BENELUX

Title
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10500

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

Marketing Tool
Placement Paid

Contacts
31500

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

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

Title
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10000

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

Marketing Tool
Placement Paid

Contacts
25000

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

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

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

BENELUX	**2**	**20'500**	**56'500**
	MarketingActivities	*Circulation*	*Contacts*

BRAZIL

Title
STS2025: B2B Activities

Instrument
KAM

Circulation

Contacts
1

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

Marketing Tool
Business Plan

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

Title
KMM: Press Release - Tschuggen Collection

Instrument
KMM

Circulation
980

Date from - to
28/02/2025 – 07/03/2025

Marketing Tool
Media Release

Contacts
980

Activity
- Feb, 28th
- The press release part of key partner package has been distributed to the Brazilian media.
Subject: Tschuggen Collection concludes the winter season with special offers.

Title
C&A: KOL Experience Club 2025

Instrument
Campaigning & Activation

Circulation

Contacts
30

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

Marketing Tool
Event/Fair/Workshop

Activity
After a successful edition in 2024, ST organized once again the KOL trip with Experience Club of Northeastern Brazil, a leading group of business leaders.

15 KOLs from the States of Pernanbuco, Ceara, Paraiba and Sao Paulo travelled to Switzerland with their spouse for a week that combined corporate events and tourism.

On the corporate side, meetings with top executives Swiss iconic companies including StraPa, such as Victorinox, Lindt, as well as Franck Muller, Audemars Piguet and Chopard.

Title
KAM: MO Geneva Hotel Luxury E-Newsletter - April 2025

Instrument
Campaigning & Activation

Circulation
1337

Marketing Tool
eNewsletter

Contacts
1337

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

Activity
• MO Geneva dedicated newsletter
• Sending: 09 April 2025
• Mailing: 1337 mails for luxury tour operators and travel agents
• Check out the newsletter here: https://newsletter.gadmin.ch/campaigns/reports/viewCampaign.aspx?d=r&c=A11D2D0CE90FF7CA&ID=9BFE57034A4485232540EF23F30FEDED
• Open rate: 34%

Title
KAM: Hôtel des Trois Couronnes Luxury E-Newsletter - May 2025

Instrument
Campaigning & Activation

Circulation
1383

Marketing Tool
eNewsletter

Contacts
1383

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

Activity
• Hôtel des Trois Couronnes dedicated newsletter
• Sending: 29 May 2025
• Mailing:
• 1383 mails for luxury tour operators and travel agents
•Check out the newsletter here: https://newsletter.gadmin.ch/campaigns/reports/viewCampaign.aspx?d=r&c=A11D2D0CE90FF7CA&ID=149581BAA9F42BA02540EF23F30FEDED
• Open rate: 30.5%

Title
KAM: Kulm Hotel St Moritz Luxury E-Newsletter - August 2025

Instrument
Campaigning & Activation

Circulation
1383

Marketing Tool
eNewsletter

Contacts
1383

Date from - to
19/08/2025 – 19/08/2025

Activity
• Kulm Hotel St Moritz dedicated newsletter
• Sending: 19 August 2025
• Mailing:
• 1383 mails for luxury tour operators and travel agents
• Check out the newsletter here

• Open rate: 35.40%

Title
KAM: Brazil Summer Luxury Famtrip 2025

Instrument
KAM

Circulation

Contacts
6

Date from - to
12/09/2025 – 19/09/2025

Marketing Tool
Trip - Group

Activity
- Travel Dates: 12-19 September 2025
- 06 Key Travel Agents + 1 Hotel Sales Representative (Key Partners)
- Itinerary: 2 nights Vevey, 2 nights Gstaad, 2 nights Crans-Montana.
- ST Support: VIP access courtesy of BTG Pactual, SWISS flights in Premium Economy, 8-day STP, Door-to-door luggage express service, Full program planning in collaboration with local tourism boards.
- Partners involved: SWISS, Travel Switzerland, MOB, Very Swiss, Montreux-Vevey Tourism, Trois Couronne Vevey, Gstaad Tourism, Ultima Gstaad, Crans-Montana Tourism, Guarda Golf Hotel & Residences, and many more.
- Strong visibility across agents' personal and professional Instagram channels

Title
KAM: LHW Brazil Summer Famtrip

Instrument
KAM

Circulation

Contacts
4

Date from - to
08/09/2025 – 14/09/2025

Marketing Tool
Trip - Group

Activity
- Travel Dates: 08-14 September 2025
- 04 travel agents + 01 LHW Brazil
- Itinerary: 2 nights Zurich, 2 nights Bern, 2 nights Geneva
- Partners involved: The Dolder Grand, Zurich Tourism, Bellevue Palace Bern, Bern Welcome, La Reserve Geneva, Geneva Tourism
- Support: 8-days Swiss Travel Pass and group door-to-door luggage express service
- Professional content and good visibility on agents' personal and professional Instagram IG

Title
KAM: Autumn Luxury Famtrip – Mandarin Oriental Hotels 2025

Instrument
KAM

Circulation

Contacts
7

Date from - to
27/10/2025 – 01/11/2025

Marketing Tool
Trip - Group

Activity
- Dates: 27 October-01 November 2025
- 08 pax – 1 ST Brazil, 1 MO Brazil sales rep, 6 Key accounts
- Itinerary: 2 nights Geneva, Day visit Gruyeres (GToS), 2 nights Lucerne, 1 night Zurich.
- ST Support: PE tickets with SWISS, 8-day STP, Door-to-door luggage express service, full program planning in collaboration with local tourism boards.
- Partners involved: SWISS, Travel Switzerland, Zurich Tourism, Lucerne Tourism, Pilatus, Geneva Tourism, Mandarin Oriental Swiss properties, Very Swiss dmc, and many more.
- Strong visibility across agents' personal and professional Instagram channels

Title
KAM: Embark Beyond Brazil - Individual Famtrip Support 2025

Instrument
KAM

Circulation

Contacts
1

Marketing Tool
Trip - Individual

Date from - to
12/10/2025 – 18/10/2025

Activity
• Dates: 12-18 October 2025
• 01 travel agent, Embark Beyond Brazil (São Paulo)
- Mrs Sylvia Silva, Managing Director & daugther
• Sylvia was the lucky winner of our raffle for Michel Reybier Road Show in Brazil, which included business class ticket with Swiss
• Itinerary: 4 nights Zurich and 2 nights Lucerne
• ST Support: SWISS flights in Business Class, 8-day STP, activities in collaboration with local tourism board.
• Partners involved: SWISS, Travel Switzerland,, Zurich Tourism, La Reserve Eden Au Lac, Park Hyatt Zurich, Lindt Home of Chocolate, Mandarin Oriental Palace Luzern, Burgenstock Resort, TITLIS, Jungfrau Railways.
• Strong visibility across personal Instagram channel

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

Instrument
Campaigning & Activation

Circulation
1495

Marketing Tool
eNewsletter

Contacts
1495

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

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

• Open rate: 43,80%

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

Instrument
Campaigning & Activation

Circulation
1508

Marketing Tool
eNewsletter

Contacts
1508

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

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

• Open rate: 49,80%

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

Instrument
Campaigning & Activation

Circulation
1505

Marketing Tool
eNewsletter

Contacts
1505

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

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

• Open rate: 39,60%

Title
KAM: Pre-ILTM Cannes Brazil Luxury Famtrip 2025

Instrument
KAM

Circulation

Contacts
6

Marketing Tool
Trip - Group

Date from - to
27/11/2025 – 01/12/2025

Activity
• Travel Dates: 27 November – 01 December 2025
• Participants: 5 key accounts (luxury) + LHW's Travel Trade Director Latin America (tour leader)
• Itinerary: 2 nights in Lucerne at Bürgenstock Resort and 2 nights in Zurich at Baur Au Lac
• Itinerary theme: Wellness, Gastronomy, Art & Culture, Christmas Market
• ST Support: Swiss flights, 3-day Swiss Travel Pass, private transfers, door-to-door luggage express service, and full program planning in collaboration with local tourism boards
• Partners Involved: Swiss International Air Lines, Travel Switzerland, Zurich Tourism, Lucerne Tourism, Bürgenstock Resort, Baur Au Lac, Widder Hotel, La Réserve Eden au Lac, Bucher Travel Inc., LHoC
• Visibility: Strong exposure across participants' personal and professional Instagram channels

Title
KAM: Get Out N About Travel - Individual Famtrip Support 2025

Instrument
KAM

Circulation

Contacts
1

Marketing Tool
Trip - Individual

Date from - to
07/12/2025 – 15/12/2025

Activity
• Travel Dates: 07-15 December 2025
• 01 travel agent
Out N About Travel – Embark Beyond Brazil afiliated (São Paulo)
- Mrs Patricia Lumy, co-owner/travel agent & husband and daughter
• Itinerary: 4 nights in Lucerne, 2 nights in Interlaken, and 2 nights in Zurich
• STP and accommodation in collaboration with hotel partners
• Partners involved: Travel Switzerland, Mandarin Oriental Palace Luzern, Burgenstock Resort Lake Lucerne, Titlis, Victoria Jungfrau Grand Hotel & Spa, Sorell Boutique Hotel Zürichberg and Lindt Home of Chocolate.
• Strong visibility across agents' personal and professional Instagram channels

Title
KAM: Post-ILTM Cannes Brazil Famtrip 2025

Instrument
KAM

Circulation

Contacts
5

Date from - to
05/12/2025 – 08/12/2025

Marketing Tool
Trip - Group

Activity
- Travel Dates: 05-08 December 2025
- 04 travel agents + Brazil Sales Rep La Reserve
- Itinerary: 2 nights at La Reserve Geneva, 1 night at La Reserve Eden Au Lac Zurich
- ST Support: 4-days Swiss Travel Pass
- Professional content and good visibility on agents' personal and professional Instagram IG

Title
KAM: Ski Explore Travel - Individual Famtrip Support 2025

Instrument
KAM

Circulation

Contacts
2

Marketing Tool
Trip - Individual

Date from - to
06/12/2025 – 09/12/2025

Activity
- Travel Dates: 06-09 December 2025
- 02 tour operators

Ski Explore Travel (São Paulo)
- Mrs. Fernanda Lara Campos Takla; Mr. Herve Lucios Tytgadt, owners
- Itinerary: 3 nights in St Moritz
- Ski instructor via Swiss Ski School barter
- Partners involved: Swiss Ski School, St Moritz Tourism, Kulm Hotel St Moritz, Grace La Margna St Moritz
- Strong visibility across agents' personal and professional Instagram channels

Title
KAM: Go Go Travel - Individual Famtrip Support 2025

Instrument
KAM

Circulation

Contacts
1

Marketing Tool
Trip - Individual

Date from - to
14/12/2025 – 19/12/2025

Activity
- Travel Dates: 14-19 December 2025
- 01 travel agent

Go Go Travel (São Paulo)
- Mr. Thiago Bolognini de Oliveira, owner & travel agent with husband
- Itinerary: 2 nights in Zermatt and 3 nights in St Moritz
- 6-day STP
- Partners involved: Swiss Travel System
- Strong visibility across agents' personal and professional Instagram channels

Title
KMM: Press release La Réserve Eden au Lac

Instrument
KMM

Circulation
652

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

Marketing Tool
Media Release

Contacts
652

Activity
• La Réserve Eden au Lac dedicated Press Release part of Key Partner Agreement.

• Sending: 6 Nov 2025
- 652 press releases delivered
- 177 opened (27.15%)
- 32 clicks on links (18.08%)

Title
KMM: Press Release Cervo Mountain Resort

Instrument
KMM

Circulation
684

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

Marketing Tool
Media Release

Contacts
684

Activity
• Date: 12 December 2025
• Press release part of key partner activity.
• Mailing: 684 journalists

Title
KMM: Press Release “Gstaad Palace”

Instrument
KMM

Circulation
774

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

Marketing Tool
Media Release

Contacts
774

Activity
Press release parte of Key Partners Activity
Opened rate: 28.36%
Clicks on link: 16.11%

Title
Advertorial Panrotas “Luxury Hotels & Lodgings”

Instrument
Campaigning & Activation

Circulation
5000

Marketing Tool
Advertisement Print

Contacts
12500

Date from - to
11/12/2025 – 11/12/2025

Activity
Advertorial as part of Key Partner Agreement - Campaign “Luxury Hotels & Lodgings 2025”.

Panrotas - Trade Media.

BRAZIL	**22** *MarketingActivities*	**16'701** *Circulation*	**24'265** *Contacts*

CZECH REPUBLIC

Title
Int. media trip “Switzerlands Luxury Hotels and Lodgings” – CZ market

Instrument
KMM

Circulation

Contacts
1

Marketing Tool
Trip - Group

Date from - to
15/03/2025 – 20/03/2025

Activity
Czech market participant from magazine Luxury Travel Digest at Int. media trip “Switzerlands Luxury Hotels and Lodgings”.

http://clippings.switzerlandtourism.ch/PRG/2025/20250326160825_Intl.mediatrip_Luxury_Hotels_March2025.docx

Title
Luxury GTToS and GToS – LockInSuite.cz 10/2025

Instrument
Campaigning & Activation

Circulation
10000

Marketing Tool
Placement Paid

Contacts
17500

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

Activity
Digital advertorial presenting luxury edition of Grand Train Tour of Switzerland with Excellence Class in Glacier Express + Prestige Class in GoldenPass Express, and e-Gand Tour / Grand Tour Deluxe placed at website LockInSuite.com (highly exclusive high-end magazine webite of magazine Lock in Suite).

http://clippings.switzerlandtourism.ch/PRG/2026/20260127175255_Luxury_GTToS_and_GToS__LockInSuite.cz_10-2025.pdf

CZECH REPUBLIC	**2**	**10'000**	**17'501**
	MarketingActivities	*Circulation*	*Contacts*

FRANCE

Title
C&A : Hôtel & Lodge (HK)

Instrument
Campaigning & Activation

Circulation
57044

Marketing Tool
Placement Paid

Contacts
361088

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

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

Emplacement : p88 - 91/148

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

Title
C&A : AD (HK)

Instrument
Campaigning & Activation

Circulation
64065

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

Marketing Tool
Advertisement Print

Contacts
480487

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

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

Title
C&A : admagazine.fr (HK)

Instrument
Campaigning & Activation

Circulation

Contacts
1344124

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

Marketing Tool
Display & Programmatic Paid

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
128623

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

Marketing Tool
Display & Programmatic Paid

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

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

GCC

Title
Campaigning: Winter Hotel Facebook Campaign - Bürgenstock Collection

Date from - to
01/02/2025 – 05/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
1314289

Activity
- Dates: 01 – 05 February 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Results
Impressions: 1’314’289
Clicks: 11’175
Reach: 790’683

http://clippings.switzerlandtourism.ch/DXB/2026/20260122104159_Screenshot_2026-01-22_at_10.41.41.png

Title
Campaigning: Winter Hotel Facebook Campaign - Carlton Hotel, St. Moritz

Date from - to
01/01/2025 – 15/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
586451

Activity
- Dates: 27 – 31 January 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Results
Impressions: 586’451
Clicks: 13’350
Reach: 347’861

http://clippings.switzerlandtourism.ch/DXB/2026/20260122104702_Screenshot_2026-01-22_at_10.46.39.png

Title
Campaigning: Winter Hotel Facebook Campaign - Grace La Margna, St. Moritz

Date from - to
04/02/2025 – 08/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2020426

Activity
- Dates: 04 – 08 February 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Results:
Impressions: 2’020’426
Clicks: 11’735
Reach: 1’297’593

http://clippings.switzerlandtourism.ch/DXB/2026/20260122105132_Screenshot_2026-01-22_at_10.50.16.png

Title
Campaigning: Winter Hotel Facebook Campaign - Guarda Golf Hotel, Crans-Montana

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2283585

Date from - to
05/01/2025 – 09/02/2025

Activity
- Dates: 05 – 09 February 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Restuls:
Impressions: 2’283’585
Clicks: 9’996
Reach: 1’233’137

http://clippings.switzerlandtourism.ch/DXB/2026/20260122105425_Screenshot_2026-01-22_at_10.52.16.png

Title
Campaigning: Crans-Montana Winter Campaign on Meta (from 2024)

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
14534019

Date from - to
08/01/2025 – 15/01/2025

Activity
- Date: 08 – 15 January 2025

- 5,000 CHF (Facebook & Instagram)

- The campaign featured an 20-second promotional video designed to showcase the beauty of winter in Crans-Montana.

- Partner: Crans-Montana.

Results:

http://clippings.switzerlandtourism.ch/DXB/2025/20250115082858_Image_15-01-2025_at_7.58AM.jpeg
http://clippings.switzerlandtourism.ch/DXB/2025/20250115083556_VIDEO-1.mp4

Title
KAM/KMM: Luxury Summer Campaign - Omeir UAE

Instrument
Basis

Marketing Tool
Package

Circulation

Contacts
1200000

Date from - to
15/05/2025 – 15/07/2025

Activity
Luxury KAM/KMM package to promote the Swiss destinations for the Summer season focusing on the luxury segment in Qatar

Channels:

- Website landing page: https://www.omeir.com/summer-in-switzerland/

- Social Media (IG, FB, Linkedin, Youtube)

- Email & SMS (target high-end UAE families)

http://clippings.switzerlandtourism.ch/DXB/2025/20250512105618_Switzerland_Brochure_2025_2.pdf

Title
KAM: Luxury Switzerland 2025

Instrument
Campaigning & Activation

Circulation

Contacts
52

Date from - to
25/04/2025 – 28/04/2025

Marketing Tool
Event/Fair/Workshop

Activity
- 2 days pre-ATM weekend, hosted 51 GCC buyers at the One&Only One Zaabel in Dubai.

- Daily workshops and evening activities at Topgolf, Five Palm & Desert Camp.

- Desert experience with additional 30 UAE buyers.

- More than 1’600 one-to-one meetings

- Video: https://flic.kr/s/aHBqjCcmnT

http://clippings.switzerlandtourism.ch/DXB/2025/20250505133025_Luxury_Switzerland_Program_2025.pdf
http://clippings.switzerlandtourism.ch/DXB/2025/20250505133102_4eee9cfd-8b26-4142-8be6-b215bd857951_2.jpg
http://clippings.switzerlandtourism.ch/DXB/2025/20250505133143_bd840eb1-bb40-4432-a018-4b7abd56523e_2.jpg
http://clippings.switzerlandtourism.ch/DXB/2025/20250505133233_841b75cc-58d9-43cb-a494-822f1c7d429a_2.jpg
http://clippings.switzerlandtourism.ch/DXB/2025/20250505133311_ff0beb52-acc6-4b38-8d12-f40e7f92bbb5_2.JPG
http://clippings.switzerlandtourism.ch/DXB/2025/20250506110225_Video_Luxury_Switzerland_2025.mp4

Title
KMM: Celebrity Trip Rahaf Al Harbi

Instrument
Campaigning & Activation

Circulation

Contacts
6280700

Date from - to
16/06/2025 – 21/06/2025

Marketing Tool
Ambassador/Influencer

Activity
Date: 16–21 June 2025
Saudi celebrity Rahaf Al Harbi visited Montreux and Crans-Montana, producing destination-focused content targeted at Saudi and GCC audiences across multiple social media platforms.

Partners
Crans-Montana
Montreux Riviera
Fairmont Montreux

http://clippings.switzerlandtourism.ch/DXB/2026/20260120100627_Updated_Program_Rahaf_Al_Harbi_-_16-18.06.2025.pdf
http://clippings.switzerlandtourism.ch/DXB/2026/20260122085654_Rahaf_Al_Harbi.pdf

Title
Campaigning: Luxury Hotel Digital Push – La Réserve Zurich

Instrument
Campaigning & Activation

Circulation

Contacts
3749863

Date from - to
30/04/2025 – 04/05/2025

Marketing Tool
Social Media Paid

Activity
- Facebook and Instagram paid campaign promoting luxury segment for hotel partner.

- Reach:: 2’121’038
- Impression; 3’749’863
- Clicks: 22’349

- Partner: La Réserve Eden au Lac Zurich

http://clippings.switzerlandtourism.ch/DXB/2025/20250915142320_Screenshot_2025-09-15_at_14.23.06.png

Title
Campaigning: Luxury Hotel Digital Push – Bürgenstock Resort

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
1172969

Date from - to
19/08/2025 – 26/08/2025

Activity
- Meta paid campaign in Arabic promoting luxury segment for hotel partner.

- Channels: Facebook & Instagram

- Target audience: local arabs in the GCC

- Content: short reel

- Description: The Bürgenstock Resort – one of Switzerland's most luxurious hotels, where breathtaking landscapes meet modern

http://clippings.switzerlandtourism.ch/DXB/2025/20250915142710_Screenshot_2025-09-15_at_14.26.48.png

Title
Campaigning: Luxury Hotel Digital Push – Le Mirador

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
3568169

Date from - to
20/08/2025 – 27/08/2025

Activity
- Dates: 20 – 27 August 2025

- Meta paid campaign in Arabic promoting luxury segment for hotel partner.

- Channels: Facebook & Instagram

- Target audience: local arabs in the GCC

- Content: single picture

http://clippings.switzerlandtourism.ch/DXB/2025/20250915143342_Screenshot_2025-09-15_at_14.33.06.png

Title
Campaigning: Luxury Hotel Digital Push – Le Crans

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2211163

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

Activity
- Meta paid campaign in Arabic promoting luxury segment for hotel partner.

- Channels: Facebook & Instagram

- Target audience: local arabs in the GCC

- Content: reel

- Description: LeCrans – where luxury meets alpine charm, with Michelin-starred dining, world-class spa, and breathtaking mountain

http://clippings.switzerlandtourism.ch/DXB/2025/20250915143659_Screenshot_2025-09-15_at_14.35.47.png

Title
Campaigning: Luxury Hotel Digital Push – The Chedi Andermatt

Instrument
Campaigning & Activation

Circulation

Contacts
1992223

Marketing Tool
Social Media Paid

Date from - to
26/08/2025 – 02/09/2025

Activity
- Meta paid campaign in Arabic promoting luxury segment for hotel partner.

- Channels: Facebook & Instagram

- Target audience: local arabs in the GCC

- Content: reel

- Description: The Chedi Andermatt – where alpine charm meets Asian elegance, with world-class dining, a spectacular spa, and

http://clippings.switzerlandtourism.ch/DXB/2025/20250915144436_Screenshot_2025-09-15_at_14.44.26.png

Title
StraPa: Emirati Couple Influencer Trip

Instrument
Campaigning & Activation

Circulation

Contacts
556543

Marketing Tool
Ambassador/Influencer

Date from - to
13/10/2025 – 18/10/2025

Activity
- Date: 13-18 October 2025

- Emirati influencers Zainab Al Sawalhi(@zainabalsawalhi) and her husband Abulrazzaq Al Khaja (@abdokhj) visited Switzerland, highlighting the main Strategic Partners across the country.

- Results:
Views 371’029
Likes 6787
Shares 1119

http://clippings.switzerlandtourism.ch/DXB/2026/20260113143056_October_GCC_reporting.pptx
http://clippings.switzerlandtourism.ch/DXB/2026/

Title
KAM: Sales Calls GCC - Hotels only

Instrument
KAM

Circulation

Contacts
120

Marketing Tool
Sales Call

Date from - to
16/11/2025 – 21/11/2025

Activity
- Dates: 16-21 November 2025
- Meetings: 36 Sales Calls
- 11 in-house presentations in KSA
- Approx. 120 travel agents/managers
- Cities: Kuwait, Doha, Abu Dhabi, Dubai, Sharjah

- Partners: Hotel Metropole Geneva, Crown-Plaza/Intercontinental Geneva, Beau-Rivage Lausanne, Splendid Lugano, Villa Castagnola Lugano

http://clippings.switzerlandtourism.ch/DXB/2025/20251127153808_Splendid_Lugano.jpg
http://clippings.switzerlandtourism.ch/DXB/2025/20251127153931_Metropole_GVA.HEIC

Title
Campaigning: Luxury Hotel Digital Push – Beau-Rivage Palace Lausanne

Instrument
Campaigning & Activation

Circulation

Contacts
4023680

Marketing Tool
Social Media Paid

Date from - to
23/10/2025 – 02/11/2025

Activity
- Dates: 23 October – 02 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: local arabs in the GCC
- Content: carousel
- Description: Beau-Rivage Palace: Experience Swiss elegance like never before with luxury rooms and suites, gourmet dining, and the exceptional Guerlain Spa.

Results

http://clippings.switzerlandtourism.ch/DXB/2025/20251023125643_Ads_Previouw_BR.png

Title
Campaigning: Luxury Hotel Digital Push – Beau-Rivage Palace

Instrument
Campaigning & Activation

Circulation

Contacts
4023680

Marketing Tool
Social Media Paid

Date from - to
27/10/2025 – 05/11/2025

Activity
- Dates: 27 October – 05 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: local arabs in the GCC
- Content: carousel

Results:
- Reach: 2‘829‘761
- Impression: 4’023’680

http://clippings.switzerlandtourism.ch/DXB/2025/20251125143537_Screenshot_2025-11-25_at_14.35.27.png

Title
Campaigning: Luxury Hotel Digital Push – Hotel du Rougemont

Instrument
Campaigning & Activation

Circulation

Contacts
6113492

Marketing Tool
Social Media Paid

Date from - to
27/10/2025 – 03/11/2025

Activity
- Dates: 27 October – 03 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: 2‘233‘789
- Impression: 6’113’492

http://clippings.switzerlandtourism.ch/DXB/2025/20251125143903_Screenshot_2025-11-25_at_14.38.53.png

Title
Campaigning: Winter Hotel Digital Push – Hotel Tschuggen

Instrument
Campaigning & Activation

Circulation

Contacts
2510542

Marketing Tool
Social Media Paid

Date from - to
03/11/2025 – 10/11/2025

Activity
- Dates: 03 – 10 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: Local arabs in the GCC
- Content: carousel

Results
- Reach: 1‘256‘846
- Impression: 2’510’542

http://clippings.switzerlandtourism.ch/DXB/2025/20251125144155_Screenshot_2025-11-25_at_14.41.42.png

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

Instrument
Campaigning & Activation

Circulation

Contacts
2920539

Marketing Tool
Social Media Paid

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

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

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

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

Title
Campaigning: Winter Hotel Digital Push – Kulm Hotel St. Moritz

Instrument
Campaigning & Activation

Circulation

Contacts
2935696

Marketing Tool
Social Media Paid

Date from - to
07/11/2025 – 14/11/2025

Activity
- Dates: 07 – 14 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‘904
- Impression: 2’935’696

http://clippings.switzerlandtourism.ch/DXB/2025/20251125144742_Screenshot_2025-11-25_at_14.47.22.png

Title
Campaigning: Family Hotel Digital Push – Kulm Hotel St. Moritz

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2282915

Date from - to
18/11/2025 – 25/11/2025

Activity
- Dates: 18 - 25 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‘072‘365
Impression: 2’282’915

http://clippings.switzerlandtourism.ch/DXB/2025/20251125145705_Screenshot_2025-11-25_at_14.55.50.png

Title
Campaigning: Family Hotel Digital Push – The Chedi Andermatt

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
3239993

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: Luxury Hotel Digital Push – Kulm Hotel St. Moritz

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2708062

Date from - to
25/11/2025 – 02/12/2025

Activity
- Dates: 25 November – 02 December 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: Local arabs in the GCC
- Content: 15-second video

- Results
Reach: 1‘119‘188
Impression: 2’708’062

http://clippings.switzerlandtourism.ch/DXB/2026/20260113131212_Screenshot_2026-01-13_at_13.11.56.png

Title
Campaigning: Winter Hotel Facebook Campaign - The Dolder Grand

Date from - to
13/02/2025 – 17/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
732806

Activity
Dates: 13 – 17 February 2025

Facebook 500 CHF sponsored ad for hotel partner

Partner: The Dolder Grand

Results:

Reach: 437’384

http://clippings.switzerlandtourism.ch/DXB/2026/20260122135240_ST_GCC_February_dolder_grand.pdf

Title
Campaigning: Winter Hotel Facebook Campaign - Tschuggen Grand Hotel

Date from - to
15/02/2025 – 19/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
967055

Activity
Dates: 15 – 19 February 2025

Facebook 500 CHF sponsored ad for hotel partner

Partner: Tschuggen Grand Hotel

Results
- Reach: 553’395
- Impressions: 967’055

http://clippings.switzerlandtourism.ch/DXB/2026/20260122140013_ST_GCC_Feb_Tschuggen.pdf

Title
Campaigning: Winter Hotel Facebook Campaign - The Chedi Andermatt

Date from - to
16/02/2025 – 20/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2582132

Activity
- Dates: 16 – 20 February 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Results:
Reach: 1’341’901
Impressions: 2’582’132
Clicks: 9’484

http://clippings.switzerlandtourism.ch/DXB/2026/20260122132639_Screenshot_2026-01-22_at_13.26.16.png

Title
Campaigning: Winter Hotel Facebook Campaign - Ultima Gstaad

Instrument
Campaigning & Activation

Circulation

Contacts
1977255

Marketing Tool
Social Media Paid

Date from - to
24/02/2025 – 28/02/2025

Activity
- Dates: 24 – 28 February 2025
- Facebook 500 CHF sponsored ad for hotel partne
- Partner: Ultima GstaadResults

Results:
- Reach: 1’071’935
- Impressions: 1’977’255
- Clicks: 7’744

http://clippings.switzerlandtourism.ch/DXB/2026/20260122125150_Picture_1.jpg

GCC	**28**		**78'488'419**
	MarketingActivities	*Circulation*	*Contacts*

GERMANY

Title
KAM: LuxusInsider x Luxury Hotels & Homes

Instrument
Campaigning & Activation

Circulation
5269

Marketing Tool
Placement Paid

Contacts
5269

Date from - to
19/11/2024 – 14/01/2025

Activity

Eckdaten der Ausgabe
Aufrufe der Ausgabe: 6.025
Durchschnitt der gelesenen Seiten:7 von insgesamt 20 Seiten
Durchschnittliche Lesedauer:12:26 Minuten(deutlich länger als bei anderen Fachmedien)

Title
KMM: Newsletter Bees & Friends

Instrument
KMM

Circulation
1800

Marketing Tool
Media Release

Contacts
1800

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

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

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

Title
KMM: Newsletter “Grand Tour Deluxe- vom Luxus unterwegs zu sein”

Instrument
KMM

Circulation
1880

Marketing Tool
Media Release

Contacts
1880

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

Activity
Versand des monatlichen Medien-Newsletters an rund 1800 Kontakte in Deutschland.

Opening Rate: 45,62% l Click Rate: 6,14%

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

Instrument
Campaigning & Activation

Circulation

Contacts
442500

Marketing Tool
OOH incl. Digital OOH

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

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
C&A: Herzen auf Schienen Meta Kampagne Part 2

Instrument
Campaigning & Activation

Circulation

Contacts
8125259

Marketing Tool
Social Media Paid

Date from - to
25/08/2025 – 21/09/2025

Activity
Meta Kampagne zum Projekt Herzen auf Schienen, die 6-teilige YouTube Serie. Ziel der Kampagne ist es qualitativen Traffic auf die Landingpage zu bringen und Views bei den Episoden zu erzielen.

Title
C&A: Herzen auf Schienen YouTube Kampagne

Instrument
Campaigning & Activation

Circulation

Contacts
19981299

Marketing Tool
Video Digital Paid

Date from - to
01/09/2025 – 21/09/2025

Activity
YouTube Kampagne zum Projekt Herzen auf Schienen, die 6teilige YouTube Serie. Ziel der Kampagne ist es die Views auf den einzelnen Episoden zu steigern.

Title
KAM: Luxus FamTrip Zürich

Instrument
KAM

Circulation

Contacts
12

Date from - to
29/09/2025 – 02/10/2025

Marketing Tool
Trip - Group

Activity

Title
C&A: Herzen auf Schienen Meta Kampagne - Phase 1

Instrument
Campaigning & Activation

Circulation

Contacts
309351

Date from - to
14/04/2025 – 02/05/2025

Marketing Tool
Social Media Paid

Activity
Meta Kampagne zum Projekt Herzen auf Schienen für dne Aufruf zur teilnahem am Gewinnspiel.

Title
C&A: Brand Studio Welt.de für HoKo Luxury Hotels & Lodgings (Teil 1)

Instrument
Campaigning & Activation

Circulation

Contacts
16849

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

Marketing Tool
Content Collaboration Digital

Activity
Eigens für ST konzipierte Brand Story für 9 Hotels der Kooperation Luxury Hotels & Lodings

Das interaktive Design gibt jedem Hotel eine eigene, bildlastige Plattform und verlinkt auf die jeweilige Hotelwebsite.

Ziel: 15.000 Views
Laufzeit: 6 Wochen
Go-live: 15.12.2025

http://clippings.switzerlandtourism.ch/FRA/2026/20260206110932_Abschlussreporting_Schweiz_Interactive_Brand_Story_WELT_Lifestyle_Dez25-Jan26.pdf

GERMANY

9	8'949	28'884'219
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

Circulation

Contacts
1500

Marketing Tool
Other...

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

Circulation
213230

Marketing Tool
eNewsletter

Contacts
213230

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

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

The ENewsletters were sent out prior to the webinar.

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

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

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

Title
KAM: Luxury FAM Trip 2025

Instrument
KAM

Circulation

Contacts
6

Date from - to
11/09/2025 – 17/09/2025

Marketing Tool
Trip - Group

Activity
- 11th to 17th Sep 2025

- 1st FAM Trip by ST India focusing on Luxury Travel and for Luxury Agents

- 7 key luxury agents from across India were invited to participate - Agents are those that focus on luxury clientele and luxury and experiential travel

- Program
2N in Lucerne @ Bürngestock Lake Resort

http://clippings.switzerlandtourism.ch/BOM/2025/20251217144529_Luxury_FAM_Reporting_Slide.pdf
http://clippings.switzerlandtourism.ch/BOM/2025/20251217144816_ST_India_Luxury_FAM_2025_Program_-_4_-_12th_Sep_2025.pdf

Title
KAM: ST India LinkedIn Page New Followers

Instrument
KAM

Circulation

Contacts
2781

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

Marketing Tool
Other...

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

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

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

INDIA	**8**	**213'230**	**221'294**
	MarketingActivities	*Circulation*	*Contacts*

ITALY

Title
Campaigning & Activation: HoKo - Teatro alla Scala, 2 pages adv in program of the recital of Joyce Di Donato

Instrument
Campaigning & Activation

Circulation
5000

Marketing Tool
Advertisement Print

Contacts
12500

Date from - to
19/05/2025 – 19/05/2025

Activity
Date: 19.05.2025
What: 2 pages advertisement print in the program of the recital of Joyce Di Donato at “Teatro alla Scala” - Milano, which is distributed to all guests on location.
5’000 copies
Partner: HoKo

Title
Campaigning & Activation: HoKo - Teatro alla Scala, 2 pages adv in program of the London Symphony concert

Instrument
Campaigning & Activation

Circulation
5000

Marketing Tool
Advertisement Print

Contacts
12500

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

Activity
Date: 08.06.2025
What: 2 pages advertisement print in the program of the concert of London Symphony at “Teatro alla Scala” - Milano, which is distributed to all guests on location.
5’000 copies
Partner: HoKo

http://clippings.switzerlandtourism.ch/MIL/2025/20250701164612_Screenshot_2025-07-01_at_16.45.48.png
http://clippings.switzerlandtourism.ch/MIL/2025/20250701164838_Screenshot_2025-07-01_at_16.48.10.png

Title
Campaigning & Activation: HoKo - Teatro alla Scala, 2 pages adv in the program of ballet “Nijinsky”

Instrument
Campaigning & Activation

Circulation
5000

Marketing Tool
Advertisement Print

Contacts
12500

Date from - to
22/09/2025 – 22/09/2025

Activity
Date: 22.09.2025
What: 2 pages advertisement print in the ballet program of “Aspect of Nijinsky” at “Teatro alla Scala” - Milano, which is distributed to all guests on location.
5’000 copies
Partner: HoKo

Title
Campaigning & Activation: HoKo - Teatro alla Scala, 2 pages adv in program of the Concert of Riccardo Chailly orchestra

Instrument
Campaigning & Activation

Circulation
5000

Marketing Tool
Advertisement Print

Contacts
12500

Date from - to
18/10/2025 – 18/10/2025

Activity
Date: 18.10.2025
What: 2 pages advertisement print in the program of the concert of Riccardo Chailly orchestra at “Teatro alla Scala” - Milano, which is distributed to all guests on location.
5’000 copies
Partner: HoKo

Title
Campaigning & Activation: HoKo - Teatro alla Scala, 2 pages adv in opera program of "Così fan tutte"

Instrument
Campaigning & Activation

Marketing Tool
Advertisement Print

Circulation
5000

Contacts
12500

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

Activity
Date: 11.11.2025
What: 2 pages advertisement print in the program of the opera "Così fan tutte" at "Teatro alla Scala" - Milano, which is distributed to all guests on location.
5'000 copies
Partner: HoKo

Title
KAM: Ecoluxury Fair Workshop

Instrument
Campaigning & Activation

Marketing Tool
Event/Fair/Workshop

Circulation

Contacts
400

Date from - to
13/11/2025 – 14/11/2025

Activity
Dates: 13-14.11.2025
What: Ecoluxury Fair organized by I Viaggi dell'Elefante
One to one pre fixed meetings of 15 minutes
Qualified reactions: 42
Target: Luxury travel from Italy and USA

http://clippings.switzerlandtourism.ch/MIL/2025/20251118102635_WhatsApp_Image_2025-11-18_at_10.23.57_1.jpeg
http://clippings.switzerlandtourism.ch/MIL/2025/20251118102741_WhatsApp_Image_2025-11-18_at_10.23.57_2.jpeg
http://clippings.switzerlandtourism.ch/MIL/2025/20251118102804_WhatsApp_Image_2025-11-18_at_10.23.57_3.jpeg
http://clippings.switzerlandtourism.ch/MIL/2025/20251118102836_WhatsApp_Image_2025-11-18_at_10.23.57.jpeg
http://clippings.switzerlandtourism.ch/MIL/2025/20251118102932_WhatsApp_Image_2025-11-18_at_10.29.10.jpeg

Title
Campaigning & Activation: LXmas dalla Nonna - Influencer Trip of di Vaio-Brunacci Family to Gstaad

Instrument
Campaigning & Activation

Marketing Tool
Ambassador/Influencer

Circulation

Contacts
2230192

Date from - to
14/12/2025 – 17/12/2025

Activity
Period: 14. - 17.12.2025
What: Family Influencer Trip of Mariano Di Vaio (7mio follower) and Eleonora Brunacci-Di Vaio (1.8mio follower) to Gstaad to promote Winter activities on their IG accounts
Content: 1 IG Post Carousel in collab with @marianodivaio and @switzerlandit, stories every day on @eleonorabrunaccidivaio
Partner: Gstaad, SWISS, Hotel Ultima

ITALY	**7**	**25'000**	**2'293'092**
	MarketingActivities	*Circulation*	*Contacts*

JAPAN

Title
C&A: Campaign with Small Luxury Hotels of The World

Instrument
Campaigning & Activation

Circulation
96891

Marketing Tool
Placement Paid

Contacts
96891

Date from - to
01/04/2025 – 30/04/2025

Activity
Campaign in collaboration with Small Luxury hotels of the World Japan.
Print advertorial in high-end Richesse Magazine
Organic Social media activation on Richesse, SLH and ST channels.
Social paid activation
Contest to win a trip to Switzerland (STPs included, hotels sponsored by SLH and flights sponsored by LX)
Creation of dedicated landingpage

http://clippings.switzerlandtourism.ch/TYO/2025/20250523145847_042025_SLHJapanCampaign_Reporting.pdf

JAPAN	**1**	**96'891**	**96'891**
	MarketingActivities	*Circulation*	*Contacts*

MULTIPLE MARKETS

Title
Accommodation_Grand TRAIN Tour of Switzerland: Additional Promotion 25

Instrument
Campaigning & Activation

Circulation

Contacts
13095077

Marketing Tool
Social Media Paid

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

Activity

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Dreaming HQ

Instrument
Campaigning & Activation

Circulation

Contacts
55483615

Marketing Tool
Video Digital Paid

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

Title
SEA Activities Hotels

Instrument
Campaigning & Activation

Circulation

Contacts
33331206

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

Marketing Tool
SEA

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

Title
Hotel Umbrella Campaign 2025 Bees & Friends - SEA HQ

Instrument
Campaigning & Activation

Circulation

Contacts
17323640

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

Marketing Tool
SEA

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

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 Luxury Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
37300084

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

Marketing Tool
Social Media Paid

Activity

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
10570725

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

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/2026/20260128141022_ST_Reporting_Hoteldachkampagne25.pdf

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	418'023'201
MarketingActivities	*Circulation*	*Contacts*

NORTH AMERICA

Title
KAM: Webinar with Geneva

Instrument
KAM

Circulation

Contacts
118

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

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Geneva and Q&A session at the end. Session recorded and uploaded on the NA Trade Corner (switzerland.com).
Attendees: 118

http://clippings.switzerlandtourism.ch/NYC/2025/20250131105557_20250130_Geneva.pdf

Title
KAM: Webinar with LakeLucerne and Travel Switzerland

Instrument
KAM

Circulation

Contacts
193

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

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Geneva and Q&A session at the end. Session could not be recorded.
Attendees: 193

http://clippings.switzerlandtourism.ch/NYC/2025/20250219100653_20250213_LakeLucerne_STS.pdf

Title
KAM: Webinar with Ticino

Instrument
KAM

Circulation

Contacts
134

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

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Ticino and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 134

http://clippings.switzerlandtourism.ch/NYC/2025/20250227180455_20250227_Ticino.pdf

Title
KAM: Webinar with Zürich Tourism

Instrument
KAM

Circulation

Contacts
128

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

Marketing Tool
Webinar

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

http://clippings.switzerlandtourism.ch/NYC/2025/20250401105809_20250327_Zurich.pdf

Title
STNA 2025 Campaigning & Activation: Ticino x Conde Nast Summer Campaign

Instrument
Campaigning & Activation

Circulation

Contacts
7455842

Marketing Tool
Native Advertisement Paid

Date from - to
02/12/2024 – 28/02/2025

Activity
Together with Conde Nast the campaign showcased the beauty of Ticino's summer 2025 with a spotlight on Ascona-Locarno. The campaign targeted the affluent traveller in the dreaming and awareness phase.

Tactics:
- An interactive Native Article with promotional drivers; 1x paid Image post on IG & FB, 1x Native Tile Driver, 1x Google Display page view driver
- Dark Social posts
- Pre-Roll Video
- Value Displays across Conde Nast portfolio

http://clippings.switzerlandtourism.ch/NYC/2025/20250409102325_Ticino_summer25_reporting.pdf

Title
KAM: Webinar with Bürgenstock

Instrument
KAM

Circulation

Contacts
107

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

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Davos and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 107

http://clippings.switzerlandtourism.ch/NYC/2025/20250508151942_Copy_of_20250508_Burgenstock.pdf

Title
KAM: Webinar with St.Gallen Bodensee

Instrument
KAM

Circulation

Contacts
111

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

Marketing Tool
Webinar

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

Title
KAM: Webinar with Jungfrau Railways

Instrument
KAM

Circulation

Contacts
168

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with Zermatt

Instrument
KAM

Circulation

Contacts
175

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with Lausanne

Instrument
KAM

Circulation

Contacts
94

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

Marketing Tool
Webinar

Activity
30-minute Webinar for US and Canadian travel agents. Introduction by ST followed by exclusive presentation from Lausanne and Q&A session at the end. Session recorded and posted on trade corner.
Attendees: 94

http://clippings.switzerlandtourism.ch/NYC/2025/20251006135253_20251002_Lausanne.xlsx

Title
KAM: Webinar with Travel Switzerland and Rail Europe

Instrument
KAM

Circulation

Contacts
163

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

Marketing Tool
Webinar

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

http://clippings.switzerlandtourism.ch/NYC/2025/20251021164504_20251016_TravelCH_RailEurope.xlsx

Title
KAM: Webinar with Jungfrau Region

Instrument
KAM

Circulation

Contacts
128

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with Trade webinar with Glacier Express and Gornergrat Railways

Instrument
KAM

Circulation

Contacts
164

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

Marketing Tool
Webinar

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

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

Title
Campaigning and Activation: The Swiss View Campaign

Instrument
Campaigning & Activation

Circulation

Contacts
45857268

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

Marketing Tool
Display & Programmatic Paid

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

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

Title
KAM: Webinar with Trade webinar with Davos

Instrument
KAM

Circulation

Contacts
104

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

Marketing Tool
Webinar

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
174720000

Marketing Tool
OOH incl. Digital OOH

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

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

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

NORTH AMERICA

16		228'034'897
MarketingActivities	*Circulation*	*Contacts*

OTHER

Title
First Virtuoso Luxury Europe Forum 2025

Instrument
KAM

Circulation

Contacts
55

Marketing Tool
Event/Fair/Workshop

Date from - to
17/03/2025 – 22/03/2025

Activity
Virtuoso Luxury Europe Forum 2025 in Luzern with pretour and 50 luxury travel agency owners from key markets in Europe. The event included pretours to various Swiss regions and a gala dinner with a Switzerland Showcase with 20 Swiss luxury hotels at the Verkehrshaus

• B2B Conference, pretours, Gala and Showcase Luzern, March 19-21, 2025
• Global luxury consortia: In 58 countries with 20,000 travel advisors
• Virtuoso provides Switzerland with a platform to attract luxury travellers
• High-value travellers, who travel more, spend more and stay longer

http://clippings.switzerlandtourism.ch/OTHER/2025/20250328115816_Reporting_Luxury_Market_2025_GL_or_ST_exchange_marketing_activities.pdf
http://clippings.switzerlandtourism.ch/OTHER/2025/20250328115856_virtuoso_europe_forum_debriefing.pdf

Title
Leading hotels of the world luxury conference St. Moritz

Instrument
KAM

Circulation

Contacts
55

Marketing Tool
Event/Fair/Workshop

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

Activity
Leading hotels of the world luxury conference at Badrutts Palace in St. Moritz, 50 top luxury buyers from long-haul and short haul markets
goals: find new luxury contacts for STM luxury 2026 and build up competence center

• ST hosted the prestigious event with LHW (globally recognized as a luxury leader) to promote autumn
• Only 5% of hotel applicants are accepted, focus on family-owned properties
• September 5-9, 2025
• 10 Swiss Leading Hotels participated
• Zurich, Fürstenau & St. Moritz

http://clippings.switzerlandtourism.ch/OTHER/2025/20251114161032_Screenshot_2025-11-14_at_16.09.58.png

Title
Luxury Switzerland B2B showcase event in Dubai

Instrument
KAM

Marketing Tool
Event/Fair/Workshop

Circulation

Contacts
51

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

Activity
Discover Luxury B2B conference in Dubai, meet key contacts in GCC luxury world, ST GCC team Swiss suppliers and ATM to learn about latest luxury trends and also build up network with new DMC, suppliers and buyers to build up on luxury destination Switzerland

http://clippings.switzerlandtourism.ch/OTHER/2025/20251114161932_Screenshot_2025-11-14_at_16.19.04.png

Title
ILTM Singapore 2025

Instrument
KAM

Marketing Tool
Event/Fair/Workshop

Circulation

Contacts

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

Activity
Most important Luxury B2B conference for APAC, meet key contacts in APAC luxury world, ST SEA team, and Swiss suppliers to learn about latest luxury trends and also build up network with new DMC, suppliers and buyers to build up on luxury destination Switzerland

• 740 luxury travel suppliers & 740 advisors: 12%+ YoY, highlighting the strong momentum
• Nearly 50% of new HNWIs will come from Asia Pacific (2025–2028)
• Region isn't just growing, it's reshaping global luxury travel
• 60 new luxury key contacts for STM Luxury 2026 and activities in APAC markets

http://clippings.switzerlandtourism.ch/OTHER/2025/20251114162038_Screenshot_2025-11-14_at_16.20.22.png

Title
ILTM Cannes 2025: Global Launch of Swiss Silent Luxury, Booth Upgrade and new welcome reception for Swiss partners

Instrument
KAM

Marketing Tool
Event/Fair/Workshop

Circulation

Contacts
98

Date from - to
01/12/2025 – 05/12/2025

Activity
Most important global Luxury B2B conference, meet key contacts in luxury world, and Swiss suppliers to learn about latest luxury trends and also build up network with new DMC, suppliers and buyers to build up on luxury destination Switzerland

• Launch Swiss Silent Luxury: new booth & video, great buyer feedback
• 24th edition hits record highs: 10k attendees, 100k meetings, +12% YoY
• Global luxury travel: strong growth outlook
• 2,500 buyers from 83 countries, Dec 1-4, 2025
• Global Luxury Hospitality decision-makers
• Strong partner interest: 19 Swiss partner tables, +15% YoY

http://clippings.switzerlandtourism.ch/OTHER/2025/20251211163431_Screenshot_2025-12-11_at_16.31.49.png

Title
First Luxury Travel Trade Seminars in Zurich and Geneva

Instrument
KAM

Circulation

Contacts
105

Marketing Tool
Event/Fair/Workshop

Date from - to
24/11/2025 – 25/11/2025

Activity
• Switzerland Tourism hosted its first Clichès, Caviar and Co seminars on Nov 24-25
• Launch Swiss Silent Luxury with Diamond Partners
• collaborative, guest-centric dialogue to shape one Luxury Destination Switzerland

• High partner interest: 100 participants in this rapidly growing market.
•2 podcasts with key insights

http://clippings.switzerlandtourism.ch/OTHER/2025/20251114163152_Final_Invite_Luxury_Training_Zurich_Nov_25.png.pdf
http://clippings.switzerlandtourism.ch/OTHER/2025/20251114163254_Final_Geneva_Luxury_Trade_Seminar_Nov_24.png
http://clippings.switzerlandtourism.ch/OTHER/2025/20251211162709_Screenshot_2025-12-11_at_16.25.09.png
http://clippings.switzerlandtourism.ch/OTHER/2025/20251211162745_Screenshot_2025-12-11_at_16.25.19.png
http://clippings.switzerlandtourism.ch/OTHER/2025/20251211162801_Screenshot_2025-12-11_at_16.25.26.png
http://clippings.switzerlandtourism.ch/OTHER/2025/20251211162823_Screenshot_2025-12-11_at_16.25.40.png
http://clippings.switzerlandtourism.ch/OTHER/2025/20251211162834_Screenshot_2025-12-11_at_16.25.46.png
http://clippings.switzerlandtourism.ch/OTHER/2025/20251211162847_Screenshot_2025-12-11_at_16.25.55.png

Title
Swiss Ambassadors' conference 2025

Instrument
Campaigning & Activation

Circulation

Contacts
205

Marketing Tool
Event/Fair/Workshop

Date from - to
18/08/2025 – 18/08/2025

Activity
• Showcased "Travel Better" strategy & introduced new luxury market for future activities
• State Secretary Alexandre Fasel emphasized tourism's role in diplomacy
• Integration of Swiss Wine Promotion as strategic partner
• August 17, 2026 in Bern
• Strengthened network & goodwill with 180 Ambassadors and Consuls General worldwide
•Set foundation for future joint luxury activities (Swiss Residences)

http://clippings.switzerlandtourism.ch/OTHER/2025/20251114163545_Screenshot_2025-11-14_at_16.35.27.png

SOUTH EAST ASIA

Title
SCIB SEA: Webinar Market SEA SG,ID,MY,TH, PH,VN Trade MICE Agencies

Instrument
KAM

Marketing Tool
Webinar

Circulation

Contacts
278

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

Activity
An Interative LIVE Telecast Webinar session or Series for SEA market.

- Session for MICE agencies and tour operators all over South East Asia (SG, MY, ID, TH, PH, VN)

- Participants can join the live visual & audio presentation from any locations in the Asia via internet.
- Time: 09h00 or 09h30 Swiss time.
- The sessions are being recorded in order for clients to access the webinars at any time.
- Follow-up email to all registered clients is sent by SCIB and include partners' contact details and promotional material.
- Participating partners to receive full contact details of the planners.

SOUTH EAST ASIA	**1**		**278**
	MarketingActivities	*Circulation*	*Contacts*

SPAIN

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

Instrument
Campaigning & Activation

Marketing Tool
Ambassador/Influencer

Circulation

Contacts
6400000

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

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

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

SWITZERLAND

Title
Campaigning: NZZ Bellevue. Luxury Hotels & Lodgings. 1. Welle.

Date from - to
28/05/2025 – 14/06/2025

Instrument
Campaigning & Activation

Marketing Tool
Native Advertisement Paid

Circulation

Contacts
911684

Activity
NZZ Bellevue de & fr
- sponsored content
- Newsletter
- Multidevice native ads
- FB/IG Post

http://clippings.switzerlandtourism.ch/ZRH/2025/20250528084605_NZZBellevue_Story_28.05.2025.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528132322_2_story-platzierung_28.05.20_.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528132344_3_multidevice_native-ad_de_28.05.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250530112648_luxury_hotels_1._welle_nzz_bellevue_newsletter-ad_1._28.05.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250612125650_5_sponsored_content_facebookinstagram_paid_post_28.05.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250613084120_6_sponsored_content_luxury_hotels_lodgings_1._welle_trading_desk_facebookinstagram_paid_post_28.05.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250613084217_7_sponsored_content_fr_run_of_site_multidevice_native-ad_02.06.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250613084259_8_sponsored_content_fr_run_of_site_multidevice_native-ad_02.06.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250613084352_9_sponsored_content_fr_run_of_site_multidevice_infeed_native-teaser_02.06.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250613084419_10_sponsored_content_fr_run_of_site_multidevice_infeed_native-teaser_02.06.2025.png

Title
Campaigning: NZZ Bellevue. Luxury Hotels & Lodgings. 2. Welle.

Date from - to
20/10/2025 – 05/11/2025

Instrument
Campaigning & Activation

Marketing Tool
Native Advertisement Paid

Circulation

Contacts
601744

Activity
NZZ Bellevue de & fr
- sponsored content
- Newsletter
- Multidevice native ads
- FB/IG Post

http://clippings.switzerlandtourism.ch/ZRH/2025/20251023103527_mk2400212685_sponsored_content_luxury_hotels_lodgings_1._welle_nzz_bellevue_sponsored_content_story-
http://clippings.switzerlandtourism.ch/ZRH/2025/20251023103635_mk2400212685_sponsored_content_luxury_hotels_lodgings_1._welle_nzz_bellevue_sponsored_content_story-
http://clippings.switzerlandtourism.ch/ZRH/2025/20251028084120_nzz_bellevue_newsletter_20.10.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251030101255_Le_Temps_27.10.2025_1.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251030101325_Le_Temps_27.10.2025.png

Title
Coop Kooperation: Mai

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

Instrument
Campaigning & Activation

Marketing Tool
Advertisement Print

Circulation
3354000

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

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

Languages: DE, FR, IT

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

Title
Hoteldachkampagne Bees & Friends - APG OOH

Instrument
Campaigning & Activation

Circulation

Contacts
11547000

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

Marketing Tool
OOH incl. Digital OOH

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

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

Title
Hoteldachkampagne Bees & Friends - RonOrp

Instrument
Campaigning & Activation

Circulation

Contacts
390836

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

Marketing Tool
Display & Programmatic Paid

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

Title
Accommodation_Grand Tour of Switzerland: Additional Promotion 25

Instrument
Campaigning & Activation

Circulation

Contacts
26106277

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

Marketing Tool
Social Media Paid

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

SWITZERLAND	**6**	**3'354'000**	**42'911'541**
	MarketingActivities	*Circulation*	*Contacts*

UK/IRELAND

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

Instrument
Campaigning & Activation

Circulation
800000

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

Marketing Tool
Placement Paid

Contacts
800000

Activity
BERN x MONOCLE (The Escapist) 2025

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
250000

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

Marketing Tool
Content Collaboration Digital

Activity
BERN x MONOCLE (The Escapist) 2025

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

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

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
150000

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

Marketing Tool
Native Advertisement Paid

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

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Content Collaboration Digital

Circulation

Contacts
99288

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

Marketing Tool
Display & Programmatic Paid

Circulation

Contacts
124992

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

Marketing Tool
Social Media Paid

Circulation

Contacts
358000

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

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

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

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

Title
KMM: May 2025 media release - Bees & Friends

Instrument
KMM

Circulation
366

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

Marketing Tool
Media Release

Contacts
366

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

Sample:

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

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

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

Title
KMM: Geneva Watchmaking Guide international group media trip

Instrument
KMM

Circulation

Contacts
2

Marketing Tool
Trip - Group

Date from - to
05/11/2025 – 07/11/2025

Activity
Partner:

Geneva Tourism

Participants:

Tim Clark (The Sunday Post)
Beverley Watts (The Travel Magazine and Luxury Lifestyle Magazine)

http://clippings.switzerlandtourism.ch/LON/2026/20260125181335_Geneva_Watchmaking_Guide_international_group_media_trip_programme.pdf

UK/IRELAND	**8** *MarketingActivities*	**800'366** *Circulation*	**1'782'648** *Contacts*

Grand Total over ALL	**132** *MarketingActivities*	**4'666'746** *Circulation*	**809'549'637** *Contacts*

MediaResultsCentral

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

AUSTRALIA

15.01.2025	LATTE - Luxury News (trade)	Newsletter	**Swiss Alps Gstaad Icon To ReOpen as Four Seasons** *Dundas Guy*	16'100	16'100

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/160125_LATTE_Gstaad_SwissAlpsGstaad_IconToReOpenAsFourSeasons.pdf*
ResultURL:

18.03.2025	Sydney Morning Herald - SMH	Newspaper	**Graffiti? No, sgraffito** *Wallace Sue*	479'000	838'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/180325_SMH_Engadine_Graffitti.pdf*
ResultURL:

01.04.2025	The Lux Traveller Media Group	Books/Movies	**Discovering Engelberg - Alpine Resort in Switzerland** *Noble Marina*	15'000	15'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/010425_TheLuxTraveller_Engelberg_DiscoveringEngelbergAlpineResortinSwitzerland.pdf*
ResultURL:

05.04.2025	The Weekend Australian Magazine (The Australian)	Newspaper	**Watch and Learn** *Erbacher Graham*	600'000	1'050'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/050425_WeekendAust_Geneva_WatchandLearn.pdf*
ResultURL:

19.04.2025	The Northern Advocate	Newspaper	**Sweet Surrender** *Yardley Mike*	144'000	252'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/190425_NorthernAdvocatePlus_Zurich_SweetSurrender.pdf*
ResultURL:

24.04.2025	Launceston Examiner	Newspaper	**Riverside Ode to a Bygone Era** *Hayes Helen*	90'000	157'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/260425_Explore_Basel_RiversideOdeToABygoneEra.pdf*
ResultURL:

01.05.2025	Port Stephens Examiner	Newspaper	**Riverside Ode to a Bygone Era** *Hayes Helen*	95'000	166'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/010525_PtStephensExaminer_Basel_RiversideOdeToABygoneEra.pdf*
ResultURL:

26.05.2025	The Weekend Australian Magazine Travel & Leisure (The Australian)	Newspaper	**Sense of Occasion** *Wallman Nikki*	600'000	1'050'000

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

01.07.2025	Signature Luxury Travel & Style	Magazine	**Wengen is a Dish Best Served Cold** *Madgwick Steve*	35'596	160'182

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/010725_SigLux_Wengen_WengenIsADishBestServedCold.pdf*
ResultURL:

05.07.2025	Euronews	Online	**Why Zurich Should be your Next Cultural Escape**	62'400	62'400

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/020725_MSNAust_Zurich_HiddenPaintingsandRadicalArtWhyZurichShouldBeYourNextCulturalEscape.pdf*
ResultURL:

13.09.2025	The Weekend Australian Magazine Travel & Leisure (The Australian)	Newspaper	**If These Walls Could Talk** *Erbacher Graham*	600'000	1'050'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/130925_WeekendAust_IfTheseWallsCouldTalk.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			AUSTRALIA: 11 Clippings	2'737'096	4'817'682

AUSTRIA

14.09.2025	Kronen Zeitung krone.at	Newspaper	**Panoramazüge & Bergerlebnisse** *Thomas Andrea*	959'206	1'928'004

ClippingsURL: *http://clippings.switzerlandtourism.ch/VIE/2025/mb-6f87332f4c68e2e694316a2121b9c1eeb1d762bf.pdf*
ResultURL:

			AUSTRIA: 1 Clippings	959'206	1'928'004

BRAZIL

02.02.2025	@guiapetfriendly	Online	**Super pet friendly hotel in Switzerland** *Berger Cristina*	103'000	103'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/GuiaPetFriendly_Feb02.png*
ResultURL: *https://www.instagram.com/p/DFlWJVRSabw/?igsh=X1ppdWQxYzBf*

18.02.2025	Prazeres da Mesa - Online	Online	**Three restaurants with a hotel.** *Berger Cristina*	200'000	50'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/PrazeresdaMesaFEB18.pdf*
ResultURL: *https://www.prazeresdamesa.com.br/tres-restaurantes-com-um-hotel/*

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

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

23.03.2025	Portal IN	Online	**Brazilians break record for overnight stays in Swiss hotels in 2024** *Dantas Jr Anchieta*	43'670	10'918

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/PortalIn_23Mar.pdf*
ResultURL: *https://www.portalin.com.br/negocios/brasileiros-batem-recorde-de-pernoites-em-hoteis-suicos-em-2024/*

22.07.2025	Cartão de Visita R7	Online	**The amazing summer at the Gstaad Palace Hotel** *Redacao*	56'155	14'039

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/CartaodeVisita22JUL.pdf*
ResultURL: *https://cartaodevisita.r7.com/conteudo/56567/o-supreendente-verao-no-gstaad-palace-hotel*

01.08.2025	The President - Online	Magazine	**Gstaad Palace passa por reforma milionária e renova áreas históricas do hotel** *Redação*	100'000	25'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/ThePresidentAUG.png*
ResultURL: *https://www.thepresident.com.br/gstaad-palace-reforma-milionaria-renova-areas-historicas-hotel/*

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

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

20.10.2025	Veja Online	Online	**The view from the Swiss hotel that served as a source of inspiration for artists.** *Moratelli Valmir*	5'000'000	1'250'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SAO/2025/VejaOCT20.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
24.10.2025	Panrotas Online	Online	**Luxury at its finest: the Flot Viagens experience at the Bürgenstock Hotel & Alpine Spa; photos** *Redação*	13'363	3'341

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

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

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

BRAZIL: 10 Clippings	9'417'385	2'431'598

CZECH REPUBLIC

01.10.2025	Black Tie	Magazine	**Best of Europe** *Steinerova Stella*	10'000	25'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PRG/2026/BestInEurope_BlackTie_StellaSteinerova_01102025.pdf*
ResultURL:

CZECH REPUBLIC: 1 Clippings	10'000	25'000

FRANCE

08.01.2025	Milk Decoration Online	Online	**The Alpina : l'iconique hôtel de Gstaad inaugure un nouveau restaurant élégant** *COLOMBE COMBREAS Lois*	60'000	15'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/The_Alpina_._liconique_hotel_de_Gstaad_inaugure_un_nouveau_restaurant_elegant_-_MilK_Decoration.pdf*
ResultURL: *https://www.milkdecoration.com/the-alpina-liconique-hotel-de-gstaad-inaugure-un-nouveau-restaurant-elegant/*

03.02.2025	SPOTLIST	Online	**Six Senses Crans-Montana** *Cholet Mathieu*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Six_Senses_Crans_Montana_._Hotel_bien-etre_de_luxe_au_pied_des_pistes_a_Crans_Montana.pdf*
ResultURL: *https://www.spotlist.fr/hotels/six-senses-crans-montana*

04.02.2025	IDEAT Online	Online	**Détente au sommet : les plus beaux spas d'altitude avec vue** *VOISIN Madeleine*	54'000	13'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Detente_au_sommet_._les_plus_beaux_spas_daltitudeavec_vue_-_IDEAT.pdf*
ResultURL: *https://ideat.fr/detente-au-sommet-les-plus-beaux-spas-daltitude-avec-vue/*

07.02.2025	LE FIGARO MAGAZINE (Hebdo)	Magazine	**Escapade arty à Gstaad** *OZANNE Marie-Angélique*	370'193	2'036'062

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/FMAG_20250207_extrait_2.pdf*
ResultURL:

14.02.2025	LE JOURNAL DU DIMANCHE ONLINE	Online	**Six Senses Crans-Montana : un refuge d'exception au coeur des Alpes suisses** *TORRES Jules*	2'402'780	2'402'780

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Six_Senses_Crans-Montana._un_refuge_dexception_au_cur_des_Alpes_suisses.pdf*
ResultURL: *https://www.lejdd.fr/culture/six-senses-crans-montana-un-refuge-dexception-au-coeur-des-alpes-suisses-154969*

14.02.2025	LE JOURNAL DU DIMANCHE	Newspaper	**Six Senses Crans-Montana : un refuge d'exception au coeur des Alpes suisses** *TORRES Jules*	145'273	1'197'050

ClippingsURL:
ResultURL: *https://www.lejdd.fr/culture/six-senses-crans-montana-un-refuge-dexception-au-coeur-des-alpes-suisses-154969*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

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

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

04.04.2025	Class Tourisme	Online	**Neuchâtel, pépite de la Suisse Romande** *MONBREAULT Catherine*	12'000	12'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Neuchatel_pepite_de_la_Suisse_Romande.pdf*
ResultURL: *https://www.classtourisme.com/Neuchatel-pepite-de-la-Suisse-Romande_a2514.html*

07.04.2025	Yonder	Online	**On a testé le nouveau programme du spa Nescens à la Réserve Genève Hôtel & Spa** *GIGNOUX-DUCHATEAU Mireille*	250'000	62'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/On_a_teste_le_nouveau_programme_du_spa_Nescens_a_la_Reserve_Geneve_Hotel__Spa.pdf*
ResultURL: *https://www.yonder.fr/hotels/hotels-du-mois/on-a-teste-spa-nescens-reserve-geneve-hotel-suisse*

23.06.2025	MAISONS COTE 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:

17.07.2025	LE POINT - Online	Online	**Huit spots tendance à ne pas manquer à Zurich** *BAUSSAY Céline*	6'784'931	1'696'233

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Huit_spots_tendance_a_ne_pas_manquer_a_Zurich.pdf*
ResultURL: *https://www.lepoint.fr/voyages/huit-spots-tendance-a-ne-pas-manquer-a-zurich-17-07-2025-2594621_44.php#11*

31.07.2025	MADAMEFIGARO.FR - MADAME FIGARO ONLINE	Online	**A la montagne, au bord de la mer ou même en ville, 6 sports pour souffler cet été** *LOUIS Marion*	25'909'000	6'477'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/_la_montagne_au_bord_de_la_mer_ou_meme_en_ville_6_spots_pour_souffler_cet_ete.pdf*
ResultURL: *https://madame.lefigaro.fr/beaute/a-la-montagne-au-bord-de-la-mer-ou-meme-en-ville-6-spots-pour-souffler-cet-ete-20250720*

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*

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

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

30.09.2025	ENVOLS - EN-VOLS.FR	Online	**De Genève à Zurich, voici l'itinéraire idéal pour un road trip de 12 jours en Suisse, entre villages alpins et lacs turquoise** *Bauer Hélène*	150'871	37'718

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Suisse_._litineraire_parfait_pour_un_road_trip_de_12_jours.pdf*
ResultURL: *https://www.en-vols.com/evasion/voyage/itineraire-road-trip-suisse/*

02.10.2025	ARTE	TV/Cable/Video	**Voyage en cuisine : le prince de la Riviera suisse : l'omble chevalier** *BRIGAND-PIZANO Marie*	300'000	300'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/OMBLE_CHEVALIER_VF_FRAME_IO.mov*
ResultURL: *https://www.arte.tv/fr/videos/119582-104-A/voyage-en-cuisine/*

21.11.2025	LES ECHOS - SERIE LIMITEE	Magazine	**Seul sur les pistes, un rêve hors de prix** *LE FORT Clara*	129'758	692'908

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Ski_Prive_Enquete_Les_Echos_WE_Special_Montagne_21_nov_2026.pdf*
ResultURL:

21.11.2025	MARIE CLAIRE - ONLINE	Online	**La montagne en famille : toujours une bonne idée pour l'hiver 2025** *BELLE-CROIX Violaine*	5'833'974	1'458'494

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/La_montagne_en_famille_._selections_sejours_hiver_2025_-_Marie_Claire.pdf*
ResultURL: *https://www.marieclaire.fr/la-montagne-en-famille-toujours-une-bonne-idee-pour-l-hiver-2025,1503705.asp*

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:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			FRANCE: 21 Clippings	66'865'906	30'497'172

GCC

25.03.2025	Asharq Al Awsat	Newspaper	**Switzerland... A luxurious family destination that combines the magic of nature and adventures**	237'000	414'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/DXB/2025/Asharq_Alawsat-March2025.pdf*
ResultURL:

21.10.2025	Alam Arrajol	Newspaper	**Winter in Switzerland** *Alwadi Mahmoud*	55'000	137'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/DXB/2026/Print_Alam_Arrajol_magazine.pdf*
ResultURL:

22.10.2025	Al Sabeaa	Online	**Switzerland.. the white dream starts with 2025 winter guide**	30'000	45'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/DXB/2026/online_7news1.pdf*
ResultURL:

22.10.2025	Eat N Stay	Online	**Winter in Switzerland, 2025** *Taher Abdulwasay*	65'000	162'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/DXB/2026/online_Eatnstays.pdf*
ResultURL:

23.10.2025	Arabian Magazine	Online	**Discover Switzerland with the 2025 winter guide**	15'000	15'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/DXB/2026/online_The_Arabian_Magazine.pdf*
ResultURL:

			GCC: 5 Clippings	402'000	774'750

ITALY

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

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

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

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

24.01.2025	Falstaff Italia	Magazine	**Kulm Hotel - St. Moritz (5 pagine)** *Vombach Dominik*	143'100	357'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/24.01.2025_Falstaff_St.Moritz.pdf*
ResultURL:

25.01.2025	Amica	Magazine	**Grand Hotel Kronenhof - Pontresina (1 traf.)** *Bensa Gabriella*	450'000	450'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/25.01.2025_Amica_Pontresina.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
07.02.2025	viaggiarenews.com	Online	**Crans-Montana: Six Senses (1 pagina)** *Rubinetto Anna*	1'700	1'700

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/07.02.2025_viaggiarenews.com_Six_Senses.pdf*
ResultURL: *https://www.viaggiarenews.com/2025/02/six-senses-crans-montana-jean-yves-blatt-alla-direzione-del-lussuoso-hotel-svizzero/*

11.02.2025	viaggiarenews.com	Online	**San Valentino 2025 - Grand Hotel Kronenhof (1 paragrafo)** *Rubinetto Anna*	1'700	1'700

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/11.02.2025_viaggiarenews.com_Grand_Hotel_Kronenhof.pdf*
ResultURL: *https://www.viaggiarenews.com/2025/02/san-valentino-2025-da-sogno-le-destinazioni-piu-romantiche/*

13.02.2025	luxgallery.it	Online	**Vacanze di Pasqua 2025 - Montreux (1 pagina)** *Rambaldi Bianca*	111'200	27'800

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/13.02.2025_luxgallery.it_Montreux.pdf*
ResultURL: *https://www.luxgallery.it/vacanze-e-viaggi-di-lusso/vacanze-di-pasqua-2025-mete-di-lusso-fuori-dal-comune/*

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

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

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

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

12.03.2025	Panorama	Magazine	**Grand Hotel Kronenhof - Pontresina (1 paragrafo)** *Morello Marco*	605'000	605'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/12.03.2025_Panorama_Pontresina.pdf*
ResultURL:

15.04.2025	thewaymagazine.it	Online	**Swiss Diamond, un boutique hotel romantico sul lago di Lugano (1 pagina)** *Fenyves Alessandra*	29'100	7'275

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/15.04.2025_thewaymagazine.it_Lugano.png*
ResultURL: *https://www.thewaymagazine.it/travel/swiss-diamond-un-boutique-hotel-romantico-sul-lado-di-lugano/*

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	harpersbazaar.com	Online	**Weekend nel lusso ad Ascona, gemma del Ticino, tra indirizzi glamour old school, lidi per la villeggiatura e avanguardie di design (1p)** *Passariello Micol*	700'000	175'000

ClippingsURL:
ResultURL: *https://www.harpersbazaar.com/it/lifestyle/viaggi/a65199118/questa-e-la-saint-tropez-della-svizzera/*

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/*

17.07.2025	stylepiccoli.it	Online	**Engadina da favola: Hotel Kulm e Bernina Express (1p)** *Pasqualetti Chiara*	11'700	2'925

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/180725_Engadinadafavola_Engadina.pdf*
ResultURL: *https://www.stylepiccoli.it/vacanze-con-bambini/engadina-da-favola/*

30.07.2025	lofficielitalia.com	Online	**Beach Club vibe sul Lago Maggiore all'Eden Roc di Ascona (1p)** *Di Drusco Fabia*	13'750	13'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/300725_Beachclubvibe_LagoMaggiore.pdf*
ResultURL: *https://www.lofficielitalia.com/viaggi/eden-roc-ascona-hotel-lago-maggiore-vacanza*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
08.08.2025	thewaymagazine.it	Online	**L'estate in Engadina: il Kulm Hotel e il Grand Hotel Kronenhof (1p)** *Fenyves Alessandra*	29'100	7'275

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/080825_HotelKulmKronenhof_Engadina.pdf*
ResultURL: *https://www.thewaymagazine.it/travel/lestate-in-engadina-il-kulm-hotel-e-il-grand-hotel-kronenhof/?doing_wp_cron=1759473082.7394471168518066406250*

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/*

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:

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

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

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

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

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

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

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

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

30.12.2025	marieclaire.it	Online	**Hotel Six Senses a Crans Montana (1p)** *Valenti Alessandro*	57'657	403'599

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/251230_marieclaire.it_Six_Senses_Crans_Montana.pdf*
ResultURL: *https://www.marieclaire.it/lifestyle/viaggi/a69727445/six-senses-crans-montana-in-svizzera-e-unarchitettura-dalta-quota-a-5-stelle/*

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/*

31.12.2025	harpersbazaar.com	Online	**Vacanze in montagna: le località emblema del glamour d'alta quota. St. Moritz e Gstaad (2 paragrafi)** *Passariello Miael*	700'000	175'000

ClippingsURL:
ResultURL: *https://www.harpersbazaar.com/it/lifestyle/viaggi/a69706552/vacanze-in-montagna-di-lusso-dove/*

ITALY: 32 Clippings	7'148'339	8'841'304

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

JAPAN

29.01.2025	@kaho_tozan	Social Media/Influencer	**Swiss trip 6 - Staying at Riffelalp Resort, the luxury hotel on the mountain above Zermatt** *Matsunami Kaho*	338'000	338'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/250129_kaho.tozan.png*
ResultURL: *https://www.youtube.com/watch?v=T6gj3zNOMhc&t=145s*

03.04.2025	Bi Premium	Magazine	**Healing of body and soul at Lake Geneva Switzerland** *Mizutani Shinobu*	80'000	200'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/250403_Bi_Premium.pdf*
ResultURL:

15.06.2025	Rurubu	Magazine	**Sustainable activities you can do in Switzerland** *Urayama So*	25'000	25'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/250615_Rurubu.pdf*
ResultURL:

22.09.2025	CREA Traveller	Magazine	**Discussion with the Future of Nature Tourism** *Umezaki Natsuko*	37'000	92'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/TYO/2025/250922_Crea_Traveller.pdf*
ResultURL:

JAPAN: 4 Clippings	480'000	655'500

KOREA

15.01.2025	Instagram	Social Media/Influencer	**HongChul Ro's Trip to Switzerland** *Ro Hongchul*	206'215	206'215

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250115-Instagram.png*
ResultURL:

12.02.2025	Ilgan Sports Online	Online	**HongChul Ro's Trip to Switzerland** *Yoo Jihee*	3'000'000	750'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250212-Ilgan_Sports_Online.png*
ResultURL:

13.02.2025	Radio Korea	Online	**HongChul Ro's Trip to Switzerland** *Choi Jiyeon*	600'000	150'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250213-Radio_Korea_News.png*
ResultURL:

13.02.2025	Chosun Ilbo Online	Online	**HongChul Ro's Trip to Switzerland** *Choi Jiyeon*	15'000'000	3'750'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250213-Chosun_Ilbo_Online.png*
ResultURL:

13.03.2025	Youtube	Online	**HongChul Ro's Trip to Switzerland** *Ro Hongchul*	567'130	567'130

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250313-Youtube.png*
ResultURL: *https://www.youtube.com/watch?v=dQdzo2irvmg*

04.04.2025	ATE blog	Blog	**Hotel bathtubs with a view** *Lee Changho*	20'000	5'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250404-ATE_blog.png*
ResultURL:

01.07.2025	Guide Me	Magazine	**The most beautiful garden hotels** *Yeo Byunggu*	300'000	750'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250701-Guide_Me02.png*
ResultURL:

01.11.2025	The Class	Magazine	**Redefining Luxury Travel in Switzerland** *Yang Hyun-Jin*	50'000	125'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20251101-The_Class.png*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			KOREA: 8 Clippings	19'743'345	6'303'345

NETHERLANDS

14.01.2025	Vogue	Magazine	**In deze 7 wintersporthotels in Europa wil je overnachten** *Janssen Roel*	90'000	280'800

ClippingsURL:
ResultURL: *https://www.vogue.nl/living/travel/wintersporthotels-europa/*

30.07.2025	Society World	Magazine	**Illonka's scrapbook** *Brands Illonka*	21'500	53'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/AMS/2025/AMSClip07391-1.pdf*
ResultURL:

08.09.2025	Talkies Lifestyle Magazine (Nederland)	Magazine	**3x alpen glow** *Brands Illonka*	50'000	125'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/AMS/2025/AMSClip07391.pdf*
ResultURL:

08.09.2025	Flair	Magazine	**Next stop: Zwitserland** *Pijnappels Lieke*	97'647	244'118

ClippingsURL: *http://clippings.switzerlandtourism.ch/AMS/2025/AMSClip07406.pdf*
ResultURL:

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

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

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

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

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

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

			NETHERLANDS: 7 Clippings	457'147	753'168

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/*

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08.01.2025	JustLuxe.com	Online	**Savoring the Alps: A Luxurious Escape to Ultima Gstaad** *Smith Quentin*	26'000	6'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250108_JustLuxe_Smith.pdf*
ResultURL: *https://www.justluxe.com/travel/spa/feature-1979608.php*

09.01.2025	Travel Boulder	Blog	**Winter Getaways: Where to Travel Next Around the World** *Kuta Sarah Marie*	4'450	1'113

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250109_TravelBoulder_Kuta.pdf*
ResultURL: *https://travelboulder.com/winter-getaways-where-to-travel-next-around-the-world/*

11.01.2025	Yahoo! Life .com	Online	**The 50 Most Hotly Anticipated Luxury Hotel Openings of the Year** *Cameron Christopher*	24'400'000	4'880'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250111_YahooLife_Cameron.pdf*
ResultURL: *https://www.yahoo.com/lifestyle/50-most-hotly-anticipated-luxury-160000780.html?guccounter=1*

11.01.2025	Robb Report .com	Online	**The 50 Most Hotly Anticipated Luxury Hotel Openings of the Year** *Cameron Christopher*	1'910'000	477'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250111_RobbReport_Cameron.pdf*
ResultURL: *https://robbreport.com/travel/hotels/lists/50-best-new-hotels-1236145842/*

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/*

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/*

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*
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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*

25.01.2025	Elle Decor .com	Online	**60 Cold Weather Vacations to Embrace the Winter Chill This Season** *Santiago Sean*	2'770'000	692'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250110_ElleDecor_Santiago.pdf*
ResultURL: *https://www.elledecor.com/life-culture/travel/g2821/cold-winter-vacations/*

26.01.2025	msn.com	Online	**There's more to skiing's wellness trend than posh spas and mountain air** *Miles Rebecca*	123'200'000	15'400'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250126_MSN_Miles.pdf*
ResultURL: *https://www.msn.com/en-us/travel/tripideas/there-s-more-to-skiing-s-wellness-trend-than-posh-spas-and-mountain-air/ar-AA1xVRa2*

26.01.2025	Yahoo! Life .com	Online	**There's more to skiing's wellness trend than posh spas and mountain air** *Miles Rebecca*	23'800'000	4'760'000

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ResultURL: *https://www.yahoo.com/lifestyle/more-skiing-wellness-trend-posh-160000129.html*

03.02.2025	Luxury Travel Magazine .com	Online	**Preferred Hotels & Resorts Unveils 2025 Travel Trends** *Latt David J*	18'600	4'650

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250203_LuxuryTravelMagazine_Latt.pdf*
ResultURL: *https://www.luxurytravelmagazine.com/news-articles/preferred-hotels-resorts-unveils-2025-travel-trends*

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*

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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*

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*

04.03.2025	forbes .com	Online	**Art Is Everywhere In This Swiss Locale** *Brunner Jeryl*	76'100'000	19'025'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250304_Forbes_Brunner.pdf*
ResultURL: *https://www.forbes.com/sites/jerylbrunner/2025/03/04/art-is-everywhere-in-this-swiss-locale/*

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*

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*

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

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

17.04.2025	Sports Illustrated Swimsuit . com	Magazine	**Here’s Why Travelers Seeking Tranquility and Luxury Should Head to This Swiss City** *Puliti Alicia*	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*

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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*					
20.05.2025	Pasadena Magazine	Magazine	**Swiss Family Vacation** *Saviss Ramona*	5'310	15'930
ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250520_Pasadena_Saviss.pdf* ResultURL:					
29.05.2025	Pasadena Magazine .com	Online	**Exploring Switzerland With Kids: A Family-Friendly Luxury Travel Guide** *Saviss Ramona*	14'000	3'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250529_PasadenaMag_Saviss.pdf* ResultURL: *https://pasadenamag.com/travel/swiss-family-vacation*					
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*					
30.05.2025	NewsBreak .com	Online	**Exploring Switzerland With Kids: A Family-Friendly Luxury Travel Guide** *Saviss Ramona*	16'100'000	1'610'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250530_Newsbreak_Saviss.pdf* ResultURL: *https://local.newsbreak.com/pasadena-magazine-1600305/4030002569807-exploring-switzerland-with-kids-a-family-friendly-luxury-travel-guide*					
03.06.2025	Vogue .com	Online	**Six Senses Crans-Montana** *Hess Liam*	9'840'000	2'460'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250603_Vogue_Hess.pdf* ResultURL: *https://www.vogue.com/article/six-senses-crans-montana-spa*					
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*					
22.06.2025	msn.com	Online	**The ultimate guide to summer holidays in the Alps** *Baxter Sarah*	110'200'000	13'775'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20252206_msn.com_Baxter.pdf* ResultURL: *https://www.msn.com/en-us/travel/article/the-ultimate-guide-to-summer-holidays-in-the-alps/ar-AA1HbfC2*					
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*					

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27.06.2025	New York Observer .com	Online	**Geneva's Culinary Awakening: Where Tradition Meets Innovation** *Tchea Michelle*	588'000	147'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250627_Observer.com_Tchea.pdf*
ResultURL: *https://observer.com/2025/06/geneva-culinary-scene-young-chefs-transform-dining/*

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*

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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

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ResultURL: *https://www.forbes.com/sites/johnoseid/2025/06/30/montreux-much-more-than-a-famous-jazz-festival/*

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*

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

03.07.2025	Robb Report .com	Online	**The Hotel Shakeup That's Changing the Presidential Suite Forever** *Tchea Michelle*	2'020'000	505'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250703_RobbReport.com_Tchea.pdf*
ResultURL: *https://robbreport.com/travel/hotels/presidential-suite-hotel-end-1236858958/*

03.07.2025	Yahoo! Life .com	Online	**The Hotel Shakeup That's Changing the Presidential Suite Forever** *Tchea Michelle*	5'320'000	1'064'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250703_Yahoo.com_Tchea.pdf*
ResultURL: *https://www.yahoo.com/lifestyle/articles/time-hotels-check-presidential-suite-140000510.html*

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*

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

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

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

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

21.07.2025	National Geographic Traveler	Magazine	**How to spend the perfect day in Switzerland's underrated financial capital** *MacEacheran Mike*	723'657	2'170'971

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250721_NationalGeographic_MacEacheran.pdf*
ResultURL: *https://www.nationalgeographic.com/travel/article/how-to-spend-the-day-in-zurich-switzerland*

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/*

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/*

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
27.08.2025	Who What Wear .com	Online	**Audrey Hepburn Got Married at This Iconic Swiss Hotel—71 Years Later, It's Chicer Than Ever** *Fitzpatrick Erin*	7'220'000	1'805'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250827_WhoWhatWear_Fitzpatrick.pdf*
ResultURL: *https://www.whowhatwear.com/living/travel/burgenstock-resort-review*

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

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

09.09.2025	Food Wine Travel Magazine com	Online	**Hope Floats: My Journey to Swim the Rhine in Basel** *Stoltz Craig*	9'700	2'425

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/FireShot_Capture_093_-_Hope_Floats__My_Journey_to_Swim_the_Rhine_in_Basel_-_Food_Wine__T__-_fwtmagazine.com.pdf*
ResultURL: *https://fwtmagazine.com/swim-the-rhine/*

10.09.2025	Smithsonian Magazine .com	Online	**When the Cows Come Home in the Alps, the Swiss Eat Raclette** *Tchea Michelle*	5'550'000	1'387'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250910_Smithsonian_Tchea.pdf*
ResultURL: *https://www.smithsonianmag.com/travel/when-the-cows-come-home-in-the-alps-the-swiss-eat-raclette-180987311/*

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 McRae 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*

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/*

04.10.2025	Travel + Leisure .com	Online	**Discover the World's Most Beautifully Clear Water Destinations** *Mansel Lydia*	12'900'000	3'225'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251004_TravelLeisure.com_Mansel.pdf*
ResultURL: *https://www.travelandleisure.com/trip-ideas/nature-travel/bluest-water-destinations*

05.10.2025	Travel + Leisure .com	Online	**Discover the Most Spectacular Hot Springs for Unforgettable Relaxation** *Vermillion Stephanie*	12'900'000	3'225'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250510_Travelandleisure.com_Vermillion.pdf*
ResultURL: *https://www.travelandleisure.com/trip-ideas/nature-travel/best-hot-springs-in-the-world*

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	LonelyPlanet .com	Online	**Escape the crowds of Lake Como and try Switzerland's Ticino instead** *Parker Jennifer Leigh*	2'780'000	695'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/202501009_LonelyPlanet.com_Leigh.pdf*
ResultURL: *https://www.lonelyplanet.com/articles/why-visit-ticino-switzerland*

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/*

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*

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

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

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*

17.10.2025	Canada's 100 Best Restaurants	Magazine	**Gstaad in Summer** *Buck Naomi*	72'000	144'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251017_Canadas_100_Best_Restaurants_Buck.pdf*
ResultURL:

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/*

23.10.2025	forbes .com	Online	**How To See Switzerland In Style—One Train Ride At A Time** *Knick Shelby*	52'900'000	13'225'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251023__Forbes.com_Knick.pdf*
ResultURL: *https://www.forbes.com/sites/shelbyknick/2025/10/23/how-to-see-switzerland-in-styleone-train-ride-at-a-time/*

24.10.2025	Condé Nast Traveler .com	Online	**28 Best Christmas Markets in Europe** *Nieset Lane*	2'540'000	635'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251024_CondeNastTraveler_Nieset.pdf*
ResultURL: *https://www.cntraveler.com/gallery/best-christmas-markets-in-europe?utm_source=nl&utm_brand=cnt&utm_mailing=CNT_Daily_103025&utm_campaign=aud-dev&utm_medium=email&bxid=5fdb4354af24273bd46038cc&cndid=63194428&hasha=a2e814b554ac508b11524a984fa0763c&hashb=193d9511ebed0c6c538216dce137c2929a75d9ea&hashc=dfe863e4fd57a20a200ba98dcf85d97d39f9f980*

27.10.2025	forbes .com	Online	**From Interlaken To Geneva, How Michel Reybier Hospitality Makes Long-Haul Travel Easier For American Families** *Lushing Margaux*	52'900'000	13'225'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251027_Forbes.com_Lushing.pdf*
ResultURL: *https://www.forbes.com/sites/margauxlushing/2025/10/27/from-interlaken-to-geneva-how-michel-reybier-hospitality-makes-long-haul-travel-easier-for-american-families/*

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:

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	W Magazine	Magazine	**The Art Lover's Guide to St. Moritz, Switzerland** *Boates Charlotte*	864'400	2'593'200

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250411_WMagazine.com_Boates.pdf*
ResultURL: *https://www.wmagazine.com/life/st-moritz-switzerland-travel-guide-art-ski-trip*

04.11.2025	NewsBreak .com	Online	**Six Senses Crans-Montana, Switzerland, hotel review** *Tchea Michelle*	17'600'000	1'760'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251104_NewsBreak_Tchea.pdf*
ResultURL: *https://www.newsbreak.com/the-independent-517119/4330892776334-six-senses-crans-montana-switzerland-hotel-review*

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	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	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 Craig*	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*

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/*

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/*

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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

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/*

09.12.2025	The Points Guy .com	Online	**10 underrated winter travel destinations for sun-, snow- and even storm-seekers** *Romeyn Kathryn*	4'380'000	1'095'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251209_ThePointsGuy-Romeyn.pdf*
ResultURL: *https://thepointsguy.com/travel/underrated-winter-travel-destinations/*

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/*

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 Marianne*	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*

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			NORTH AMERICA: 128 Clippings	2'005'207'454	399'107'186

SOUTH EAST ASIA

01.01.2025	Im First Class	Magazine	**Engelberg - entering the Fairytale world** *Oo Lean Hooi*	20'000	50'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SIN/2025/SEA_2025_01_MY_IMFC_EngelbergTitlis.pdf*
ResultURL:

01.10.2025	Indonesia Tatler (PT Mobilia Stephindo)	Magazine	**Life on the Lake** *Marett Coco*	48'000	120'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SIN/2025/2610_Tatler_Media_Trip_INT_LUC-email.pdf*
ResultURL: *https://online.fliphtml5.com/grzod/ivib/#p=1*

01.10.2025	Tatler Asia (Malaysia)	Magazine	**Life on the Lake** *Marett Coco*	11'000	19'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/SIN/2025/2610_Tatler_Media_Trip_INT_LUC-email.pdf*
ResultURL: *https://online.fliphtml5.com/grzod/ivib/#p=1*

			SOUTH EAST ASIA: 3 Clippings	79'000	189'250

SPAIN

03.01.2025	Eco - Economia online	Online	**Baur au Lac, um hotel em Zurique para descobrir em 2025** *Trindade Sancha*	723'832	180'958

ClippingsURL: *http://clippings.switzerlandtourism.ch/BCN/2025/Baur_au_Lac_um_hotel_em_Zurique_para_descobrir_em_2025__ECO.pdf*
ResultURL: *https://eco.sapo.pt/2025/01/03/baur-au-lac-um-hotel-em-zurique-para-descobrir-em-2025/*

17.01.2025	Eco - Economia online	Online	**7132 Hotel, um reencontro com a essência em Vals** *Trindade Sancha*	723'832	180'958

ClippingsURL: *http://clippings.switzerlandtourism.ch/BCN/2025/7132_Hotel_um_reencontro_com_a_essencia_em_Vals__ECO.pdf*
ResultURL: *https://eco.sapo.pt/2025/01/17/7132-hotel-um-reencontro-com-a-essencia-em-vals/*

24.03.2025	Marca.com	Online	**Hotel Royal Savoy, un cuartel general donde sentirse como reinas** *Menayo David*	850'000	850'000

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

18.04.2025	Diario El Pais Online	Online	**The Dolder Grand, el hotel de Zúrich donde el lujo se acuesta con el arte.** *Pastor Jordi*	2'342'658	2'342'658

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

08.07.2025	ElDebate.com	Online	**La selección española se aloja durante la Eurocopa en el hotel donde vivió la Familia Real en el exilio** *Mallado Ana*	980'000	980'000

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			SPAIN: 5 Clippings	5'620'322	4'534'574

SWITZERLAND

15.01.2025	Corriere del Ticino	Newspaper	**Alberghi sostenibili: c'è anche lo Splendide** *Redaktion*	93'000	93'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/476862529.pdf*
ResultURL:

15.01.2025	Corriere del Ticino Online	Online	**Alberghi sostenibili: c'è anche lo Splendide** *Redaktion*	13'000	32'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/476868649.pdf*
ResultURL:

16.01.2025	Weltwoche	Newspaper	**Davos versinkt im Mittelmass** *Redaktion*	133'000	133'000

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

16.01.2025	htr hotel revue	Newspaper	**„Im grossen Business geht nichts mehr ohne die Buchungsplattformen."**	21'300	21'300

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/477071888.pdf*
ResultURL:

16.01.2025	Weltwoche online	Online	**Davos versinkt im Mittelmass** *Redaktion*	45'000	112'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/477073823.pdf*
ResultURL:

16.01.2025	htr hotel revue Online	Online	**Oliver Stoldt: „Im grossen Business geht nichts mehr ohne die Buchungsplattformen."**	16'250	40'625

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/477073909.pdf*
ResultURL:

16.01.2025	TIO TicinOnline – 20 minuti Ticino	Online	**Un riconoscimento „green" per l'Hotel Splendide Royal**	100'800	252'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/477075519.pdf*
ResultURL:

24.01.2025	Tessiner Zeitung	Newspaper	**Splendide Royal steht auf Grün**	25'000	25'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/478910132.pdf*
ResultURL:

25.01.2025	Bilanz Online	Online	**Caminada, Raue, Ramsay: Von Köchen zu Stars**	28'500	71'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/478863724.pdf*
ResultURL:

29.01.2025	Blick Online, Ringier AG	Online	**Warum es plötzlich von Gästen aus Brasilien nur so wimmelt** *Schmidt Martin*	968'800	2'422'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/479298570.pdf*
ResultURL:

03.02.2025	Jungfrau Zeitung Online	Online	**Wie gut passt Luxus in die Alpen?** *Redaktion*	370'085	92'521

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/480363500.pdf*
ResultURL:

09.02.2025	Blick Online, Ringier AG	Online	**Schweizer Alpen immer exklusiver – das sind die Folgen** *Kaufmann Moritz*	968'800	2'422'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336106.pdf*
ResultURL:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
09.02.2025	bz Basel Online	Online	**Schweizer Alpen werden zum Luxusort, externe Berater für SRF-Sparkurs und ein Trump-Bewunderer** *Kaufmann Moritz*	21'400	53'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336342.pdf*
ResultURL:

09.02.2025	20 Minuten Online	Online	**Jetset statt Skifahrer: Luxushotels verdrängen Mittelstandhotels** *Kaufmann Moritz*	1'419'800	3'549'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336385.pdf*
ResultURL:

09.02.2025	NZZ am Sonntag	Newspaper	**Die Vergoldung der Alpen** *Kaufmann Moritz*	334'000	334'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481337758.pdf*
ResultURL:

10.02.2025	Travelnews	Online	**Luxus-Boom in den Schweizer Alpen** *Kaufmann Moritz*	7'233	18'083

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336103.pdf*
ResultURL:

12.02.2025	RTS Première	Radio	**Les Alpes suisses comptent toujours plus d'hôtels de luxe** *Langerock Virginie*	317'670	317'670

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481697681.pdf*
ResultURL:

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

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

01.04.2025	finews AG online	Online	**Die neuen Ikonen der Schweizer Luxus-Hotellerie**	1'300'000	325'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/489545990.pdf*
ResultURL:

02.04.2025	Travelnews	Online	**„Was machen Schweizer Hotels gut, wo können sie noch zulegen?“**	7'233	18'083

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/489744407.pdf*
ResultURL:

05.04.2025	Tamedia AG SonntagsZeitung	Newspaper	**Absolute Weltklasse**	390'000	390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/490209047.pdf*
ResultURL:

08.04.2025	Elle	Online	**6 hôtels historiques pour un séjour en Suisse hors du temps** *N'Dila Melissa*		

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/490461666.pdf*
ResultURL:

11.05.2025	Tamedia AG SonntagsZeitung	Newspaper	**Von einfach bis luxuriös: Hotelperlen am Wasser**	390'000	390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/495631273.pdf*
ResultURL:

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

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

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

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

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

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

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

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

22.05.2025	Coopération	Magazine	**Logements uniques pour clienèle d'exception**	715'000	715'000

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
06.06.2025	htr hotel revue Online	Online	**Neuer Group Director of Sales bei The Living Circle**	16'250	40'625
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/501523816.pdf* ResultURL:					
25.06.2025	Hotellerie Gastronomie Zeitung	Newspaper	**Hotel e giardini diventano rifugi per i piccoli alleati della biodiversità**	60'000	60'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/505426467.pdf* ResultURL:					
25.06.2025	Der Landbote	Newspaper	**Familienferien in Zürich**	44'000	44'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/505426417.pdf* ResultURL:					
25.06.2025	Tages-Anzeiger	Newspaper	**Familienferien in Zürich**	288'000	288'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/505426387.pdf* ResultURL:					
04.07.2025	Femina	Magazine	**Wellness au printemps**	157'000	157'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494658518.pdf* ResultURL:					
31.07.2025	Gastro Journal	Newspaper	**Gelebte Nachhaltigkeit**	20'000	20'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/511740161.pdf* ResultURL:					
08.08.2025	20 Minuten Online	Online	**Wegen Street Parade: Bienen des Baur au Lac müssen umziehen** *Keller Selina*	1'419'800	3'549'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/513473639.pdf* ResultURL:					
27.09.2025	Travelnews	Online	**Die Schweiz und ihre konkurrierenden Hotelrankings**	7'233	18'083
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/521781499.pdf* ResultURL:					
13.11.2025	Coopzeitung	Magazine	**In Lausanne reicht eine Nacht nicht** *Knittel Simone*	2'480'000	2'480'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/528852385.pdf* ResultURL:					
18.11.2025	Le Matin Dimanche	Newspaper	**Un hinver serein et décontracté en Suisse**	257'000	257'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/529351921.pdf* ResultURL:					
29.11.2025	Swissinfo en	Online	**A 260-metre skyscraper in Zermatt?**	35'300	88'250
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/531521140.pdf* ResultURL:					
10.12.2025	BZ Berner Zeitung Online	Online	**Aseel Omran aus Saudiarabien - Sie zeigt ihren 6,7 Millionen Instagram-Followern das Berner Oberland**	88'500	221'250
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268715.pdf* ResultURL:					
10.12.2025	Der Bund Online	Online	**Aseel Omran aus Saudiarabien - Sie zeigt ihren 6,7 Millionen Instagram-Followern das Berner Oberland**	43'600	109'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268714.pdf* ResultURL:					
10.12.2025	Berner Oberländer	Newspaper	**Alpenidylle für ihre Millionen Follower**	26'000	26'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268657.pdf* ResultURL:					
10.12.2025	Thuner Tagblatt	Newspaper	**Sie zeigt ihren Millionen Followern das Berner Oberland**	42'000	42'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268760.pdf* ResultURL:					
10.12.2025	Berner Oberländer	Newspaper	**Sie zeigt ihren Millionen Followern das Berner Oberland**	26'000	26'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/533268686.pdf* ResultURL:					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
16.12.2025	Tamedia AG SonntagsZeitung	Newspaper	**Six Senses wird zum Nachhaltigkeits-Resort** *Pinto Cyrill*	390'000	390'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/529351925.pdf*
ResultURL:

29.12.2025	Berner Oberländer	Newspaper	**Sascha Soiegel ist der neue Chef im Schweizerhof**	26'000	26'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/535753880.pdf*
ResultURL:

SWITZERLAND: 46 Clippings	16'694'554	23'253'240

UK/IRELAND

04.01.2025	The Times and the Sunday Times online (thetimes.com)	Online	**This favourite downhill ski resort has its first five-star hotel** *Newsom Sean*	10'047'658	2'511'915

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/04Jan25_thetimes.com.pdf*
ResultURL: *www.thetimes.com/travel/destinations/europe-travel/switzerland/this-classic-downhill-ski-resort-has-revealed-its-first-five-star-hotel-92jhfvk29*

25.01.2025	The Times and the Sunday Times online (thetimes.com)	Online	**Eight of the coolest ski hotels for a stylish alpine retreat** *Newsom Sean*	10'047'658	2'511'915

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/25Jan25_thetimes.com.pdf*
ResultURL: *https://www.thetimes.com/travel/inspiration/ski-holiday/8-cool-ski-chalets-lf02f7s3p*

23.02.2025	About Time Magazine	Online	**Check in, Stay in: 6 hotels where the room is the destination** *Grimshaw Alicia*	70'000	17'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/23Feb25_abouttimemagazine.co.uk.pdf*
ResultURL: *https://www.abouttimemagazine.co.uk/travel/check-in-stay-in-6-hotels-where-the-room-is-the-destination*

21.03.2025	Bespoke Black Book	Online	**MAD retreat hotel; Find yourself and connect with nature in a sustainable wellness retreat** *Cranmer Michael (Mike)*	100'000	25'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/21Mar25_bespokeblackbook.com.pdf*
ResultURL: *www.bespokeblackbook.com/mad-retreat-hotel*

28.03.2025	Elle online (elle.com/uk)	Online	**Gstaad: The Best Swiss Alps Activities 2025** *Fredrichsen Leila*	22'229'461	5'557'365

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/28Mar25_elle.com.uk.pdf*
ResultURL: *https://www.elle.com/uk/life-and-culture/travel/a63724079/gstaad-the-best-swiss-alps-activities-2025/*

17.05.2025	The Times and the Sunday Times online (thetimes.com)	Online	**My Bond-inspired grand tour of Switzerland's most glamourous hotels** *Lette Kathy*	10'047'658	2'511'915

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/17May25_thetimes.com.pdf*
ResultURL: *https://www.thetimes.com/travel/destinations/europe-travel/switzerland/my-bond-inspired-grand-tour-of-switzerlands-most-glamorous-hotels-g550r8rb9*

07.07.2025	Condé Nast Traveller online (cntraveller.com)	Online	**A parents guide to the best family-friendly spa hotels in Europe** *Cope Rebecca*	2'249'160	562'290

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/07Jul25_cntraveller.com.pdf*
ResultURL: *https://www.cntraveller.com/gallery/a-parents-guide-to-the-best-family-friendly-spa-hotels-in-europe*

21.07.2025	GQ.com (GQ Online)	Online	**The best hotels for a wholesome family holiday in 2025, tried and tested by GQ** *Binta Judd Josephine*	12'300'000	3'075'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/21Jul25_gq-magazine.co.uk.pdf*
ResultURL: *https://www.gq-magazine.co.uk/lifestyle/article/best-family-holidays*

25.07.2025	Irish Daily Mail	Newspaper	**A sojourn on Lake Lucerne** *Trilivas Nicole*	51'188	89'579

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/25Jul25_DailyMail.pdf*
ResultURL:

25.07.2025	The Times and the Sunday Times online (thetimes.com)	Online	**I loathe skiing and the cold — but Switzerland in the summer? Heaven** *Jones Marianne*	10'047'658	2'511'915

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/25Jul25_thetimes.com.pdf*
ResultURL: *https://www.thetimes.com/travel/destinations/europe-travel/switzerland/i-loathe-skiing-and-the-cold-but-switzerland-in-the-summer-heaven-wxngq982f*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
05.08.2025	The Daily Telegraph and The Sunday Telegraph online (telegraph.co.uk)	Online	**The greatest place I've ever stayed – according to 15 travel writers** *Hyde Amanda*	24'061'103	6'015'276
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/05Aug25_telegraph.co.uk.pdf* ResultURL: *https://www.telegraph.co.uk/travel/advice/the-greatest-place-ive-ever-stayed-15-travel-writers*					
05.08.2025	MSN UK (msn.com/en-gb)	Online	**The greatest place I've ever stayed – according to 15 travel writers** *Hyde Amanda*	4'640'000	1'160'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/05Aug25_msn.com.en-gb.pdf* ResultURL: *https://www.msn.com/en-gb/travel/tripideas/the-greatest-place-i-ve-ever-stayed-according-to-15-travel-writers/ar-AA1JWhqw*					
09.08.2025	Family Traveller (online)	Online	**Lakeside family luxury at Hotel Eden Roc, Switzerland's Lago Maggiore 'beach resort'** *Mallinson Harriet*	72'129	18'032
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/09Aug25_familytraveller.com.pdf* ResultURL: *https://familytraveller.com/holiday-destinations/europe/switzerland/hotel-eden-roc-review-switzerland-hotel-family-holidays/*					
10.08.2025	The Sunday Times	Newspaper	**Chillionaires - Where the super-rich holiday to keep cool** *Llewellyn Smith Julia Clare*	322'000	563'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/10Aug25_SundayTimes.pdf* ResultURL:					
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	The Gloss	Magazine	**6 Luxury Getaways To Catch The Last Of The Sun** *McCormick Penny*	72'000	180'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/06Sep25_thegloss.ie.pdf* ResultURL: *https://thegloss.ie/6-luxury-getaways-to-catch-the-last-of-the-sun/*					
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/*					
09.09.2025	Red Online	Blog	**These wellness retreats are completely transformative** *Lee Phoebe*	450'000	112'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/09Sep25_uk.style.yahoo.com.pdf* ResultURL: *https://uk.style.yahoo.com/wellness-retreats-completely-transformative-151600192.html?guccounter=1*					
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/*					
17.09.2025	SheerLuxe Online	Online	**The Curated Spaces Duo Talk Favourite Hotels, Packing Essentials & More** *Steele Heather*	250'000	62'500
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/17Sep25_sheerluxe.com.pdf* ResultURL: *https://sheerluxe.com/culture/travel/the-curated-spaces-duo-talk-favourite-hotels-packing-essentials-more*					
17.09.2025	The Daily Telegraph and The Sunday Telegraph online (telegraph.co.uk)	Online	**The best hotels and chalets in Wengen** *Le Breton Gaby (Gabriella)*	24'061'103	6'015'276
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/17Sep25_TheTelegraph.pdf* ResultURL: *https://www.telegraph.co.uk/travel/destinations/europe/switzerland/wengen/wengen-best-hotels-chalets-accommodation*					
19.09.2025	Club Oenologique	Online	**The best Swiss hotels for wine lovers** *Hardy Simon*	62'057	15'514
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/19Sep25_cluboenologique.com.pdf* ResultURL: *https://cluboenologique.com/story/best-switzerland-hotels-for-wine-lovers/*					
20.09.2025	MSN UK (msn.com/en-gb)	Online	**The best hotels and chalets in Wengen** *Le Breton Gaby (Gabriella)*	4'640'000	1'160'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/20Sep25_msn.com.en-gb.pdf* ResultURL: *https://www.msn.com/en-gb/travel/news/the-best-hotels-and-chalets-in-wengen/ar-AA1MKEOv*					
24.09.2025	Channel 4 Television	TV/Cable/Video	**Married at First Sight UK: Series 10 Episode 4** *Kirrage Serena*	41'488'000	41'488'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/IMG_4282.JPG* ResultURL: *https://www.channel4.com/programmes/married-at-first-sight-uk/on-demand/75816-004*					
25.09.2025	Channel 4 Television	TV/Cable/Video	**Married at First Sight UK: Series 10 Episode 5** *Kirrage Serena*	41'488'000	41'488'000
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/IMG_4283.jpeg* ResultURL: *https://www.channel4.com/programmes/married-at-first-sight-uk/on-demand/75816-005*					

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
06.11.2025	MailOnline (dailymail.co.uk)	Online	**Ever wanted to play golf in the Alps? Here's why the outstanding Kulm Hotel in St Moritz should be the next stop on your golfing bucket list** *Carruthers Ed*	15'526'849	3'881'712
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/06Nov25_dailymail.co.uk.pdf* ResultURL: *https://www.dailymail.co.uk/sport/golf/article-15266909/Ever-wanted-play-golf-Alps-Heres-outstanding-Kulm-Hotel-St-Moritz-stop-golfing-bucket-list.html*					
13.11.2025	The Times and the Sunday Times online (thetimes.com)	Online	**Skis on! Europe's chicest stays for this season** *Newsom Sean*	10'047'658	2'511'915
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/13Nov25_thetimes.com.pdf* ResultURL: *https://www.thetimes.com/travel/inspiration/ski-holiday/skis-on-europes-chicest-stays-for-this-season-pxvs7pnpg*					
19.11.2025	Irish Independent online (independent.ie)	Online	**How a 'total novice' in wellness holidays got on in a Swiss oasis that attracts guests like Roger Federer** *Butler Roisin*	5'080'911	1'270'228
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/19Nov25_independent.ie.pdf* ResultURL: *www.independent.ie/life/travel/europe/how-a-total-novice-in-wellness-holidays-got-on-in-a-swiss-oasis-that-attracts-guests-like-roger-federer/a1372888263.html*					
23.11.2025	Manchester Evening News	Newspaper	**I stayed at Europe's leading health resort loved by Middle East Royalty - and Paddy McGuinness** *Clarke Liz*	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*					
09.12.2025	Business Traveller online (businesstraveller.com)	Online	**Living History: Switzerland's Bürgenstock Lake Lucerne is a Bona Fide Museum of Hospitality** *Hanna Yi-Hua*	205'000	51'250
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/09Dec25_businesstraveller.com.pdf* ResultURL: *www.businesstraveller.com/destinations/living-history-burgenstock-lake-lucerne*					
18.12.2025	Escapism online (escapismmagazine.com)	Online	**The best mountain hotels for the 2025/26 season** *Spring Christy*	57'015	14'254
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/18Dec25_escapismmagazine.com.pdf* ResultURL: *https://escapismmagazine.com/places-to-stay/best-ski-hotels*					
22.12.2025	The Times and the Sunday Times online (thetimes.com)	Online	**22 of the best medical spas around the world** *D'Arcy Susan*	10'047'658	2'511'915
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/22Dec25_thetimes.com.pdf* ResultURL: *www.thetimes.com/article/the-worlds-best-medical-spas-qpmwsrzb6*					
29.12.2025	The Independent online (independent.co.uk)	Online	**The best places the travel desk stayed in 2025 – from spa hotels to cruise cabins and cottages** *Spencer Hayley*	47'564'025	11'891'006
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/29Dec25_independent.co.uk.pdf* ResultURL: *www.independent.co.uk/travel/inspiration/best-hotels-travel-2025-b2887167.html*					
29.12.2025	The Independent online (independent.co.uk)	Online	**The best places the travel desk stayed in 2025 – fromspa hotels to cruise cabins and cottages** *Spencer Hayley*	47'564'025	11'891'006
ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/29Dec25_uk.news.yahoo.com.pdf* ResultURL: *https://uk.news.yahoo.com/best-places-travel-desk-stayed-060000325.html*					
			UK/IRELAND: 35 Clippings	407'685'994	164'938'275
			Grand Total over ALL	2'543'507'748	649'050'048