

North America — STzM: Partner offering 2025

May 2025

An update on the market and reasons to invest in North America

- Historically, the USA is Switzerland's strongest long-haul market and the 3rd strongest market overall after Switzerland and Germany.
- Growth of 23.7% in 2024 compared to previous record year 2019. The boom continues in 2025 with an increase of 12.9% in Q1.
- New Airlift with Swiss from Washington DC and Delta from Atlanta will further boost sales in Summer.
- In winter the addition of Crans-Montana to Epic Pass and St. Moritz to Ikon Pass puts Switzerland further on the map of American winter sports enthusiasts.
- Americans have a high affinity to the offerings of Switzerland and generally stay in four or five-star hotels, making them one of the big spending nations (CHF 280 per day).
- Post pandemic Americans take more international trips and spend more per vacation.
- Millennials take up to 4 times more trips than boomers, while boomers spend more than twice per trip.
- Additional airlift from Washington DC (LX) and Atlanta (DL) will boost availability to Switzerland.
- Americans have embraced an improved work/life balance and steadfastly refuse to return to the bad old days with little vacations and long presence times at work.
- In Canada generated overnights grew by 13.2% compared to previous record year 2019. In Q1 2025 we saw an increase of 6%.
- Canadians are well traveled, open minded with over 70% Canadian passport holders; the metropolitan cities are among the most international in the world.
- Canadians have a high affinity for Europe and are generous, savvy travelers (spend CHF 290 per day)
- Canadians like nature, art, history, culinary tours and scenic trains (making them attractive guests for both, Swiss cities and mountain destinations)
- New flight with SWISS from Toronto, while Edelweiss increases flight capacity out of Calgary and Vancouver.
- A number of Canada based TO are also catering for clients in the USA

No more predefined packages, more transparency

We want to continue to give you the flexibility to choose freely which activities you want to invest in and so you don't have predefined packages.

Become a key partner and benefit from special conditions and activities

- Our Gold, Silver and Bronze partners benefit from more value for money (thanks to more financial contribution by ST) and privileges such as availability.
- Become a Bronze partner with net investment of CHF 50'000 – CHF 89'999
- Become a Silver partner with net investment of CHF 90'000 – CHF 129'000
- Become a Gold partner with net investment of CHF 130'000+

Good to know

- To achieve the best results, it is vital to be present in promotional activities as well as media and trade. To be able to give you the opportunity to tailor-make your package and so that you can benefit from the ST subsidized prices we require that at least **30% of the total net spend is invested in "Joint Activities"**.
→ Check the activities overview / price list for details.
- Partners who invest in our consumer-faced campaigns, get priority access to exclusive activities such as the 24-hrs City Take-Over or Media Extravaganza
- By investing in our promotional, trade and media activities as part of our mix'n'match-partner packages, you benefit from a financial contribution by STNA
- All 'Additional Activities' count towards your total investment and with that, influence your key partner status but will not necessarily be financially supported by STNA

Activity overview and price list (All prices in CHF, no VAT applies)

Marketing and Promotions (B2C)						
<u>Activities</u>	<u>Value</u>	<u>Gold Price (-25%)</u>	<u>Silver Price (20%)</u>	<u>Bronze Price (15%)</u>	<u>Standard Price</u>	<u>Joint Activities</u>
Predictably Swiss (Main) x MMGY (Large)	CHF 50,000	CHF 37,500	CHF 40,000	CHF 42,000	CHF 50,000	X
Predictably Swiss (Main) x (Medium)	CHF 27,000	CHF 17,700	CHF 19,600	CHF 21,500	CHF 27,000	X
iHeartMedia	CHF 40,000	CHF 30,000	CHF 32,000	CHF 34,000	CHF 40,000	X
Meta Always-on North America - L	CHF 47,000	CHF 35,250	CHF 37,600	CHF 40,000	CHF 47,000	X
Meta Always-on North America - M	CHF 23,500	CHF 17,600	CHF 18,800	CHF 20,000	CHF 23,500	X
Meta Always-on North America - S	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	CHF 12,000	X
Canada Package	CHF 30,000	CHF 22,500	CHF 24,000	CHF 25,500	CHF 30,000	X
Additional seat on STE Canada (max 3)	CHF 7,000	CHF 7,000	CHF 7,000	CHF 7,000	CHF 7,000	X

Trade (KAM) Activities (B2B)						
Luxury Consortia Marketing	CHF 30,000	CHF 22,500	CHF 24,000	CHF 25,500	CHF 30,000	X
Mountain Travel Symposium	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	CHF 12,000	
Meet the Travel Trade (incl LE Miami)	CHF 13,000	CHF 9,750	CHF 10,400	CHF 11,050	CHF 13,000	
ILTM North America 2025	CHF 12,000	CHF 10,000	CHF 10,000	CHF 10,000	CHF 12,000	
Switzerland Travel Experience	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	CHF 12,000	
Business Plans with Tour Operators	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	CHF 12,000	

Media (KMM) Activities (B2B)						
Meet the Press - Media Tour	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	CHF 12,000	
LA Media Extravaganza	CHF 60,000	CHF 25,000	CHF 25,000	CHF 25,000	CHF 60,000	
LA Media Extravaganza with Trade Event	CHF 80,000	CHF 45,000	CHF 45,000	CHF 45,000	CHF 80,000	
Influencer Marketing	CHF 30,000	CHF 18,750	CHF 20,000	CHF 21,250	CHF 25,000	
TV and Streaming Services Production	CHF 40,000	CHF 22,500	CHF 24,000	CHF 25,500	CHF 30,000	

Additional Activities						
KAM: Switzerland Campus L	CHF 8,500	CHF 8,500	CHF 8,500	CHF 8,500	-	
KAM: Switzerland Campus M	CHF 7,500	CHF 7,500	CHF 7,500	CHF 7,500	-	
KAM: Trade Sales Calls	CHF 5,000	CHF 5,000	CHF 5,000	CHF 5,000	-	
KMM: Special Partnership Media Event	CHF 30,000	CHF 30,000	CHF 30,000	CHF 30,000		
KMM: Group Media Trip	CHF 6,000	CHF 6,000	CHF 6,000	CHF 6,000		

Detailed information about each activity

Details can be subject to change

Campaigning and Activation (B2C-faced marketing activities)

Main campaign: The Swiss Way											
Activity	Campaigning and Activation										
Description	<p>With MMGY, we create a tongue-in-cheek, multi-channel marketing campaign, including creative storytelling, that utilizes the partner's existing material of awesome landscapes, boutique town experiences and energy to entice American travelers to book a trip to Switzerland.</p> <p>After, what we expect to be a tumultuous second half of 2024, we showcase that life, and particularly vacations, don't have to be like that. Switzerland is full of views that won't trigger you. There's no great divide, just a connection with nature that will energize you.</p> <p>The campaign will be created in the new brand world of ST which allows to showcase the destination very prominently, including logo.</p> <p>Who is MMGY? MMGY Global is the world's leading integrated marketing company specializing in the travel, tourism and hospitality industry representing multiple agency brands with one goal: to inspire people to go places.</p> <p>Campaign tactics: Several content elements such as video assets, static creatives, social content are part of the campaign. Creative storytelling will be combined with existing, generic partner footage (video and static).</p> <ul style="list-style-type: none"> • Different video asset including campaign/partner specific voice over, campaign message, CTA, co-branding • Static creatives including campaign message, CTA, co-branding • Social Content 										
Why invest?	<ul style="list-style-type: none"> • Multi-channel summer/ autumn campaign in the North American market with different attractive campaign elements • Reach a relevant and affluent target audience in the US • With MMGY we have an experienced partner in travel, tourism and hospitality creating creative campaigns with clever storytelling based on market insights 										
Market(s)	US (urban areas and our most important source markets)										
Target Audience	B2C										
Personas	Kris, Max, Quinn, Lou										
Estimated KPIs	24 million impressions (assuming an overall campaign investment of \$367,000)										
Expected Timeline	Given data of 2023/2024 we recommend the campaign is in market from January - March, to align with key booking periods for summer travel, as well as April and May to boost bookings in the shoulder season, which are currently pacing behind other months										
Limitations	<table border="1"> <thead> <tr> <th>Package Large</th> <th>Package Medium (available for up to 6 partners)</th> </tr> </thead> <tbody> <tr> <td>- Content/ digital: 3 sub-partners (max. 1 sujet per partner)</td> <td>- Content/ digital: no sub-partners, max. 1 sujet per partner</td> </tr> <tr> <td>- Social content: up to max. 3 sub-partners (max. 1 sujet per partner)</td> <td>- Social content: no sub-partners, max. 1 sujet per partner)</td> </tr> </tbody> </table>					Package Large	Package Medium (available for up to 6 partners)	- Content/ digital: 3 sub-partners (max. 1 sujet per partner)	- Content/ digital: no sub-partners, max. 1 sujet per partner	- Social content: up to max. 3 sub-partners (max. 1 sujet per partner)	- Social content: no sub-partners, max. 1 sujet per partner)
Package Large	Package Medium (available for up to 6 partners)										
- Content/ digital: 3 sub-partners (max. 1 sujet per partner)	- Content/ digital: no sub-partners, max. 1 sujet per partner										
- Social content: up to max. 3 sub-partners (max. 1 sujet per partner)	- Social content: no sub-partners, max. 1 sujet per partner)										
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price						
- Large	CHF 50,000	CHF 37,500	CHF 40,000	CHF 42,500	CHF 50,000						
- Medium	CHF 27,000	CHF 20,250	CHF 21,600	CHF 22,950	CHF 27,000						
Further contribution	Content for the campaign (generic video content (and/or stock material by ST), image content, content for campaign landing page)										

Audio only campaign NYC: STNA x iHeart Media – Podcast Ads & Audio Ads

Activity	Campaigning and Activation				
Description	<p>Who is iHeartMedia? iHeartMedia is the number 1 audio company in America. They reach the most consumers, on the most platforms, with the power of sound. We offer a campaign with a mix of on-air, podcast and streaming ads voiced by Crystal Rosas - the host of the radio station Z100. Together with Maxwell sh has her show airing Monday to Friday from 2pm to 6 pm. With iHeartMedia and Crystal Rosas we want to inspire future visitors to travel to Switzerland and create future demand.</p> <p>Campaign tactics & goal: This campaign will include Broadcast Commercials, Podcast Ads, Streaming Ads, and social posts from Crystal Rosas. Every partner can be apart of the ad-reads. Multiple spots can be created for her to voice. The campaign message will be spread through an audio only approach with Broadcast, Podcast, Streaming to increase awareness of all the investing partner’s destinations within Switzerland. Additionally, the goal is to drive traffic to the myS Campaign landing page and motivate listeners to book trips to Switzerland for the Summer and Winter.</p> <ul style="list-style-type: none"> • Approx. 600 x On-Air commercials voiced by Crystal Rosas (Host) • Total approx. 14 Mio. Impressions (CPM CHF 14.-) Calculation based on an overall investment of USD 200'000.- <p>Depending on investment Crystal Rosas will travel to Switzerland.</p>				
Why invest?	<ul style="list-style-type: none"> • iHeartMedia is the radio leader and #1 podcast publisher. Over 276M ad-supported monthly listeners, more than Google, Facebook, and all TV Networks. • Z100 listeners are affluent travelers who want to see the world. Z100 reaches 5 million listeners each month, over 2 million listening hours on iHeartRadio app per month, and Z100 reaches 2 million+ adults 25+ each week in New York. • With Z100, New York’s #1 Hit Music Station, a Contemporary Hit Radio, an affluent target audience in NY can be reached. 				
Market(s)	US (focus New York area)				
Target Audience	B2C: Targeting Travelers A25+, Psychographic Targeting Explorers and Nest				
Personas	Kris, Max, Quinn, Lou				
Estimated KPIs	Depending on total investment: around 14 Mio. B2C impressions overall				
Expected Timeline	Distribution: Summer March/April; Autumn June/July				
Limitations	Max. 3 sub-partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 40,000	CHF 30,000	CHF 32,000	CHF 34,000	CHF 40,000
Further contribution	Content for the campaign				

Meta Always-on: Focus on promoting off-peak season month in fall and winter

Activity	Campaigning and Activation				
Description	<p>With an always-on campaign (Meta Advantage+ catalogue Ads), STNA complements the marketing activities with a continuous and ongoing digital marketing activity that maintains a consistent brand presence and engagement with the target group throughout the year. The always-on campaign is implemented on Meta and focuses primarily on promoting off-peak season months infall and winter. However participating partners can also choose alternative messages.</p> <p>Campaign tactics & goal: Dynamic Catalogue Automation on Meta is the basis for this campaign. A product catalogue for the market North America will be created with content of the investing partners (for partners/ sub-partners you want to include in this campaign, a landing page link in the myS hub (www.switzerland.com) is required. Goal: Generating traffic on the partner landing page in the myS hub.</p>				
Why invest?	<ul style="list-style-type: none"> • The campaign creates a digital buzz (Grundrauschen) on the major social media channels in the US (Facebook, Instagram) from which all other marketing activities benefit. • We can use the content to distribute on Facebook, Instagram, Messenger and Audience Network with countless placements. • Activate target groups via user-relevant automated ads on social media. • Great opportunity to incorporate multiple sub-partners 				

Market(s)	US (main focus areas)				
Target Audience	B2C				
Personas	Kris, Quinn, Jo, Max				
Estimated KPIs	Depending on total investment. Meta <ul style="list-style-type: none"> around 500'000-1 Mio. Impressions per investing partner (based on a CPM CHF 5.- to CHF 10.-) Min 10'000 Clicks per investing partner/ CPC CHF 0.50 				
Expected Timeline	Starting early 2025 until end of December				
Limitations	Overall campaign investment minimum CHF 60K (so we can ensure CHF 5K per month). Min. Distribution budget per landing page is CHF 5K (if a partner wants to link on Campaign landing page in myS Hub).				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
Large up to 7 partn. /sub-partn.	CHF 47,000	CHF 35,250	CHF 37,600	CHF 40,000	CHF 47,000
Medium up to 3 partn. /sub-partn.	CHF 23,500	CHF 17,600	CHF 18,800	CHF 20,000	CHF 23,500
Small 1 partner, no sub-partn.	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	CHF 12,000
Further contribution	No further contribution needed (assets and content based on myS landing page)				

Canada: Onboard Canada / B2B Trade & B2C TourRadar Digital Campaign					
4WD	Campaigning and Activation / Trade and Travel Media				
Description	<p>B2C: TourRadar, a leading online marketplace for multi-day tours, connects travelers with a vast array of travel experiences through its network of over 2,500 tour operators worldwide. The platform offers a full-funnel promotional strategy from destination consideration to driving bookings to specific to regions across Switzerland. The marketing strategy incorporates custom landing pages, targeted and re-social media ads on Meta and display ads, personalized email campaigns, and influencer partnerships. The approach specifically targets mature, affluent travelers from th Canada, focusing on those who have an interest in culture, nature, adventure and sustainability and hubs with direct flights to Switzerland from Montréal, Toronto, Calgary, Vancouver – and close area to major airports.</p> <p>B2B: Trade / Trade Media: We will organize an exclusive 1-week «Switzerland Travel Experience Canada Roadshow» in May/June 2025 to meet with top trade and trade media. Swiss partners can combine their stay with STE U.S. or individual activities beforehand or afterwards to make the most of their presence in North America. Based on business plans, we closely work with tour operators for a strong call to action to generate bookings.</p> <ul style="list-style-type: none"> 1 seat at Canada-wide roadshow / 1 week 26th May to 31st May 2025 Meet with top tour operators and trade media. Campaign launch events (Montreal, Toronto, Calgary, and Vancouver)) 				
Why invest?	<ul style="list-style-type: none"> You target the affluent traveler with a high affinity for quality and who promises high spending on site Key accounts such as Goway, Kensington, Travelbrands/Exotic, and Butterfield & Robinson sell travel in Canada and U.S. Generous and savvy travelers (spend 290 CHF per day): Canadians love Europe, Switzerland is an all-season destination for winter & shoulder-season Canadians like nature, art, history and culture (excellent for both, Swiss cities and mountains). Make a splash: For 1 week, become part of this Canada-wide take-over to meet the top travel media, trade and reach consumers on numerous channels and combine it with your stay in the US beforehand or afterwards 				
Market(s)	Canada only (focusing on certain areas)				
Target Audience	B2C Kris, Quinn, Max. and B2B (trade, media)				
Estimated KPIs	2,5 Mio. media impressions, STE Canada qualified contacts (150 trade and 10 trade media)				
Expected Timeline	<ul style="list-style-type: none"> Focus on distribution as of November for the upcoming travel season STE Canada 2025: 26th May to 31st May 2025 				
Limitations	<ul style="list-style-type: none"> Max. 7 partners in total; max. three sub-partners/creatives per partner an additional STE seat costs 7'000 CHF, limited to key partners in Canada (max 2 additional) 				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 30,000	CHF 22,500	CHF 24,000	CHF 25,500	CHF 30,000
Further contribution	<ul style="list-style-type: none"> STE Canada: pay for flights and hotels, travel expenses not included Support in sponsoring parts of a potential sweepstake prize 				

Trade (KAM) activities

Luxury Consortia Marketing

4WD	Trade, (e)Marketing, Promotion				
Description	Targeting the B2C-affluent traveler through their luxury travel advisor. Through specific consortia (ex. Virtuoso, Signature and Travel Leaders/Internova), we target their agency members and advisors. With these luxury consortia marketing activities, (Switzerland-exclusive advertorial, webinar or agent training, factsheets for events) we reach the trade as well as their direct clients through branded Switzerland content. Especially in the upper segment, travelers book through a travel agent. We have been able to position Switzerland very prominently over the last years, and we plan to continue to target them via consortia marketing, both via training and marketing to the travel advisors of affluent consumers, and directly by means of the consortia' B2C outlets and platforms.				
Why invest?	<ul style="list-style-type: none"> • Showcase your destination to some of the best performing luxury agents in North America • The luxury segment has seen constant growth in the past years • The target group reached with this activity has a strong affinity for Switzerland and still books through a travel agent 				
Market(s)	North America				
Target Audience	Travel trade, affluent travelers (consortia agencies' clients) – Luxury Traveler				
Personas	Quinn				
Estimated KPIs	At least 1 mio impressions and 5,000 qualified contacts				
Expected Timeline	January – December, 2025				
Limitations	Maximum of 8 partners. Only one unit per partner. RDK groups to coordinate content and group and deliver as one				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 30,000	CHF 22,500	CHF 24,000	CHF 25,500	CHF 30,000
Further contribution	Content (text and pictures) including proof-read, land arrangements for possible fam trips				

KAM: Mountain Travel Symposium

4WD	Trade				
Description	Grow your business at the world's most important mountain travel event, held in Snowmass Village, Colorado, April 7 – 14, 2025. Branding opportunities with branding towers, branded door clings, etc, as well as the possibility to speak to selected buyers at our exclusive raclette reception.				
Why invest?	<ul style="list-style-type: none"> • Exposure at the largest winter conference in the industry • Nurture your trade relations and mark a presence in North America 				
Market(s)	North America				
Target Audience	Travel trade				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	1000 overall participants				
Expected Timeline	April 7 - 13, 2025				
Limitations	Subject to availability. 1 partner (per event). Participation depends on the type of event and will be looked at "case by case"				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 12,000	CHF 9,000	CHF 9,000	CHF 10,2000	CHF 12,000
Further contribution	Participation at MTS not included				

Meet the Travel Trade

4WD	Trade			
Description	As the exclusive partner of ST for a sponsoring engagement at a travel trade event in North America, you get exposure to promote your destination and meet great new contacts. Industry events as such are the ideal occasion to meet new contacts and strengthen existing ones. The quality of the attendees is the most important aspect for the organizers. Sponsorship opportunities within the conferences are a great way to enhance your messages. Potential Events: GTM West, GTM Flag, NTA Exchange, ATTA Elevate, Proud Experience, Travel Leaders Network Edge and more.			
Why invest?	<ul style="list-style-type: none"> • Ideal opportunity to strengthen existing contacts and create new ones • Participation to an event together with ST would mean reducing the costs for the destination • Ability to choose an event that reaches the right target group for you 			
Market(s)	North America			
Target Audience	Travel trade			
Personas	Quinn, Max, Kris, Lou, Jo, Pat			
Estimated KPIs	Varies depending on the event. At least 100 qualified contacts.			
Expected Timeline	TBD depending on the event			
Limitations	Subject to availability. 1 partner (per event). Participation depends on the type of event and will be looked at “case by case”			
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner
	CHF 13'000	CHF 9'750	CHF 10'400	CHF 11'050
Further contribution	Content, travel expenses and potential prizes or added value items as part of the sponsorship agreement			

KAM: ILTM North America 2025

4WD	Trade				
Description	Attend the most important luxury conference in North America within the Switzerland Tourism private space and benefit from additional visibility during the show. You have the opportunity to conduct up to 54 one-to-one meetings with top luxury accounts from US, Canada and Mexico and have access to all networking functions. A table can be shared by two suppliers (a surcharge of CHF 800 applies).				
Why invest?	<ul style="list-style-type: none"> • ILTM NA is the leading conference within this target group and the place to be when it comes to selling luxury travel. • Benefit from the extra visibility provided by ST 				
Market(s)	North America				
Target Audience	Travel trade				
Personas	Quinn				
Estimated KPIs	Up to 54 meetings, 1,000 contacts (500 buyers)				
Expected Timeline	September, 2025				
Limitations	-				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 12'000	CHF 10'000	CHF 10'000	CHF 10'000	-
Further contribution	Content, travel expenses. CHF 800 if table is shared				

KAM: Switzerland Travel Experience

4WD	Trade				
Description	A roadshow through several US cities where we will meet some of the top tour operators and travel agents of the market. As in 2024, this will be a more traditional roadshow and will visit 3-4 cities. The start will take place in the East Coast, with an “opening event”, followed by events in a couple of other cities and we will end the roadshow in the East				
Why invest?	<ul style="list-style-type: none"> • Opportunity to showcase your product to top travel trade professionals in the United States • The travel trade landscape is even more spread out right now, this roadshow gives us the opportunity to reach these clients, by visiting their cities 				
Market(s)	US				
Target Audience	Travel professionals: agents and tour operators				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				

Estimated KPIs	180 qualified trade contacts				
Expected Timeline	May 18 – 23, 2025				
Limitations	Maximum a total of 25 partners. Gold partners have up to 3 seats, Silver partners 2 and bronze partners 1.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	CHF 12,000
Further contribution	Presence at the roadshow and travel expenses (hotels, flights)				

Business Plans with Tour Operators

4WD	Trade, (e)Marketing, Promotion, Media				
Description	Joint marketing agreements with one or multiple North American tour operators, to support sales of new or existing tour programs. The campaign includes digital, print and media components as well, targeting b2c and/or b2b audiences. Effective activity to boost sales in a specific destination. Opportunity to strengthen relationships with tour operators, create new programs and support them in selling the region. This campaign would be shared with other Swiss destinations				
Why invest?	<ul style="list-style-type: none"> • Opportunity to effectively generate more sales/bookings towards your region • Chance to create new programs with specific Tour Operators or expand existing portfolio of your destination • Long-term investment 				
Market(s)	North America				
Target Audience	Travel trade, end-consumers				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	At least 1 mio impressions and 5,000 qualified contacts				
Expected Timeline	January – December, 2025				
Limitations	Only for destination partners. Shared with other destinations.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	12,000
Further contribution	Content (text and pictures) for the various activities, land arrangements for possible fam trips, online trainings if necessary and part of the plan				

Media (KMM) activities

Meet the Press – Media Tour

4WD	KMM				
Description	Multi-city media tour, which includes attending one third-party event, where journalists from all over North America come together. Group 1 in January 2025 includes IMM, Group 2 will focus on 1 main event at an Ikon-Epic Pass ski resort weekend in Vail & Aspen (before or after the Mountain Travel Symposium), Group 3 is limited to 2 partners and will include Travel Classics (date TBC). This will be followed by visiting 3 more cities within the markets where we connect with journalists through ST-organized events: lunch/dinner invites, etc.				
Why invest?	<ul style="list-style-type: none"> • Pitch your stories directly to journalist with a proven track record for producing Swiss stories • Build or expand your North American network. • Feel the pulse of the market. 				
Market(s)	North America				
Target Audience	Media / all segments				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	100 media contacts				
Expected Timeline	One working week				
Limitations	Only available for gold, silver or bronze key partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 12,000	CHF 9,000	CHF 9,600	CHF 10,200	12,000
Further contribution	Cover your own travel costs: flights/trains and hotels.				

Extravaganza Los Angeles					
4WD	KMM				
Description	Premier travel media event in Los Angeles. This yearly VIP Gala Dinner is the highlight of the ST's social calendar and gives you the opportunity to end the year together with some of our top media contacts in California, ST North America first incoming market for visitors from USA and second largest city in the country. This activity can be purchased separately with a trade Event, type 24 hour. This event can be purchased on its own or in combination with a travel trade event attracting 40 – 50 travel agents and tour operators.				
Why invest?	<ul style="list-style-type: none"> • Well established event with our top producers and A-list editors and writers. • Exclusive platform for one partner. • Experienced ST team provides fulfilment of every aspect. • 1 out of 5 North American tourists visiting Switzerland comes from California 				
Market(s)	US				
Target Audience	Media all segments and travel trade				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	60 media contacts				
Expected Timeline	Timing is flexible, and should be agreed in advance by both ST NA and the partner				
Limitations	1 event, only available for gold, silver or bronze key partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
Media	CHF 45,000	CHF 25,000	CHF 25,000	CHF 25,000	CHF45,000
Extravaganza Plus Trade Event	CHF 80,000	CHF 45,000	CHF 45,000	CHF 45,000	CHF 80,000
Further contribution	Cover your own travel costs: flights/trains and hotels.				

Influencer /KOL Marketing					
4WD	KMM/(e)Marketing				
Description	Full-service tailor-made Influencer Marketing. Perfect opportunity to reach clearly defined communities with your key messages. Influencers usually travel to more than one Swiss destination. <ul style="list-style-type: none"> • Full use of ST's market knowledge to reach your client. • Sub partner integration possible 				
Market(s)	North America				
Target Audience	Consumer (B2C)				
Personas	Joe, Kris and Max				
Estimated KPIs	1-2 Mio. contacts				
Expected Timeline	Flexible				
Limitations	Available to multiple partners (Max 2 regions) for 1 influencer				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 25,000	CHF 18,750	CHF 20,000	CHF 21,250	CHF 25,000
Further contribution	Land arrangements incl. hotels, half board, local guides, local activities. Support with challenge ideation for region				

TV and Streaming Services Production

4WD	KMM/(e)Marketing				
	<p>Partner with the most promising production companies with the strongest distribution channels to showcase your destination. Often combined with social media activities.</p> <p>We will approach you with project opportunities as they develop or search for projects that match your brand. The length of the feature might vary</p> <p>Some opportunities in the pipeline: :</p> <ul style="list-style-type: none"> • <u>Great Family Adventure</u> streaming on Outside TV/Bally Sports/PBS • <u>Hotels by Design</u> streaming on CBS • <u>Dirt</u> by Huckberry, streaming on Outside TV 				
Why invest?	<ul style="list-style-type: none"> • Longevity of content, often multiyear or multinational audience. • Often combined with spin-off activities: editorial coverage, social media, tour operator integration • Use of B-Roll, behind-the-scene photography, inc. worldwide copyright 				
Market(s)	North America and other markets				
Target Audience	Consumer (B2C)				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	6-12 Mio. contacts per year				
Expected Timeline	Flexible				
Limitations	Available to multiple partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 40,000	CHF 22,500	CHF 24,000	CHF 25,500	CHF 30,000
Further contribution	Land arrangements for crew incl. hotels, half board, local guides, local activities.				

Additional Activities

KAM: Switzerland Campus (Large)

4WD	Trade				
Description	<p>Feature (full page) in the Switzerland Sales Guide ("Switzerland Yodel"), one exclusive webinar, two inclusions of news and information in trade newsletter (bi-monthly), trade corner and agent networking platforms.</p> <p>Be part of the Switzerland Tourism Trade portfolio in North America.</p>				
Why invest?	<ul style="list-style-type: none"> • Feature in THE Switzerland Tourism sales tool (used at any trade event during the year) • Operators and agents still like print material when it comes to sales tools, the Switzerland Yodel is an essential guide for them • Exclusive opportunity to directly present your destination to top qualified trade accounts across North America 				
Market(s)	North America				
Target Audience	Travel trade				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	90'000 qualified contacts (print & digital, webinars), 1mio impressions				
Expected Timeline	January – December, 2025				
Limitations	Activity can only be bought up to two times per partner				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 8,500	CHF 8,500	CHF 8,500	CHF 8,500	-
Further contribution	Content (text and pictures) for the various activities involved (Yodel, webinar, NL)				

KAM: Switzerland Campus (Medium)

4WD	Trade				
Description	Feature (half page) in the Switzerland Sales Guide ("Switzerland Yodel"), one exclusive webinar, inclusion of news and information in trade newsletter (bi-monthly), trade corner and agent networking platforms. Be part of the Switzerland Tourism Trade portfolio in North America.				
Why invest?	<ul style="list-style-type: none"> • Feature in THE Switzerland Tourism sales tool (used at any trade event during the year) • Operators and agents still like print material when it comes to sales tools, the Switzerland Yodel is an essential guide for them • Exclusive opportunity to directly present your destination to top qualified trade accounts across North America 				
Market(s)	North America				
Target Audience	Travel trade				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	90'000 qualified contacts (print & digital, webinars), 1mio impressions				
Expected Timeline	January – December, 2025				
Limitations	Activity can only be bought up to two times per partner				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 7,500	CHF 7,500	CHF 7,500	CHF 7,500	-
Further contribution	Content (text and pictures) for the various activities involved (Yodel, webinar, NL)				

KAM: Trade Sales Calls

4WD	Trade				
Description	A 5-day sales calls tour in a North American region (East Coast, West Coast and Canada/Midwest). Approximately 15 appointments with key accounts per tour. Opportunity to meet top accounts in North America on a more private setting. Meetings with product people (development) and agents (training).				
Why invest?	<ul style="list-style-type: none"> • Great way to increase portfolio of your destination with specific Key Accounts • Opportunity to create new products with selected Tour Operators and start a long-term return of investment Meeting face-to-face will be key next year and the sales calls allow you to strengthen your relationships with established accounts on a more personal level 				
Market(s)	North America				
Target Audience	Travel trade				
Personas	Quinn, Max, Kris, Lou, Jo, Pat				
Estimated KPIs	At least 15 qualified trade meetings				
Expected Timeline	Q1 - Q2				
Limitations	3 partners per tour, first pick by gold partners. Only one sales call per key partner agreement.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 5,000	CHF 5,000	CHF 5,000	CHF 5,000	
Further contribution	Travel expenses				

KMM: Special Partnership Media Event

4WD	KMM				
Description	This is a unique opportunity to highlight your destination through a customized and strategic PR event exclusively designed for you. This event can be linked to a brand, art exhibition, sports event or festival in North America where the target audience aligns with your destination.				
Why invest?	<ul style="list-style-type: none"> • Tailor-made media platform for your destination. • Concepts develop around your key messages. • Good opportunity for sub-partner integration. • Gain new media contacts 				
Market(s)	Main cities in North America				
Target Audience	Media segments geared to your key messages				
Personas					
Estimated KPIs	20-25 media				
Expected Timeline	Flexible				
Limitations	Available to KMM partners only.				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 30'000	CHF 30,000	CHF 30,000	CHF 30,000	
Further contribution	Cover your own travel costs: flights/trains and hotels.				

KMM: Group Media Trip

4WD	KMM				
Description	Topic and program curated between your destination and ST NA. The initiative involves a minimum of four journalists with an affinity for the topic, accompanied by one tour guide from ST NA.				
Why invest?	<ul style="list-style-type: none"> • Potential of a comprehensive and insightful coverage of your destination • Concepts developed around your key messages and to showcase your destination first-hand • Good opportunity for sub-partner integration 				
Market(s)	North America				
Target Audience	Media segments geared to your key messages				
Personas					
Estimated KPIs	This activity involves a minimum of four journalists with an affinity to your topics + 1 ST NA media team member				
Expected Timeline	flexible				
Limitations	Only available for gold, silver or bronze key partners				
Value and prices	Value	Price Gold Partner	Price Silver Partner	Price Bronze Partner	Standard Price
	CHF 6,000	CHF 6,000	CHF 6,000	CHF 6,000	
Further contribution	Your destination covers following fees for the attending media and 1 ST person: land arrangements hotels, full board, local guides, local activities.				