# BENELUX

*Title*
**Winter. KP ambassador campaign. Sabato. Online article**

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Native Advertisement Paid**

*Circulation*

*Contacts*
**6131**

*Date from - to*
**01/10/2024 – 01/02/2025**

*Activity*
- Collaboration with lifestyle magazine Sabato in Belgium
- Dedicated Switzerland hub on Sabato website
- Native digital articles in French and Flemish
- Online push of 4 weeks to guide traffic to the article.
- 2 articles per partner

*Title*
**Winter. Valais exclusive campaign. NSKiV. Rich Media Ads.**

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Display & Programmatic Paid**

*Circulation*

*Contacts*
**413850**

*Date from - to*
**01/10/2024 – 01/02/2025**

*Activity*
Exclusive winter campaign for Valais: Cooperation with the Dutch Ski Association with over 70'000 members.

Digital advertisement interactive and visually engaging elements to enhance user engagement and capture attention.

*Title*
**Summer. KP Hidden Gems. NatGeo. Print**

*Instrument*
**Campaigning & Activation**

*Circulation*
**114000**

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

*Marketing Tool*
**Advertisement Print**

*Contacts*
**285000**

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

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

*Title*
**Summer. KP Hidden Gems. NatGeo. Online**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**11002672**

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

*Marketing Tool*
**Native Advertisement Paid**

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

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

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**12382442**

*Marketing Tool*
**Social Media Paid**

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

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

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

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

## BENELUX

| 5 | 114'000 | 24'090'095 |
|---|---|---|
| *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*
**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%

| **BRAZIL** | **3** *MarketingActivities* | **3'003** *Circulation* | **3'004** *Contacts* |
|---|---|---|---|

## CZECH REPUBLIC

*Title*
**FAM trip Winter Wallis 1/2025**

*Instrument*
**KAM**

*Circulation*

*Contacts*
**6**

*Marketing Tool*
**Trip - Group**

*Date from - to*
**13/01/2025 – 17/01/2025**

*Activity*
Winter FAM Trip for selected tour operators to Saas-Fee and Nendaz.

| **CZECH REPUBLIC** | **1** *MarketingActivities* | *Circulation* | **6** *Contacts* |
|---|---|---|---|

# FRANCE

*Title*
**KMM - VP group Glacier Bike Tour 2025**

*Instrument*
**KMM**

*Circulation*

*Contacts*
**4**

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

*Marketing Tool*
**Trip - Group**

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

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

| | | | |
|---|---|---|---|
| **FRANCE** | **1** | | **4** |
| | *MarketingActivities* | *Circulation* | *Contacts* |

# GCC

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**586451**

*Marketing Tool*
**Social Media Paid**

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

*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: 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*
**Campaigning: Winter Hotel Digital Push – Hotel Tschuggen**

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Social Media Paid**

*Circulation*

*Contacts*
**2510542**

*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**

*Marketing Tool*
**Social Media Paid**

*Circulation*

*Contacts*
**2920539**

*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 – Le Mirabeau Resort & Spa**

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

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Social Media Paid**

*Circulation*

*Contacts*
**3098365**

*Activity*
- Dates: 20 – 28 November 2025
- Meta paid campaign in Arabic promoting the hotel partner.
- Channels: Facebook & Instagram
- Target audience: Local arabs in the GCC
- Content: single picture

- Results:
Reach: 1‘303‘283
Impression: 3’098’365

*http://clippings.switzerlandtourism.ch/DXB/2025/202511251501l0_Screenshot_2025-11-25_at_15.00.04.png*

*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 - Radisson Blu Hotel Reussen Andermatt**

*Date from - to*
**23/02/2025 – 27/02/2025**

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Social Media Paid**

*Circulation*

*Contacts*
**1536385**

*Activity*
- Dates: 23 – 27 February 2025
- Facebook 500 CHF sponsored ad for hotel partner
- Partner: Radisson Blu Hotel Reussen Andermatt

Results
- Reach: 954’800
- Impressions: 1’536’385
- Clicks: 7’537

*http://clippings.switzerlandtourism.ch/DXB/2026/20260122124125_Picture_1.jpg*

*Title*
**Campaigning: Winter Hotel Facebook Campaign - Hotel Alex**

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Social Media Paid**

*Circulation*

*Contacts*
**1854157**

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

*Activity*
- Dates: 24 – 28 February 2025
- Facebook 500 CHF sponsored ad for hotel partner
- Partner: Hotel Alex

Results:
- Reach: 1’066’234
- Impressions: 1’854’157
- Clicks: 7’999

*http://clippings.switzerlandtourism.ch/DXB/2026/20260122124907_Picture_1.jpg*

## GCC

| 8 | | 28'007'513 |
|---|---|---|
| *MarketingActivities* | *Circulation* | *Contacts* |

# GERMANY

*Title*
**C&A Kern: Digital: Skianuary 2.0**

*Instrument*
**Basis**

*Marketing Tool*
**Package**

*Circulation*

*Contacts*
**0**

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

*Activity*
- Zweite Ausgabe nach der erfolgreichen SKIANUARY Kampagne im Januar 2024
- Während eines ganzen Monats bespielen wir unsere Community und JOs mit Wintersport-Content
- Der Fokus liegt auf Bucketlist-Erlebnissen im Winter
- Wir bauen dazu auf MyS.com einen SKIANUARY Hub auf und treten auf Social Media einen Monat lang noch stärker auf

*Title*
**KMM: Newsletter Bees & Friends**

*Instrument*
**KMM**

*Marketing Tool*
**Media Release**

*Circulation*
**1800**

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**442500**

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

*Marketing Tool*
**OOH incl. Digital OOH**

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

- Hamburg
- Potsdam
- Frankfurt
- Düsseldorf

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

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

## GERMANY

| 3 | 1'800 | 444'300 |
|---|---|---|
| *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 Sales Manual 2025 - “Swisspiration Magazine”**

*Instrument*
**KAM**

*Circulation*

*Contacts*
**1500**

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

*Marketing Tool*
**Other...**

*Activity*
- Redesigned B2B Brochure / Sales Manual

- New avatar and New Name - “Swisspiration Magazine”

- Content integration

- Partner Ads

- Link to download e-copy:

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

*Title*
**KAM: ST India LinkedIn Page New Followers**

*Instrument*
**KAM**

*Circulation*

*Contacts*
**2781**

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

*Marketing Tool*
**Other...**

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

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

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

| **INDIA** | **5** | | **4'585** |
|---|---|---|---|
| | *MarketingActivities* | *Circulation* | *Contacts* |

## ITALY

*Title*
**Campaigning & Activation: HoKo / EC_Christmas - DOOH Campaign Virgin Activ Italy 3° wave**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**676344**

*Marketing Tool*
**OOH incl. Digital OOH**

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

*Activity*
Period: 10. - 23.11.25
What: 14 days DOOH campaign in 41 Virgin Active Clubs Italy to promote Promo 2x1 and HoKo with 15sec videos on led of cardio fitness machine, on maxi screen and totem at the entrance of the clubs

Subject: Hoko spot & Visual Eurocity
Impressions: 676’344
Partner: Bern, STS, HoKo

*Title*
**Campaigning & Activation: HoKo - promotion of Snow Sports Hotels on Virgin Active Clubs member app**

*Instrument*
**Campaigning & Activation**

*Circulation*
**120058**

*Marketing Tool*
**eNewsletter**

*Contacts*
**120058**

*Date from - to*
**01/12/2025 – 21/12/2025**

*Activity*
Periode: 01. - 21.12.2025
What: Price sponsoring of 3 voucher for 2 pax and 2 nights for a competition for Virgin Active Club members
- 25/11 ENL to VAI subscribers to promote the competition
- Banner on app of Virgin Active

| **ITALY** | **2** | **120'058** | **796'402** |
|---|---|---|---|
| | *MarketingActivities* | *Circulation* | *Contacts* |

# MULTIPLE MARKETS

*Title*
**Accommodation_Grand TRAIN Tour of Switzerland: Additional Promotion 25**

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

*Activity*

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Social Media Paid**

*Circulation*

*Contacts*
**13095077**

*Title*
**Hotel Umbrella Campaign 2025 Bees & Friends - Dreaming HQ**

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

*Activity*
Hotels for truly every need.

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

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

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

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Video Digital Paid**

*Circulation*

*Contacts*
**55483615**

*Title*
**SEA Activities Hotels**

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

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

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**SEA**

*Circulation*

*Contacts*
**33331206**

*Title*
**Hotel Umbrella Campaign 2025 Bees & Friends - SEA HQ**

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

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

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**SEA**

*Circulation*

*Contacts*
**17323640**

*Title*
**Pinterest: Winter Campaign Hotels & Lodgings**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**36538652**

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

*Marketing Tool*
**Social Media Paid**

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

*Title*
**Always on Hotels META**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**213226051**

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

*Marketing Tool*
**Social Media Paid**

*Activity*
META Always on for all 9 hotelcooperations.

*Title*
**Kooperationskampagne Snow Sports Hotels & Lodgings**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**16606875**

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

*Marketing Tool*
**Social Media Paid**

*Activity*
Kooperationskampagne auf META für die Snow Sports Hotels (Jahr 2025 Total)

*Title*
**Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**10570725**

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

*Marketing Tool*
**Video Digital Paid**

*Activity*
Hotels for truly every need.

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

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

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

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Social Media Organic**

*Circulation*

*Contacts*
**833849**

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

*Activity*
Hotels for truly every need.

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

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

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

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

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Website**

*Circulation*

*Contacts*
**320302**

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

*Activity*
Hotels for truly every need.

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

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

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

## MULTIPLE MARKETS

| 10 | | 397'329'992 |
|---|---|---|
| *MarketingActivities* | *Circulation* | *Contacts* |

## NORTH AMERICA

*Title*
**KAM: Webinar with Jungfrau Railways**

*Instrument*
**KAM**

*Marketing Tool*
**Webinar**

*Circulation*

*Contacts*
**168**

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

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

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

*Title*
**KAM: Webinar with Lucerne**

*Instrument*
**KAM**

*Circulation*

*Contacts*
**127**

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

*Marketing Tool*
**Webinar**

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

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

*Title*
**KAM: Webinar with 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*
**KAM: Webinar with Trade webinar with LAAX**

*Instrument*
**KAM**

*Circulation*

*Contacts*
**43**

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

*Marketing Tool*
**Webinar**

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

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

*Title*
**KAM: Webinar with Trade webinar with Davos**

*Instrument*
**KAM**

*Circulation*

*Contacts*
**104**

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

*Marketing Tool*
**Webinar**

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

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

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**174720000**

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

*Marketing Tool*
**OOH incl. Digital OOH**

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

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

| **NORTH AMERICA** | **8** | | **174'720'897** |
|---|---|---|---|
| | *MarketingActivities* | *Circulation* | *Contacts* |

# SPAIN

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**6400000**

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

*Marketing Tool*
**Ambassador/Influencer**

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

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

# SWITZERLAND

*Title*
**Campaigning: RAW Marktplatz - Hit Guide**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**2208000**

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

*Marketing Tool*
**Native Advertisement Paid**

*Activity*
Integation von ST auf RailAway Marktplatz

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

Print:

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

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

*Title*
**Campaigning: Bergwelten. 01/2025. ST.**

*Instrument*
**Campaigning & Activation**

*Circulation*
**336866**

*Date from - to*
**23/01/2025 – 23/12/2025**

*Marketing Tool*
**Placement Paid**

*Contacts*
**336866**

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

23.01. - ST
Online Advertorial: 150.000 PIs,  3.248 Page Views, Klicks 426
SoMe:  63.618 Views, Klicks 1.019
Magazin: 120.000 Leser
Total  336.866 Kontakte, 1.445 Engagements

*http://clippings.switzerlandtourism.ch/ZRH/2025/20250217143410_0123_BW.pdf*

*Title*
**Coop Kooperation: Februar**

*Instrument*
**Campaigning & Activation**

*Circulation*
**3354000**

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

*Marketing Tool*
**Advertisement Print**

*Contacts*
**3354000**

*Activity*
1.5 pages in Coopzeitung:

Main topic: Winter; Listcle: Innovations in the mountains, Hotel tip: Snow Sports Hotels and Lodgings

Languages: DE, FR, IT

*http://clippings.switzerlandtourism.ch/ZRH/2025/20250218102004_KW_07_DE.pdf*
*http://clippings.switzerlandtourism.ch/ZRH/2025/20250218102104_KW_07_FR.pdf*
*http://clippings.switzerlandtourism.ch/ZRH/2025/20250218102134_KW_07_IT.pdf*

*Title*
**Coop Kooperation: Mai**

*Instrument*
**Campaigning & Activation**

*Circulation*
**3354000**

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

*Marketing Tool*
**Advertisement Print**

*Contacts*
**3354000**

*Activity*
1.5 pages in Coopzeitung:

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

Languages: DE, FR, IT

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

*Title*
**Hoteldachkampagne Bees & Friends - APG OOH**

*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*
**STC x Coop Promo - Winter**

*Instrument*
**Campaigning & Activation**

*Circulation*
**3354000**

*Date from - to*
**07/01/2025 – 31/03/2025**

*Marketing Tool*
**Advertisement Print**

*Contacts*
**3354000**

*Activity*
4 Seiten Hotelpromo (alles Swisstainable Hotels):
32 Hotels (2 Nächte, inkl. Frühstück und ein Abendessen), plus 33% Rabatt auf ÖV-Reise

Laufzeit: 7.1.-31.3.2025

Reporting Hotelbuchungen
- Hotelbuchungen 1’475
- Roomnights 3’171

*http://clippings.switzerlandtourism.ch/ZRH/2025/20250425142443_20250107_STC_Winter_Promo_DE.pdf*
*http://clippings.switzerlandtourism.ch/ZRH/2025/20250425142530_20250107_STC_Winter_Promo_FR.pdf*
*http://clippings.switzerlandtourism.ch/ZRH/2025/20250425142606_20250107_STC_Winter_Promo_IT.pdf*

*Title*
**Accommodation_Grand Tour of Switzerland: Additional Promotion 25**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**26106277**

*Marketing Tool*
**Social Media Paid**

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

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

Laufzeit 01.05.25 - 31.10.25

*Title*
**Campaigning: Bergwelten. 06/2025. ST.**

*Instrument*
**Campaigning & Activation**

*Circulation*
**328575**

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

*Marketing Tool*
**Placement Paid**

*Contacts*
**328575**

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

Online Advertorial: 150.002 PIs, 379 Klicks
SoMe: 58’573 Views, 581 Klicks
Magazin: 120.000 Leser
Total 328’575 Kontakte, 960 Engagements

*http://clippings.switzerlandtourism.ch/ZRH/2025/20251023162752_251120_BW.pdf*

| | | | |
|---|---|---|---|
| **SWITZERLAND** | **9** | **10'727'441** | **50'979'554** |
| | *MarketingActivities* | *Circulation* | *Contacts* |

# UK/IRELAND

*Title*
**C&A: Nat Geo x Surprising Switzerland (Digital Articles)**

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**173716**

*Marketing Tool*
**Content Collaboration Digital**

*Date from - to*
**01/07/2025 – 31/12/2025**

*Activity*
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

*http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.34.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.20.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.47.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.48.13.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.48.26.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.46.52.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124170453_Screenshot_2026-01-24_at_16.47.03.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_GToS.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Hub_ArticUsersshenwoodDesktopHub_Article.pngle.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Ticino_2.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Zurich_1.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Zurich_2.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Ticino_1.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Valais_2.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Valais_1.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_ST_Hotels_Typically_Swiss.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Bern_1.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Lucerne_2.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_GTToS.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Bern_2.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_Lucerne_1.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_ST_Hotels_Snowsports.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125180432_ST_Hotels_Swiss_Historic.png*

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**150000**

*Marketing Tool*
**Native Advertisement Paid**

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

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

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

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

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**99288**

*Marketing Tool*
**Content Collaboration Digital**

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

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

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

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

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**124992**

*Marketing Tool*
**Display & Programmatic Paid**

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

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

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

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

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

*Instrument*
**Campaigning & Activation**

*Circulation*

*Contacts*
**358000**

*Marketing Tool*
**Social Media Paid**

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

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

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

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

*Title*
**KMM: Swiss Winter Get-together in London**

*Instrument*
**KMM**

*Circulation*

*Contacts*
**32**

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

*Marketing Tool*
**Event/Fair/Workshop**

*Activity*
Winter launch media event held at The Skyline in the City- 32 journalists attended

Participating partners:
SWISS
Travel Switzerland
Made in Bern (Jungfrau Region Tourism)
Valais Wallis Promotion

Format: Networking (drinks and canapés, then every partner gave a 5-minute presentation followed by a game (prizes handed out to

*http://clippings.switzerlandtourism.ch/LON/2025/20251106162126_Swiss_Winter_Get-together_2025_London_invitation.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260125231410_Swiss_Winter_Get-together_in_London_guest_list.pdf*

*Title*
**C&A: Nat Geo x Surprising Switzerland (Print)**

*Instrument*
**Campaigning & Activation**

*Circulation*
**587000**

*Date from - to*
**01/07/2025 – 31/12/2025**

*Marketing Tool*
**Supplement Print**

*Contacts*
**1174000**

*Activity*
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

*http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.14.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.04.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.34.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.24.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124164051_Screenshot_2026-01-24_at_16.39.44.png*

*Title*
**C&A: Nat Geo x Surprising Switzerland (Traffic Driver Banners)**

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Display & Programmatic Paid**

*Circulation*

*Contacts*
**144393**

*Date from - to*
**01/07/2025 – 31/12/2025**

*Activity*
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

*http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.18.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.35.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.25.06.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.23.46.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.25.25.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.48.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124162633_Screenshot_2026-01-24_at_16.24.02.png*

*Title*
**C&A: Nat Geo x Surprising Switzerland (Social Media)**

*Instrument*
**Campaigning & Activation**

*Marketing Tool*
**Social Media Paid**

*Circulation*

*Contacts*
**46082089**

*Date from - to*
**01/07/2025 – 31/12/2025**

*Activity*
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.40.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.53.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.19.29.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.21.18.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.03.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.19.52.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.28.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.20.15.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124172154_Screenshot_2026-01-24_at_17.19.40.png*

*Title*
**C&A: Nat Geo x Surprising Switzerland (Newsletter Spotlights)**

*Instrument*
**Campaigning & Activation**

*Circulation*
**41467**

*Marketing Tool*
**eNewsletter**

*Contacts*
**1036675**

*Date from - to*
**01/07/2025 – 31/12/2025**

*Activity*
Surprising Switzerland - Main Campaign 2025

Aim:
- To showcase participating cities and destinations, as well as other partners, e.g. GToS and GTToS and ST Hotels + SWISS, Travel Switzerland
- To showcase themes such as: outdoor activities - (summer and winter), nature-lover, culture and gastronomy, accommodation and scenic rail journeys
- To create surprise, attention and inspiration for the NGT readers, encouraging them to experience the variety and surprising side of Switzerland via elegant, creative, authentic storytelling.

*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.33.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.24.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.44.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.15.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.41.55.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.05.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.34.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.25.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124174312_Screenshot_2026-01-24_at_17.42.45.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_13_19_Oct.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_24_25_Nov.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_11_12_Oct.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_7_2_Sept.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_16_14_Dec.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_12_14_Oct.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_8_16_Sept.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_15_9_Dec.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_19_26_Oct.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_23_16_Nov.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_4_17_Aug.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_20_2_Nov.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_3_5_Aug.png*
*http://clippings.switzerlandtourism.ch/LON/2026/20260124181157_NL_1_15_July.png*

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|---|---|---|---|
| **UK/IRELAND** | **10** *MarketingActivities* | **628'467** *Circulation* | **49'343'185** *Contacts* |
| **Grand Total over ALL** | **66** *MarketingActivities* | **11'594'769** *Circulation* | **732'119'537** *Contacts* |

MediaResultsCentral

| PublicationDate | Media | MediaType | Headlines Author | Circulation | Contacts |
|---|---|---|---|---|---|

# BRAZIL

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

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

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **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/*

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

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

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

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

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|---|---|---|
| **BRAZIL:** 5 Clippings | 4'070'041 | 1'017'511 |

# FRANCE

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

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

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

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

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

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

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

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

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

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

| 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*

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|---|---|---|---|---|---|
| **05.07.2025** | LES PISTES DU VOYAGE | Online | **De Saint-Moritz à Zermatt à vélo électrique** *TOUSSAINT Jean-Marc* | | |

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/De_Saint-Moritz_a_Zermatt_a_velo_electrique.pdf*
ResultURL: *https://lespistesduvoyage.com/articles/129-de-saint-moritz-a-zermatt-a-velo-electrique*

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|---|---|---|---|---|---|
| **03.08.2025** | OUEST-FRANCE | Newspaper | **Découvrir la Suisse grâce au Glacier Bike Tour** *HERVÉ Guillemette* | 628'393 | 2'230'795 |

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

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|---|---|---|---|---|---|
| **17.08.2025** | i-voyages.net | Online | **A VTT sur le Glacier Bike Tour entre St. Moritz et Zermatt** *Frantz Bernard* | 135'000 | 33'750 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/A_VTT_sur_le_Glacier_Bike_Tour_entre_St-Moritz_et_Zermatt.pdf*
ResultURL: *https://www.i-trekkings.net/carnet-outdoor/a-vtt-sur-le-glacier-bike-tour-entre-st-moritz-et-zermatt/*

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

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

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|---|---|---|---|---|---|
| **13.11.2025** | ROUTARD.COM - LE ROUTARD ONLINE | Online | **La Suisse, au pays des montres et des horloges** *DAMIANI Jean-Philippe* | 5'500'000 | 1'375'000 |

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

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

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

| | | | | | |
|---|---|---|---|---|---|
| **18.11.2025** | F - L'ART DE VIVRE | Magazine | **Saint-Moritz** *RENEAU Olivier* | 352'000 | 1'971'200 |

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

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|---|---|---|---|---|---|
| **19.11.2025** | LEFIGARO.FR - LE FIGARO ONLINE | Online | **Saint-Moritz** *RENEAU Olivier* | 18'816'000 | 4'704'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Saint_-Moritz_stars_ski_et_art.pdf*
ResultURL: *https://www.lefigaro.fr/voyages/montagne/saint-moritz-stars-ski-et-art-20251118*

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|---|---|---|---|---|---|
| **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:

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|---|---|---|---|---|---|
| **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:

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|---|---|---|---|---|
| | | **FRANCE:** 16 Clippings | 43'419'448 | 15'633'235 |

# GCC

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

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

| PublicationDate | Media | MediaType | Headlines Author | | Circulation | Contacts |
|---|---|---|---|---|---|---|
| | | | | **GCC:** 1 Clippings | 55'000 | 137'500 |

# GERMANY

| | | | | | |
|---|---|---|---|---|---|
| **15.02.2025** | Die Rheinpfalz | Newspaper | **Ganz oben** *Keeve Viola* | 209'014 | 449'380 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-957ba05af5f31d3d7373e6dd495f8260bf16949c.pdf*
ResultURL:

| | | | | | |
|---|---|---|---|---|---|
| **15.02.2025** | Bietigheimer Zeitung | Newspaper | **Ganz oben** *Keeve Viola* | 3'000 | 6'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-386f4afdfd4754af2f9941bec8f4b499bc48f3f1.pdf*
ResultURL:

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|---|---|---|---|---|---|
| **15.02.2025** | Ludwigsburger Kreiszeitung | Newspaper | **Ganz oben** *Keeve Viola* | 35'000 | 70'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-02d05bf98cb36aaaba3de2f484bc91dd55ae4e0a.pdf*
ResultURL:

| | | | | | |
|---|---|---|---|---|---|
| **15.02.2025** | Kreiszeitung Böblinger Bote | Newspaper | **Ganz oben** *Keeve Viola* | 140'000 | 291'200 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-e65a22b836587581d512956ca2d7191f37dbbbb5.pdf*
ResultURL:

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|---|---|---|---|---|---|
| **15.02.2025** | Reutlinger Generalanzeiger | Newspaper | **Ganz oben** *Keeve Viola* | 40'432 | 76'821 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-8b5d5e7b424d97f1f31af9798981459164aae586.pdf*
ResultURL:

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|---|---|---|---|---|---|
| **15.02.2025** | Stuttgarter Nachrichten | Newspaper | **Ganz oben** *Keeve Viola* | 238'742 | 417'799 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-81ebc4e7ac267a663dce7dd80fbe3a7021c1106d.pdf*
ResultURL:

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|---|---|---|---|---|---|
| **15.02.2025** | Stuttgarter Zeitung | Newspaper | **Ganz oben** *Keeve Viola* | 200'000 | 350'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-616077d17eb5a3b8a0c2f88c1c469fd4fec099cd.pdf*
ResultURL:

| | | | | | |
|---|---|---|---|---|---|
| **15.02.2025** | Cannstatter Zeitung | Newspaper | **Ganz oben** *Keeve Viola* | 9'000 | 9'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-e556db2fa19c29b38bdcdd5f6db3804a24025356.pdf*
ResultURL:

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|---|---|---|---|---|---|
| **15.02.2025** | Waiblinger Kreiszeitung | Newspaper | **Ganz oben** *Keeve Viola* | 74'751 | 174'170 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-39a5d4262a7d5eb09f155994f8898ee3a33ca389.pdf*
ResultURL:

| | | | | | |
|---|---|---|---|---|---|
| **16.02.2025** | PZ Pirmasenser Zeitung | Newspaper | **Ganz weit oben** *Keeve Viola* | 11'036 | 19'313 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-88640a38218083faf3b65284e4795981f2641a95.pdf*
ResultURL:

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|---|---|---|---|---|---|
| **16.02.2025** | Die Rheinpfalz am Sonntag | Newspaper | **Ganz weit oben** *Keeve Viola* | 203'233 | 203'233 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-c5d13fda72ddae89f8b0ce9e2cde132d899450e8.pdf*
ResultURL:

| PublicationDate | Media | MediaType | Headlines Author | Circulation | Contacts |
|---|---|---|---|---|---|
| | | | **GERMANY:** 11 Clippings | 1'164'208 | 2'066'916 |

# ITALY

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

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

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

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

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|---|---|---|---|---|---|
| **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:

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|---|---|---|---|---|---|
| **14.02.2025** | Scimagazine | Magazine | **Crans Montana - Lo sciatore con la valigia (1 paragrafo)** *Corno Enrico Maria* | 28'000 | 70'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/14.02.2025_Scimagazine_Crans-Montana.pdf*
ResultURL:

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|---|---|---|---|---|---|
| **03.03.2025** | The Good Life | Magazine | **Castell Zuoz (1 paragrafo)** *Brunini Federica* | 50'000 | 125'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/03.03.2025_The_Good_Life_Italia_Castell_Zuoz.pdf*
ResultURL:

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

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

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

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

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

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

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **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:

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

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

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

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

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

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

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|---|---|---|---|---|---|
| **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:

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

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

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|---|---|---|---|---|---|
| **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/*

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **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/*

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|---|---|---|
| **ITALY:** 18 Clippings | 13'051'038 | 8'531'291 |

# NETHERLANDS

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|---|---|---|---|---|---|
| **23.01.2025** | GrijsOpReis.nl | Online | **Winterplezier in het Zwitserse skigebied Stoos** *Weima Hanno* | 35'000 | 8'750 |

ClippingsURL:
ResultURL: *https://www.grijsopreis.nl/zwitsers-skigebied-stoos/*

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|---|---|---|---|---|---|
| **23.01.2025** | wintersportlive.nl | | **Op bezoek in Crans-Monatana** *de Wit Irene* | | |

ClippingsURL:
ResultURL:

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|---|---|---|---|---|---|
| **16.09.2025** | GrijsOpReis.nl | Online | **Grand Tour door Zwitserland: een alpien avontuur vol hoogtepunten** *Donkersloot Monique* | 54'000 | 13'500 |

ClippingsURL:
ResultURL: *https://www.grijsopreis.nl/grand-tour-of-switzerland/*

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|---|---|---|---|---|---|
| **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/*

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|---|---|---|
| **NETHERLANDS:** 4 Clippings | 155'000 | 38'750 |

| PublicationDate | Media | MediaType | Headlines Author | Circulation | Contacts |
|---|---|---|---|---|---|

# NORTH AMERICA

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|---|---|---|---|---|---|
| **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** | Toronto Sun .com | Online | **SWISS BLISS: Skiing in Switzerland, you just can't top the experience** *Crouter Glenn* | 1'980'000 | 495'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250108_TorontoSun_Crouter.pdf*
ResultURL: *https://torontosun.com/sports/other-sports/swiss-bliss-skiing-in-switzerland-you-just-cant-top-the-experience*

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|---|---|---|---|---|---|
| **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/*

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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*

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|---|---|---|---|---|---|
| **26.02.2025** | Condé Nast Traveler .com | Online | **Where to Eat, Stay, and Play in Saas-Fee—Switzerland's Glacial Wonderland** *Navarro Chadner* | 4'400'000 | 1'100'000 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250226_CNTraveler_Navarro.pdf*
ResultURL: *https://www.cntraveler.com/story/saas-fee-switzerland-things-to-do*

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

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

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| **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*

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **14.04.2025** | Sports Illustrated Swimsuit . com | Magazine | **Saas-Fee Is a Picture-Perfect, Quaint Swiss Town With Timeless Charm** *Puliti Alisandra* | 961'400 | 240'350 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250414_SwimsuitSI_Puliti.pdf*
ResultURL: *https://swimsuit.si.com/hotspot-destinations/saas-fee-is-a-picture-perfect-quaint-swiss-town-with-timeless-charm*

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

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

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|---|---|---|---|---|---|
| **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:

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| **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/*

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| **08.08.2025** | @meghanorourkee | Social Media/Influencer | **Story Highlight Swiss Summer** *O'Rourke Meghan* | 648'000 | 4'017'600 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250808_IG_ORourke.mp4*
ResultURL: *https://www.instagram.com/stories/highlights/17914062222078949/*

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| **08.08.2025** | @brendinkelly | Social Media/Influencer | **Story Highlights The Alps** *Kelly Brendin* | 217'000 | 1'475'600 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250808_IG_Kelly.mp4*
ResultURL: *https://www.instagram.com/stories/highlights/18108337495519224/*

| PublicationDate | Media | MediaType | Headlines Author | Circulation | Contacts |
|---|---|---|---|---|---|
| **01.09.2025** | Ski Canada Magazine | Magazine | **Something for everyone** *MacMillan Iain* | 100'000 | 300'000 |

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

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **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*

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| **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*

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| **06.11.2025** | T: The New York Times Style Magazine .com | Online | **A Transformed 16th-Century Hotel in the Swiss Alps** *Graham Adam H.* | 1'110'000 | 277'500 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251106_NewYorkTimesStyleMagazine_Graham.pdf*
ResultURL: *https://www.nytimes.com/2025/11/06/t-magazine/sils-maria-swiss-alps-hotel.html*

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **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*

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|---|---|---|---|---|---|
| **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*

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| **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/*

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|---|---|---|---|---|---|
| **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/*

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|---|---|---|
| **NORTH AMERICA:** 26 Clippings | 347'440'900 | 87'432'478 |

# SWITZERLAND

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

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

| PublicationDate | Media | MediaType | Headlines Author | Circulation | Contacts |
|---|---|---|---|---|---|
| **15.01.2025** | Blue News (alt Bluewin Online) - Swisscom (Schweiz) AG | Online | **Das sind schönsten Pistenbeizen der Schweiz – oder?** *Büchel Vanessa* | 482'300 | 1'205'750 |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/477073824.pdf*<br>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*<br>ResultURL: | | | | | |
| **08.02.2025** | Blick Online, Ringier AG | Online | **Umweltfreundliche Unterkünfte für bewusste Reisende** | 968'800 | 2'422'000 |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/481336407.pdf*<br>ResultURL: | | | | | |
| **13.02.2025** | Coopzeitung | Magazine | **Dem Himmel so nah** | 2'480'000 | 2'480'000 |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/482795106.pdf*<br>ResultURL: | | | | | |
| **13.02.2025** | Coopération | Magazine | **Le ciel à portLe de main** | 715'000 | 715'000 |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498896253.pdf*<br>ResultURL: | | | | | |
| **13.02.2025** | Cooperazione | Magazine | **Dove il cielo incontra la neve** | 159'000 | 159'000 |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/498896731.pdf*<br>ResultURL: | | | | | |
| **15.02.2025** | Tages-Anzeiger | Newspaper | **Ski-in, Ski-out: Ferien Fiirjede Familienkonstellation** | 288'000 | 288'000 |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/482884528.pdf*<br>ResultURL: | | | | | |
| **07.04.2025** | awwway.ch | Blog | **Snow Sports Hotels, les meilleurs hôtels pour un hiver magique en Suisse** *Thurnherr Valentina* | | |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/490279540.pdf*<br>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*<br>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*<br>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*<br>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*<br>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*<br>ResultURL: | | | | | |
| **24.11.2025** | Swissinfo it | Online | **Un grattacielo di 260 metri a Zermatt? L’idea vertiginosa di un promotore locale** | 35'300 | 88'250 |
| ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/530620230.pdf*<br>ResultURL: | | | | | |

| PublicationDate | Media | MediaType | Headlines Author | Circulation | Contacts |
|---|---|---|---|---|---|
| | | | **SWITZERLAND:** 15 Clippings | 11'881'400 | 14'178'500 |

# UK/IRELAND

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|---|---|---|---|---|---|
| **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*

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| **15.02.2025** | The Times and the Sunday Times online (thetimes.com) | Online | **Inside the cool Swiss ski hotel that's packed with Welsh charm** *MacEacheran Mike* | 10'047'658 | 2'511'915 |

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/15Feb2025_thetimes.com.pdf*
ResultURL: *www.thetimes.com/travel/inspiration/ski-holiday/brecon-hotel-adelboden-60wfvb2bs*

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|---|---|---|---|---|---|
| **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/*

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|---|---|---|---|---|---|
| **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*

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|---|---|---|
| **UK/IRELAND:** 4 Clippings | 30'642'974 | 7'660'745 |

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|---|---|---|
| **Grand Total over ALL** | 451'880'009 | 136'696'926 |