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
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10500

Date from - to
26/03/2025 – 26/03/2025

Marketing Tool
Placement Paid

Contacts
31500

Activity
The "Swiss Hotel Hidden Gems" is an influencer campaign designed to showcase the diverse and captivating range of Swiss hotels to a wider audience.

Quarterly coffee table magazine with 250-plus pages. The magazine offers a luxurious presentation of topics like art, culture, fashion, and interior design, with an international flair and high-quality materials.

Title
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10000

Date from - to
01/04/2025 – 31/07/2025

Marketing Tool
Placement Paid

Contacts
25000

Activity
The 'Swiss Hotel Hidden Gems' is a campaign designed to showcase the diverse and captivating range of Swiss hotels to a wider audience. ModMod luxury brand

Yvo van rechteren Altena visited 4 hotels:
* La reserve Eden Au Lac, Zurich
* Hotel Vitznauerhof, Vitznau.
* Ticino Hotel group, Lugano.
* AlpenGold Hotel, Davos.

http://clippings.switzerlandtourism.ch/AMS/2025/20250408153529_2025_HotelCooperation_MODMOD_Magazine.pdf

BRAZIL

Title
STS2025: B2B Activities

Instrument
KAM

Circulation

Contacts
1

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

Marketing Tool
Business Plan

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: Relais Castello di Morcote Luxury E-Newsletter - April 2025

Instrument
Campaigning & Activation

Circulation
1334

Marketing Tool
eNewsletter

Contacts
1334

Date from - to
22/04/2025 – 22/04/2025

Activity
• Relais Castello di Morcote dedicated newsletter
• Sending: 22 April 2025
• Mailing: 1334 mails for luxury tour operators and travel agents
• Check out the newsletter here: https://newsletter.gadmin.ch/campaigns/reports/viewCampaign.aspx?d=r&c=A11D2D0CE90FF7CA&ID=2BB88A8F583626A82540EF23F30FEDED
• Open rate: 33.46%

Title
KAM: Carlton St Moritz Luxury E-Newsletter - November 2025

Instrument
Campaigning & Activation

Circulation
1508

Marketing Tool
eNewsletter

Contacts
1508

Date from - to
17/11/2025 – 17/11/2025

Activity
• Carlton St Moritz dedicated newsletter
• Sending: 17 November 2025
• Mailing:
• 1508 mails for luxury tour operators and travel agents
• Check out the newsletter here: https://newsletter.gadmin.ch/t/r-e-tkiluka-nhltljrhrh-r/

• Open rate: 49,80%

Title
KAM: La Reserve Eden Au Lac Luxury E-Newsletter - November 2025

Instrument
Campaigning & Activation

Circulation
1505

Marketing Tool
eNewsletter

Contacts
1505

Date from - to
24/11/2025 – 24/11/2025

Activity
• La Reserve Eden Au Lac dedicated newsletter
• Sending: 24 November 2025
• Mailing:
• 1505 mails for luxury tour operators and travel agents
• Check out the newsletter here: https://newsletter.gadmin.ch/t/r-e-tkirdln-nhltljrhrh-r/

• Open rate: 39,60%

BRAZIL

4	4'347	4'348
MarketingActivities	*Circulation*	*Contacts*

FRANCE

Title
C&A : Hôtel & Lodge (HK)

Instrument
Campaigning & Activation

Circulation
57044

Marketing Tool
Placement Paid

Contacts
361088

Date from - to
05/09/2025 – 05/11/2025

Activity
Publireportage 4 pages dans Hotel & Lodge
Contenu :
- Spa & Wellness Hotels and Lodgings
- Typically Swiss Hotels and Lodgings
- Luxury Hotels and Lodgings
- Boutique & Design Hotels and Lodgings

Emplacement : p88 - 91/148

http://clippings.switzerlandtourism.ch/PAR/2026/20260105153722_04_VDEF_000_000_HL_141_SUISSE_SR_V3.pdf

Title
C&A : AD (HK)

Instrument
Campaigning & Activation

Circulation
64065

Marketing Tool
Advertisement Print

Contacts
480487

Date from - to
02/07/2025 – 27/08/2025

Activity
Publireportage en double page sur les hôtels en Suisse.
Conetnu : “Spendeur helvétique : la Suisse, destination idéale pour une parenthèse enchantée”
Emplacement : 22-23/163

http://clippings.switzerlandtourism.ch/PAR/2026/20260112155640_04_ADxOTSUISSE-V02_2.pdf

Title
C&A : admagazine.fr (HK)

Instrument
Campaigning & Activation

Circulation

Contacts
1344124

Date from - to
01/07/2025 – 31/08/2025

Marketing Tool
Display & Programmatic Paid

Activity
Mise en ligne, en complément de la presse, d'un volet digital :
1 article natif - incluant un module intéractif - pour travailler la notoriété et désirabilité
médiatisation via 2 post fb et un dark post IK

Lien vers l'article :
https://www.admagazine.fr/adactualites/promotion/hotels-suisses-design

Title
C&A : hoteletlodge.fr (HK 2025)

Instrument
Campaigning & Activation

Circulation

Contacts
128623

Date from - to
05/09/2025 – 31/10/2025

Marketing Tool
Display & Programmatic Paid

Activity
Mise en ligne de l'article sur le site d'Hôtel&Lodge
Post RS + NL en médiatisation

FRANCE	**4**	**121'109**	**2'314'322**
	MarketingActivities	*Circulation*	*Contacts*

GCC

Title
Campaigning: Hotel Digital Push – Bergwelt Grindelwald

Instrument
Campaigning & Activation

Circulation

Contacts
5852024

Date from - to
20/10/2025 – 30/10/2025

Marketing Tool
Social Media Paid

Activity
- Dates: 20 – 30 October 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: local arabs in the GCC
- Content: single picture
- Description: Stay at Bergwelt Grindelwald: a premium alpine resort with fine dining, an exclusive spa, and breathtaking views. Experience pure Swiss style.

Results

http://clippings.switzerlandtourism.ch/DXB/2025/20251020133420_Screenshot_2025-10-20_at_13.29.36.png

Title
Campaigning: Luxury Hotel Digital Push – Carlton Hotel St. Moritz

Instrument
Campaigning & Activation

Circulation

Contacts
2920539

Marketing Tool
Social Media Paid

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

Activity
- Dates: 04 – 11 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: Local arabs in the GCC
- Content: 10-second video

Results
- Reach: 1‘264‘035
- Impression: 2’920’539

http://clippings.switzerlandtourism.ch/DXB/2025/20251125144430_Screenshot_2025-11-25_at_14.44.14.png

Title
Campaigning: Family Hotel Digital Push – The Chedi Andermatt

Instrument
Campaigning & Activation

Circulation

Contacts
3239993

Marketing Tool
Social Media Paid

Date from - to
19/11/2025 – 26/11/2025

Activity
- Dates: 19 - 26 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: Local arabs in the GCC
- Content: single picture

- Results:
Reach: 1‘102‘637
Impression: 3’239’993

http://clippings.switzerlandtourism.ch/DXB/2025/20251125145852_Screenshot_2025-11-25_at_14.57.52.png

Title
Campaigning: Winter Hotel Facebook Campaign - Park Hyatt Zurich

Instrument
Campaigning & Activation

Circulation

Contacts
2405583

Marketing Tool
Social Media Paid

Date from - to
10/02/2025 – 14/02/2025

Activity
Dates: 10 – 14 February 2025

Facebook 500 CHF sponsored ad for hotel partner

Partner: Park Hyatt Zürich

Results:
- Reach: 1’304’324
- Impressions: 2’405’583

http://clippings.switzerlandtourism.ch/DXB/2026/20260122135602_ST_GCC_Park_Hyatt.pdf

GCC	4		14'418'139
	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
KMM Add-on: Radio Kooperation Flux FM

Instrument
Campaigning & Activation

Circulation

Contacts
4571

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

Marketing Tool
Audio incl. Digital

Activity
Radiokooperation mit FluxFM. Es wurden 2 Übernachtungen inklusive Swiss Travel Pass im Alpine Inn in Davos verlost (gesponsort durch Hotel).

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

GERMANY	3	1'800	448'871
	MarketingActivities	*Circulation*	*Contacts*

INDIA

Title
KAM: Switzerland Travel Experience (STE) 2025

Instrument
KAM

Circulation

Contacts
270

Date from - to
10/11/2025 – 15/11/2025

Marketing Tool
Event/Fair/Workshop

Activity
10th - 15th Nov 2025

- ST India's marque event for the travel trade

- 26 Swiss suppliers participated

- 2 city roadshow - Kolkata & Hyderabad

- VIP Event where 50 key buyers invited by Switzerland Tourism got an opportunity to meet Swiss suppliers over pre-fixed One-to-

http://clippings.switzerlandtourism.ch/BOM/2025/20251217120457_STM_2025_Reporting_Slides.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251217121153_1_2025_STE_-_Roadshow_Invites_-_Hyderabad.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251217121317_2_2025_STE_-_Roadshow_Invites_-_Kolkata.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251217121527_STE_India_2025_-_Partner_Program_-_5_-_24th_Oct_2025.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251217121703_STE_2025_-_Suppliers_Booklet_-_Emailer.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251217121913_Buyers_Booklet_-_STE_2025_-_31st_Oct_2025.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251217122227_VIP_Event_Invites.zip

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: STE+ Sales Calls 2025

Instrument
KAM

Circulation

Contacts
19

Date from - to
17/11/2025 – 21/11/2025

Marketing Tool
Sales Call

Activity
- 17th - 21st Nov 2025

- Post-STE 2025 Sales Calls with Zurich, Lucerne, Pilatus & Rigi

- Bengaluru, Pune and Mumbai

- Approx. 3 to 4 meetings per day

http://clippings.switzerlandtourism.ch/BOM/2025/20251216141244_STE_Sales_CAlls_PPT.pdf

Title
KAM: ST India Webinar Series 2025

Instrument
KAM

Circulation

Contacts
3473

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

Marketing Tool
Webinar

Activity
8 Webinars conducted in 2025 showcasing different touristic offerings from Switzerland
1) Swiss International Air Lines & TourFox (18th Feb 2025): 15 min shared slot
2) Zurich (13th Mar 2025): 45 min exclusive slot
3) Schilthorn (28th Mar 2025): 45 min exclusive Slot
4) Lucerne (24th Jul 2025): 45 min exclusive slot
5) Interlaken - BLS Interlaken Lake Cruise (21st Aug 2025): 15 min shared slot
6) Travel Switzerland & Rail Europe (2nd Sep 2025): 45 min slot
7) Lake Lugano Group, Glacier Express & Bernina Express (10th Sep 2025): 15 min shared slot
8) Laax & Landquart Fashion Outlet (30th Oct 2025): 15 min shared slot

http://clippings.switzerlandtourism.ch/BOM/2025/20251210141606_ST_India_Webinar_Series_2025.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251210142120_Webinar_PPTs.zip
http://clippings.switzerlandtourism.ch/BOM/2025/20251210143405_Webinar_Creatives.zip
http://clippings.switzerlandtourism.ch/BOM/2025/20251210144356_Webinars_-_Vendour_Report.zip

Title
KAM: ENewsletters to promote ST India Webinar Series 2025

Instrument
Campaigning & Activation

Circulation
213230

Marketing Tool
eNewsletter

Contacts
213230

Date from - to
13/02/2025 – 13/02/2025

Activity
ENewsletters sent to Travel Trade Database to promote the various webinars.

The ENewsletters were sent out prior to the webinar.

Call to action tab could be clicked and it took the user to the webinar registration page

1) SWISS & TourFox - 13th Feb 2025
2) Zurich - 11th Mar 2025
3) Schilthorn - 25th March 2025

http://clippings.switzerlandtourism.ch/BOM/2025/20251210151504_Webinars_2025_eNL_Compiled.pdf

Title
KAM: TravTalk Ads to Promote ST India Webinar Series 2025

Instrument
Campaigning & Activation

Circulation
217200

Marketing Tool
Advertisement Print

Contacts
651600

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

Activity
Ads in prominent Trade Publication TravTalk to promote the Webinars.

The Ads contained a QR code which reader could scan and it would lead them to the registration page for the webinar.

http://clippings.switzerlandtourism.ch/BOM/2025/20251210152518_ST_Webinars_2025_-_TravTalk_Ads.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251210153240_Webinar_Ads.zip

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

7	430'430	871'388
MarketingActivities	*Circulation*	*Contacts*

ITALY

Title
Campaigning&Activation: HoKo - Repubblica.it/milano - Banner adv

Instrument
Campaigning & Activation

Circulation

Contacts
674258

Marketing Tool
Display & Programmatic Paid

Date from - to
24/03/2025 – 06/04/2025

Activity
Periode: 24.03 - 06.04.2025
What: Big image advertising on Repubblica.it/milano premium news about Boutique and Design Hotels

Link to https://www.myswitzerland.com/it-it/alloggi/hotel/boutique-hotels/

Format: Intro full screen 15”

Title
Campaigning&Activation: HoKo - @milaneseimbruttito - IG post

Instrument
Campaigning & Activation

Circulation

Contacts
674258

Marketing Tool
Social Media Paid

Date from - to
24/03/2025 – 06/04/2025

Activity
Date: 24.03. - 06.04.2025
What: Branded Instagram carousel multicard on Il Milanese Imbruttito IG account about Boutique & Design Hotels

Collab with: @myswitzerlandit

Reach: 450.647
Impressions: 674.258
General interactions: 2.953
ER: 1%

Title
KMM: Individual media trip

Instrument
KMM

Circulation

Contacts
1

Date from - to
25/09/2025 – 27/09/2025

Marketing Tool
Trip - Individual

Activity
Date: 25-27.09.25
Tiziana Cosso
Wengen and ride to Jungraujoch-Top of Europe to join Dart Trophy event with Michelle Hunziker
Overnight at Hotel Belvedere in Wengen

Title
Campaigning & Activation: VIP Event at Poros Showroom Milan to present autumn in Switzerland

Instrument
Campaigning & Activation

Circulation

Contacts
50

Marketing Tool
Event/Fair/Workshop

Date from - to
02/10/2025 – 02/10/2025

Activity
Date: 02/10/2025
What: VIP Event to present autumn in Switzerland, raffle to voucher, overnight at Hotel Zermama - Zermatt and overnight at Golfhotel Les Hauts de Gstaad & SPA
Partner: HoKo

http://clippings.switzerlandtourism.ch/MIL/2025/20251028090420_WhatsApp_Image_2025-10-08_at_21.11.57_2.jpeg

Title
Campaigning & Activation: HoKo: DEM to Database of Poros Milan to promote Hotel Zermama - Zermatt

Instrument
Campaigning & Activation

Circulation
4044

Marketing Tool
eNewsletter

Contacts
4044

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

Activity
Date: 30/09/2025
What: 1 DEM with content of Hotel Zermama - Zermatt
Results: Circulation 4.044, delivered 3.526, opened 905, clicks 60
Partner: HoKo, Hotel Zermama - Zermatt

http://clippings.switzerlandtourism.ch/MIL/2025/20251028093029_ENL_Zermama.png

ITALY	**5**	**4'044**	**1'352'611**
	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

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

Instrument
Campaigning & Activation

Marketing Tool
SEA

Circulation

Contacts
17323640

Title
Pinterest: Winter Campaign Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
36538652

Date from - to
16/12/2025 – 31/12/2025

Marketing Tool
Social Media Paid

Activity
Winter campaign for hotels and lodgings on Pinterest, Markets FR & IT with Awareness and Spotlight Ads

Title
Always on Hotels META

Instrument
Campaigning & Activation

Circulation

Contacts
213226051

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

Marketing Tool
Social Media Paid

Activity
META Always on for all 9 hotelcooperations.

Title
Kooperationskampagne Boutique & Design Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
18079411

Date from - to
01/04/2025 – 31/10/2025

Marketing Tool
Social Media Paid

Activity
Kooperationskampagne META für Boutique & Design Hotels

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ

Instrument
Campaigning & Activation

Circulation

Contacts
10570725

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

Marketing Tool
Video Digital Paid

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

10		398'802'528
MarketingActivities	*Circulation*	*Contacts*

NORTH AMERICA

Title
KAM: Webinar with St.Gallen Bodensee

Instrument
KAM

Marketing Tool
Webinar

Circulation

Contacts
111

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

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from ST.Gallen Bodensee and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 111

Title
KAM: Webinar with Jungfrau Railways

Instrument
KAM

Circulation

Contacts
168

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

Marketing Tool
Webinar

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 Zermatt

Instrument
KAM

Circulation

Contacts
175

Date from - to
04/09/2025 – 04/09/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Zermatt and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 175

http://clippings.switzerlandtourism.ch/NYC/2025/20250916095116_20250904_Zermatt.pdf

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 Travel Switzerland and Rail Europe

Instrument
KAM

Circulation

Contacts
163

Date from - to
16/10/2025 – 16/10/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Travel Switzerland and Rail Europe and a Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 163

http://clippings.switzerlandtourism.ch/NYC/2025/20251021164504_20251016_TravelCH_RailEurope.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 Glacier Express and Gornergrat Railways

Instrument
KAM

Circulation

Contacts
164

Date from - to
13/11/2025 – 13/11/2025

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Glacier Express and Gornergrat Railways and a Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 164

http://clippings.switzerlandtourism.ch/NYC/2025/20251121154314_20251113_GlacierExpress.xlsx

Title
Campaigning and Activation: The Swiss View Campaign

Instrument
Campaigning & Activation

Circulation

Contacts
45857268

Date from - to
07/04/2025 – 27/10/2025

Marketing Tool
Display & Programmatic Paid

Activity
The Swiss View was a creative campaign positioning Switzerland as a peaceful escape from North America’s increasingly polarized social and political climate. By highlighting calming natural landscapes and authentic Swiss experiences, the campaign invited audiences to step away from the noise and embrace a more balanced, restorative perspective. Partner content was integrated through tailored imagery, talent, and messaging, supported by digital tracking to measure engagement and optimize performance.

http://clippings.switzerlandtourism.ch/NYC/2026/20260108164903_MASTER_SwissView_2025_Final.pdf

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
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	**10**		**220'578'347**
	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

Title
C&A: Viajar Magazine Booklet "Autumn + Swisstainable Switzerland"

Instrument
Campaigning & Activation

Circulation

Contacts
4000000

Marketing Tool
OOH incl. Digital OOH

Date from - to
25/08/2025 – 30/09/2025

Activity
Viajar Magazine is one of the most prestigious magazines in the Spanish market.
Creation of a 52-page guide in A4 format focused on autum getaways including gastronomy, accomodations & experiences under the umbrella of our travel better strategy.
Integration of content in various online articles & SoMe in the editorial group Prensa Ibérica promoting this guide.

SPAIN	**2**		**10'400'000**
	MarketingActivities	*Circulation*	*Contacts*

SWITZERLAND

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: März

Instrument
Campaigning & Activation

Circulation
3354000

Date from - to
27/03/2025 – 27/03/2025

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main topic: Museums in Geneva; Listicle: Out to the museum, Hotel tip: Boutique & Design Hotels

Languages: DE, FR, IT

http://clippings.switzerlandtourism.ch/ZRH/2025/20250401102856_2513_Ginevra_ST.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250401102939_110325_2703_2513CZ40_TOURISMUS.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250401103006_Schweiz_Tourismus_KW_13_FR.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
Hoteldachkampagne Bees & Friends - APG OOH

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
OOH incl. Digital OOH

Circulation

Contacts
11547000

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
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
Campaigning: Bergwelten. 05/2025. ST.

Instrument
Campaigning & Activation

Circulation
466106

Date from - to
04/09/2025 – 04/10/2025

Marketing Tool
Placement Paid

Contacts
466106

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

Online Advertorial: 150.002 PIs, 396 Klicks
SoMe: 196.104 Views, 539 Klicks
Magazin: 120.000 Leser
Total 466.106 Kontakte, 935 Engagements

http://clippings.switzerlandtourism.ch/ZRH/2025/20250811120207_250904_BW.pdf

SWITZERLAND

7	7'174'106	47'426'219
MarketingActivities	*Circulation*	*Contacts*

UK/IRELAND

Title
C&A: Monocle x Bern Individual Activity (Print)

Instrument
Campaigning & Activation

Circulation
800000

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

Marketing Tool
Placement Paid

Contacts
800000

Activity
BERN x MONOCLE (The Escapist) 2025

The Escapist print magazine celebrates the people, places and businesses setting the standard in the travel industry. With content on detailed destination reports, ground-breaking hotel design and insight into everything from aviation and mobility to remarkable retail around the world. Whether travelling for business or pleasure, our readers spend handsomely on trips abroad: be it the best stays, air travel, luxury gifts or drinking and dining. Bern x Monocle in the The Escapist becomes an essential reference as they plan their next journey to Switzerland. Set within nine pages of editorial content surveying the Bern area from a Monocle point of view, we'll publish a mix of display advertising pages and shorter bespoke advertorial features from hotels, travel partners and smaller regions. We'll spotlight everything from the lofty heights of Grindelwald to top table hospitality in Gstaad. The survey will cover smart hotels,

http://clippings.switzerlandtourism.ch/LON/2026/20260128105547_1_ESC_BERN_SURVEY_BERN_ADVERTORIAL1.pdf

Title
C&A: Monocle x Bern Individual Activity (Digital)

Instrument
Campaigning & Activation

Circulation

Contacts
250000

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

Marketing Tool
Content Collaboration Digital

Activity
BERN x MONOCLE (The Escapist) 2025

Digital format of the original print content in The Escapist magazine with a detailed guide containing insight into everything within each destination - accomm, gastronomy, activities etc. focussed on the luxury guest.

The Bern x Monocle content in the The Escapist is an essential reference guide as the audience plans their next trip.

Content includes: Bernese Oberland Survey - covers smart hotels, benchmark retail, local food and drink, unique culture, architecture, and of course, sport and outdoor pursuits to deliver a chic itinerary for the discerning traveller. The bespoke commercial pieces allow

http://clippings.switzerlandtourism.ch/LON/2026/20260128104716_Print_Screen_Digital_Content.png

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

Instrument
Campaigning & Activation

Circulation

Contacts
150000

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

Marketing Tool
Native Advertisement Paid

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

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

Marketing Tool
Content Collaboration Digital

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

Title
KMM: May 2025 media release - Bees & Friends

Instrument
KMM

Circulation
366

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

Marketing Tool
Media Release

Contacts
366

Activity
Published on the ST UK & Ireland Media Corner, distributed via TravMedia, shared on LinkedIn and X, and sent by email to 366 key media contacts

Sample:

Nine Swiss hotels create buzz with focus on tiny guests this World Bee Day

To showcase the great diversity and sustainability of the Swiss hotel industry, nine new insect hotels, birdhouses and hedgehog shelters have opened this month just in time for today: World Bee Day! The new miniature accommodation is the outcome of an

http://clippings.switzerlandtourism.ch/LON/2026/20260125210026_15Jul25_famouscampaigns.com.pdf
http://clippings.switzerlandtourism.ch/LON/2026/20260125210450_18Jul25_prolandscapermagazine.com.pdf
http://clippings.switzerlandtourism.ch/LON/2026/20260125210612_STUK_MediaRelease_BeesFriends_190525.pdf

Title
C&A: ST winter campaign 2025 x Financial Times

Instrument
Campaigning & Activation

Marketing Tool
Native Advertisement Paid

Circulation

Contacts
8567188

Date from - to
22/10/2025 – 31/12/2025

Activity
ST UK/IRE Main Winter Campaign 2025/26

- 2025 winter campaign – a pivot to include city partners + luxury segment
- Digital content partnership with global media powerhouse, Financial Times, with a luxury and high net worth audience
- Concept: Winter Moments in Switzerland
- Five main content pillars
  - Moment of Adventure - Valais
  - Moment of Escape - Bern
  - Moment of Calm - Lucerne

http://clippings.switzerlandtourism.ch/LON/2026/20260128091746_FT_Paid_Promotion_Dec.pdf
http://clippings.switzerlandtourism.ch/LON/2026/20260128093700_Adventure_Valais.png
http://clippings.switzerlandtourism.ch/LON/2026/20260128093751_Escape_Bern.png
http://clippings.switzerlandtourism.ch/LON/2026/20260128094107_Calm_Lucerne.png
http://clippings.switzerlandtourism.ch/LON/2026/20260128094129_Indulgence_Zurich.png
http://clippings.switzerlandtourism.ch/LON/2026/20260128094150_Wonder_Vaud.png

Title
C&A: ST winter campaign 2025 x Financial Times (Paid Social)

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
6531699

Date from - to
01/10/2025 – 31/12/2025

Activity
ST UK/IRE Main Winter Campaign 2025/26

- 2025 winter campaign – a pivot to include city partners + luxury segment
- Digital content partnership with global media powerhouse, Financial Times, with a luxury and high net worth audience
- Concept: Winter Moments in Switzerland
- Five main content pillars
  - Moment of Adventure - Valais
  - Moment of Escape - Bern
  - Moment of Calm - Lucerne

http://clippings.switzerlandtourism.ch/LON/2026/20260129094841_Wonder.png
http://clippings.switzerlandtourism.ch/LON/2026/20260129094841_Indulgence.png
http://clippings.switzerlandtourism.ch/LON/2026/20260129094841_Adventure.png
http://clippings.switzerlandtourism.ch/LON/2026/20260129094841_Calm.png
http://clippings.switzerlandtourism.ch/LON/2026/20260129094841_Escape.png
http://clippings.switzerlandtourism.ch/LON/2026/20260129095552_Moments_x_FT_Interim_Report.pdf
http://clippings.switzerlandtourism.ch/LON/2026/20260129095616_Moments_x_FT_Interim_Report_2.pdf

UK/IRELAND	**9** *MarketingActivities*	**800'366** *Circulation*	**16'881'533** *Contacts*

Grand Total over ALL	**70** *MarketingActivities*	**8'670'702** *Circulation*	**737'224'920** *Contacts*

MediaResultsCentral

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

AUSTRALIA

28.05.2025	The West Australian	Newspaper	**Star Quality at Lakeside Base** *McKenna Stephen John (Steve)*	483'000	845'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/260525_WestAust_Locarno_StarQualityAtLakesideBase.pdf*
ResultURL:

28.05.2025	The West Australian	Online	**Charm, peace and movie stars at lakeside Locarno** *McKenna Stephen John (Steve)*	120'000	120'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/240525_WestAust_Locarno_CharmPeaceMovie_StarsatLakesideLocarno.pdf*
ResultURL:

24.07.2025	Perth Now	Newspaper	**Lakeside Luxury Written in the Stars** *McKenna Stephen John (Steve)*	13'000	22'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/240725_PerthNow_Locarno_LakesideLuxuryWrittenInTheStars.pdf*
ResultURL:

12.08.2025	NZ Herald (NZME) & The Sunday	Newspaper	**Room Check** *D'Orazio Julia*	241'000	421'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/120825_NZHerald_Zurich_RoomCheck.pdf*
ResultURL:

AUSTRALIA: 4 Clippings	857'000	1'409'750

BRAZIL

01.03.2025	Viagem News	Blog	**Tschuggen Collection Hotels End Winter Season with Special Offers** *Redação*	523	131

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/ViagemNews01.03.pdf*
ResultURL: *https://viagemnews.com/hoteis-tschuggen-collection-encerram-a-temporada-de-inverno-com-ofertas-especiais/*

08.08.2025	Forbes Online	Online	**3 Unforgettable Hotels in Switzerland, With Fine Dining and Fairytale Views** *Camarotti Katarina*	3'900'000	975'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/ForbesAUG8.pdf*
ResultURL: *https://forbes.com.br/forbeslife/2025/08/3-hoteis-inesqueciveis-na-suica-com-alta-gastronomia-e-vistas-de-conto-de-fadas/*

24.10.2025	Panrotas Online	Online	**Luxury at its finest: the Flot Viagens experience at the Bürgenstock Hotel & Alpine Spa; photos** *Redação*	13'363	3'341

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/Panrotas2OCT24.pdf*
ResultURL: *https://www.panrotas.com.br/agencias-de-viagens/eventos/2025/10/luxo-nas-alturas-a-experiencia-da-flot-viagens-no-burgenstock-hotel-alpine-spa-fotos_222710.html*

10.11.2025	Mipymag	Online	**Christmas in Zurich: Hotel La Réserve offers exclusive experiences.** *Maria Elisa*	674	169

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/MipymagNOV10.pdf*
ResultURL: *https://mipymag.com.br/natal-em-zurique-hotel-la-reserve-tem-experiencias-exclusivas/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			BRAZIL: 4 Clippings	3'914'560	978'641

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:

08.01.2025	TELERAMA	Magazine	**Compositions lacustres - Dans les pas de Johannes Brahms** *PORTE Sébastien*	489'319	2'764'652

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

11.01.2025	TELERAMA.FR - TELERAMA ONLINE	Online	**A Thoune, en Suisse, dans les pas de Johannes Brahms** *PORTE Sébastien*	5'024'000	1'256'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Tourisme._a_Thoune_en_Suisse_dans_les_pas_de_Johannes_Brahms.pdf*
ResultURL: *https://www.telerama.fr/restos-loisirs/tourisme-a-thoune-en-suisse-dans-les-pas-de-johannes-brahms-7023820.php*

03.02.2025	Les Hardis (ancien Les Grands Ducs) Online	Online	**Que faire à Verbier ? Nos bonnes adresses dans la station de ski la plus authentique de Suisse** *GIGNOUX-DUCHATEAU Mireille*	110'000	27'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Que_faire_a_Verbier___Nos_bonnes_adresses_de_la_station.pdf*
ResultURL: *https://www.leshardis.com/2025/02/que-faire-a-verbier-bonnes-adresses/*

27.02.2025	Yonder	Online	**Les plus beaux hôtels 5 étoiles de Suisse** *GIGNOUX-DUCHATEAU Mireille*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Les_plus_beaux_hotels_5_etoiles_de_Suisse.pdf*
ResultURL: *https://www.yonder.fr/les-tops/hotels/plus-beaux-hotels-5-etoiles-suisse*

26.03.2025	LES PISTES DU VOYAGE	Online	**Verbier, le ski en liberté** *TOUSSAINT Jean-Marc*		

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Verbier_le_ski_en_liberte.pdf*
ResultURL: *https://lespistesduvoyage.com/articles/112-verbier-le-ski-en-liberte*

01.04.2025	INVESTISSEMENT CONSEILS	Magazine	**Bâle, terre de contrastes** *BARRON Edwige*	50'000	125'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/115-116_Tendances_2P.pdf*
ResultURL:

19.04.2025	LEMONDE.FR - Le Monde Online	Online	**Zurich, une destination, vingt suggestions** *COLLIER Eric*	600'000	150'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Les_20meilleuresadresses_a_Zurich_selon_Le_Monde_._que_faire__ou_dejeuner__ou_dormir_.pdf*
ResultURL: *https://www.lemonde.fr/m-styles/article/2025/04/19/zurich-une-destination-vingt-suggestions_6597605_4497319.html*

12.05.2025	ROUTARD.COM - LE ROUTARD ONLINE	Online	**Bâle, 5 raisons d'y aller** *DAMIANI Jean-Philippe*	5'500'000	1'375'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Bale_5_raisons_dy_aller_._Idees_week_end_Suisse_-_Routard.com.pdf*
ResultURL: *https://www.routard.com/idees-week-end/cid135801-suisse-bale-5-raisons-d-y-aller.html*

17.05.2025	ROUTARD.COM - LE ROUTARD ONLINE (NEWSLETTER)	Newsletter	**Newsletter : Bâle, 5 raisons d'y aller** *DAMIANI Jean-Philippe*	200'000	100'000

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

04.07.2025	Yonder	Online	**Les meilleurs hôtels spa de Wengen en Suisse** *GIGNOUX-DUCHATEAU Mireille*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Les_meilleurs_hotels_spa_de_Wengen_en_Suisse.pdf*
ResultURL: *https://www.yonder.fr/les-tops/hotels/meilleurs-hotels-spa-wengen-suisse*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
18.07.2025	Les Echos Week-End	Magazine	**Zurich Côté Plage** *LE FORT Clara*	129'106	710'083

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Zurich_balneaire_Les_Echos_WE__1_juil_2025.pdf*
ResultURL:

24.07.2025	Yonder	Online	**Les 5 meilleurs hôtels de Wengen en Suisse** *GIGNOUX-DUCHATEAU Mireille*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Les_meilleurs_hotels_de_Wengen_en_Suisse_version_luxe_et_charme.pdf*
ResultURL: *https://www.yonder.fr/les-tops/hotels/meilleurs-hotels-wengen-suisse-luxe-charme*

10.09.2025	TELERAMA	Magazine	**Le Bâle des architectes** *YOUSSI Yasmine*	489'319	2'764'652

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/1256_001.pdf*
ResultURL:

17.10.2025	MADAME FIGARO	Magazine	**Carnet de voyage - En Europe, pour une semaine . Zurich, ville d'eau et d'art** *CONDIS Stéphanie*	389'341	1'284'825

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/1318_001.pdf*
ResultURL:

10.11.2025	HOTEL & LODGE	Magazine	**Grand Hotel Belvedere - Chez Wes Anderson** *BAUSSAY Céline*	45'000	236'700

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/2025-11-08-HOTEL__LODGE-Novembre_-_Decembre_2025-10000000070147009.pdf*
ResultURL:

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:

21.11.2025	MADAME FIGARO	Magazine	**Si on partait dans une station de légende ?** *WACRENIER Ségolène*	389'341	1'284'825

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/1319_001.pdf*
ResultURL:

01.12.2025	DETOURS EN FRANCE	Magazine	**Alpes franco-suisses, la grande évasion** *Donnarel Florence*	101'370	584'905

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/1332_001.pdf*
ResultURL:

			FRANCE: 21 Clippings	20'159'296	14'514'517

GCC

01.04.2025	Alam Arrajol	Newspaper	**Alam Arrajol Swiss Edition** *Alwadi Mahmoud*	55'000	137'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/DXB/2026/S25-0404_AlamArrajol-ISSU116-FLIPBOOK_LOW._compressed-1.pdf*
ResultURL: *https://alamarrajol.com/116-العدد/*

			GCC: 1 Clippings	55'000	137'500

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

ITALY

01.01.2025	TRAVEL & SPA	Magazine	**Cervo Mountain a Zermatt: la casa innevata per l'inverno (12pp)** *Patricia Parinejad*	424'000	424'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2024/011224_TravelSpa_Cervo.pdf*
ResultURL:

23.01.2025	Cook (suppl. Corriere della Sera)	Magazine	**Carlton St. Moritz - 111 di storia maestosa (3 pagine)** *Calvisi Wladimir*	1'728'000	1'728'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/23.01.2025_Corriere_della_Sera_St.Moritz.pdf*
ResultURL:

01.03.2025	Dove	Magazine	**Weekend d'arte a Basilea: Beyeler, Kunstmuseum, Hek, Tinguely, Vitra con menzione Eurocity, Swiss Travel Pass, Hotel Teufelhof (5p + cover)** *Grossi*	424'000	424'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/010325_Dove_Basilea.pdf*
ResultURL:

05.03.2025	F (Femminile)	Magazine	**Mete green: Lugano, Arte, Trekking e notti sul lago (1p)** *Taliento Luisa*	400'000	400'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/05.03.2025_F_Lugano.pdf*
ResultURL:

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*

16.03.2025	harpersbazaar.com	Online	**Sette Hotel da sogno: Grand Hotel Belvedere a Lauterbrunnen & The Brecon ad Adelboden (1 p)** *Fredi Veronica*	700'000	175'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/16.03.2025_harpersbazaar.com_Hotel.png*
ResultURL: *https://www.harpersbazaar.com/it/lifestyle/viaggi/a63732606/hotel-da-sogno-in-montagna/*

01.04.2025	Private Magazine	Magazine	**Grand Hotel Belvedere di Wengen (2 pagine)** *Vercesi Francesca*	5'000	12'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/01.04.2025_Private_Magazine_Grand_Hotel_Belvedere.pdf*
ResultURL:

01.06.2025	Posh	Magazine	**The Engadin Vibes: Hotel Grace La Margna (5p)** *Tereo Antonella Gemma*	50'000	125'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/010625_EngadinVibes_Grace.pdf*
ResultURL:

15.06.2025	vogue.it	Online	**L'hotel Borsari a Martigny che ci riconnette con la musica di Gainsbourg e il mondo analogico (1p)** *Caprotti Elisabetta*	80'095	560'665

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/15.06.2025_vogue.it_Hotel_Borsari.png*
ResultURL: *https://www.vogue.it/article/hotel-borsari-vintage-svizzera-martigny*

12.07.2025	IG tiziana_cosso	Social Media/Influencer	**Appenzello e Appenzeller Huus (stories)** *Cosso Tiziana Maria*	92'500	92'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/Screenshot_2026-01-14_at_14-35-10_Stories__Instagram.png*
ResultURL: *https://www.instagram.com/stories/highlights/18355409941157135/*

02.10.2025	Donna Moderna	Magazine	**Hotel letterari: B2 Hotel a Zurigo (paragrafo e foto)** *Cogliati Alessia*	534'000	534'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/021025_DonnaModerna_Zurigo.pdf*
ResultURL:

22.12.2025	foodandtravelitalia.it	Online	**Nuovo ristorante rinnovato all'interno del Carlton Hotel a ST. Moritz (1p)** *Imas Fabrizio*	1'784	446

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/251222_foodandtravelitalia.it_ristorante_rinnovato_al_Carlton__.pdf*
ResultURL: *https://www.foodandtravelitalia.it/il-rinnovato-ristorante-da-vittorio-st-moritz-allinterno-del-carlton-hotel/*

22.12.2025	gqitalia.it	Online	**Nuovo ristorante rinnovato all'interno del Carlton Hotel a ST. Moritz (1p)** *Magro Sara*	83'086	581'602

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/251222_gqitalia.it_ristorante_al_carlton.pdf*
ResultURL: *https://www.gqitalia.it/article/ristorante-da-vittorio-st-moritz*

22.12.2025	iodonna.it	Online	**Dieci ristoranti da provare subito: il Da Vittorio al Carlton di St. Moritz (paragrafo)** *Sirianni Simona*	132'000	924'000

ClippingsURL:
ResultURL: *https://www.iodonna.it/lifestyle/cucina-e-ricette/2025/12/22/dieci-ristoranti-da-milano-a-cortina-da-st-moritz-a-venezia-da-provare-subito/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			ITALY: 14 Clippings	4'666'465	6'065'713

JAPAN

20.03.2025	Liniere	Magazine	**Train journey in Switzerland, great landscapes by Scenic Railway** *Tanabe Chiaki*	160'000	400'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/250320_Liniere.pdf*
ResultURL:

28.03.2025	Richesse	Magazine	**An exclusive Swiss journey to delight the senses**	40'000	100'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/250328_Richesse.pdf*
ResultURL:

23.11.2025	madame FIGARO.jp	Online	**Sorelle Hotel St. Peter Zurich Switzerland - A hidden gem of a hotel quietly nestled in meropolis** *Sekine Kyoko*	1'000'000	1'000'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/251123_Figaro.jp.pdf*
ResultURL:

05.12.2025	Perfect Boat	Magazine	**Zurich & Leukerbad Switzerland Fascinating innovative city Zurich and exploring wonder of Switzerland** *Sekine Kyoko*	15'000	37'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/251205_Perfect_Boat.pdf*
ResultURL:

			JAPAN: 4 Clippings	1'215'000	1'537'500

NETHERLANDS

03.11.2025	Wereldreizigers.nl	Blog	**Zomer in Zwitserland: Züglete en het alpenleven in Gstaad** *van de Broek - Thomassen Malou*	66'000	16'500

ClippingsURL:
ResultURL: *https://wereldreizigers.nl/europa/zwitserland/zomer-in-zwitserland-zuglete-alpenleven-gstaad/*

03.11.2025	Wereldreizigers.nl	Blog	**Zomer in Zwitserland: actief genieten in Gstaad** *van de Broek - Thomassen Malou*	66'000	16'500

ClippingsURL:
ResultURL: *https://wereldreizigers.nl/europa/zwitserland/zomer-in-zwitserland-actief-genieten-gstaad/*

			NETHERLANDS: 2 Clippings	132'000	33'000

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

NORTH AMERICA

03.01.2025	AFAR	Magazine	**Hot Take: Glamping Is Better in the Winter** *Fuller Maggie*	275'000	825'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250103_Afar_Fuller.pdf*
ResultURL: *https://www.afar.com/magazine/cozy-winter-glamping-retreats*

07.01.2025	Time Out New York.com	Online	**25 amazing things to do in Zurich** *Tchea Michelle*	1'190'000	297'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250107_Timeout_Tchea.pdf*
ResultURL: *https://www.timeout.com/switzerland/things-to-do/best-things-to-do-in-zurich#google_vignette*

21.01.2025	Vogue .com	Online	**Forget Lake Como—Here's Why You Should Visit This Charming Swiss Lakeside Town Instead** *Weinfield Madeline*	10'000'000	2'500'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250121_Vogue_Weinfield.pdf*
ResultURL: *https://www.vogue.com/article/lake-lugano-guide*

10.02.2025	AFAR .com	Online	**This Artsy City in Switzerland Will Host Eurovision in 2025—Here's Why It Should Top Your Travel Wishlist** *Graham Adam H.*	987'000	246'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250210_Afar_Graham.pdf*
ResultURL: *https://www.afar.com/magazine/the-best-new-things-to-do-in-basel-switzerland*

10.02.2025	Shermans Travel .com	Online	**7 All-Inclusive Resorts for Winter Sports Enthusiasts** *Sozio Donna*	154'000	38'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250210_ShermansTravel_Sozio.pdf*
ResultURL: *https://www.shermanstravel.com/slideshow/all-inclusive-ski-resort-winter-holiday*

12.02.2025	Shermans Travel .com	Online	**Why Bigger Isn't Always Better: The Growing Case For Small Ski Resorts** *Graham Adam H.*	154'000	38'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250212_ShermansTravel_Graham.pdf*
ResultURL: *https://www.shermanstravel.com/advice/small-ski-resorts-more-afforable-fewer-crowds*

14.02.2025	Luxury Travel Magazine .com	Online	**48 Hours in Bern: A Journey Through Switzerland's Historic Heartland** *Latt David J*	18'600	4'650

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250214_LuxuryTravelMagazine_Latt.pdf*
ResultURL: *https://www.luxurytravelmagazine.com/news-articles/48-hours-in-bern-a-journey-through-switzerlands-historic-heartland*

27.02.2025	The Points Guy .com	Online	**The 16 best solo travel destinations** *Blond Becca*	5'420'000	1'355'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250227_PointsGuy_Blond.pdf*
ResultURL: *https://thepointsguy.com/travel/best-solo-travel-destinations/*

13.03.2025	The Globe and Mail Style Advisor	Magazine	**Time Travels** *Sardone Andrew*	945'000	2'835'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250314_StyleAdvisor_Sardone_TimeTravels.pdf*
ResultURL:

17.03.2025	The Globe and Mail	Newspaper	**Time Travels** *Sardone Andrew*	158'800	317'600

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250317_GlobeAndMail_Sardone_TimeTravels.pdf*
ResultURL: *https://www.theglobeandmail.com/life/style-advisor/article-a-peek-into-the-heart-of-the-swiss-watch-world/*

06.04.2025	Pique Newsmagazine .com	Online	**Range Rover: Epic Switzerland** *Anthony Leslie*	147'800	36'950

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250406_PiqueMagazine_Anthony.pdf*
ResultURL: *https://www.piquenewsmagazine.com/opinion/range-rover-epic-switzerland-10484459*

09.04.2025	BBC Travel .com	Online	**Nine European vacation destinations to visit in 2025 if it's not your first time** *Leasca Stacey*	607'600	151'900

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250409_BBC_Leasca.pdf*
ResultURL: *https://www.bbc.com/travel/article/20250407-best-european-vacation-destinations*

11.04.2025	Bold Traveller	Magazine	**Book a Table** *Laroye Claudia*	100'000	300'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250411_BoldMagazine_LaRoye.pdf*
ResultURL: *https://issuu.com/boldmag/docs/bold_traveller_spring_2025_the_food_wine_specia*

15.04.2025	forbes .com	Online	**To Place Women On The Map, Geneva Has Renamed Some Of Its Street** *Brunner Jeryl*	78'100'000	19'525'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250415_Forbes_Brunner.pdf*
ResultURL: *https://www.forbes.com/sites/jerylbrunner/2025/04/15/to-place-women-on-the-map-geneva-has-renamed-some-of-its-streets/*

17.04.2025	Sports Illustrated Swimsuit . com	Magazine	**Here's Why Travelers Seeking Tranquility and Luxury Should Head to This Swiss City** *Puliti Alejandra*	961'400	240'350

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250417_SwimsuitSI_Puliti.pdf*
ResultURL: *https://swimsuit.si.com/hotspot-destinations/zurich-travel-guide*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
23.04.2025	Kids Are A Trip	Blog	**Best Things to do in Bern Switzerland with Kids (2025)** *Maxwell Kirsten*	3'270	818

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250423_KidsareaTrip_Maxwell.pdf*
ResultURL: *https://kidsareatrip.com/things-to-do-in-bern-switzerland-with-kids/*

29.04.2025	Fora Travel, Inc .com	Blog	**Switzerland in Six: The Perfect Blend of Cities, Lakes & Alps Adventures** *Patel Vishvesh*		

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250429_ForaTravel_Patel.pdf*
ResultURL: *https://www.foratravel.com/guides/E23QNP/switzerland-in-six-the-perfect-blend-of-cities-lakes-and-alps-adventures-vish-patel*

20.05.2025	Pasadena Magazine	Magazine	**Swiss Family Vacation** *Saviss Ramona*	5'310	15'930

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250520_Pasadena_Saviss.pdf*
ResultURL:

27.05.2025	Elle Decor .com	Online	**Elle Decor Checks In... The 15 Best Destinations to Visit in June** *Santiago Sean*	1'560'000	390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250527_ElleDecor_Santiago.pdf*
ResultURL: *https://www.elledecor.com/life-culture/travel/g43140243/best-places-to-travel-june/*

27.05.2025	AOL .com	Online	**Elle Decor Checks In... The 15 Best Destinations to Visit in June** *Santiago Sean*	35'800'000	3'580'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250527_AOL_Santiago.pdf*
ResultURL: *https://www.aol.com/lifestyle/15-best-places-visit-june-204000354.html?*

29.05.2025	Pasadena Magazine .com	Online	**Exploring Switzerland With Kids: A Family-Friendly Luxury Travel Guide** *Saviss Ramona*	14'000	3'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250529_PasadenaMag_Saviss.pdf*
ResultURL: *https://pasadenamag.com/travel/swiss-family-vacation*

30.05.2025	NewsBreak .com	Online	**Exploring Switzerland With Kids: A Family-Friendly Luxury Travel Guide** *Saviss Ramona*	16'100'000	1'610'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250530_Newsbreak_Saviss.pdf*
ResultURL: *https://local.newsbreak.com/pasadena-magazine-1600305/4030002569807-exploring-switzerland-with-kids-a-family-friendly-luxury-travel-guide*

20.06.2025	CBS Chicago	TV/Cable/Video	**Companies use AI, technology, social media to customize luxury travel** *Gillette Wendy*	860'300	860'300

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/25_0620_CBSChicago_Gillette.mp4*
ResultURL: *https://www.cbsnews.com/chicago/video/companies-use-ai-technology-social-media-to-customize-luxury-travel/?utm_source=chatgpt.com*

22.06.2025	Travel + Leisure .com	Online	**This Stunning Village Is the 'Sleeping Beauty' of the Swiss Alps—and You Can Only Reach It by Train** *Mansel Lydia*	10'700'000	2'675'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250622_TravelLeisure_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/wengen-switzerland-11751743*

22.06.2025	msn.com	Online	**This Stunning Village Is the 'Sleeping Beauty' of the Swiss Alps—and You Can Only Reach It by Train** *Mansel Lydia*	110'200'000	13'775'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250622_MSN_Mansel.pdf*
ResultURL: *https://www.msn.com/en-us/travel/news/this-stunning-village-is-the-sleeping-beauty-of-the-swiss-alps-and-you-can-only-reach-it-by-train/ar-AA1HbMCj*

30.06.2025	Bold Traveller .ca	Online	**Places to Stay: Appenzeller Huus, Switzerland** *Laroye Claudia*	6'600	1'650

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250630_BoldTraveller_Laroye.pdf*
ResultURL: *https://boldtraveller.ca/places-to-stay/hotels/places-to-stay-appenzeller-huus-switzerland/*

03.07.2025	Sports Illustrated Swimsuit . com	Magazine	**This Five-Star Boutique Hotel in Zermatt Is the Chicest Getaway in the Alps** *Milam Mara*	1'240'000	310'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250703_SwimsuitSI_Milam.pdf*
ResultURL: *https://swimsuit.si.com/hotspot-destinations/five-star-boutique-hotel-in-zermatt-the-omnia*

09.07.2025	Sports Illustrated Swimsuit . com	Magazine	**This Restaurant in the Swiss Alps Creates an Unforgettable Dining Experience With Fresh, Local Flavors** *O'Bleness Cara*	1'240'000	310'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250709_SwimsuitSI_OBleness.pdf*
ResultURL: *https://swimsuit.si.com/hotspot-destinations/restaurant-in-the-swiss-alps-creates-an-unforgettable-dining-experience*

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:

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/*

07.08.2025	National Geographic .com	Online	**Why Zurich's surprising food and drink scene is on the money** *MacEacheran Mike*	5'640'000	1'410'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250807_NationalGeographics.com_MacEacheran.pdf*
ResultURL: *https://www.nationalgeographic.com/travel/article/why-zurichs-food-and-drink-scene-is-on-the-money*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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:

06.09.2025	Travel + Leisure .com	Online	**This Idyllic Car-free Town in the Swiss Alps Offers Pollution-free Air, the World's Highest Glacier Palace, and Views of 38 Peaks** *Emanuelli Alexandra*	9'560'000	2'390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250906_TravelandLeisure.com_Emanuelli.pdf*
ResultURL: *https://www.travelandleisure.com/zermatt-switzerland-alps-11795717*

13.09.2025	SNOW Magazine .com	Online	**Mountain Diaries: 48 Hours In Andermatt + Sedrun + Disentis, Switzerland** *Mastarciyan Michael*	1'690	423

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250913_SnowMagazine_Mastarciyan.pdf*
ResultURL: *https://thesnowmag.com/mountaindiariesandermatt/*

01.10.2025	National Geographic .com	Online	**Hotel Awards 2025: the world's 30 best hotels** *Walker Kerry*	6'300'000	1'575'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251001_NationalGeographic_Walker.pdf*
ResultURL: *https://www.nationalgeographic.com/travel/article/best-hotels-in-the-world-hotel-awards-2025*

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*

11.10.2025	Travel + Leisure .com	Online	**This Swiss Region Is the 'Top of Europe'—and It Has the Highest Train Station on the Continent** *Mansel Lydia*	12'900'000	3'225'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251011_TravelLeisure.com_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/guide-to-jungfrau-region-switzerland-11827105*

11.10.2025	msn.com	Online	**This Swiss Region Is the 'Top of Europe'—and It Has the Highest Train Station on the Continent** *Mansel Lydia*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251011_MSN.com_Mansel.pdf*
ResultURL: *https://www.msn.com/en-us/travel/news/this-swiss-region-is-the-top-of-europe-and-it-has-the-highest-train-station-on-the-continent/ar-AA1OhLH7*

11.10.2025	AOL .com	Online	**This Swiss Region Is the 'Top of Europe'—and It Has the Highest Train Station on the Continent** *Mansel Lydia*	23'600'000	2'360'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251011_AOL.com_Mansel.pdf*
ResultURL: *https://www.aol.com/articles/swiss-region-top-europe-highest-180000011.html?guccounter=1*

14.10.2025	AFAR .com	Online	**11 Stunning Ski Lodges and Resorts Around the World to Book This Winter** *Graham Adam H.*	694'300	173'575

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251014_Afar.com_Graham.pdf*
ResultURL: *https://www.afar.com/magazine/best-ski-lodges-resorts-around-the-world*

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/*

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*

04.11.2025	The Points Guy .com	Online	**The 15 best Christmas markets in Europe for 2025** *Zaino Lori*	4'380'000	1'095'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251104_ThePointsGuy_Zaino.pdf*
ResultURL: *https://thepointsguy.com/travel/the-worlds-best-christmas-markets/*

06.11.2025	Fathom	Online	**Let's Trade Downbeat American Reality for a Wholesome European Christmas Fantasy** *Rosati Ryan*	617'032	154'258

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2026/20251106_fathomwaytogo.substack.com_rosati.pdf*
ResultURL: *https://fathomwaytogo.substack.com/p/lets-trade-downbeat-american-reality?utm_source=post-email-title&publication_id=1746012&post_id=178218732&utm_campaign=email-post-title&isFreemail=false&r=2gn8&triedRedirect=true*

07.11.2025	AFAR .com	Online	**14 Magical Winter Destinations Whether You Want to Embrace the Snow or Escape the Cold** *Berg Bailey*	694'300	173'575

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251107_Afar_Berg.pdf*
ResultURL: *https://www.afar.com/magazine/best-places-for-winter-travel*

10.11.2025	IG @rishad	Social Media/Influencer	**It was a dream come true to spend a few days with @Stmoritz bringing in fall colors in the Swiss Alps** *Daroowala Rishad*	139'000	27'800

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251110_IG_Daroowala.mov*
ResultURL: *https://www.instagram.com/p/DQ4mnSrie7O/?img_index=1*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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/*

25.11.2025	Travel by LA Times Studios	Magazine	**Travel For the Sport of It!** *Peters* Jenny*	1'200'000	3'600'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251125_LATimesTravel_Peters.pdf*
ResultURL: *https://npaper2.com/escapes-travel-adventure/2025/11/#?page=14&dpg=1*

01.12.2025	SNOW Magazine	Magazine	**Zürich Zen** *Woit Leslie*	30'000	90'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251201_SnowMag_Woit.pdf*
ResultURL: *https://snow-magazine.paperturn-view.com/171981-snowmag-softproof?pid=ODk8922567&p=33&source=qr*

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/*

28.12.2025	Travel + Leisure .com	Online	**This Destination Is Home to the 'Top of Europe' and the Highest Train Station On the Continent** *Mansel*	11'600'000	2'900'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20252812_travelandleisure.com_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/guide-to-jungfrau-region-switzerland-11874525*

28.12.2025	AOL .com	Online	**This Destination Is Home to the 'Top of Europe' and the Highest Train Station On the Continent** *Mansel*	23'600'000	2'360'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251228_aol.com_Mansel.pdf*
ResultURL: *https://www.aol.com/articles/destination-home-top-europe-highest-130000706.html*

NORTH AMERICA: 56 Clippings	488'761'002	98'444'882

SPAIN

01.02.2025	Revista Viajar	Magazine	**Aventura alpina en Suiza** *Palau Josep Maria*	74'000	261'685

ClippingsURL: *http://clippings.switzerlandtourism.ch/BCN/2025/viajar_aventuraalpinaensuiza.pdf*
ResultURL:

SPAIN: 1 Clippings	74'000	261'685

SWITZERLAND

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
16.01.2025	Weltwoche	Newspaper	**Davos versinkt im Mittelmass** *Redaktion*	133'000	133'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/477071862.pdf*
ResultURL:

07.02.2025	LFM	Radio	**Le bon plan du week-end: activités bien-être** *Lavey Sylvain*	127'100	127'100

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481123600.pdf*
ResultURL:

07.02.2025	Schweizer Illustrierte online	Online	**Die 10 schönsten Hotels für ein romantisches Getaway**	33'700	84'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336300.pdf*
ResultURL:

06.03.2025	DIE ZEIT Büro Schweiz	Newspaper	**Der Luxus zieht ins Dorf** *Wenger Brigitte*	69'000	69'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/485240700.pdf*
ResultURL:

15.03.2025	NZZ - Neue Zürcher ZeitungOnline Online		**„Ein Design-Hotel ist maskulin, einm Boutique-Hiotel ist feminin“** *Kaufmann Moritz*	116'666	291'665

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/486855305.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:

27.03.2025	Coopzeitung	Magazine	**Boutique & Design Hotels and Lodgings**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/488584921.pdf*
ResultURL:

27.03.2025	Coopzeitung	Magazine	**Von Uhren bis Urgeschichte: Museums-Highlights in Genf**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498897016.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:

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:

18.08.2025	NZZ Bellevue	Online	**Schlafen zwischen Reben und Wein**	162'375	162'375

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/515587290.pdf*
ResultURL:

22.08.2025	Liechtensteiner Vaterland	Newspaper	**„So laufen wir in einen zünftigen Hammer“** *Redaktion*	20'000	20'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/515251823.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
22.08.2025	bz Basel Online	Online	**„So laufen wir in einen zünftigen Hammer hinein“ - Trauffer über die Schweiz, Tourismus und den Stadt-Land-Graben** *Redaktion*	21'400	53'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/515251810.pdf* ResultURL:					
22.08.2025	AZ Aargauer Zeitung Online	Online	**„So laufen wir in einen zünftigen Hammer hinein“ - Trauffer über die Schweiz, Tourismus und den Stadt-Land-Graben** *Redaktion*	68'200	170'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/515251806.pdf* ResultURL:					
06.10.2025	Blick Online, Ringier AG	Online	**Top 5 für einen unvergesslichen Herbst**	968'800	2'422'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/523074501.pdf* ResultURL:					
14.11.2025	htr hotel revue Online	Online	**Wandel im Glas: Warum Hotels auf Leitngswasser setzen** *Redaktion*	16'250	40'625
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/529183535.pdf* ResultURL:					
25.11.2025	Plattform J	Online	**Nachhaltigkeit mit Stil - Trauffer Bretterhotel bekommt Nachhaltigkeits-Label** *Redaktion*	89'512	89'512
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/530819959.pdf* ResultURL:					
10.12.2025	Thuner Tagblatt	Newspaper	**Alpenidylle für ihre Millionen Follower**	42'000	42'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268672.pdf* ResultURL:					
11.12.2025	Coopération	Magazine	**1602 raisons de casser la marmite**	715'000	715'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268737.pdf* ResultURL:					
11.12.2025	Cooperazione	Magazine	**Esperienze sensoriali a Baden**	159'000	159'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268652.pdf* ResultURL:					
29.12.2025	TIO TicinOnline – 20 minuti Ticino	Online	**Lusso e sostenibiltà: la vision di un futuro possibile**	100'800	252'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/535775921.pdf* ResultURL:					
			SWITZERLAND: 24 Clippings	12'364'803	14'353'527

UK/IRELAND

15.02.2025	The Times and the Sunday Times online (thetimes.com)	Online	**Inside the cool Swiss ski hotel that’s packed with Welsh charm** *MacEacheran Mike*	10'047'658	2'511'915
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/15Feb2025_thetimes.com.pdf* ResultURL: *www.thetimes.com/travel/inspiration/ski-holiday/brecon-hotel-adelboden-60wfvb2bs*					
01.03.2025	Beau Monde Traveller	Online	**Grand Hotel Belvedere (by unknown)** *Windsor Antonia*	70'000	17'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/01Mar25_BeauMondeTravellerI.pdf* ResultURL:					
17.05.2025	Daily Mirror and Sunday Mirror online (mirror.co.uk)	Online	**I visited a Swiss mountain hotel with unusual spa treatments and a surprise in the bathroom** *Mulley*	20'665'286	5'166'322
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/17May25_mirror.co.uk.pdf* ResultURL: *https://www.mirror.co.uk/travel/davos-switzerland-hotel-review-travel-35226666*					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
17.05.2025	International Business Times Online	Online	**I visited a Swiss mountain hotel with unusual spa treatments and a surprise in the bathroom** *Mulley*	30'000'000	7'500'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/17May25_thebusinesstimes.co.uk.pdf*
ResultURL: *https://www.mirror.co.uk/travel/davos-switzerland-hotel-review-travel-35226666*

18.05.2025	OK! magazine	Magazine	**I found a Swiss Alps hotel with quirky spa treatments and a surprise in the bathrooms** *Mulley*	478'878	1'197'195

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/18May25_ok.co.uk.pdf*
ResultURL: *https://www.ok.co.uk/lifestyle/hard-rock-hotel-davos-review-35228527*

08.07.2025	Yahoo! UK & Ireland (uk.yahoo.com)	Online	**Get high: the best mountain hotels in Europe for a coolcation** *Miller Alicia*	3'000'000	750'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/08Jul25_uk.yahoo.com.pdf*
ResultURL: *https://www.standard.co.uk/lifestyle/travel/mountain-hotels-europe-coolcation-switzerland-slovenia-b1236462.html*

08.09.2025	Women's Health online	Online	**Cycle, sail, spa: Why sunny St Moritz isn't only for winter holidays** *Evans Georgea*	500'000	125'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/08Sep25_womenshealthmag.com.pdf*
ResultURL: *https://www.womenshealthmag.com/uk/travel/a65999857/st-moritz-in-summer/*

11.09.2025	Luxury London	Online	**Ski and soothe: Europe's best hotels with spas on the slopes** *Lewis Annie*	50'000	12'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/11Sep25_luxurylondon.co.uk.pdf*
ResultURL: *https://luxurylondon.co.uk/travel/international/ski-hotels-with-spas-europe/*

26.10.2025	The Observer online (observer.co.uk)	Online	**Swiss bliss: the Grand Hotel Belvedere is back on top** *Sunshine Becky (Rebeeca)*	1'000'000	250'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/26Oct25_observer.co.uk.pdf*
ResultURL: *https://observer.co.uk/style/travel/article/swiss-bliss-the-grand-hotel-belvedere-is-back-on-top*

			UK/IRELAND: 9 Clippings	65'811'822	17'530'432

			Grand Total over ALL	598'010'948	155'267'147