BENELUX

Title
Summer. KP Hidden Gems. NatGeo. Print

Instrument
Campaigning & Activation

Circulation
114000

Date from - to
01/03/2025 – 31/10/2025

Marketing Tool
Advertisement Print

Contacts
285000

Activity
Package with National Geographic (Hearst media):
- Extra print magazine ‘hidden gems’
- Online article per key partner + online push
- Art Gallery Event

Goal: Inspire to visit the hidden gems and show Switzerland as a sustainable holidays destination with a cultural and architectual diversity. Steering guests to less travelled places in Switzerland.

Title
Summer. KP Hidden Gems. NatGeo. Online

Instrument
Campaigning & Activation

Circulation

Contacts
11002672

Date from - to
01/03/2025 – 31/10/2025

Marketing Tool
Native Advertisement Paid

Activity
Package with National Geographic (Hearst media):
- Extra print magazine ‘hidden gems’
- Online article per key partner + online push
- Art Gallery Event

Goal: Inspire to visit the hidden gems and show Switzerland as a sustainable holidays destination with a cultural and architectual diversity. Steering guests to less travelled places in Switzerland.

Title
Summer. KP Hidden Gems. Switzerland.com. Social media

Instrument
Campaigning & Activation

Circulation

Contacts
12382442

Marketing Tool
Social Media Paid

Date from - to
01/03/2025 – 31/10/2025

Activity
Switzerland.com:
Maintenance of the region landing page with all hidden gems.

Social media:
Awareness and planning campaign to gain impressions and click out on KP landing pages.

Goal: Inspire to visit the hidden gems and show Switzerland as a sustainable holidays destination with a cultural and architectual diversity. Steering guests to less travelled places in Switzerland.

Title
Autumn. Live Slow Ride Fast. Bike Hotels Social

Instrument
Campaigning & Activation

Circulation

Contacts
1048650

Marketing Tool
Social Media Paid

Date from - to
01/01/2025 – 31/12/2025

Activity
Cooperation with Live Slow Ride Fast Media B.V. Highlighting the Bike hotel criteria.

4 x Reels on @Liveslowridefastltd
4 x Insta Sories @Liveslowridefastltd
+ stories post on @Laurens_ten_dam and @steviethunderbolt

BENELUX	**4**	**114'000**	**24'718'764**
	MarketingActivities	*Circulation*	*Contacts*

BRAZIL

Title
STS2025: B2B Activities

Instrument
KAM

Circulation

Contacts
1

Marketing Tool
Business Plan

Date from - to
01/01/2025 – 31/12/2025

Activity
All B2B activities of 2025:
1) STE (part of StraPa package)
2) Event TT Operadora after STE (ST 2500, STS 2500, RE 2500)
3) Sales Manual
4) Newsletter
5) ILTM activation
6) Sales calls
7) Joint fam trip Dec 2025

Title
KAM: Gstaad Palace Luxury E-Newsletter - November 2025

Instrument
Campaigning & Activation

Circulation
1495

Marketing Tool
eNewsletter

Contacts
1495

Date from - to
05/11/2025 – 05/11/2025

Activity
• Gstaad Palace dedicated newsletter
• Sending: 05 November 2025
• Mailing:
• 1495 mails for luxury tour operators and travel agents
• Check out the newsletter here: https://newsletter.gadmin.ch/t/r-3DD00AAA890477A32540EF23F30FEDED

• Open rate: 43,80%

BRAZIL

2	1'495	1'496
MarketingActivities	*Circulation*	*Contacts*

CZECH REPUBLIC

Title
For Bikes 2025

Instrument
Campaigning & Activation

Circulation

Contacts
21059

Date from - to
14/03/2025 – 16/03/2025

Marketing Tool
Event/Fair/Workshop

Activity
ST stand at B2C bike fair For Bikes 2025 in Prague with passive partnership of Davos Klosters (represented actively by Czech Enduro Champion Andrea Drengubáková), and active participation of Engadin Samnaun Val Müstair + Aletsch Arena at our stand.

At our stand visitors had possibility to consult their plans for bike vacation in Switzerland (incl. brochure distribution of our market partners with focus on its bike offers – ESSVM, Davos Klosters, Aletsch Arena, RhB, Titlis, SGV, Pilatus, Verkehrshaus, Rigi, Schilthorn, JFB, Saas-Fee, Nendaz) and participate in our contest for small give-aways.

Video promotion on TV screen was organized for Davos Klosters, RhB, Scuol, Aletsch Arena, Schilthorn, Pilatus, SGV, and Zermatt Bergbahnen.

http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4685.jpeg
http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4699.jpeg
http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4698.jpeg
http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4712.jpeg
http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4704.jpeg
http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4681.jpeg
http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4707.jpeg
http://clippings.switzerlandtourism.ch/PRG/2025/20250320115007_IMG_4700.jpeg

Title
Davos Klosters contest in magazine VELO 2/2025

Instrument
Campaigning & Activation

Circulation
9500

Marketing Tool
Placement Paid

Contacts
23750

Date from - to
07/03/2025 – 29/04/2025

Activity
1/1 promotion of Davos Klosters with focus on bike possibilities with e-contest at Switzerland.com. contest focused only on Davos with 3 educational questions (hints can be found at davos.ch) with main prize of accommodation for 2 people for 3 nights in Davos. Contest page also promote Davos Klosters and its summer possibilities.

http://clippings.switzerlandtourism.ch/PRG/2025/20250326114335_Davos_Klosters_contest_in_magazine_VELO_2.2025.pdf
http://clippings.switzerlandtourism.ch/PRG/2025/20250326124749_DDK_contest_with_VELO_-_contest_page.pdf

CZECH REPUBLIC

2	9'500	44'809
MarketingActivities	*Circulation*	*Contacts*

FRANCE

Title
Pure Meetings & Events International, Paris

Instrument
KAM

Circulation

Contacts
31

Date from - to
13/03/2025 – 13/03/2025

Marketing Tool
Event/Fair/Workshop

Activity
Plate-forme BtoB sur 1 journée, destinée aux organisateurs de séminaires Français cherchant des destinations étrangères et des prestataires (OT, DMC, hôtels, lieux événementiels).
Initiateur: Georges Freiha;
rendez-vous pré-programmé et surtout ad-hoc 1 exposant pour 4 visiteurs. Environ 500 visiteurs (Paris & Province) attendus pour 100 exposants
Partenaires en plus du SCIB : Interlaken, Crans-Montana, Villars Alpine Resort, Six Senses Crans, Manotel/Marriott Genève en stand partagé, Mövenpick Lausanne/Mirador Montreux en stand partagé

http://clippings.switzerlandtourism.ch/PAR/2025/20250401112553_34938983_1742295570.jpg
http://clippings.switzerlandtourism.ch/PAR/2025/20250401112632_34939065_1742296988-Manotel.jpg
http://clippings.switzerlandtourism.ch/PAR/2025/20250401113001_IMG_9671.jpg

Title
KMM - VP group Glacier Bike Tour 2025

Instrument
KMM

Circulation

Contacts
4

Date from - to
23/06/2025 – 26/06/2025

Marketing Tool
Trip - Group

Activity
Voyage de presse groupe organisé en occasion de l'inauguration de l'itinéraire pour e-bike Glacier Bike Tour entre St. Moritz et Zermatt.

4 médias ont participé :
- La Voix du Nord
- Ouest France
- i-trekking
- Les pistes du voyage

Title
C&A : Influence campaign 26 (KP + ST)

Instrument
Campaigning & Activation

Circulation

Contacts
16062103

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
Ambassador/Influencer

Activity
18 voyages influence sur l'année.
3 voyages HK
2 voyages ST
4 voyages STP
9 voyages KP

KPI :
1 post - 1 reel - daily story par voyage
16M de views au total - 86k interactions (0.53%)

FRANCE

3		16'062'138
MarketingActivities	*Circulation*	*Contacts*

GERMANY

Title
KMM: Newsletter Bees & Friends

Instrument
KMM

Circulation
1800

Date from - to
20/05/2025 – 20/05/2025

Marketing Tool
Media Release

Contacts
1800

Activity
Opening Rate: 30% I Click Rate: 3,87%

http://clippings.switzerlandtourism.ch/FRA/2025/20250520160551_PM_BeesFriends_20052025.pdf

Title
C&A: Guerilla Aktion für Bees&Friends (HoKo)

Instrument
Campaigning & Activation

Circulation

Contacts
442500

Date from - to
20/06/2025 – 26/06/2025

Marketing Tool
OOH incl. Digital OOH

Activity
5800 Steckschilder (vier Motive) wurden in einer Guerlla-Aktion (Agentur Edgar, Hamburg) in Grünflächen der folgenden Städte gesteckt:

- Hamburg
- Potsdam
- Frankfurt
- Düsseldorf

Die Auswahl der Städte und öffentlicher Grünflächen erfolgte auf Erfahrungswerten und demografischen Kriterien (Einkommen etc.).

http://clippings.switzerlandtourism.ch/FRA/2025/20250717111307_Reporting_SchweizTourismus_.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250717111336_011_25f_01_werbemittel_hotel25_plakat_tiny_150x300_RZ01.pdf

Title
Add-On: Hotel-Gewinnspiel auf OUTSIDEstories

Instrument
Campaigning & Activation

Circulation
15000

Date from - to
01/06/2025 – 30/06/2025

Marketing Tool
eNewsletter

Contacts
15000

Activity
Auf der Plattform OUTSIDEstories wurde ein Gewinnspiel für den Schweizerhof Lenzerheide umgesetzt.
Gewinnspiel wurde integriert im Aktiv-Ratgeber zur Lenzerheide und im Newsletter-Beitrag (Unterwegstipp Lenzerheide).

GERMANY

3	16'800	459'300
MarketingActivities	*Circulation*	*Contacts*

INDIA

Title
KAM: Switzerland Travel Mart (STM) 2025

Instrument
Campaigning & Activation

Circulation

Contacts
15

Date from - to
19/09/2025 – 25/09/2025

Marketing Tool
Event/Fair/Workshop

Activity
- 19th - 25th Sep 2025
Marque event in Switzerland co-hosted by Switzerland Tourism, Swiss Travel System and Swiss International Air Lines
- 15 key leisure buyers from India got an opportunity to meet / interact / network with 350+ Swiss suppliers (representing various destinations, attractions, excursions, transport companies, airlines, hotels, DMCs, etc.) over pre-fixed One-to-One meetings and various social programs
- Pre-tours: 19th - 21st Sept 2025
- Workshop in Zermatt: 21st - 25th Sept 2025

http://clippings.switzerlandtourism.ch/BOM/2025/20251216153927_STM_Reporting_Slide.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251216154459_STM_2025_SaveTheDate.pdf

Title
KAM: ST Sales Manual 2025 - “Swisspiration Magazine”

Instrument
KAM

Circulation

Contacts
1500

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
Other...

Activity
- Redesigned B2B Brochure / Sales Manual

- New avatar and New Name - “Swisspiration Magazine”

- Content integration

- Partner Ads

- Link to download e-copy:

http://clippings.switzerlandtourism.ch/BOM/2025/20251216160542_Swisspiration_Magazine_2025_-_2026_-_e-copy.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251216161054_Sales_Manual_Slides.pdf

Title
KAM: ST India LinkedIn Page New Followers

Instrument
KAM

Circulation

Contacts
2781

Date from - to
01/01/2025 – 31/12/2025

Marketing Tool
Other...

Activity
ST India started the LinkedIn page in order to update the travel trade about our activities in the market as well as give them relevant information / news about our various touristic offerings.

Year on year the no. of followers has been growing.

http://clippings.switzerlandtourism.ch/BOM/2026/20260105110130_Screenshot_2026-01-05_at_10.55.17.png

INDIA

3		4'296
MarketingActivities	*Circulation*	*Contacts*

ITALY

Title
Campaigning & Activation: Swiss Bike Corner - branded pop-up store

Instrument
Campaigning & Activation

Circulation

Contacts
1000

Marketing Tool
Event/Fair/Workshop

Date from - to
06/05/2025 – 18/05/2025

Activity
Period: 06 - 18.05.2025
What: Setup of a Swiss Bike Corner in the Rossignoli pop-up store, a well established bicycle shop in Corso Garibaldi, the historic city center of Milano.
How: Design of the Store Windows of Rossignoli shop and pop-up store, an exhibition wall with partner objects, a botanicum bar in collaboration with Appenzeller Huus, lounge and kids area, digital GToS table, workingplaces for workshops , a selfie point with a large picture on the wall and a branded bicycle on a real meadow
Activites: Promotion of partner offers, distribution of promotional material, competition to acquire newsletter subscribers, tasting of wormwood and tea, talk
Partners: Bern City, Neuchatel, Ticino, MRAG, RhB, BMC, Appenzeller Huus

Title
Campaigning & Activation: Swiss Bike Corner - Distribution newspaper

Instrument
Campaigning & Activation

Circulation
3000

Contacts
9000

Marketing Tool
ST Magazine

Date from - to
06/05/2025 – 18/05/2025

Activity
Period: 06 - 18.05.2025
What: Production of a newspaper to promote Swiss Bike Corner, partner content, SwitzerlandMobility, Bike Hotels and distribution in Corso Garibaldi, the historic city center of Milano and Virgin Active Clubs in Lombardy
Partners: Bern City, Neuchatel, Ticino, MRAG, RhB

Title
Campaigning & Activation: Ciclotourismo Fair in Bologna - Sheet in the catalogue

Instrument
Campaigning & Activation

Circulation

Contacts
150000

Marketing Tool
Native Advertisement Paid

Date from - to
24/03/2025 – 28/04/2025

Activity
Period: 28.03. - 06.04.2025
What: Dedicated sheet in the exhibitor catalogue on the trade fair website.
Partners: Ticino, Eurotrek

Link: Link: https://fieradelcicloturismo.it/svizzera-in-bici-idee-e-itinerari-per-pedalare-in-canton-ticino/

http://clippings.switzerlandtourism.ch/MIL/2025/20250509132400_Screenshot_2025-05-09_at_13.23.50.png

Title
Campaigning & Activation: Swiss Bike Corner - Virgin Active Clubs Lombardy - DEM

Instrument
Campaigning & Activation

Circulation
117063

Marketing Tool
eNewsletter

Contacts
117063

Date from - to
28/04/2025 – 28/04/2025

Activity
Date: 28.04.2025
What: DEM to Virgin Active Club newsletter subscribers to promote bike holidays in Switzerland and Swiss Bike Corner, linked to swissbikecorner landingpage
Partners: Bern City, Neuchatel, Ticino, MRAG, RhB
results: circulation 117.063, opening rate 47,32%, unique opens 55’393, total opens 83.769, adjusted opens 40.769, click rate 0,58%, unique clicks 705, total clicks 859

http://clippings.switzerlandtourism.ch/MIL/2025/20250520160833_Screenshot_2025-05-20_at_16.01.35.png

Title
Campaigning & Activation: Swiss Bike Corner - dedicated landingpage

Instrument
Campaigning & Activation

Circulation

Contacts
3866

Marketing Tool
Website

Date from - to
06/05/2025 – 18/05/2025

Activity
Period: 06 - 18.05.2025
What: Dedicated Landingpage to promote the activity and partner contents
Engagement Rate 73%
Partners: Bern City, Neuchatel, Ticino, MRAG, RhB

Title
KMM: Media newsletter RF Autumn

Instrument
KMM

Circulation
1800

Marketing Tool
Media Release

Contacts
1800

Date from - to
09/09/2025 – 09/09/2025

Activity
Date: 09.09.25
Topics: Autumn campagin with Roger Federer and Halle Berry
Partner: Travel Switzerland, Luzern
Contatct: 1800

Link: https://newsletter.gadmin.ch/campaigns/reports/viewCampaign.aspx?d=r&c=357B94C62135C561&ID=83865601C67C05C72540EF23F30FEDED&temp=False&tx=0&source=Report

ITALY

6	121'863	282'729
MarketingActivities	*Circulation*	*Contacts*

MULTIPLE MARKETS

Title
Accommodation_Grand TRAIN Tour of Switzerland: Additional Promotion 25

Date from - to
01/05/2025 – 31/10/2025

Activity

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
13095077

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Dreaming HQ

Date from - to
26/05/2025 – 30/06/2025

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year’s hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128140848_ST_Reporting_Hoteldachkampagne25.pdf

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
55483615

Title
SEA Activities Hotels

Date from - to
01/01/2025 – 31/12/2025

Activity
SEA yearly campaign, accommodation keywords. Markets: CH, IT, DE, AU, FR, UK, ES, NL, BeNe, USA

Instrument
Campaigning & Activation

Marketing Tool
SEA

Circulation

Contacts
33331206

Title
Hotel Umbrella Campaign 2025 Bees & Friends - SEA HQ

Date from - to
28/05/2025 – 04/06/2025

Instrument
Campaigning & Activation

Marketing Tool
SEA

Circulation

Contacts
17323640

Activity
SEA for the hotel umbrella campaign “Bees & Friends” in the markets UK, FR, DE, CH

Title
Always on Hotels META

Date from - to
01/01/2025 – 31/12/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
213226051

Activity
META Always on for all 9 hotelcooperations.

Title
Kooperationskampagne Bike Hotels and Lodgings

Date from - to
01/03/2025 – 30/09/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
6222647

Activity

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ

Date from - to
28/05/2025 – 29/06/2025

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
10570725

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year’s hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Social Organic HQ

Instrument
Campaigning & Activation

Marketing Tool
Social Media Organic

Circulation

Contacts
833849

Date from - to
20/05/2025 – 31/07/2025

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year's hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128141107_ST_Reporting_Hoteldachkampagne25.pdf

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Overall Website HQ

Instrument
Campaigning & Activation

Marketing Tool
Website

Circulation

Contacts
320302

Date from - to
20/05/2025 – 31/07/2025

Activity
Hotels for truly every need.

On 20 May (World Bee Day), we launched this year's hotel campaign Bees & Friends. This initiative aims to position Switzerland Tourism as a trusted accommodation specialist by placing «Hotels and Lodgings recommended by ST» at the heart of our messaging.

Distribution strategy & results
For this campaign, we adopted an insight-driven approach designed to resonate across all channels and implemented the learnings of the 2024 umbrella campaign. The creatives were tailored to suit each platform. For the paid distribution, we prioritised YouTube to

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128141204_ST_Reporting_Hoteldachkampagne25.pdf

MULTIPLE MARKETS

9		350'407'112
MarketingActivities	*Circulation*	*Contacts*

NORTH AMERICA

Title
KAM: Webinar with Jungfrau Railways

Instrument
KAM

Marketing Tool
Webinar

Circulation

Contacts
168

Date from - to
24/07/2025 – 24/07/2025

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Jungfrau Railways and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 168

http://clippings.switzerlandtourism.ch/NYC/2025/20250805135447_20250724_JungfrauRailways.xlsx

Title
KAM: Webinar with Lucerne

Instrument
KAM

Circulation

Contacts
127

Date from - to
18/09/2025 – 18/09/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Lucerne and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 127

http://clippings.switzerlandtourism.ch/NYC/2025/20250929110840_20250918_Lucerne.xlsx

Title
KAM: Webinar with Jungfrau Region

Instrument
KAM

Circulation

Contacts
128

Date from - to
30/10/2025 – 30/10/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Jungfrau Region and a Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 128

http://clippings.switzerlandtourism.ch/NYC/2025/20251103155727_20251030_JungfrauRegion.xlsx

Title
KAM: Webinar with Trade webinar with LAAX

Instrument
KAM

Circulation

Contacts
43

Date from - to
04/12/2025 – 04/12/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from LAAX and a Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 43

http://clippings.switzerlandtourism.ch/NYC/2025/20251208153944_20251204_LAAX.xlsx

Title
KAM: Webinar with Trade webinar with Davos

Instrument
KAM

Circulation

Contacts
104

Date from - to
18/12/2025 – 18/12/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Davos and a Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 104

http://clippings.switzerlandtourism.ch/NYC/2025/20251223121831_20251218_Davos.xlsx

Title
Campaigning and Activation - Times Square Billboard 2025 - various creatives

Instrument
Campaigning & Activation

Circulation

Contacts
174720000

Marketing Tool
OOH incl. Digital OOH

Date from - to
01/01/2025 – 31/12/2025

Activity
Different creatives sent by HQ have been displayed at the corner of 46th & 7th Ave which can be seen from all angles of the highly frequented Times Square.
With this top-funnel awareness activity we mainly addressed Americans (tourists from all over the country) with all sorts of creatives.

http://clippings.switzerlandtourism.ch/NYC/2026/20260120161612_2025_MASTER_TimesSquareBillboard.pdf

NORTH AMERICA	**6**		**174'720'570**
	MarketingActivities	*Circulation*	*Contacts*

SPAIN

Title
C&A: Pipper on Tour, Suiza con perro

Instrument
Campaigning & Activation

Circulation

Contacts
6400000

Marketing Tool
Ambassador/Influencer

Date from - to
28/04/2025 – 11/07/2025

Activity
- In Spain there are 11 million families with dogs (more than children, 8 million) and we managed to create this successful campaign with great engagement.
- Our ambassador, Pipper, travelled with a «Dog Pass» through the regions of LU, FR & ZH.
- The campaign had a great impact with on and offline activities: SoMe organic content, large content on Pipper's blog, distribution of 100K printed brochures to 1'524 Spanish pet stores followed by a powerful Meta campaign (3.2M) to make switzerland.com/suizaconperro go viral.
- In total, more than 70K users visited the microsite, reading the digital booklet, watching the 4-video summary of the trip and participating in a raffle to win a trip.
- Contest's participants (more than 7K) were very proud to share a picture of their puppies on IG's stories, reaching community of

SPAIN	**1**		**6'400'000**
	MarketingActivities	*Circulation*	*Contacts*

SWITZERLAND

Title
Campaigning: Newsnet. Bike Hotels. 1. Welle.

Instrument
Campaigning & Activation

Circulation

Contacts
1470797

Date from - to
12/05/2025 – 18/05/2025

Marketing Tool
Native Advertisement Paid

Activity
Newsnet de & fr

http://clippings.switzerlandtourism.ch/ZRH/2025/20250523094151_Bike-Abenteuer_Basler_Zeitung.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250523094631_Bike-Abenteuer_Berner_Zeitung.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250523094701_Bike-Abenteuer_Der_Bund.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250523100601_Laventure_a_velo_24_heures.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250523100631_Laventure_a_velo_Le_Matin.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250523100651_Laventure_a_velo_Tribune_de_Geneve.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250523100717_Bike-Abenteuer_Tages_Anzeiger.pdf

Title
Campaigning: Newsnet. Bike Hotels. 2. Welle.

Instrument
Campaigning & Activation

Circulation

Contacts
1449665

Date from - to
25/08/2025 – 31/08/2025

Marketing Tool
Native Advertisement Paid

Activity
Newsnet de & fr

de: 796.531 PIs, 11.527 Klicks
fr: 653.134 PIs, 5.134 Klicks
TOTAL:1.449.665 PIs, 16.661 Klicks

http://clippings.switzerlandtourism.ch/ZRH/2025/20250822143027_24heures.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250822143054_LeMatin.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250822143109_Tribune_de_Ge.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250822143128_Basler_Zeitung.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250822143149_BZ.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250822143203_Der_Bund.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250822143222_TA.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250825100451_SoMe_Post_newsnet_de.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250825100520_SoMe_Post_newsnet_fr.png

Title
Campaigning: SonntagsZeitung Ausflugstipp. Bike Hotels.

Instrument
Campaigning & Activation

Circulation
904000

Marketing Tool
Placement Paid

Contacts
904000

Date from - to
25/05/2025 – 10/08/2025

Activity

2 Publikationen à 452.000 Leser:
25.05.2025
10.08.2025

http://clippings.switzerlandtourism.ch/ZRH/2025/20250526073423_Screenshot_2025-05-26_at_07.32.00.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250811084705_SoZ_10.08.png

Title
Campaigning: RAW Marktplatz - Hit Guide

Instrument
Campaigning & Activation

Circulation

Contacts
2208000

Date from - to
01/03/2025 – 31/12/2025

Marketing Tool
Native Advertisement Paid

Activity
Integation von ST auf RailAway Marktplatz

Freizeitmagazin (Hit Guide)
Integration von Kampagnen, Hotel, Content, Angebote etc.

Print:

8 x Hit Guide:
Circ. 61’000 (DE 45'000 / FR 13'000 / IT 3‘000)

http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091451_401_25b_01_fly_railaway_hitguide_hotelgastro_juni_f.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091618_401_25b_01_fly_railaway_hitguide_hotelgastro_juli_i.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091706_Screenshot_2025-07-15_at_09.16.57.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091740_Screenshot_2025-07-15_at_09.17.30.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091833_Screenshot_2025-07-15_at_09.18.15.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715091951_Screenshot_2025-07-15_at_09.19.23.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251104153307_401_25b_01_fly_railaway_hitguide_hotelgastro_11_november_d.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20251104153402_401_25b_01_fly_railaway_hitguide_hotelgastro_12_dezember_f.pdf

Title
Coop Kooperation: Mai

Instrument
Campaigning & Activation

Circulation
3354000

Date from - to
23/05/2025 – 23/05/2025

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main topic: Hotel campaign – Tiny Hotels; Listicle: Hotel recommendations; Hotel tip: Hotel cooperations.

Languages: DE, FR, IT

http://clippings.switzerlandtourism.ch/ZRH/2025/20250526131542_KW_21_STxCoop_DE_final.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250526131625_KW_21_STxCoop_FR_final.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250526131638_KW_21_STxCoop_IT_final.pdf

Title
Coop Kooperation: August 02

Instrument
Campaigning & Activation

Circulation
3354000

Date from - to
21/08/2025 – 21/08/2025

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main Topic: Glacier Bike Tour; Listicle: Bike tours with culinary experiences in Baselland, Appenzell, Lavaux Entlebuch; Hoteltip: Bike Hotels and Lodgings.

Languages: DE, FR, IT

http://clippings.switzerlandtourism.ch/ZRH/2025/20250825110653_2108_2534CZ40_SCHWEIZTOURISMUS.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250825110951_20250729_Cooperazione_34-2025.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250825111030_Cooperation_kw34_ST.pdf

Title
Campaigning: Bergwelten. 02/2025. ST.

Instrument
Campaigning & Activation

Circulation
343571

Date from - to
20/03/2025 – 20/03/2025

Marketing Tool
Placement Paid

Contacts
343571

Activity
Print: 40.000 Ex. Auflage / 120.000 Leser
Online: 735.000 Users/Monat

20.03. - ST
Online Advertorial: 150.000 PIs, 2.569 Page Views, 267 Klicks
SoMe: 71.002 Views, 674 Klicks
Magazin: 120.000 Leser
Total 343.571 Kontakte, 941 Engagements

http://clippings.switzerlandtourism.ch/ZRH/2025/20250220104144_0320_BW.pdf

Title
Campaigning: NZZ am Sonntag Magazin. Frühling.

Instrument
Campaigning & Activation

Circulation
987000

Marketing Tool
Placement Paid

Contacts
987000

Date from - to
04/05/2025 – 04/05/2025

Activity
6-seitiges Advertorial im NZZ am Sonntag Magazin.
Inhalte online auf NZZ Bellevue.

1 Seite MOB
1 Seite Hotelmarketing
4 Seiten ST Content

http://clippings.switzerlandtourism.ch/ZRH/2025/20250505095501_20250504_NZZaSM_Schweiz_Tourismus_Ansicht.pdf

Title
Hoteldachkampagne Bees & Friends - APG OOH

Instrument
Campaigning & Activation

Circulation

Contacts
11547000

Date from - to
20/05/2025 – 02/06/2025

Marketing Tool
OOH incl. Digital OOH

Activity
OOH, total 113 Flächen in folgenden Städten.
Total Kontakte 11’547’000

DE-CH: t
- Aarau
- Basel
- Bern
- Biel/Bienne

Title
Hoteldachkampagne Bees & Friends - RonOrp

Date from - to
02/06/2025 – 09/06/2025

Activity
Spotlight NL “Gästebuch der Tiere”
- Empfänger 183’434
- Öffnungsrate 45’58%
- Clicks 2009

Sponsored Story
- Clicks Total 7’744 (DE 6589, FR 1155)

Newsletter Ads

Instrument
Campaigning & Activation

Marketing Tool
Display & Programmatic Paid

Circulation

Contacts
390836

Title
Campaigning: NZZ am Sonntag Magazin. NZZ Bellevue. Frühling.

Date from - to
04/05/2025 – 04/05/2025

Activity
6-seitiges Advertorial im NZZ am Sonntag Magazin.
Inhalte online auf NZZ Bellevue.

1 Seite MOB
1 Seite Hotelmarketing
4 Seiten ST Content

Anzahl Ad Impressions im NZZ Umfeld: 1'111'364
Klicks: 2'449

http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113419_NZZBellevue_Story_1.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113503_NZZ_Bellevue_Story_2.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113540_NZZ_Bellevue_Story_3.pdf

Instrument
Campaigning & Activation

Marketing Tool
Native Advertisement Paid

Circulation

Contacts
1408702

Title
Accommodation_Grand Tour of Switzerland: Additional Promotion 25

Date from - to
01/05/2025 – 31/10/2025

Activity
Zusatzpromotion Touring:
Unterkünfte entlang der Grand Tour of Switzerland
- Werbeanzeigen auf Meta
- Kommissionsfreie Angebote auf Switzerland.com
- Filter auf Switzerland.com, SwitzerlandPro, App
- Dedizierte Landing Page Switzerland.com

Laufzeit 01.05.25 - 31.10.25

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
26106277

Title
Outdoor Standalone NL August

Instrument
Campaigning & Activation

Circulation
101153

Date from - to
22/08/2025 – 22/08/2025

Marketing Tool
eNewsletter

Contacts
101153

Activity
Content:

- Outdoor activities in general
- Hiking
- Culinary Grand Tour
- Bike Hotels
- Transa outdoor advice

Delivery in German, French & English

http://clippings.switzerlandtourism.ch/ZRH/2025/20250901091353_2025_08_22_Outdoor_Standalone.png

SWITZERLAND	**13**	**9'043'724**	**53'625'001**
	MarketingActivities	*Circulation*	*Contacts*

UK/IRELAND

Title
C&A: Hotelcampaign bees & friends x Country & Townhouse: print campaign

Instrument
Campaigning & Activation

Circulation

Contacts
150000

Marketing Tool
Native Advertisement Paid

Date from - to
25/07/2025 – 22/08/2025

Activity
Content partnership with Country & Townhouse
Premium lifestyle/travel media
Audience:
Age 28-56, ABC1 ñ 99%, F:61%/ M:39%
Social: 130k/ 200k readership
Monthly visits: 1m/ monthly uniques: 700k

This integrated partnership spans print, digital, and social channels, positioning Switzerland as a global leader in sustainable tourism while raising awareness around the importance of bee conservation and promoting Switzerland’s diverse hotel experiences.

http://clippings.switzerlandtourism.ch/LON/2025/20250909142939__Switzerland_Tourism_.pdf

Title
C&A: Hotelcampaign bees & friends x Country & Townhouse: online campaign

Instrument
Campaigning & Activation

Circulation

Contacts
99288

Marketing Tool
Content Collaboration Digital

Date from - to
25/06/2025 – 22/08/2025

Activity
Content partnership with Country & Townhouse
Premium lifestyle/travel media
Audience:
Age 28-56, ABC1 ñ 99%, F:61%/ M:39%
Social: 130k/ 200k readership
Monthly visits: 1m/ monthly uniques: 700k

This integrated partnership spans print, digital, and social channels, positioning Switzerland as a global leader in sustainable tourism while raising awareness around the importance of bee conservation and promoting Switzerland's diverse hotel experiences.

http://clippings.switzerlandtourism.ch/LON/2025/20250909145333_Honey_Trap_Switzerlands_Best_Bee_Friendly_Hotels.pdf
http://clippings.switzerlandtourism.ch/LON/2025/20250909145410_Whats_All_The_Buzz_About_Switzerlands_Bee_Campaign.pdf

Title
C&A: Hotelcampaign bees & friends x Country & Townhouse: display campaign

Instrument
Campaigning & Activation

Circulation

Contacts
124992

Marketing Tool
Display & Programmatic Paid

Date from - to
25/06/2025 – 22/08/2025

Activity
Content partnership with Country & Townhouse
Premium lifestyle/travel media
Audience:
Age 28-56, ABC1 ñ 99%, F:61%/ M:39%
Social: 130k/ 200k readership
Monthly visits: 1m/ monthly uniques: 700k

This integrated partnership spans print, digital, and social channels, positioning Switzerland as a global leader in sustainable tourism while raising awareness around the importance of bee conservation and promoting Switzerland's diverse hotel experiences.

http://clippings.switzerlandtourism.ch/LON/2025/20251217131751_011_25s_05_werbemittel_hotel25_assets_uk_300x250_2.jpg.pdf
http://clippings.switzerlandtourism.ch/LON/2025/20251217131829_011_25s_05_werbemittel_hotel25_assets_uk_300x600.jpg.pdf

Title
C&A: Hotelcampaign bees & friends x Country & Townhouse: social campaign

Instrument
Campaigning & Activation

Circulation

Contacts
358000

Marketing Tool
Social Media Paid

Date from - to
25/06/2025 – 22/08/2025

Activity
Content partnership with Country & Townhouse
Premium lifestyle/travel media
Audience:
Age 28-56, ABC1 ñ 99%, F:61%/ M:39%
Social: 130k/ 200k readership
Monthly visits: 1m/ monthly uniques: 700k

This integrated partnership spans print, digital, and social channels, positioning Switzerland as a global leader in sustainable tourism while raising awareness around the importance of bee conservation and promoting Switzerland's diverse hotel experiences.

http://clippings.switzerlandtourism.ch/LON/2025/20250909150223_Screenshot_2025-06-25_at_08.45.27.png
http://clippings.switzerlandtourism.ch/LON/2025/20250909150253_Screenshot_2025-08-22_at_16.04.13.png
http://clippings.switzerlandtourism.ch/LON/2025/20250909150321_Screenshot_2025-06-25_at_08.45.41.png

UK/IRELAND	**4** *MarketingActivities*		**732'280** *Contacts*
Grand Total over ALL	**56** *MarketingActivities*	**9'307'382** *Circulation*	**627'458'495** *Contacts*

MediaResultsCentral

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

BRAZIL

29.12.2025	Robb Report	Magazine	**I'm going by bike – an electric one!** *Nunes Gonçalves Daniel*	25'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/Vou_de_bike__eletrica_1.pdf*
ResultURL: *https://extranet.cservice.io/viewnews.html?newsId%3d81777810%26channelId%3d1526%26customerId%3dLHyf49wa5WPC80umJ%2b5h4A%3d%3d%26newsletterId%3d0ad5f7c3-a5a0-420e-a88d-cf1e5732be43*

BRAZIL: 1 Clippings			25'000	62'500

FRANCE

03.01.2025	Yonder	Online	**On a testé l'Hôtel des Horlogers, un joyau d'Audemars Piguet** *Maurice Alain*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/On_a_teste_lHotel_des_Horlogers_un_joyau_dAudemars_Piguet.pdf*
ResultURL: *https://www.yonder.fr/hotels/hotels-du-mois/on-a-teste-hotel-horlogers-suisse*

03.01.2025	VOYAGE DE LUXE	Magazine	**Un écrin « Swiss Made »** *Maurice Alain*	42'500	125'375

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Voyage_de_Luxe_101.pdf.pdf*
ResultURL:

30.01.2025	LE POINT	Magazine	**Des trains au sommet** *BAUSSAY Céline*	209'496	1'634'069

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/STYLE_Voyages_Trains_montagne.pdf*
ResultURL:

30.01.2025	MSN	Online	**Et si vous embarquiez dans des trains de rêve** *BAUSSAY Céline*	10'000'000	330'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Et_si_vous_embarquiez_dans_des_trains_de_reve.pdf*
ResultURL: *https://www.msn.com/fr-fr/lifestyle/voyage/et-si-vous-embarquiez-dans-des-trains-de-rêve/ar-AA1ydS34*

30.01.2025	LE POINT - Online	Online	**Des trains au sommet** *BAUSSAY Céline*	6'784'931	1'696'233

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Et_si_vous_embarquiez_dans_des_trains_de_reve_en_Suisse_pour_en_prendre_plein_les_yeux.pdf*
ResultURL: *https://www.lepoint.fr/voyages/et-si-vous-embarquiez-dans-des-trains-de-reve-en-suisse-pour-en-prendre-plein-les-yeux-01-02-2025-2581280_44.php#11*

23.08.2025	FEMME ACTUELLE	Magazine	**Road-trip au fil du Rhône** *LACOUR Thierry*	525'057	3'617'643

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/FA._2135_Au_fil_du_Rhone_en_Suisse.pdf*
ResultURL:

29.08.2025	GEO.FR - GEO ONLINE	Online	**3 jours pour visiter la région Jura et Trois-Lacs en Suisse** *JENICOT Juliette*	3'471'978	867'995

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/3_jours_pour_visiter_la_region_Jura_et_Trois-Lacs_en_Suisse_-_Geo.fr.pdf*
ResultURL: *https://www.geo.fr/voyage/3-jours-pour-visiter-la-region-jura-et-trois-lacs-en-suisse-228252*

29.08.2025	portail.free.fr - Free online	Online	**3 jours pour visiter la région Jura et Trois-Lacs en Suisse** *JENICOT Juliette*	706'651	176'663

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/3_jours_pour_visiter_la_region_Jura_et_Trois-Lacs_en_Suisse.pdf*
ResultURL: *https://portail.free.fr/actualites/monde/3-jours-pour-visiter-la-region-jura-et-trois-lacs-en-suisse/*

06.10.2025	Les Boomeuses	Online	**Gstaad : la fashon week des vaches** *DREYFUS Evelyne*	120'000	30'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Gstaad_la_desalpe-tourisme-les_boomeuses.pdf*
ResultURL: *https://lesboomeuses.com/a-la-une/gstaad-la-fashion-week-des-vaches/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
13.11.2025	ROUTARD.COM - LE ROUTARD ONLINE	Online	**La Suisse, au pays des montres et des horloges** *DAMIANI Jean-Philippe*	5'500'000	1'375'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/La_Suisse_au_pays_des_montres_et_des_horloges.pdf*
ResultURL: *https://www.routard.com/fr/mag/reportage/a/la-suisse-au-pays-des-montres-et-des-horloges*

13.11.2025	ROUTARD.COM - LE ROUTARD ONLINE	Online	**Newsletter - La Suisse, au pays des montres et des horloges** *DAMIANI Jean-Philippe*	100'000	100'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/fQ_xZvVo7LdYaX_PwgkWI8EMHM00YQpBbTb0QufIepb1nIrtMl1m4iaFZTNB7sN_YNwoL2Q87kKGOcn9dyF-yGZrXbGxg9lo-6u5fgpu3GXQTXjFaayFIuHIdvwiA4S2xmtlokWVnTdnG3NpdtPikAWWe-vnmCudyJiaSU2TainueIiFISt3BjMXJODUe4cSXuU52bJRYkCP6NLQfNguZ-rTLOI4FJw4aAVabpikpWW0X4Q.pdf*
ResultURL:

			FRANCE: 11 Clippings	27'710'613	10'015'478

ITALY

20.01.2025	liberoquotidiano.it	Online	**Gstaad Palace - Un secolo di lusso ed eleganza nelle Alpi Svizzere (1 pagina)** *Colonna Orchidea*	71'917	503'419

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/20.01.2025_liberoquotidiano.it_Gstaad-Palace.pdf*
ResultURL: *https://www.liberoquotidiano.it/articolo_blog/blog/orchidea-colonna/41402601/gstaad-secolo-lusso-eleganza-alpi-svizzere.html*

23.01.2025	Cook (suppl. Corriere della Sera)	Magazine	**Cresta Palace Celerina (1 traf.)** *Romagnoli Valentina*	1'728'000	1'728'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/23.01.2025_Corriere_della_Sera_Cresta-Palace.pdf*
ResultURL:

03.03.2025	viaggiarenews.com	Online	**Cresta Palace Celerina (1 pagina)** *Rubinetto Anna*	1'700	1'700

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/03.03.2025_viaggiarenews.com_Cresta_Palace.pdf*
ResultURL: *https://www.viaggiarenews.com/2025/03/cresta-palace-celerina-esperienza-gourmet-e-relax-tra-le-montagne-dellengadina/*

03.03.2025	gaeta.it	Online	**Cresta Palace Celerina (1 pagina)** *Rossi Laura*	124'000	31'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/03.03.2025_Gaeta.it_Cresta_Palace.pdf*
ResultURL: *https://www.gaeta.it/cresta-palace-celerina-un-rifugio-invernale-per-gourmet-nel-cuore-dellengadina*

10.03.2025	sensidelviaggio.it	Online	**Cresta Palace Hotel a Celerina (1 pagina)** *Conti Mario*	384	2'688

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/10.03.2025_sensidelviaggio.it_Cresta_Palace.pdf*
ResultURL: *https://www.sensidelviaggio.it/cresta-palace-hotel-a-celerina-lart-nouveau-in-engadina/*

11.03.2025	ilgiornale.it	Online	**Gstaad Palace (1 pagina)** *Grimaldi Veronica*	12'000	84'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/11.03.2025_ilgiornale.it_Gstaad.png*
ResultURL: *https://www.ilgiornale.it/news/viaggi/vacanze-indimenticabili-hotel-imperdibili-dove-soggiornare-2450050.html*

26.06.2025	ttgitalia.com	Online	**Svizzera: nuovo general manager per lo storico Cresta Palace Celerina (1p)**	44'225	11'056

ClippingsURL:
ResultURL: *https://www.ttgitalia.com/hotel/svizzera-nuovo-general-manager-per-lo-storico-cresta-palace-celerina-DL24493404*

01.12.2025	Gentleman	Magazine	**Let it Snow: Villa Klainguti a Celerina, gestita dal Suvretta Palace (1/3p)** *Barbarani Giada*	157'842	394'605

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/0112_LetitSnow_Celerina.pdf*
ResultURL:

15.12.2025	milanofinanza.it	Online	**I migliori resort per vacanze di Natale: Villa Klainguti dell'Hotel Cresta Palace di Celerina (1/2p)** *Barbarani*	8'804'000	2'201'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/251215_milanofinanza.it_Cresta_Palace_Celerina.pdf*
ResultURL: *https://www.milanofinanza.it/news/vacanze-di-natale-i-migliori-resort-da-scoprire-202512151448185830*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			ITALY: 9 Clippings	10'944'068	4'957'468

NETHERLANDS

20.07.2025	TheHike.nl - TheBike.nl - TheOutdoors.nl	Blog	**Ontdekt de Alpes Vaudoises op de gravelbike** *Paul Kaz*	60'000	15'000

ClippingsURL:
ResultURL: *https://www.thebike.nl/alpes-vaudoises-gravelbike-zwitserland/?_gl=1*19l4eah*_gcl_au*MTg5MDMzMzkyNS4xNzYzMzkxOTc1*

02.10.2025	Mountain Bike Plus	Magazine	**Op jacht naar het shot in de Zwitserse Alpen** *Deunhouwer André*	14'500	36'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/AMS/2025/AMSClip07410.pdf*
ResultURL:

03.11.2025	Wereldreizigers.nl	Blog	**Zomer in Zwitserland: de mooiste plekken rond Spiez en Interlaken** *van de Broek - Thomassen Malou*	66'000	16'500

ClippingsURL:
ResultURL: *https://wereldreizigers.nl/europa/zwitserland/zomer-zwitserland-mooiste-plekken-spiez-interlaken/*

			NETHERLANDS: 3 Clippings	140'500	67'750

NORTH AMERICA

07.01.2025	forbes .com	Online	**More Skiing, Less Money: Why You Should Ski Or Snowboard In Europe** *Olmsted Larry*	94'400'000	23'600'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250107_Forbes_Olmsted.pdf*
ResultURL: *https://www.forbes.com/sites/larryolmsted/2025/01/07/more-skiing-less-money-why-you-should-ski-or-snowboard-in-europe/*

08.01.2025	SNOW Magazine .com	Online	**Mountain Diaries: 72 Hours In Laax, Switzerland** *Mastarciyan Michael*	1'250	313

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250108_SnowMagazine_Mastarciyan.pdf*
ResultURL: *https://thesnowmag.com/mountain-diaries-72-hours-in-laax-switzerland/*

23.01.2025	Vogue .com	Online	**Why You Should Skip Gstaad and Visit the Fairytale Village of Saanen Instead** *Mendal Monica*	9'840'000	2'460'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250123_Vogue_Mendal.pdf*
ResultURL: *https://www.vogue.com/article/saanen-switzerland-guide*

29.06.2025	Travel + Leisure .com	Online	**This Idyllic Resort Town in Switzerland Has a Cheese Grotto, a Country Music Festival, and an Incredible Summer Season** *Mansel Lydia*	10'700'000	2'675'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250629_TravelandLeisure_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/gstaad-switzerland-11753659*

29.06.2025	msn.com	Online	**This Idyllic Resort Town in Switzerland Has a Cheese Grotto, a Country Music Festival, and an Incredible Summer Season** *Mansel Lydia*	104'000'000	13'000'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250629_MSN.com_Mansel*
ResultURL: *https://www.msn.com/en-us/travel/news/this-idyllic-resort-town-in-switzerland-has-a-cheese-grotto-a-country-music-festival-and-an-incredible-summer-season/ar-AA1HDjBM*

21.07.2025	Fortune	Magazine	**For The Watch Lover Who Has Everything, A Visit To The Source** *Erace Adam*	858'600	2'575'800

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250721_Fortune_Erace.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
24.07.2025	Fortune .com	Online	**Inside the world of 'timepiece tourists,' who spend tens of thousands of dollars on luxury watch-themed vacations** *Erace Adam*	13'100'000	3'275'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250724_Fortune_Erace.pdf*
ResultURL: *https://fortune.com/2025/07/24/luxury-tourism-timepiece-watches-vacations-luxury/*

01.09.2025	Ski Canada Magazine	Magazine	**Something for everyone** *MacMillan Iain*	100'000	300'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250901_SkiCanada_MacMillan.pdf*
ResultURL:

05.10.2025	TMR Quebec .com	Online	**TMR Canada en Suisse romande : vignobles, châteaux et agrotourisme au programme** *Maisonneuve Catherine*	60'000	15'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251005_TMRQuebec_Maisonneuve.pdf*
ResultURL: *https://www.tmrquebec.ca/destinations/articles/tmr-canada-en-suisse-romande-vignobles-chateaux-et-agrotourisme-au-programme*

08.10.2025	TMR Travel Market Report Canada .com	Online	**TMR Canada in Switzerland : Much More Than a Ski Destination** *Maisonneuve Catherine*	61'300	12'260

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251008_TMRCanada_Maisonneuve.pdf*
ResultURL: *https://www.travelmarketreport.com/canada/destinations/articles/tmr-canada-in-switzerland-much-more-than-a-ski-destination*

26.10.2025	IG @Catherinepeachh	Social Media/Influencer	**Mes incontournables en Suisse**	*Paquin Catherine*	306'000	75'600

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251026_IG_Paquin.mp4*
ResultURL: *https://www.instagram.com/p/DQSWAS-kgvf/*

28.10.2025	IG @sebpic_	Social Media/Influencer	**Amazing first day in @zermatt.matterhorn exploring the Culture Trail that follows the traces of rural Zermatt up to Zmutt** *Breuninger Sebastian*	556'000	111'200

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251028_IG_Breuninger2.mov*
ResultURL: *https://www.instagram.com/p/DQXBVdkjLyA/?img_index=1*

31.10.2025	Condé Nast Traveler .com	Online	**The Best Places to Go in Switzerland This Winter for Skiing, Wildlife, and Wellness** *Chen Kat*	2'540'000	635'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251031_CondeNastTraveler_Chen.pdf*
ResultURL: *https://www.cntraveler.com/gallery/switzerland-winter-wonderland#intcid=_cnt-gallery-bottom-recirc_6bb2b9ce-7da7-484c-a0fc-d08db20d0b52_similar2-3_fallback_text2vec1*

11.11.2025	YT @The Social CTV	Social Media/Influencer	**Travel Hack You Need to Know: Hub-and-Spoke Travel ✈ I The Social** *Weatherhead Harrington Jennifer*	78'400	1'368

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251111_YT_Weatherhead.mp4*
ResultURL: *https://www.youtube.com/watch?v=A6Yaj0Xo-DA*

11.11.2025	The Social CTV .com (TV)	TV/Cable/Video	**Travel Hack You Need to Know: Hub-and-Spoke Travel ✈ I The Social** *Weatherhead Harrington Jennifer*	31'000	31'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251111_CTV_Weatherhead.mp4*
ResultURL: *https://www.ctv.ca/shows/the-social/tuesday-november-11-2025-s13e49*

14.11.2025	Condé Nast Traveler .com	Online	**The Best Ski Resorts in Europe: 2025 Readers' Choice Awards** *Murphy Jennifer*	2'540'000	635'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251114_CondeNastTraveler_Murphy.pdf*
ResultURL: *https://www.cntraveler.com/galleries/2015-01-06/best-ski-resorts-in-europe-alps-readers-choice-awards-2014*

18.11.2025	IG @taylormichaelburk	Social Media/Influencer	**Story Highlight Switzerland** *Burk Taylor Michael*	369'000	5'756'400

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251118_IG_Burk.mov*
ResultURL: *https://www.instagram.com/stories/highlights/18076422455325170/*

01.12.2025	IN Magazine	Magazine	**Snow Global** *Wallace Doug*	20'889	62'667

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251201_In_Wallace.pdf*
ResultURL:

03.12.2025	IG @sebpic_	Social Media/Influencer	**Story Highlight Switzerland: Zermatt** *Breuninger Sebastian*	556'000	2'446'400

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251203_IGHighlight_Breuninger2.mov*
ResultURL: *https://www.instagram.com/stories/highlights/18537613438017279/*

19.12.2025	AAA East Central	Online	**Hit the slopes in Switzerland for surprisingly affordable skiing** *Bower Crai S.*	4'800'000	1'200'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251219_AAAEastCentral_Bower.pdf*
ResultURL: *https://www.ace.aaa.com/publications/travel/international-destinations/switzerland-ski-trip.html*

22.12.2025	Global Traveler USA .com	Online	**Find Year-Round Family Fun in the Mountains of Switzerland** *Alpert Kristy*	11'700	2'925

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251222_GlobalTraveler_Alpert.pdf*
ResultURL: *https://www.globaltravelerusa.com/find-year-round-family-fun-in-the-mountains-of-switzerland/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			NORTH AMERICA: 21 Clippings	244'930'139	58'870'933

SWITZERLAND

07.01.2025	Coopzeitung	Magazine	**Ausgewählte Hotel-Highlights**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/475674698.pdf*
ResultURL:

01.02.2025	Watson (DE)	Online	**Bewusst geniessen - 3 Tipps für Wellness und Wintersport**	261'100	652'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/480162736.pdf*
ResultURL:

08.02.2025	Blick Online, Ringier AG	Online	**Umweltfreundliche Unterkünfte für bewusste Reisende**	968'800	2'422'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336407.pdf*
ResultURL:

15.02.2025	Tages-Anzeiger	Newspaper	**Ski-in, Ski-out: Ferien Fiirjede Familienkonstellation**	288'000	288'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/482884528.pdf*
ResultURL:

07.03.2025	htr hotel revue Online	Online	**Le défi du MICE pour un hôtel de campagne** *Redaktion*	16'250	40'625

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/485428114.pdf*
ResultURL:

16.03.2025	NZZ am Sonntag	Newspaper	**Coolness statt Sterne** *Kaufmann Moritz*	334'000	334'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/486855431.pdf*
ResultURL:

04.05.2025	NZZ am Sonntag	Newspaper	**Der Reiz des Besonderen**	334'000	334'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494337536.pdf*
ResultURL:

05.05.2025	NZZ Bellevue	Online	**Der Reiz des Besonderen: Exklusive Übernachtungsmöglichkeiten**	162'375	162'375

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494345200.pdf*
ResultURL:

22.05.2025	Cooperazione	Magazine	**Sistemazioni di pregio per ospiti unici**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866625.pdf*
ResultURL:

22.05.2025	Coopzeitung	Magazine	**Vom Luxus- bis zum Bienenhotel**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866624.pdf*
ResultURL:

22.05.2025	Coopération	Magazine	**Des palaces aux hôtels pour abeilles**	715'000	715'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866623.pdf*
ResultURL:

22.05.2025	Cooperazione	Magazine	**Dall’albergo di lusso all’hotel per api**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866622.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
22.05.2025	Coopération	Magazine	**Logements uniques pour clienèle d'exception**	715'000	715'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/497866619.pdf*
ResultURL:

25.05.2025	Tamedia AG SonntagsZeitung	Newspaper	**Die schönsten Bike-Hotels entlang der Grand Tour of Switzerland**	390'000	390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498622032.pdf*
ResultURL:

25.05.2025	Der Bund Online	Online	**Die schönsten Bike-Hotels entlang der Grand Tour of Switzerland**	43'600	109'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498436444.pdf*
ResultURL:

25.05.2025	BZ Berner Zeitung Online	Online	**Die schönsten Bike-Hotels entlang der Grand Tour of Switzerland**	88'500	221'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498436421.pdf*
ResultURL:

25.05.2025	Basler Zeitung Online	Online	**Die schönsten Bike-Hotels entlang der Grand Tour of Switzerland**	59'200	148'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498436414.pdf*
ResultURL:

25.05.2025	Tages-Anzeiger Online	Online	**Die schönsten Bike-Hotels entlang der Grand Tour of Switzerland**	278'600	696'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498436413.pdf*
ResultURL:

29.05.2025	A Jour	Online	**Une chasse aux trésors gourmands sur les traces de la tête de moine** *Redaktion*	377'547	94'387

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/document.pdf*
ResultURL:

04.08.2025	RTS	TV/Cable/Video	**Vacances à vélo: Tendance lourde, voyager léger**	693'900	693'900

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/512457381.pdf*
ResultURL:

06.08.2025	St. Galler Tagblatt	Newspaper	**Stadt will den EM-Schwung mitnehmen** *Redaktion*	267'000	267'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/512694092.pdf*
ResultURL:

10.08.2025	Der Bund Online	Online	**Die schönsten Bike-Hotels abseits ausgetretener Pfade**	43'600	109'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/513473720.pdf*
ResultURL:

10.08.2025	Tages-Anzeiger Online	Online	**Die schönsten Bike-Hotels abseits ausgetretener Pfade**	278'600	696'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/513473718.pdf*
ResultURL:

10.08.2025	Tamedia AG SonntagsZeitung	Newspaper	**Die schönsten Bike-Hotels abseits ausgetretener Pfade**	390'000	390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/513473646.pdf*
ResultURL:

10.08.2025	Der Bund Online	Online	**Die schönsten Bike-Hotels abseits ausgetretener Pfade**	43'600	109'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/513473580.pdf*
ResultURL:

10.08.2025	Basler Zeitung Online	Online	**Die schönsten Bike-Hotels abseits ausgetretener Pfade**	59'200	148'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/513473559.pdf*
ResultURL:

21.08.2025	Coopzeitung	Magazine	**Auf zwei Rädern durch die Alpen**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/515210703.pdf*
ResultURL:

21.08.2025	Coopération	Magazine	**En deux-roues à travers les Alpes**	715'000	715'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/515210822.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
21.08.2025	Cooperazione	Magazine	**In bicicletta attraverso le Alpi**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/515210752.pdf*
ResultURL:

22.09.2025	Le Nouvelliste	Newspaper	**L'Hôtel la Vallée accueille des cyclistes depuis vingt ans**	118'000	118'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/520419153.pdf*
ResultURL:

SWITZERLAND: 30 Clippings	15'557'872	18'486'287
Grand Total over ALL	299'308'192	92'460'416