: Em Ascona, os greens exuberantes e fairways meticulosamente projetados estão abertos a todos, desde o iniciante até o campeão de amanhã. Seja para dar a tacada inicial ou praticar o swing. Desde a sua fundação, o Club Patriziale tem aberto as suas portas a muitos desportistas, intelectuais, políticos e viajantes famosos, todos que desejam melhorar o seu jogo. Nela você pode aprender, melhorar seu jogo e ampliar seu círculo de amigos especiais e quem sabe até ensinar seus filhos a fazer um birdie. Ele é PAR 71 e desde o tee mais longo (branco) tem 6.504 jardas. O campo é plano, entre árvores enormes, uma paisagem natural de rara beleza e apresenta desafios técnicos consideráveis.

Fonte e Fotos: asconaswitzerland.ch e Antonio Carlos Padua.

Talk GOLF SHOW  
211



## A CAPITAL DA SUÍÇA, BERNA.

Cerca de 130 mil habitantes vivem em Berna, é a quarta maior cidade da Suíça. É considerada Patrimônio Mundial da UNESCO desde 1983. Com todo o seu charme e arquitetura típica, hospeda muitas organizações internacionais, além de ser a casa do governo federal do país. Ela fica bem no meio do caminho entre Genebra e Zurique. Há muito o que fazer em Berna. Apesar de ser a capital da Suíça, ela tem aquela atmosfera de cidade pequena. Poucas cidades da Suíça conseguiram manter suas características históricas tão bem preservadas como Berna. Nas ruas principais que atravessam o centro histórico (casos da Spitalgasse, Marktgasse e Kramgasse) você encontra a "marca registrada" da arquitetura da cidade que são as "lauben": estruturas em arcada que seguem por cerca de 6km formando os mais longos calçadões de compras cobertos de toda a Europa. Outra característica marcante é a grande quantidade de fontes espalhadas especialmente pelas ruas e praças do centro histórico. Você tem que conhecer as torres históricas como a Käfigturm (a antiga torre da prisão) e a clássica Zytlogge ou "torre do relógio", símbolos da cidade medieval que permanecem preservadas.

Fonte e Fotos: Fabien Clerc, civitalis.com e Antonio Carlos Padua.



Talk GOLF SHOW



Switzerland.

## KMM: ST Brazil on Battistini Talks.

- Ricardo Battistini is a journalist and also known as the kind of corporate network in Brazil.
- He runs a podcast called Battistini Talks to which he invites personalities from various industry sectors.
- ST Brazil was showcased for one hour with lots of crunchy details about Switzerland.
- Date: 20 February 2024.
- <https://www.youtube.com/@battistinitalks>





Switzerland.

# KMM: TV Globo Media Trip – winter

**19-22 February 2024**

- TV Globo is the biggest Brazilian broadcaster and Globo Reporter is one of the main tv shows in prime time.
- At the end of the year, Globo Reporter will showcase an episode promoting Switzerland during all seasons.
- This was the first part of the episode covering winter. It was recorded on Zermatt and St Moritz and highlighting the Glacier Express.



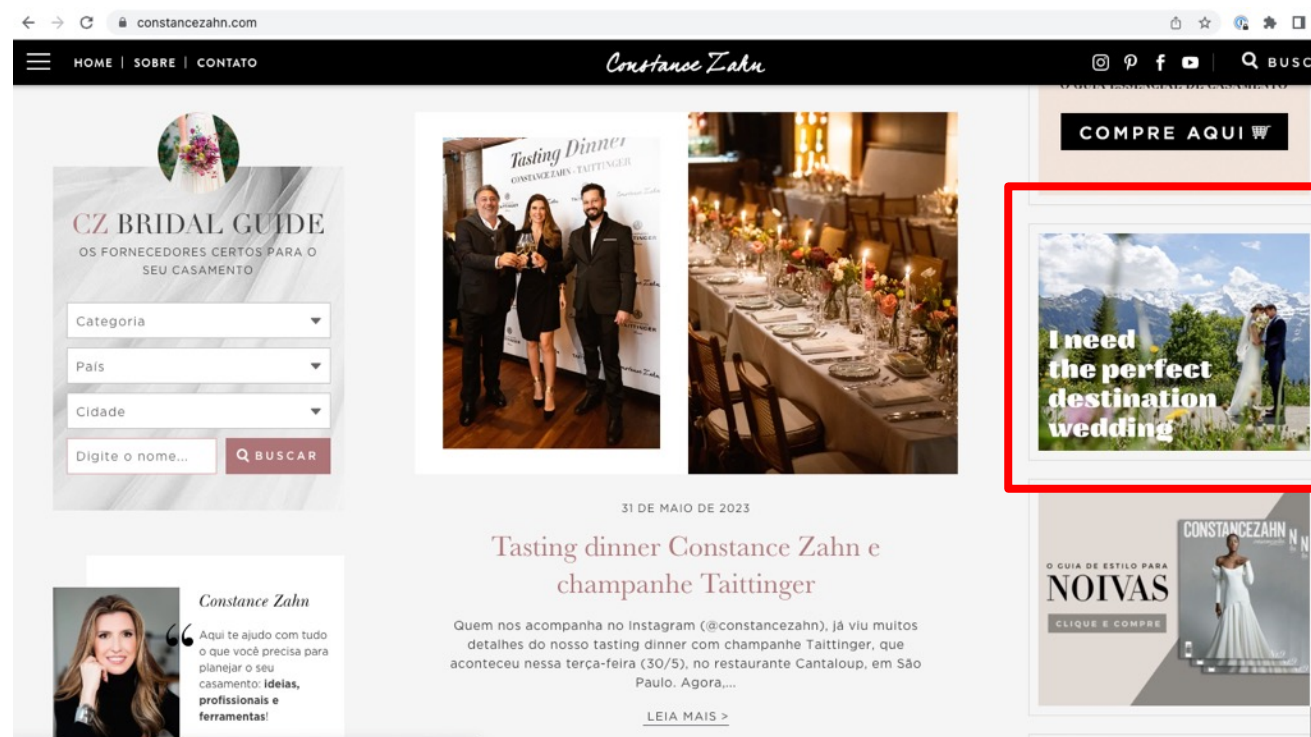
Switzerland.

# CAMPAIGNING & ACTIVATION

## Destination Wedding Constance Zahn.

### February

- 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)



# Campaigning & Activation: Women HNWI lunch.



Switzerland.

- Date: 27 February 2024
- In collaboration with SwissLearning Brazil and UBS, ST convened 8 powerful HNWIs women interested in private schools in Switzerland.
- Objective: talk about Swiss schools, wealth management & family office and tourism
- Presentation by the 3 parties with Q&A. Goody bags by the 3 parties

