

# Accommodation marketing Switzerland Tourism

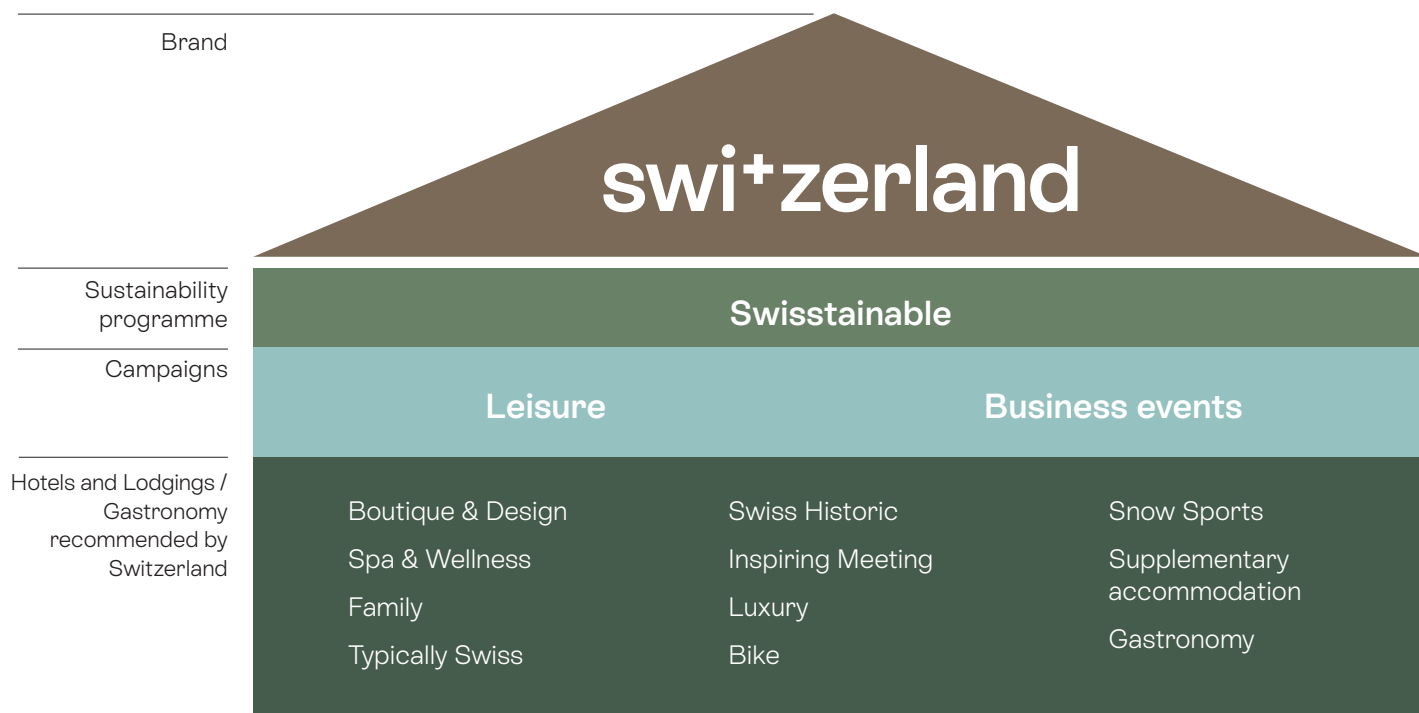
[STnet.ch/hotels](https://STnet.ch/hotels)



# Promote your accommodation with Switzerland Tourism

Switzerland Tourism operates in 22 different markets, running main campaigns as well as activities for tourism partners. As an accommodation partner, you will be included in these campaigns wherever appropriate, benefiting from a positive association with the Switzerland brand through your chosen

partnership. All activities are specifically tailored to clearly defined target groups and raise awareness of your property among potential guests.



## What you gain from an accommodation partnership

# 1

### Strong positioning and credibility

Partners benefit from the brand strength of **Switzerland**, the use of the cooperation logo, and the trust the destination enjoys worldwide.

# 2

### Targeted marketing and market activities

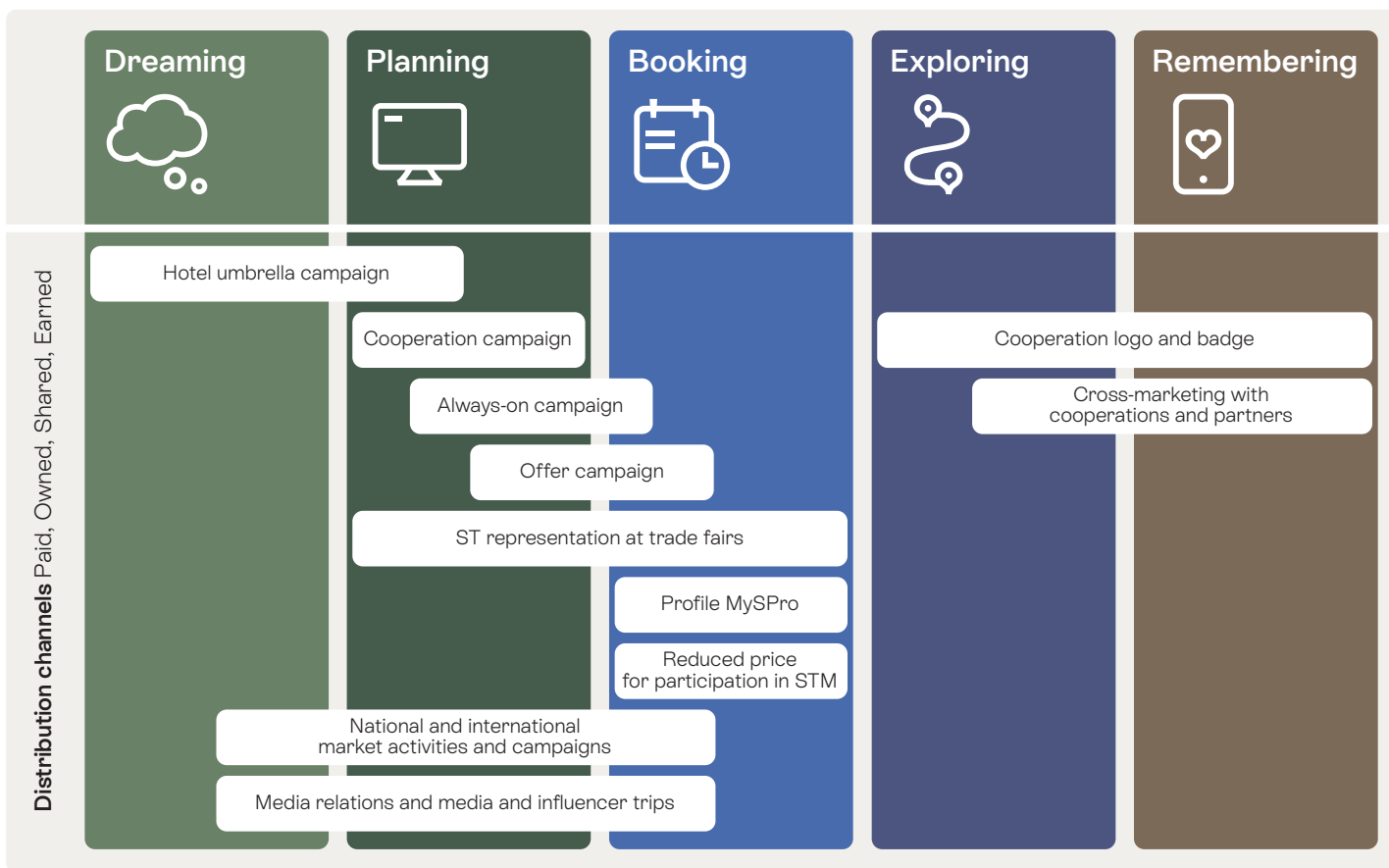
Access to exclusive campaigns, international markets and joint promotions to increase visibility.

# 3

### Valuable expert network

Exchange with marketing and market experts, as well as knowledge transfer.

# Service package accommodation partnerships



The service package supports your guests throughout the entire customer journey – from initial inspiration to long-term loyalty. Target groups are addressed in a data-driven way across the Paid, Owned, Shared and Earned channels to increase visibility and booking likelihood. Partners also

benefit from monthly updates, early information about new offers and partnership reporting on the secure STnet platform. Personal contacts and events provide additional valuable opportunities for exchange.

## Annual fee for the service package

### Regular prices

1-10	rooms	CHF 1,500.-	per year*	51-70	rooms	CHF 5,100.-	per year*
11-30	rooms	CHF 3,300.-	per year*	71-90	rooms	CHF 5,500.-	per year*
31-50	rooms	CHF 3,700.-	per year*	91+	rooms	CHF 5,900.-	per year*

### Typically Swiss Hotels and Lodgings, Bike Hotels and Lodgings and Snow Sports Hotels and Lodgings

The participation costs for individual partnerships are lower due to the number of participating hotels and the seasonal focus.

1-10	rooms	CHF 1,500.-	per year*	51-70	rooms	CHF 2,500.-	per year*
11-30	rooms	CHF 1,800.-	per year*	71-90	rooms	CHF 2,800.-	per year*
31-50	rooms	CHF 2,200.-	per year*	91+	rooms	CHF 3,000.-	per year*

\* excl. VAT

The prices listed apply to members of HotellerieSuisse who benefit from co-financing as part of the strategic partnership between HotellerieSuisse and Switzerland Tourism. Non-members do not qualify for this price advantage and will be charged a 20% surcharge on the price quoted.

# Cooperations at a glance

**Boutique & Design Hotels and Lodgings** are strongly characterised by architecture and design and are set apart by the unique nature of their rooms and furnishings. These establishments are packed with individual character and offer guests a very special blend of form and functionality.

**Spa & Wellness Hotels and Lodgings** partnerships are with businesses that focus on their guests' wellbeing. High-quality wellness facilities and the opportunities to connect with nature are key to appealing to spa guests.

**Family Hotels and Lodgings** are particularly child-friendly accommodation options. These establishments provide special facilities and offers for families and ensure that both children and parents can enjoy their holidays to the fullest.

Tradition and authenticity are the two core elements that define **Typically Swiss Hotels and Lodgings**. This is reflected in their architectural style, furnishings and cuisine, creating an ambience that touches visitors' hearts.

Unique historical experiences await at **Swiss Historic Hotels and Lodgings**. Their opulent atmosphere provides the perfect setting to explore Switzerland's heritage.

**Inspiring Meeting Hotels and Lodgings** are far from run-of-the-mill business hotels. Their exceptional locations and inspiring spaces make meetings truly memorable.

Excellent service, prestige and exclusive quality lie at the core of the **Luxury Hotels and Lodgings** ethos. These 5-star hotels and homes offer outstanding standards of service and unforgettable experiences for guests.

**Bike Hotels and Lodgings** are a paradise for all cyclists. Cycling routes that are just a pedal away, opportunities to relax after a rigorous day's riding, and hosts who are bike enthusiasts themselves make these hotels the ideal choice for cyclists.

Everything winter sports enthusiasts could wish for can be found at the **Snow Sports Hotels and Lodgings**. Ski slopes on the doorstep, all the right facilities and staff who are knowledgeable and passionate about winter sports will thrill any snow sports enthusiast.



Switzerland offers the perfect hotel for every need. The **Bees & Friends Hotels and Lodgings** promote sustainability in a unique and surprising way.

## Conditions for participation

In addition to a TrustYou score of at least 80 %, different quality criteria apply to the individual cooperations:

### HotellerieSuisse specialisation

Boutique & Design Hotels and Lodgings, Spa & Wellness Hotels and Lodgings, Family Hotels and Lodgings, Typically Swiss Hotels and Lodgings, Luxury Hotels and Lodgings, Bike Hotels and Lodgings, Snow Sports Hotels and Lodgings

More information (in German, French and Italian only) at [hotelleriesuisse.ch/spezialisierungen](https://hotelleriesuisse.ch/spezialisierungen)

### Evaluation by an expert jury

Typically Swiss Hotels and Lodgings (if not a member of HotellerieSuisse), Inspiring Meeting Hotels and Lodgings

### Association membership

Swiss Historic Hotels, Swiss Deluxe Hotels

### Membership via 5-star classification

Luxury Hotels and Lodgings

## Registration and questions

If you have any questions, please feel free to contact us:  
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[STnet.ch/hotels](https://STnet.ch/hotels)

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