BENELUX

Title
Summer. Hotel Cooperation. Kidsindebergen. Reka Online

Instrument
Campaigning & Activation

Marketing Tool
Display & Programmatic Paid

Circulation

Contacts
49242

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

Activity
Kidsindebergen.nl - REKA Cooperation.

Blogs and 30 accommodation listings with direct booking links to REKA properties.

Blogs reamain online but will not be pushed anymore
BeNe 139 Bookings × 6 nights × 4 people = 3.336 overnights

Title
Summer. Hotel Cooperation. Kidsindebergen. Reka Socials

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
529019

Date from - to
01/01/2025 – 30/08/2025

Activity
Kidsindebergen.nl - REKA cooperations in total 28 accomodation

3 Meta campaigns

Title
Autumn. Hotel Cooperation. Kidsindebergen. Family Hotels Online

Instrument
Campaigning & Activation

Marketing Tool
Content Collaboration Digital

Circulation

Contacts
200828

Date from - to
01/09/2025 – 28/11/2025

Activity
Kidsindebergen.nl - Family Cooperation.

Blogs and 13 accommodation listings with direct booking links to MySwitzerland Hotel pages

Blogs will be pushed via Social Media till 28.11.2025 Campaign contuines till 23.01.2026

Title
Autumn. Hotel Cooperation. Kidsindebergen. Family Hotels Socials

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
150000

Date from - to
01/09/2025 – 31/12/2025

Activity
Kidsindebergen.nl - Family Hotels cooperations in total 13 accomodation

1 Meta campaigns

BENELUX

4		929'089
MarketingActivities	*Circulation*	*Contacts*

BRAZIL

Title
STS2025: B2B Activities

Instrument
KAM

Marketing Tool
Business Plan

Circulation

Contacts
1

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

BRAZIL

1		1
MarketingActivities	*Circulation*	*Contacts*

FRANCE

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	**1**		**16'062'103**
	MarketingActivities	*Circulation*	*Contacts*

GCC

Title
Campaigning: Family Hotel Digital Push – Pilatus Kulm

Instrument
Campaigning & Activation

Circulation

Contacts
2120164

Marketing Tool
Social Media Paid

Date from - to
24/10/2025 – 01/11/2025

Activity
- Dates: 24 October – 01 November 2025
- Meta paid campaign in Arabic promoting the hotel partner for the family segment.
- Channels: Facebook & Instagram
- Target audience: local arabs in the GCC
- Content: single picture

Results:
- Reach: 985‘317
- Impression: 2’120’164

http://clippings.switzerlandtourism.ch/DXB/2025/20251125143142_Screenshot_2025-11-25_at_14.31.20.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 Digital Push – Le Mirabeau Resort & Spa

Instrument
Campaigning & Activation

Circulation

Contacts
3098365

Marketing Tool
Social Media Paid

Date from - to
20/11/2025 – 28/11/2025

Activity
- Dates: 20 – 28 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‘303‘283
Impression: 3’098’365

http://clippings.switzerlandtourism.ch/DXB/2025/20251125150110_Screenshot_2025-11-25_at_15.00.04.png

GCC	**3**		**8'458'522**
	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: Newsletter “Abenteuer, Natur & Erholung - unvergessliche Familienferien in der Schweiz”

Instrument
KMM

Circulation
1880

Marketing Tool
Media Release

Contacts
1880

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

Activity
Newsletter an rund 1800 Medienschaffende

Opening Rate: 51.47% l Click Rate: 6,7%

Title
C&A: Kooperation zu Kinofilm “Heidi” l Newsletter

Instrument
Campaigning & Activation

Circulation
272000

Marketing Tool
eNewsletter

Contacts
272000

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

Activity
Zum Kinostart des Films “Heidi: Die Legende vom Luchs” (Kinostart am 26.06.2025) wurde in Kooperation mit CineMotion Kinos eine attraktive Familiereise in die Schweiz verlost.

Umfang Reise:
- 1 Woche Aufenthalt im Hotel Sport Klosters mit Halbpension für 2 Erwachsene und bis zu 3 Kindern
- Swiss Travel Passes
- Anreise mit DB und/oder SWISS

Das Gewinnspiel wurde mittels Newsletter, Landing Page, Social Media und Leinwandwerbung (Spot) beworben.

http://clippings.switzerlandtourism.ch/FRA/2025/20250715151105_Reporting__Heidi_CH_Tourismus_CineMotion_Juli2025_k.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250715152737_Gewinnspiel_Heidi_Newsletter_650x300px_300dpi_visit_switzerland.jpg

Title
C&A: Kooperation Kinostart “Heidi” l Leinwandwerbung

Instrument
Campaigning & Activation

Circulation

Contacts
60000

Marketing Tool
TV/Cinema Spot incl. Digital

Date from - to
26/06/2025 – 25/07/2025

Activity
Zum Kinostart des Films “Heidi: Die Legende vom Luchs” (Kinostart am 26.06.2025) wurde in Kooperation mit CineMotion Kinos eine attraktive Familiereise in die Schweiz verlost.

Umfang Reise:
- 1 Woche Aufenthalt im Hotel Sport Klosters mit Halbpension für 2 Erwachsene und bis zu 3 Kindern
- Swiss Travel Passes
- Anreise mit DB und/oder SWISS

Das Gewinnspiel wurde mittels Newsletter, Landing Page, Social Media und Leinwandwerbung (Spot) beworben.

http://clippings.switzerlandtourism.ch/FRA/2025/20250715151902_Reporting__Heidi_CH_Tourismus_CineMotion_Juli2025_k.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250715152001_2025-05_CineMotion_Heidi_Gewinnspiel_Spot_1920x1080_30Sek.mp4

Title
C&A: Kooperation Kinostart “Heidi” | Banner

Instrument
Campaigning & Activation

Circulation

Contacts
125000

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

Marketing Tool
Display & Programmatic Paid

Activity
Zum Kinostart des Films “Heidi: Die Legende vom Luchs” (Kinostart am 26.06.2025) wurde in Kooperation mit CineMotion Kinos eine attraktive Familiereise in die Schweiz verlost.

Umfang Reise:
- 1 Woche Aufenthalt im Hotel Sport Klosters mit Halbpension für 2 Erwachsene und bis zu 3 Kindern
- Swiss Travel Passes
- Anreise mit DB und/oder SWISS

Das Gewinnspiel wurde mittels Newsletter, Landing Page, Social Media und Leinwandwerbung (Spot) beworben.

http://clippings.switzerlandtourism.ch/FRA/2025/20250715152532_Reporting__Heidi_CH_Tourismus_CineMotion_Juli2025_k.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20250715152557_Gewinn_Heidi_Websitebanner_1920x665px_berg_weiss_visit_switzerland.jpg

Title
C&A: Kooperation Kinostart “Heidi” | Social Media

Instrument
Campaigning & Activation

Circulation

Contacts
0

Date from - to
26/06/2025 – 25/07/2025

Marketing Tool
Social Media Organic

Activity
Zum Kinostart des Films “Heidi: Die Legende vom Luchs” (Kinostart am 26.06.2025) wurde in Kooperation mit CineMotion Kinos eine attraktive Familiereise in die Schweiz verlost.

Umfang Reise:
- 1 Woche Aufenthalt im Hotel Sport Klosters mit Halbpension für 2 Erwachsene und bis zu 3 Kindern
- Swiss Travel Passes
- Anreise mit DB und/oder SWISS

Das Gewinnspiel wurde mittels Newsletter, Landing Page, Social Media und Leinwandwerbung (Spot) beworben.

http://clippings.switzerlandtourism.ch/FRA/2025/20250715153142_Gewinnspiel_Heidi_Legend_Luchs_Feed_visit_switzerland.jpg
http://clippings.switzerlandtourism.ch/FRA/2025/20250715153158_Gewinnspiel_Heidi_Legend_Luchs_story_visit_switzerland.jpg
http://clippings.switzerlandtourism.ch/FRA/2025/20250715153220_Reporting__Heidi_CH_Tourismus_CineMotion_Juli2025_k.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).

Title
KMM: Newsletter “Familienfreundliche Skiferien in der Schweiz”

Instrument
KMM

Circulation
1332

Date from - to
06/11/2025 – 06/11/2025

Marketing Tool
Media Release

Contacts
1332

Activity
Versand des monatlichen Medien-Newsletters an rund 1332 Kontakte in Deutschland.

Opening Rate: 48,3% I Click Rate: 5,21%

http://clippings.switzerlandtourism.ch/FRA/2025/20251112133010_Media_Corner_FamilienfreundlicheSkiferien.pdf

GERMANY

9	292'012	919'512
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: ST Sales Manual 2025 - “Swisspiration Magazine”

Instrument
KAM

Marketing Tool
Other...

Circulation

Contacts
1500

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

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: ENewsletters to promote ST India Webinar Series 2025

Instrument
Campaigning & Activation

Marketing Tool
eNewsletter

Circulation
213230

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

Marketing Tool
Advertisement Print

Circulation
217200

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	**8**	**430'430**	**872'888**
	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

ITALY	**1**		**1'000**
	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 Family Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
7979371

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

Marketing Tool
Social Media Paid

Activity
Kooperationskampagne Family auf META

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		388'702'488
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 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 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
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

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

Marketing Tool
OOH incl. Digital OOH

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	**8**		**174'720'845**
	MarketingActivities	*Circulation*	*Contacts*

SPAIN

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

Instrument
Campaigning & Activation

Circulation

Contacts
6400000

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

Marketing Tool
Ambassador/Influencer

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: Schweizer Familie. Family Hotels.

Instrument
Campaigning & Activation

Circulation

Contacts
462000

Date from - to
15/05/2025 – 15/05/2025

Marketing Tool
Advertisement Print

Activity

1 Anzeige Pano 2/1 Seite

http://clippings.switzerlandtourism.ch/ZRH/2025/20251202104114_Screenshot_2025-12-02_at_10.40.42.png

Title
Campaigning: Newsnet. Family Hotels.

Instrument
Campaigning & Activation

Circulation

Contacts
347271

Date from - to
13/05/2025 – 13/05/2025

Marketing Tool
Native Advertisement Paid

Activity
Newsnet DE Newsletter Native Ad Fullbanner middle

347.271 Empfänger, 255 Klicks

http://clippings.switzerlandtourism.ch/ZRH/2025/20250519143036_NL_Basler_Z_Der_Abend_15.05.2025.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250519143113_NL_BZ_am_Abend_15.05.2025.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250519143138_NL_Der_Bund_15.05.2025.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250519143158_NL_Tagesanzeiger_15.05.2025.pdf

Title
Campaign: Namuk Outdoor Challenge 2025

Instrument
Campaigning & Activation

Circulation

Contacts
441786

Date from - to
21/03/2025 – 23/08/2025

Marketing Tool
Native Advertisement Paid

Activity
Multimedia-Collaboration with Namuk (children's outdoor-equipment).

Contains Outdoor-Challenge including promotion of Listicles, social media-promotion, newsletter-integration, sweepstake of hotel&accomodation, integration of StraPa.

- Promotion and publicity of Switzerland Tourism's family offers within the participants of the 100 Day Outdoor Challenge
- Logo integration on poster, landing page, promotional video
- Integration of 5 illustrations / outdoor ideas within the poster, which are defined and delivered by Switzerland Tourism in consultation with namuk

http://clippings.switzerlandtourism.ch/ZRH/2025/20250401165822_Mach_mit_bei_der_namuk_Outdoor_Challenge_2025.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250401165856_Namuk_Wettbewerbspreis.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250409081754_ScreenRecording_03-28-2025_09-11-51_1.mov
http://clippings.switzerlandtourism.ch/ZRH/2025/20250422144534_11042025_ST_B2CNL_namuk.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250507093616_06_05_2025namuk_IG_post_Carousel.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250520113208_16_05_2025Screenshot_Blogpost_Mai.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250603131822_22_05_2025_SoMe_namukxST.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250610085847_10_06_2025_Ausflugstipps_fur_den_Juni.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250617133014_Screenshot_SoMe_NamukxST_15_06_2025.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250714120437_08_07_2025_SoMe_namukxST.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250714120550_09_07_2025_Namuk_Ausglugstipps_Juli.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250807101128_Screenshot_SoMe_STxnamuk_07_08_25.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250807101204_Screenshot_Blogpost_August_03_08_2025.pdf

Title
Campaigning: SBB x Wir Eltern

Instrument
Campaigning & Activation

Circulation
1094700

Date from - to
06/06/2025 – 12/12/2025

Marketing Tool
Placement Paid

Contacts
1094700

Activity
Thema Zugfahren mit Familie

3 x redaktionelle Doppelseite (Print)
3 x Online Advertorial / auf www.wireltern.ch
3 x NL Beitrag
3 x SoMe Beitrag

06/25 - Tessin
08/25 - Zentralschweiz

http://clippings.switzerlandtourism.ch/ZRH/2025/20250514101206_Wir_Eltern_Juni_-_Tessin.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250715111532_we_2509_054_Zentralschweiz.pdf
http://clippings.switzerlandtourism.ch/ZRH/2026/20260108073027_we_2512_058_CH_Tourismus47.pdf

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
Campaigning: Spick - Family Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
161512

Date from - to
01/04/2025 – 17/04/2025

Marketing Tool
Display & Programmatic Paid

Activity
1 x Publireportage d/f
Kontakte: 55’500
Auflage: 37'000 Exemplare (DE: 30000 Ex., FR: 7000 Ex.)

1 x Newsletter
18’012 Abonnenten (24% Opening rate) / 3% CTR

1 x Online Teaser

http://clippings.switzerlandtourism.ch/ZRH/2025/20250313153428_42_PR_Schweiz_Tourismus_DE.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250313153444_14_PR_Schweiz_Tourismus_FR.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
Transa Kooperation Herbst

Instrument
Campaigning & Activation

Circulation
40000

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

Marketing Tool
Advertisement Print

Contacts
80000

Activity
8 pages in Transa 4 Seasons_Magazine: Content: Places that do not look like Switzerland, but actually are in Switzerland: Derborence (VS), Lake Gruyère (FR), Jaun, Gastlosen (FR, BE, VD), Etang de la Gruère (JU), Lago di Saoseo (GR), Valle Onsernone (TI).

http://clippings.switzerlandtourism.ch/ZRH/2025/20250909163422_Transa_Herbst_DE.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250909163520_Transa_Herbst_FR.pdf

SWITZERLAND

11	4'488'700	46'193'382
MarketingActivities	*Circulation*	*Contacts*

UK/IRELAND

Title
C&A: B2C Marketing Newsletter July 2025

Instrument
Campaigning & Activation

Circulation
45793

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

Marketing Tool
eNewsletter

Contacts
45793

Activity
General Topic: Family offers summer

Date: 04.07.2025

UK Market Specific Content:

Results
Sent: 45.793
Opened: 25.710

http://clippings.switzerlandtourism.ch/LON/2026/20260113173805_nl-ge_2025-07_uk-preview.png

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

Title
KMM: Interlaken media dinner in Edinburgh

Instrument
KMM

Circulation

Contacts
17

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

Marketing Tool
Event/Fair/Workshop

Activity
Media drinks reception, brief destination partner presentation and three-course dinner co-hosted by by ST and Interlaken Tourism at Scotts Kitchen in Edinburgh

17 key media contacts in attendance

http://clippings.switzerlandtourism.ch/LON/2025/20251106115018_Interlaken_media_dinner_invitation.png
http://clippings.switzerlandtourism.ch/LON/2026/20260125231347_Interlaken_media_dinner_in_Edinburgh_guest_list.pdf

UK/IRELAND	**6** *MarketingActivities*	**45'793** *Circulation*	**778'090** *Contacts*
Grand Total over ALL	**63** *MarketingActivities*	**5'256'935** *Circulation*	**644'037'920** *Contacts*

MediaResultsCentral

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

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:

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*

23.06.2025	MAISONS CÔTE EST	Magazine	**Riviera Vaudoise** *BENOIT-LEMARCHAND Agnès*	55'437	554'370

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/MCE_0096_DECO_EVASION_Suisse_compressed.pdf*
ResultURL:

07.08.2025	DERNIERES NOUVELLES D'ALSACE	Newspaper	**La Suisse en trains légendaires** *LUGASSY Gilbert (Albert)*	132'868	548'745

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

08.08.2025	L'ALSACE	Newspaper	**La Suisse en trains légendaires** *LUGASSY Gilbert (Albert)*	69'565	258'782

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

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:

28.08.2025	GEO.FR - GEO ONLINE	Online	**3 jours pour visiter le canton de Vaud, en Suisse** *JÉNICOT Juliette*	3'471'978	867'995

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/3_jours_pour_visiter_le_canton_de_Vaud_en_Suisse_-_Geo.fr.pdf*
ResultURL: *https://www.geo.fr/voyage/3-jours-pour-visiter-le-canton-de-vaud-en-suisse-228254*

28.08.2025	portail.free.fr - Free online	Online	**3 jours pour visiter le canton de Vaud, en Suisse** *JÉNICOT Juliette*	706'651	176'663

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/3_jours_pour_visiter_le_canton_de_Vaud_en_Suisse.pdf*
ResultURL: *https://portail.free.fr/actualites/monde/3-jours-pour-visiter-le-canton-de-vaud-en-suisse/*

30.08.2025	TF1	TV/Cable/Video	**20h: L'ascenseur le plus haut d'Europe** *YOUSFI Khelian*	5'500'000	5'500'000

ClippingsURL:
ResultURL: *https://www.tf1info.fr/voyages/video-reportage-visite-photos-suisse-hammetschwand-bienvenue-dans-l-ascenseur-le-plus-haut-d-europe-2391749.html*

30.08.2025	TF1info.fr (ancien lci.fr)	Online	**Bienvenue dans l'ascenseur extérieur le plus haut d'Europe** *YOUSFI Khelian*	17'767'000	4'441'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/_Cest_magnifique_jamais_vu_quelque_chose_comme_ca___._bienvenue_dans_lascenseur_exterieur_le_plu.pdf*
ResultURL: *https://www.tf1info.fr/voyages/video-reportage-visite-photos-suisse-hammetschwand-bienvenue-dans-l-ascenseur-le-plus-haut-d-europe-2391749.html*

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:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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: 14 Clippings	34'472'426	18'276'228

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*

01.06.2025	Area Wellness	Magazine	**Lausanne Palace: la Belle Epoque tra natura e benessere (6p)** *Ciaccio Fabiola*	15'000	37'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/010625_LausannePalace_Lausanne.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:

11.07.2025	elle.it	Online	**Primo ristorante peruviano dell'Engadina al Kulm con menzione Bernina Express (1p)** *Blasigh Davide*	101'000	707'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/110725_ELLE_St.Moritz.pdf*
ResultURL: *https://www.elle.com/it/lifestyle/viaggi/a65360695/kulm-hotel-st-moritz-foto-amaru-gourmet/*

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/*

15.07.2025	AD Architectural Digest	Magazine	**Nuove aperture e restyling: Eredità futura al Badrutt's Palace (1p** *Pellegrino Alessandra*	409'000	409'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/15072024_BadruttsPalace_St.Moritz.pdf*
ResultURL:

16.07.2025	Artumagazine.it	Online	**Kulm Hotel St. Moritz e Grand Hotel Kronenhof di Pontresina (3p)** *Andreis Massimo*	3'900	975

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/160725_estatedafavolainEngadina_Engadina.pdf*
ResultURL: *https://www.artumagazine.it/2025/07/16/kulm-hotel-st-moritz-e-grand-hotel-kronenhof-di-pontresina-unestate-da-favola-in-engadina/*

01.08.2025	Turismo all'aria aperta	Magazine	**Mee-Time al Cresta Palace (1p)** *Dell'Arciprete Scotti Franca*	5'000	12'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/010825_CrestaPalace_Celerina.pdf*
ResultURL:

01.09.2025	Natural Style	Magazine	**Sul ramo del lago, dolci atmosfere: Lago di Lucerna, Hotel Bürgenstock (1/4p)** *De Marsanich Diana*	255'000	255'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/010925_LagodiLucerna_Svizzera.pdf*
ResultURL:

10.09.2025	Artumagazine.it	Online	**Badrutt's Palace Hotel conquista il titolo di hotel dell'anno 2026 (1p)** *Andreis Massimo*	3'900	975

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/100925_hoteldellanno_Badruttspalace.pdf*
ResultURL: *https://www.artumagazine.it/2025/09/10/badrutts-palace-hotel-conquista-il-titolo-di-hotel-dellanno-2026/*

08.10.2025	Italia a tavola	Magazine	**Vivere la magia dell'autunno in Engadina in un hotel della Belle Époque (1p)** *Redazione*	51'403	128'508

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/0810_viverelamagiadellautunno_Engadina.pdf*
ResultURL: *https://www.italiaatavola.net/check-in/2025/10/8/vivere-magia-dell-autunno-in-engadina-in-hotel-della-belle-epoque/114907/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
14.10.2025	thewaymagazine.it	Online	**La nuova villa del Cresta Palace Celerina, Engadina al massimo del lusso (1p)** *Fenyves Alessandra*	29'100	7'275

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/1410_CrestaPalace_Celerina.pdf*
ResultURL: *https://www.thewaymagazine.it/travel/la-nuova-villa-del-cresta-palace-celerina-engadina-al-massimo-del-lusso/*

30.11.2025	Sciare	Magazine	**Kulm Hotel St. Moritz (2p)** *Di Marco Marco*	26'000	65'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/3011_Kulm_Hotel_St._Moritz.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 Giada*	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*

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*

30.12.2025	harpersbazaar.com	Online	**Nuovi rifugi sulle Alpi da scoprire: Brecon Adelboden e Serlas Wing del Badrutt's Palace St. Moritz (1p)** *Gualielmino Debora*	700'000	175'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/251230_harpersbazaar.com_Brecon_e_Badrutts_Palace.pdf*
ResultURL: *https://www.harpersbazaar.com/it/lifestyle/viaggi/a69709720/rifugi-sciistici-alpi-piu-belli/*

		ITALY: 17 Clippings	10'702'590	5'302'700

NORTH AMERICA

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*

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/*

12.01.2025	forbes .com	Online	**Year In Review: A Travel Writer's 10 Best Hotel Stays Of 2024** *Parker Jennifer Leigh*	88'200'000	22'050'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250112_Forbes_Parker.pdf*
ResultURL: *https://www.forbes.com/sites/connection/2024/12/11/evolving-trends-in-malware-analysis/*

12.01.2025	S/ Magazine .com	Online	**5 Architecturally Compelling Luxury Winter Destinations** *Abi-Nakhoul Nour*	53'800	13'450

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250112_SMagazine_Abi-Nakhoul.pdf*
ResultURL: *https://smagazineofficial.com/food-drink-travel/architecturally-compelling-luxury-winter-destinations-011257776?utm_campaign=feed&utm_medium=referral&utm_source=later-linkinbio*

13.01.2025	Azure: Design, Architecture Art	Magazine Online	**15 Projects that Will Shape Architecture in 2025** *Mutrie Eric*	41'100	10'275

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250113_Azure_Mutrie.pdf*
ResultURL: *https://www.azuremagazine.com/article/timber-aquatics-centre-paris-olympics-2024/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

22.01.2025	Matador Network .com	Online	**Photo: Palm House The 21 Most Exciting New Hotels Opening in the First Months of 2025** *Reilly Laura*	388'400	97'100

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250122_MatadorNetwork_Reilly.pdf*
ResultURL: *https://matadornetwork.com/read/new-hotels-2025-q1/*

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*

05.02.2025	Galerie Magazine .com	Online	**The Ultimate Art and Design Lover's Guide to Switzerland** *Ohly Evans Christina*	79'200	19'800

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250205_GalerieMagazine_OhlyEvans.pdf*
ResultURL: *https://galeriemagazine.com/art-design-switzerland-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*

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*

23.02.2025	CNN Travel .com	Online	**In Switzerland, sledding is not for the faint of heart** *Ward Terry*	121'600'000	30'400'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250223_CNN_Ward.pdf*
ResultURL: *https://www.cnn.com/2025/02/23/travel/switzerland-sledding-intense-winter-vacation/index.html*

26.02.2025	InsiderTravelReport.com	Online	**What 10 Luxury Hotels Is Leading Hotels Adding Now?** *Shillinglaw James*	25'500	6'375

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250226_InsiderTravelReport_Shillingslaw.pdf*
ResultURL: *https://www.insidertravelreport.com/what-10-luxury-hotels-is-leading-hotels-adding-now/?comments*

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/*

27.02.2025	The Pinnacle Gazette .com	Online	**Switzerland's Tourism Scene Thrives With New Developments** *Agaci Evrim*	1'230'000	307'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250227_PinnacleGazette-Agaci.pdf*
ResultURL: *https://evrimagaci.org/tpg/switzerlands-tourism-scene-thrives-with-new-developments-233137*

06.03.2025	La Petite Bette .com	Blog	**Voyage de ski en Suisse, dans le Valais (mère-fille et… fromage)** *Lapierre Manon*	91'600	22'900

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250306_Lapetitebette_Lapierre.pdf*
ResultURL: *https://lapetitebette.com/voyage-de-ski-en-suisse/*

08.03.2025	YT @la petite bette	Social Media/Influencer	**VOYAGE DE SKI EN SUISSE DANS LE VALAIS** 🇨🇭 **Mère-fille et fromage** *Lapierre Manon*	223'000	3'059

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250308_YT_Lapierre.mp4*
ResultURL: *https://www.youtube.com/watch?v=ag69inFDU28*

10.03.2025	SNOW Magazine .com	Online	**Mountain Diaries: 48 Hours In Nendaz 4 Vallées, Switzerland** *Mastarciyan Michael*	1'690	423

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250310_SnowMagazine_Mastarciyan.pdf*
ResultURL: *https://thesnowmag.com/mountaindiariesnendazswitzerland/*

11.03.2025	Fora Travel, Inc .com	Blog	**A Day Trip to Lugano: Swiss Serenity from Lake Como** *Rhudy Michele*		

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250311_ForaTravel_Rhudy.pdf*
ResultURL: *https://www.foratravel.com/trip-reports/ZH7NFZ/a-day-trip-to-lugano-swiss-serenity-from-lake-como-michele-rhudy*

13.03.2025	Fashion Magazine	Magazine	**Check in Zurich** *Michie Natalie*	140'000	420'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250313_FashionMagazine_Michie.pdf*
ResultURL:

13.03.2025	time.com	Online	**The World's Greatest Places of 2025** *Graham Adam H.*	12'400'000	3'100'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250313_Time_Graham.pdf*
ResultURL: *https://time.com/collections/worlds-greatest-places-2025/7262995/banyan-tree-veya-valle-de-guadalupe*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
13.03.2025	The Globe and Mail Style Advisor	Magazine	**Alpine Express** *Sardone Andrew*	945'000	2'835'000

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

16.03.2025	Travel + Leisure .com	Online	**This Italian Lake Is Lined With Postcard-perfect Towns and Waterfront Resorts—and No, It's Not Lake Como** *Heath Elizabeth*	9'980'000	2'495'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250316_TravelLeisure_Heath.pdf*
ResultURL: *https://www.travelandleisure.com/guide-to-lake-maggiore-11693399*

17.03.2025	The Globe and Mail	Newspaper	**Alpine Express** *Sardone Andrew*	158'800	317'600

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250317_GlobeandMail_Sardone_AlpineExpress.pdf*
ResultURL: *https://www.theglobeandmail.com/life/style-advisor/article-travelling-from-zurich-to-st-moritz-with-a-suitcase-full-of-novelty/*

21.03.2025	Vogue .com	Online	**The Best Places to Visit in Switzerland All Year Round** *Kliest Nicole Lee*	9'840'000	2'460'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250321_Vogue_Kliest.pdf*
ResultURL: *https://www.vogue.com/article/best-places-to-visit-in-switzerland*

02.04.2025	Food & Wine Magazine .com	Online	**The Top 10 International Hotel Bars, According to the Experts** *Itzkowitz Laura*	11'000'000	2'750'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250402_FoodWine_Itzkowitz.pdf*
ResultURL: *https://www.foodandwine.com/top-international-hotel-bars-2025-11686209*

02.04.2025	AOL .com	Online	**The Top 10 International Hotel Bars, According to the Experts** *Itzkowitz Laura*	34'000'000	3'400'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250402_AOL_Itzkowitz.pdf*
ResultURL: *https://www.aol.com/top-10-international-hotel-bars-082500625.html*

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*

10.04.2025	Veranda .com	Online	**How Swiss Artisans Are Reviving a Lost Paper Art Tradition** *Minkin Tracey*	495'300	123'825

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250410_Veranda.com_Minikin.pdf*
ResultURL: *https://www.veranda.com/travel/a64214764/swiss-paper-cutting-craft/*

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 Alisandra*	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*

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/*

25.04.2025	The Zoe Report .com	Online	**The Iconic Badrutt's Palace Hotel Just Got A Major Revamp** *Dube Rachel Aleeza*	527'300	131'825

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250425_TheZoeReport_Dube.pdf*
ResultURL: *https://www.thezoereport.com/living/badrutts-palace-hotel-saint-moritz*

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*

01.05.2025	Veranda	Magazine	**Mountains Paper Scissors** *Minkin Tracey*	473'300	1'419'900

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250501_Veranda_Minkin.pdf*
ResultURL:

29.05.2025	InsiderTravelReport.com	Online	**Insider Hotels: What's Opening in European Luxury Hotels** *Fine Alan*	34'100	8'525

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250529_InsiderTravelReport_Fine.pdf*
ResultURL: *https://www.insidertravelreport.com/insider-hotels-whats-opening-in-european-luxury-hotels/?comments*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
14.06.2025	Everett Potter's Travel Repor	Blog	**Chasing Freddie Mercury, Byron & Chaplin in Montreux** *Kanter Evelyn*	3'700	925

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250614_EverettPottersTravelReport_Kanter.pdf*
ResultURL: *https://www.everettpotter.com/2025/06/chasing-freddie-mercury-byron-chaplin-in-montreux/*

16.06.2025	Travel + Leisure .com	Online	**The 'Adventure Capital of Switzerland' Is the Gateway to the Most Picturesque Villages in the Swiss Alps—and It Sits Between 2 Lakes** *Mansel*	10'700'000	2'675'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250616_TravelLeisure_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/interlaken-switzerland-guide-11750094*

16.06.2025	msn.com	Online	**The 'Adventure Capital of Switzerland' Is the Gateway to the Most Picturesque Villages in the Swiss Alps—and It Sits Between 2 Lakes** *Mansel*	110'200'000	13'775'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250616_MSN_Mansel.pdf*
ResultURL: *https://www.msn.com/en-us/travel/tripideas/the-adventure-capital-of-switzerland-is-the-gateway-to-the-most-picturesque-villages-in-the-swiss-alps-and-it-sits-between-2-lakes/ar-AA1GOEmb*

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*

24.06.2025	forbes .com	Online	**Lake Geneva's Small City Of Lausanne Sees Big Things Happening** *Oseid John*	63'200'000	15'800'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250624_Forbes_Oseid.pdf*
ResultURL: *https://www.forbes.com/sites/johnoseid/2025/06/24/lake-genevas-small-city-of-lausanne-sees-big-things-happening/*

25.06.2025	forbes .com	Online	**Lake Geneva's Terraced Lavaux Vineyards Gaining Deserved Notice** *Oseid John*	63'200'000	15'800'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250625_Forbes_Oseid.pdf*
ResultURL: *https://www.forbes.com/sites/johnoseid/2025/06/25/lake-genevas-terraced-lavaux-vineyards-gaining-deserved-notice/*

26.06.2025	AFAR .com	Online	**13 Best Places to Travel in August** *Ellwood Mark*	1'060'000	265'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250526_Afar_Ellwood.pdf*
ResultURL: *https://www.afar.com/magazine/10-best-places-to-travel-in-august*

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*

30.06.2025	forbes .com	Online	**Montreux: Much More Than A Famous Jazz Festival** *Oseid John*	63'200'000	15'800'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250630_Forbes_Oseid.pdf*
ResultURL: *https://www.forbes.com/sites/johnoseid/2025/06/30/montreux-much-more-than-a-famous-jazz-festival/*

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/*

01.07.2025	forbes .com	Online	**The Pays D'Enhaut Region: Swiss Prealps Within Easy Reach** *Oseid John*	63'200'000	15'800'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250701_Forbes_Oseid.pdf*
ResultURL: *https://www.forbes.com/sites/johnoseid/2025/07/01/the-pays-denhaut-region-swiss-prealps-within-easy-reach/*

02.07.2025	IG @jasonwinstongeorge	Social Media/Influencer	**#worldtour continues!… Next up: #switzerland** *George Jason*	1'400'000	280'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250702_IG_George.mov*
ResultURL: *https://www.instagram.com/p/DLn1VuTsThg/?hl=en&img_index=1*

03.07.2025	IG @jasonwinstongeorge	Social Media/Influencer	**@burgenstockresort calls this the #hollywood #pool** *George Jason*	1'400'000	47'900

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250703_IG_George.mp4*
ResultURL: *https://www.instagram.com/reel/DLqEY06SHJZ/?hl=en*

16.07.2025	IG @angelaliggs	Blog	**is this the best hotel in Switzerland? I think so** *Liguori Angela*	899'000	179'800

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250716_IG_Ligouri.mov*
ResultURL: *https://www.instagram.com/p/DMLV4Nzqcb9/?img_index=1*

18.07.2025	Regina Leader Post	Newspaper	**Switzerland By Train** *Nelson Chris*	136'000	272'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250718_ReginaLeaderPost_Nelson.pdf*
ResultURL: *https://www.pressreader.com/canada/regina-leader-post/20250718/281621016367813*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
19.07.2025	Calgary Herald	Newspaper	**Switzerland by Train** *Nelson Chris*	117'300	234'600

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_CalagrayHerald_Nelson.pdf*
ResultURL: *https://epaper.calgaryherald.com/article/282424175254117*

19.07.2025	The Edmonton Journal	Newspaper	**Switzerland by Train** *Nelson Chris*	96'200	192'400

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_EdmontonJournal_Nelson.pdf*
ResultURL:

19.07.2025	The Montreal Gazette	Newspaper	**Switzerland by Train** *Nelson Chris*	104'000	208'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_MontrealGazette_Nelson.pdf*
ResultURL:

19.07.2025	The Ottawa Citizen	Newspaper	**Switzerland by Train** *Nelson Chris*		0

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_OttawaCitizen_Nelson.pdf*
ResultURL:

19.07.2025	The Saskatoon StarPhoenix	Newspaper	**Enjoy the ease and punctuality of Swiss rail** *Nelson Chris*	39'400	78'800

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_SaskatoonStarPhoenix_Nelson.pdf*
ResultURL:

19.07.2025	The London Free Press	Newspaper	**Switzerland by Rail** *Nelson Chris*	74'000	148'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_TheLondonFreePress_Nelson.pdf*
ResultURL: *https://www.pressreader.com/canada/the-london-free-press/20250719/282071987935776*

19.07.2025	Toronto Sun	Newspaper	**Switzerland by Train** *Nelson Chris*	171'600	343'200

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_TorontoSun_Nelson.pdf*
ResultURL:

19.07.2025	The Vancouver Sun	Newspaper	**Switzerland by Train** *Nelson Chris*	133'000	266'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_VancouverSun_Nelson.pdf*
ResultURL: *https://www.pressreader.com/canada/vancouver-sun/20250719/282351160810199*

19.07.2025	The Windsor Star	Newspaper	**Switzerland by Train** *Nelson Chris*	53'600	107'200

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250719_WindsorStar_Nelson.pdf*
ResultURL:

19.07.2025	The Province	Newspaper	**Switzerland by Train** *Nelson Chris*		

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250720_TheProvince_Nelson.pdf*
ResultURL:

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:

23.07.2025	AFAR .com	Online	**This Medieval City in Europe Is Flowing With Chocolate and Lakeshores** *Haines Anna*	771'300	192'825

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250723_Afar_Haines.pdf*
ResultURL: *https://www.afar.com/magazine/best-things-to-do-in-geneva*

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/*

24.07.2025	Seeing Southern	Online	**Taste the flavors of Switzerland's Vaud region** *Garrison Judith*	1'600	400

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250724_seeingsouthern.com_Garrison.mov*
ResultURL: *https://www.seeingsouthern.com/the-seeing-southern-travel-magazine/taste-switzerland-vaud-region*

24.07.2025	msn.com	Online	**Taste the flavors of Switzerland's Vaud region** *Garrison Judith*	89'400'000	11'175'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250724_msn.com_Garrison.pdf*
ResultURL: *https://www.msn.com/en-us/news/other/taste-the-flavors-of-switzerland%E2%80%99s-vaud-region/ar-AA1JdpTU?disableErrorRedirect=true&infiniteContentCount=0*

28.07.2025	Robb Report .com	Online	**The 50 Greatest Luxury Hotels on Earth** *Ellwood Mark*	2'020'000	505'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250728_RobbReport_Ellwood.pdf*
ResultURL: *https://robbreport.com/travel/hotels/lists/50-best-hotels-1236896449/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
06.08.2025	Canada .com	Online	**Scenic train rides and stunning spots to discover on your next visit to Switzerland** *Nelson Chris*	33'900	8'475

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250806_Canada.com_Nelson.pdf*
ResultURL: *https://o.canada.com/travel/scenic-train-rides-must-see-spots-in-switzerland*

06.08.2025	Yahoo! News Canada .com	Online	**Scenic train rides and stunning spots to discover on your next visit to Switzerland** *Nelson Chris*	1'830'000	457'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250806_YahooNews.com_Nelson.pdf*
ResultURL: *https://ca.news.yahoo.com/scenic-train-rides-stunning-spots-164633371.html*

06.08.2025	msn.com	Online	**Scenic train rides and stunning spots to discover on your next visit to Switzerland** *Nelson Chris*	101'200'000	12'650'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250806_MSN_Nelson.pdf*
ResultURL: *https://www.msn.com/en-ca/travel/tripideas/scenic-train-rides-and-stunning-spots-to-discover-on-your-next-visit-to-switzerland/ar-AA1K1TwA*

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*

22.08.2025	Spa and Beauty today .com	Online	**Radisson Blu Hotel Reussen in Andermatt, Switzerland: A Sanctuary Deep in the Swiss Alps Swathed in Alpine Chic** *Hwang Helen*	5'990	1'498

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250822_SpaAndBeautyToday_Hwang.pdf*
ResultURL: *https://spaandbeautytoday.com/articles/radisson-blu-hotel-reussen-in-andermatt-switzerland-a-sanctuary-deep-in-the-swiss-alps-swathed-in-alpine-chic*

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/*

16.09.2025	Travel + Leisure .com	Online	**I Took a 'Frankenstein'-inspired Pilgrimage Through France and Switzerland to Connect With My Trans Identity—Here's What I Learned** *Page McBee Thomas*	12'900'000	3'225'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250916_TravelLeisure.com_McBee.pdf*
ResultURL: *https://www.travelandleisure.com/frankenstein-inspired-pilgrimage-france-switzerland-11803082*

22.09.2025	Explore .com	Online	**This Luxurious Swiss Alps Hotel Offers A Lavish Ski Getaway With Immaculate Mountain Views** *Curran Matte Lisa*	392'700	98'175

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250922_Explore_Matte.pdf*
ResultURL: *https://www.explore.com/1972476/grand-hotel-des-bains-kempinski-swiss-alps-luxurious-ski-getaway-mountain-views/*

24.09.2025	SNOW Magazine .com	Online	**Top 10 Ski Trip Tips: Crans-Montana, Switzerland** *Mastarciyan Michael*	1'690	423

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250924_SnowMagazine_Mastarcyian.pdf*
ResultURL: *https://thesnowmag.com/top-10-ski-trip-tips-crans-montana-switzerland/*

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*

09.10.2025	House Beautiful .com	Magazine	**12 Most Walkable Cities That Are Simply STUNNING to See in the Fall** *Lee Barrett James*	3'630'000	907'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251009_HouseBeautiful_Barrett.pdf*
ResultURL: *https://www.housebeautiful.com/lifestyle/g68988680/most-walkable-cities/*

10.10.2025	msn.com	Online	**Along the Shores of Lake Geneva: 25 Belle Things to Do in Montreux Vevey Levaux** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251010_Msn_Parker.pdf*
ResultURL: *https://www.msn.com/en-us/news/other/along-the-shores-of-lake-geneva-25-belle-things-to-do-in-montreux-vevey-levaux/ar-AA1OdAs4?disableErrorRedirect=true&infiniteContentCount=0*

11.10.2025	msn.com	Online	**Indulge in the elegance of the Hotel Des Trois Couronnes in Vevey, Switzerland** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251011_MSN_Parker.mp4*
ResultURL: *https://www.msn.com/en-us/news/other/indulge-in-the-elegance-at-the-hotel-des-trois-couronnes-in-vevey-switzerland/vi-AA1O6cQ9*

13.10.2025	AFAR .com	Online	**At These Hotels, the Best Souvenir Was Made by You** *Lippe-McGraw Jordi*	633'200	158'300

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251013_Afar_Lippe-McGraw.pdf*
ResultURL: *https://www.afar.com/hotels/skip-the-gift-shop-for-these-hotel-souvenirs*

13.10.2025	msn.com	Online	**These Hotels Let You Craft Your Own Souvenirs** *Lippe-McGraw Jordi*	94'400'000	11'800'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251013_MSN_Lippe-McGraw.pdf*
ResultURL: *https://www.msn.com/en-us/travel/tripideas/these-hotels-let-you-craft-your-own-souvenirs/ar-AA1OndQo*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
14.10.2025	Luxury Travel Report .com	Online	**Planning Luxury Travel to Vaud, Switzerland: A Guide for Advisors** *Maisonneuve Catherine*	190'000	47'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251014_LuxuryTravelReport_Maisonneuve2.pdf*
ResultURL: *https://www.luxurytravelreport.com/destinations/articles/planning-luxury-travel-to-geneva-switzerland-a-guide-for-advisors*

21.10.2025	@joelhypponen	Social Media/Influencer	**Fall wellness in Gstaad** *Hypponen Joel-Heikki*	45'500	5'008

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251021_IG_Hypponen.mp4*
ResultURL: *https://www.instagram.com/reel/DQFgZjtjGhx/*

22.10.2025	msn.com	Online	**From Cheese to UNESCO Cathedral: 18 Things to Do in St. Gallen** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251022_MSN_Parker.pdf*
ResultURL: *https://www.msn.com/en-us/news/other/from-cheese-to-unesco-cathedral--18-things-to-do-in-st-gallen/ar-AA1P7s8X?disableErrorRedirect=true&infiniteContentCount=0*

23.10.2025	msn.com	Online	**Treat yourself at the Einstein St. Gallen with a view of the old town** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251023_MSN_Parker.mp4*
ResultURL: *https://www.msn.com/en-us/news/other/indulge-at-the-einstein-st-gallen-overlooking-old-town/vi-AA1OUe8S*

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	Hello! Canada	Magazine	**Water Worlds** *Karr Andrea*	130'000	390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251028_Hello_Karr.pdf*
ResultURL:

30.10.2025	msn.com	Online	**Spend the night at the Pilatus Kulm Hotel, the highest peak in Switzerland.** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251030_MSN_Parker.mp4*
ResultURL: *https://www.msn.com/en-us/news/other/stay-on-top-of-switzerland-at-mt-pilatus-kulm-hotel/vi-AA1Qkbkp*

31.10.2025	Fashion Magazine .com	Online	**Soak It In: The Global Bathing Boom Is Here** *Karr Andrea*	143'300	35'825

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251031_FashionMagazine_Karr.pdf*
ResultURL: *https://fashionmagazine.com/beauty-grooming/soak-it-in-the-global-bathing-boom-is-here/*

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/*

04.11.2025	AFAR .com	Online	**Onsen Soaks in Japan, Poutine in Canada, and Fondue in Switzerland—This Is Après-Ski Around the World** *Redman Laura*	633'200	158'300

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251104_Afar_Redman.pdf*
ResultURL: *https://www.afar.com/magazine/essential-guide-to-apres-ski*

06.11.2025	New York Jewish Travel Guide .com	Online	**Vevey Unveiled: History, Culture, and Jewish Heritage on Lake Geneva** *Harroch Meyer*	1'560	390

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251106_NewYorkJewishTravelGuide_Harroch.pdf*
ResultURL: *https://newyorkjewishtravelguide.com/2025/10/31/vevey-jewish-heritage/*

06.11.2025	Tampa Bay's Morning Blend	TV/Cable/Video	**Travel Expert Carmen Ordonez Showcases Switzerland's Must-See Sights & Hidden Gems** *Ordonez Carmen*	145'000	145'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251106_TampaBayMorningBlend_Ordonez.mp4*
ResultURL: *https://www.tampabay28.com/morning-blend/travel-expert-carmen-ordonez-showcases-switzerlands-must-see-sights-hidden-gems*

06.11.2025	msn.com	Online	**Switzerland Tourism	Morning Blend** *Ordonez Carmen*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251106_MSN_Ordonez.mp4*
ResultURL: *https://www.yahoo.com/news/videos/switzerland-tourism-morning-blend-122908661.html*

06.11.2025	Yahoo! News .com	Online	**Switzerland Tourism	Morning Blend** *Ordonez Carmen*	55'500'000	6'166'050

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251106_YahooNews.com_Ordonez.mp4*
ResultURL: *https://www.yahoo.com/news/videos/switzerland-tourism-morning-blend-122908661.html*

06.11.2025	Fathom	Online	**Let's Trade Downbeat American Reality for a Wholesome European Christmas Fantasy** *Rosati Regina*	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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

07.11.2025	msn.com	Online	**17 Top of the World Things to Do Mount Pilatus in Switzerland** *Parker Catherine*	90'800'000	11'350'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251107_MSN_Parker.pdf*
ResultURL: *https://www.msn.com/en-us/news/other/17-top-of-the-world-things-to-do-mount-pilatus-in-switzerland/ar-AA1Q0bDq?disableErrorRedirect=true&infiniteContentCount=0*

07.11.2025	National Geographic .com	Online	**The art collections at these hotels rival the world's best museums** *Fulmer Melinda*	6'800'000	1'700'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251107_NationalGeographics.com_Fulmer.pdf*
ResultURL: *https://www.nationalgeographic.com/travel/article/hotels-art-collections*

07.11.2025	Yahoo! Life .com	Online	**The art at these hotels rivals the world's best museums** *Fulmer Melinda*	14'300'000	2'860'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251107_YahooLife_Fulmer.pdf*
ResultURL: *https://www.yahoo.com/lifestyle/articles/art-hotels-rivals-world-best-120000325.html*

07.11.2025	AOL .com	Online	**The art at these hotels rivals the world's best museums** *Fulmer Melinda*	23'600'000	2'360'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251107_AOL.com_Fulmer.pdf*
ResultURL: *https://www.aol.com/art-hotels-rivals-world-best-120000325.html?utm_source=flipboard&utm_content=AOLcom/magazine/Travel*

09.11.2025	Vogue .com	Online	**The 10 Best Ski Resorts in the World** *Taylor Elise*	9'500'000	2'375'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251109_Vogue_Taylor.pdf*
ResultURL: *https://www.vogue.com/article/best-ski-resorts-in-the-world*

10.11.2025	Go World Travel .com	Online	**Bike Basel's Three-Country Loop: Breakfast in Switzerland, Lunch in Germany, Wine in France** *Stoltz*	33'200	8'300

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251110_GoWorldTravel_Stoltz.pdf*
ResultURL: *https://www.goworldtravel.com/basel-cycling-route/*

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*

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*

14.11.2025	Luxury Travel Magazine .com	Online	**Where to Go in Spring 2026** *Latt David J*	26'100	6'525

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251114_LuxuryTravelMagazine_Latt.pdf*
ResultURL: *https://www.luxurytravelmagazine.com/news-articles/where-to-go-in-spring-2026*

15.11.2025	TVA Nouvelles	Online	**La Suisse en train: explorez les paysages spectaculaires du canton des Grisons** *Cocherel Malik*	2'600'000	650'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251115_tvanouvelles.ca_Cocherel.pdf*
ResultURL: *https://www.tvanouvelles.ca/2025/11/16/la-suisse-en-train--a-la-decouverte-du-canton-des-grisons*

15.11.2025	Qub	Online	**La Suisse en train: explorez les paysages spectaculaires du canton des Grisons** *Cocherel Malik*	596'800	149'200

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251115_qub.ca_Cocherel.pdf*
ResultURL: *https://www.qub.ca/article/la-suisse-en-train-a-la-decouverte-du-canton-des-grisons-1133813618?silent_auth=true*

15.11.2025	Le Journal de Montréal .com	Online	**La Suisse en train: explorez les paysages spectaculaires du canton des Grisons** *Cocherel Malik*	3'730'000	932'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251115_LeJournaldeMontreal.com_Cocherel.pdf*
ResultURL: *https://www.journaldemontreal.com/2025/11/16/la-suisse-en-train--a-la-decouverte-du-canton-des-grisons*

15.11.2025	Le Journal de Montréal	Newspaper	**La Suisse en train: explorez les paysages spectaculaires du canton des Grisons** *Cocherel Malik*	251'675	503'350

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251115_LeJournaldeMontreal_Cocherel.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
17.11.2025	New York Jewish Travel Guide .com	Online	**Beyond the Slopes: Jewish Heritage and Culture in St. Moritz** *Harroch Meyer*	1'560	390

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251117_NewYorkJewishTravelGuide_Harroch.pdf*
ResultURL: *https://newyorkjewishtravelguide.com/2025/11/17/beyond-the-slopes-jewish-heritage-and-culture-in-st-moritz/*

17.11.2025	forbes .com	Online	**Tips For Traveling To Ticino With A Toddler** *Stansbury Michelle*	47'800'000	11'950'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251117_Forbes.com_Stansbury.pdf*
ResultURL: *https://www.forbes.com/sites/michellestansbury/2025/11/17/tips-for-traveling-to-ticino-with-a-toddler/*

17.11.2025	Elle Gourmet	Magazine	**24 Hours in Basel** *McLaughlin Erin*	60'000	180'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251117_ElleGourmet_McLauglin.pdf*
ResultURL:

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*

26.11.2025	Westfair .com	Online	**Travel Talk — Surprising Switzerland** *Wayne Jeremy*	22'500	5'625

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251126_Westfair_Wayne.pdf*
ResultURL: *https://westfaironline.com/business/travel-talk-surprising-switzerland/*

28.11.2025	forbes .com	Online	**Exploring Kempinski's Road Less Travelled Through A Collection Of Hidden-Gem Luxury** *Scheffler Daniel*	58'700'000	14'675'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251128_Forbes_Sheffler.pdf*
ResultURL: *https://www.forbes.com/sites/danielscheffler/2025/11/28/exploring-kempinskis-road-less-travelled-through-a-collection-of-hidden-gem-luxury/*

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*

01.12.2025	Atlanta Homes and Lifestyles	Online	**Riviera Reverie- Switzerland's MONTREUX RIVIERA serves lakeside glamour, gourmet pleasures, and old-world charm** *Caraway Carlton Angela*	31'000	93'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251201_AtlantaHomesandLifestyles_CarawayCarlton.pdf*
ResultURL:

01.12.2025	Atlanta Homes and Lifestyles .com	Online	**Riviera Reverie: A Swiss Escape on Lake Geneva** *Caraway-Carlton Angela*	3'200	800

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251201_atlantahomesmag.com_CarawayCarlton.pdf*
ResultURL: *https://atlantahomesmag.com/article/riviera-reverie-a-swiss-escape-on-lake-geneva/*

03.12.2025	IG @sebpic_	Social Media/Influencer	**Story Highlight Switzerland: Andermatt** *Breuninger Sebastian*	556'000	3'002'400

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

03.12.2025	Cosmopolitan .com	Online	**The Badrutt's Palace Hotel Is a Must-Stay** *Saint-Elien Tarah-Lynn*	23'700'000	5'925'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251203_Cosmopolitan.com_Saint-Elien.pdf*
ResultURL: *https://www.cosmopolitan.com/lifestyle/a62046636/badrutts-palace-hotel-review/*

03.12.2025	AOL .com	Online	**You Need to Spend Your Next Vacay at Badrutt's Palace Hotel** *Saint-Elien Tarah-Lynn*	23'600'000	2'360'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251203_AOL.com_Saint-Elien.pdf*
ResultURL: *https://www.aol.com/articles/spend-next-vacay-badrutts-palace-192600090.html*

05.12.2025	Marriott Traveler .com	Online	**Where to Travel in 2026 for Sports Fans** *Aykroyd Lucas*	376'100	94'025

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251205_Traveler.marriott.com_Aykroyd.pdf*
ResultURL: *https://traveler.marriott.com/spectator-sports/global-sporting-events-calendar/*

06.12.2025	Bold Traveller .ca	Online	**This Tiny Swiss Spa Town Serves Up Thermal Waters, Wine, and World-Class Cuisine** *Bujan Bianca*	4'200	1'050

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251206_BoldTraveler_Bujan.pdf*
ResultURL: *https://boldtraveller.ca/wellness-wellbeing/wellness-retreats/switzerland-spa-town-bad-ragaz-wellness/*

09.12.2025	Travelweek .ca	Online	**Interlaken: An all-season Swiss playground with endless activities** *Kinasz Devin*	27'400	6'850

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251209_TravelWeek_Kinasz.pdf*
ResultURL: *https://www.travelweek.ca/news/destinations/interlaken-an-all-season-swiss-playground-with-endless-activities/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
10.12.2025	Profession Voyages .com	Online	**Interlaken : une Suisse quatre saisons aux activités infinies** *Kinasz Devin*	6'100	1'525

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251210_ProfessionVoyages_Kinasz.pdf*
ResultURL: *https://professionvoyages.com/interlaken-une-suisse-quatre-saisons-aux-activites-infinies/*

13.12.2025	Le Bel Age	Magazine	**La Suisse en train c'est magique** *Gagnon Marie-Julie*	127'786	383'358

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251213_LeBelAge_Gagnon.pdf*
ResultURL:

14.12.2025	Travel + Leisure .com	Online	**These Luxury Hotels Now Host Summer Camps for Kids—at No Extra Cost** *Seligson Hannah*	11'600'000	2'900'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251214_TravelandLeisure_Seligson.pdf*
ResultURL: *https://www.travelandleisure.com/summer-camp-at-luxury-hotels-11849011*

14.12.2025	msn.com	Online	**These luxury hotels now host summer camps for kids—at no extra cost** *Seligson Hannah*	89'400'000	11'175'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251214_MSN_Seligson.pdf*
ResultURL: *https://www.msn.com/en-us/travel/news/these-luxury-hotels-now-host-summer-camps-for-kids-at-no-extra-cost/ar-AA1SjEM6*

15.12.2025	Travel + Leisure .com	Online	**10 Best Towns to Visit in Switzerland for Enchanting Castles, Majestic Mountain Views, and Gorgeous Alpine Lakes** *Mansel Lydia*	11'600'000	2'900'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251215_TravelandLeisure.com_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/best-small-towns-in-switzerland-11863652*

15.12.2025	AOL .com	Online	**10 Best Towns to Visit in Switzerland for Enchanting Castles, Majestic Mountain Views, and Gorgeous Alpine Lakes** *Mansel Lydia*	23'600'000	2'360'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251215_AOL_Mansel.pdf*
ResultURL: *https://www.aol.com/articles/10-best-towns-visit-switzerland-180000363.html?guccounter=1*

15.12.2025	Condé Nast Traveler .com	Online	**The Best Hotels and Resorts in the World: The Gold List 2026** *Braatz Dennis*	3'200'000	800'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251215_CondeNastTraveler_Braatz.pdf*
ResultURL: *https://www.cntraveler.com/story/gold-list-top-hotels-and-resorts-in-the-world*

17.12.2025	PAX, Paxnouvelles.com	Online	**PAX à destination: les voyagistes canadiens en immersion dans la Suisse hivernale** *Dumoulin-Lafond Marjorie*	555	139

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/paxnouvelles.com_20251217_Dumoulin-Lafond.pdf*
ResultURL: *PAX à destination: les voyagistes canadiens en immersion dans la Suisse hivernale*

18.12.2025	Travelweek	Magazine	**Highlights from CATO's Switzerland summit: From Alpine thrills to lakeside culture** *Kinasz Devin*	18'200	54'600

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251218_TravelWeek_Kinasz2.png*
ResultURL: *https://issuu.com/travelweek/docs/travelweek_dec_18?fr=sOWRiZTg3MDAwNjM&tw_brand=TW&tw_item=TW-DE&tw_product=Digital_Edition&tw_client=Travelweek*

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/*

23.12.2025	USA Today .com	Online	**10 stunning ice bars and restaurants worth braving the cold for** *O'Dea Wendy*	74'400'000	18'600'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251223_10best.usatoday_ODea.pdf*
ResultURL: *https://10best.usatoday.com/food-drink/stunning-ice-restaurants-bars/*

29.12.2025	Insider Travel Report .com	Online	**How Preferred Hotels Will Open or Reopen 11 Luxury Properties in 2026** *Shillinglaw James*	29'600	7'400

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251229_InsiderTravelReport_Shillinglaw.pdf*
ResultURL: *https://www.insidertravelreport.com/how-preferred-hotels-will-open-or-reopen-11-luxury-properties-in-2026/?comments*

NORTH AMERICA: 147 Clippings	2'455'421'048	459'136'278

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

SWITZERLAND

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:

24.07.2025	Coopzeitung	Magazine	**Klösterliche Braukultur mit langer Tradition**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/510557928.pdf*
ResultURL:

24.11.2025	Plattform J	Online	**Ein mutiges Engagement verzaubert und erhält Auszeichnung** *Redaktion*	89'512	89'512

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/530620391.pdf*
ResultURL:

SWITZERLAND: 7 Clippings	6'797'512	6'797'512

UK/IRELAND

05.09.2025	The Independent online (independent.co.uk)	Online	**The best kids club resorts in Europe 2025: Where to stay for family-friendly fun** *Whitehead Joanna*	47'564'025	11'891'006

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/05Sep25_aol.co.uk.pdf*
ResultURL: *https://www.independent.co.uk/travel/europe/best-kids-club-resorts-hotels-europe-b2058594.html*

06.09.2025	MSN UK (msn.com/en-gb)	Online	**The best kids club resorts in Europe 2025: Where to stay for family-friendly fun** *Whitehead Joanna*	4'640'000	1'160'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/06Sep25_msn.com.en-gbII.pdf*
ResultURL: *https://www.msn.com/en-gb/travel/news/the-best-kids-club-resorts-in-europe-2025-where-to-stay-for-family-friendly-fun/ar-AA1qTwfZ*

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/*

23.11.2025	Manchester Evening News	Newspaper	**I stayed at Europe's leading health resort loved by Middle East Royalty - and Paddy McGuinness** *Clarke*	41'995	73'491

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/23Nov25_manchestereveningnews.co.uk.pdf*
ResultURL: *https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/i-stayed-europes-leading-health-32884224*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			UK/IRELAND: 5 Clippings	52'796'020	13'261'997
			Grand Total over ALL	2'560'189'596	502'774'715