

Appendix 1: "Key Partner Marketing Activities 2025"

Korea Key Partner Package [Gold / Silver]

Key Partner Activity	Single Activities and Services for the Partner	Value	Gold > 40k (-20%)	Silver > 33k (-10%)	Bronze	Marketing	Personas	Contact ST	Remarks
KAM STE	STE Korea will be held in Seoul Q1, which will be connected with other APAC STEs or Sales Calls activities. The STE is to provide a sales platform for Swiss suppliers to connect with Korean buyers through various meetings and events. The program will include; VIP dinner including media conference / OnetoOne meeting / STA Casual Diner - Individual partner booth - Partner presentation							Sally Kim	
	Single-Brand table	4,500	3,600	4,050					
	Single-Brand table with Rep	6,000	4,800	5,400					
	Double-Brand table, single slot	6,800	5,500	6,120					
	Shared double brand table, single slot	8,000	6,500	7,200					
KAM STA	STSEL will continue 19th STA program with major KAs and also OTAs together. Through STA, STSEL secure the current contacts in European product dev. teams in travel agencies and land operators. - 15-17 TAs for 19th STA - One hour seminar dedicated for one partner (active & passive participation) - 6-7 times of off-line seminars - Combined with online STA program - STA study trip (combined with Autumn Track)	2,200	1,760	1,980				Sally Kim	
KAM VIP Trip	To assure the top decision-makers in major travel agencies of the excellence and sustainability of Swiss travel products, STSEL is planning a CEO trip. This trip will offer specialized journeys tailored to each region and product, focusing on Swisustainable, cultural/art tours, luxury tours and Swiss alps. We'll also seek collaborations with Swiss.	3,000	2,400	2,700	2,850				
KAM Max	MAX-Highlight Traveler for Groups STSEL continues to provide support for the development of travel products that effectively blend individual customer needs with the cost-effectiveness and efficiency of group tours. It is particularly focused on developing optimal travel itineraries that highlight the hidden charms of both the Swiss Alps and urban areas. - Joint marketing agreement for TV homeshopping - Accomodations / top sights suggestions - PKG itinerary suggestions and development	6,500	5,200	5,850	6,175		Max	Sally Kim	
KAM Kris	KRIS-Themed FIT Traveler It is dedicated to developing and promoting travel itineraries with special themes such as architectural tours, cultural expeditions, and art experiences that have yet to be introduced in Korea, alongside Switzerland's outstanding natural landscapes. These themed itineraries cater to individual travelers with specific interests, as well as families, small groups of friends, and incentive groups - Road show for small size KAs with strong presence in the market / 2 times (1 time will be followed after STE Korea) - information sharing with selected KAs for more various experiences	6,500	5,200	5,850	6,175		Kris	Sally Kim	
KAM Jo	JO-Active FIT Adventurer As Korean travelers to Switzerland increasingly move towards younger demographics, there's a rise in purchasing travel products through OTA platforms. In response, STSEL aims to collaborate to enhance traveler satisfaction during their stays by developing and launching a wider range of Swiss experiential products on OTA platforms. Particularly, we seek to expand popular activities among dynamic Korean travelers such as paragliding, hiking, and lake activities in each region. - Travel trainer program : hiking conductor for groups and/or FITs for mountain area - Joint marketing agreement with OTAs - Product development and distribution for OTAs	6,500	5,200	5,850	6,175		Jo	Sally Kim	
C&A Digital Marketing Max	According to the persona [Max - Highlight Traveller], social media channels are main channels to get overall information about Switzerland. Through ST owned channels, attractive travel spots, itinerary, different culture stories will be exposed to Max. > ST Social Media Postings & Ads - Facebook: about 2,870,000 followers, at least 10 Posts + AD for exposure - Instagram: about 390,000 followers, at least 7 Posts + AD for exposure - Twitter: 5,084 followers, at least 2 posts - Naver Blogs : 11,686 followers, as integrated contents In order to stimulate Max's dream of visiting Switzerland, influencers will show highlights of Switzerland, history and culture stories that Max would like to experience in Switzerland. > Influencer Trip - With 2 Influencers (Instagramers, Bloggers) - Selective Influencers with minimum 150K followers - Video content creation	11,000	8,000	9,900	10,450		Max		

C&A I Digital Marketing Kris	<p>The persona [Kris - Local Explorer] actively seek for local stories and get recommendations on travel destinations by sharing informations via social media channels with acquaintance. Attractive posts on ST owned channels will not only give an ideas of what the persona can newly experience in Switzerland but also help them plan itinerary based on local events.</p> <p>> ST Social Media Postings & Ads - Facebook: about 2,870,000 followers, at least 10 Posts + AD for exposure - Instagram: about 390,000 followers, at least 7 Posts + AD for exposure - Twitter: 5,084 followers, at least 2 posts - Naver Blogs : 11,686 followers, as integrated contents Influencers who provide authentic and unique postings about Switzerland will correspond to Kris's needs for travel in Switzerland. The influencers will focus on showing rich culture, city lifestyle, and local experiences.</p> <p>> Influencer Trip - With 2 Influencers (Instagramers, Youtubers, Bloggers) - Selective Influencers with minimum 150K followers</p> <p>Video content creation</p>	11,000	8,800	9,900	10,450		Kris		
C&A I Digital Marketing Jo	<p>The main information source of the persona [Jo - Active Adventurer] is social media channels. Postings regarding incredible natural landscapes and special activities will attract the persona to Switzerland.</p> <p>> ST Social Media Postings & Ads - Facebook: about 2,870,000 followers, at least 10 Posts + AD for exposure - Instagram: about 390,000 followers, at least 7 Posts + AD for exposure - Twitter: 5,084 followers, at least 2 posts - Naver Blogs as integrated contents</p> <p>Activity Communities or Influencers who focusing on activities or adventure will suggest best places for local activities and sports to Jo. Detailed informations about the activities from trusted sources, the communities or influencers will be provided to Jo.</p> <p>> Community/Influencer Trip - With 2 Influencers (Instagramers, Youtubers, Bloggers or Relevant Communities) - Selective Influencers with minimum 150K followers - Video content creation Community joint marketing activities</p>	11,000	8,800	9,900	10,450		Jo		
C&A I Winter Campaign	<p>The Winter Campaign is an integrated marketing initiative aiming to support ST's strategy for year-round tourism and stimulate winter travel from Korea, a season when overnight stays are the lowest. This campaign encompasses all key areas of marketing, from communication to sales support, aiming to firmly establish Switzerland as a winter destination.</p> <p>Our initial focus will be on promoting Switzerland as a "Winter Wonderland", and I the campaign will expand to also position Switzerland as a winter sports destination to Korean travellers.</p> <ul style="list-style-type: none"> - Business Agreements with KAs - Social Media Marketing for FITs - Influencer Trip - Swiss Winter Seminar 	5,000	4,000	4,500	4,750		Max Kris		
KMM	<p>Partner regions will be introduced attractively and regularly to the target media. ST Korea send monthly press release including main topic, hot spots, events and products for each partner.</p> <ul style="list-style-type: none"> - Top Media Coverages from monthly Press Release to 700 journalists and feature articles - Targeted media contacts and meetings - Media Conference - Media trip 	4,500	3,600	4,050	4,275		Max Kris Jo		
KMM I TV Show	<p>TV shows are the most effective solution for immedate output and leads not only for end-consumer's travel trends, but also influential for the sales of TA's travel products. This project is coordinated with other regions and regional partners cover land arrangements for approximately 25-40 staffs. It will be only charged once it is activated.</p> <ul style="list-style-type: none"> - Media trip - Pre/post press release - Exposure related photos & videos on social media platforms of both ST Korea and Media - Paid exposure on Naver bloggers posts (SEO) - Joint promotion with TA's travel products <p>* This project is only activated once the agreement with the broadcasting company is set.</p>	25,000	25,000	22,500			Max Kris	Jean Kim	
Total Korea 2025		96,700	81,560	87,030	61,750				