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
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: 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

4	3'003	3'034
MarketingActivities	*Circulation*	*Contacts*

CZECH REPUBLIC

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

1	10'000	17'500
MarketingActivities	*Circulation*	*Contacts*

FRANCE

Title
C&A : Hôtel & Lodge (HK)

Instrument
Campaigning & Activation

Circulation
57044

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

Marketing Tool
Placement Paid

Contacts
361088

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

GCC

Title
Campaigning: Winter Hotel Facebook Campaign - Deltapark Vitalresort ****S

Instrument
Campaigning & Activation

Circulation

Contacts
2078132

Date from - to
30/01/2025 – 03/02/2025

Marketing Tool
Social Media Paid

Activity
- Dates: 30 January – 03 February 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Results:
Impressions: 2'078'132
Clicks: 10'896
Reach: 1'067'982

http://clippings.switzerlandtourism.ch/DXB/2026/20260122104913_Screenshot_2026-01-22_at_10.49.05.png

Title
KAM: Sales Calls GCC - Hotels only

Instrument
KAM

Circulation

Contacts
120

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

Marketing Tool
Sales Call

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: Winter Hotel Digital Push – Hotel Tschuggen

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2510542

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

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2920539

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

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

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

Title
Campaigning: Family Hotel Digital Push – The Chedi Andermatt

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
3239993

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

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

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

Title
Campaigning: Winter Hotel Digital Push – Le Mirabeau Resort & Spa

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 - 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 - Hotel des Horlogers

Date from - to
22/02/2025 – 26/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
1966149

Activity
- Dates: 22 – 26 February 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Results
Reach: 1’048’980
Impressions: 1’966’149
Clicks: 8’681

http://clippings.switzerlandtourism.ch/DXB/2026/20260122134140_Screenshot_2026-01-22_at_13.41.15.png

Title
Campaigning: Winter Hotel Facebook Campaign - Kempinski Palace Engelberg

Date from - to
23/02/2025 – 26/02/2025

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
2373437

Activity
- Dates: 23 – 26 February 2025

- Facebook 500 CHF sponsored ad for hotel partner

- Results
Reach: 1’359’941
Impressions: 2’373’437
Clicks: 7’630

http://clippings.switzerlandtourism.ch/DXB/2026/20260122134432_Screenshot_2026-01-22_at_13.42.46.png

GCC	**10**		**19'887'138**
	MarketingActivities	*Circulation*	*Contacts*

GERMANY

Title
KMM: Newsletter Bees & Friends

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

Instrument
KMM

Marketing Tool
Media Release

Circulation
1800

Contacts
1800

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
442500

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

Marketing Tool
OOH incl. Digital OOH

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

- Hamburg
- Potsdam
- Frankfurt
- Düsseldorf

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

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

Title
HoKo: Advertorial Condé Nast Traveller (Print)

Instrument
Campaigning & Activation

Circulation
73000

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

Marketing Tool
Advertisement Print

Contacts
511000

Activity
1/1 Seite Advertorial in der September-Ausgabe von Condé Nast Traveller.

Präsentiert wurden die Spa & Wellness Hotels and Lodgings mit den Beispielen The Alpina Gstaad und Eden Roc in Ascona.

http://clippings.switzerlandtourism.ch/FRA/2025/20251022104955_250603_Swisstainable_Prasi_nachhaltigkonsumieren.pdf

Title
HoKo: Advertorial Condé Nast Traveller (Online)

Instrument
Campaigning & Activation

Circulation

Contacts
537000

Date from - to
15/09/2025 – 12/10/2025

Marketing Tool
Native Advertisement Paid

Activity
Online-Advertorial für Spa & Wellness Hotels and Lodings. Folgende Hotels wurden integriert:

- Gran Hotel Kronenhof, Pontresina
- The Alpina, Gstaad
- Royal Savoy Hotel & Spa, Lausanne
- LeCran, Crans-Montana
- Eden Roc, Ascona

http://clippings.switzerlandtourism.ch/FRA/2025/20251022124338_Schweiz_Tourism_x_CNT_Final_Report.pptx
http://clippings.switzerlandtourism.ch/FRA/2025/20251022124734_Die_Schweiz_als_Sehnsuchtsziel_fur_Erholung_auf_hochstem_Niveau__Conde_Nast_Traveller_Germany.pdf
http://clippings.switzerlandtourism.ch/FRA/2025/20251022125249_Newsletter_17092025.html

GERMANY

4	74'800	1'492'300
MarketingActivities	*Circulation*	*Contacts*

INDIA

Title
KAM: Switzerland Travel Mart (STM) 2025

Instrument
Campaigning & Activation

Circulation

Contacts
15

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

Marketing Tool
Event/Fair/Workshop

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

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

Title
KAM: 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

4		4'315
MarketingActivities	*Circulation*	*Contacts*

ITALY

Title
KMM: Individual media trip

Instrument
KMM

Circulation

Contacts
1

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

Marketing Tool
Trip - Individual

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
50

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

Marketing Tool
Event/Fair/Workshop

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

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

Title
Campaigning & Activation: HoKo: DEM to Database of Poros Milan to promote Golfhotel Les Hauts de Gstaad & SPA

Instrument
Campaigning & Activation

Marketing Tool
eNewsletter

Circulation
4179

Contacts
4179

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

Activity
Date: 28/09/2025
What: 1 DEM with content of the Golfhotel Les Hauts de Gstaad & SPA
Results: Circulation 4.179, delivered 4.071, opened 1.331 (31.8%), clicks 43
Partner: HoKo, Golfhotel Les Hautes de Gstaad & SPA

http://clippings.switzerlandtourism.ch/MIL/2025/20251028103803_ENL_Gstaad.png

ITALY	**3**	**4'179**	**4'230**
	MarketingActivities	*Circulation*	*Contacts*

JAPAN

Title
KAM: Sales Calls Fukuoka

Instrument
KAM

Marketing Tool
Sales Call

Circulation

Contacts
11

Date from - to
01/07/2025 – 02/07/2025

Activity
Sales visits in Fukuoka to some of the key players in the market. Focus on product development and sharing of new ideas. Winter and autumn were discussed as possible options for new tours

http://clippings.switzerlandtourism.ch/TYO/2025/20250704101512_072025_SalesCallsFukuoka_Reporting.pdf

JAPAN	**1**		**11**
	MarketingActivities	*Circulation*	*Contacts*

MULTIPLE MARKETS

Title
Accommodation_Grand TRAIN Tour of Switzerland: Additional Promotion 25

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
13095077

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

Activity

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Dreaming HQ

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
55483615

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

Marketing Tool
SEA

Circulation

Contacts
33331206

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

Title
Hotel Umbrella Campaign 2025 Bees & Friends - SEA HQ

Instrument
Campaigning & Activation

Marketing Tool
SEA

Circulation

Contacts
17323640

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

Title
Pinterest: Winter Campaign Hotels & Lodgings

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
36538652

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

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 Spa & Wellness Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
8270477

Date from - to
01/02/2025 – 30/11/2025

Marketing Tool
Social Media Paid

Activity
Kooperationskampagne META für Spa & Wellness Hotels

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ

Instrument
Campaigning & Activation

Circulation

Contacts
10570725

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

Marketing Tool
Video Digital Paid

Activity
Hotels for truly every need.

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

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

http://clippings.switzerlandtourism.ch/ZRH/2026/20260128141022_ST_Reporting_Hoteldachkampagne25.pdf

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

Instrument
Campaigning & Activation

Circulation

Contacts
833849

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

Marketing Tool
Social Media Organic

Activity
Hotels for truly every need.

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

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Website

Circulation

Contacts
320302

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

Activity
Hotels for truly every need.

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

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

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

MULTIPLE MARKETS

10		388'993'594
MarketingActivities	*Circulation*	*Contacts*

NORTH AMERICA

Title
KAM: Webinar with LakeLucerne and Travel Switzerland

Instrument
KAM

Marketing Tool
Webinar

Circulation

Contacts
193

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

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

Marketing Tool
Webinar

Circulation

Contacts
134

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

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
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

Marketing Tool
Webinar

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

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with Jungfrau Railways

Instrument
KAM

Circulation

Contacts
168

Marketing Tool
Webinar

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 Zermatt

Instrument
KAM

Circulation

Contacts
175

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with Lucerne

Instrument
KAM

Circulation

Contacts
127

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with 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 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	**16**		**228'034'821**
	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: annabelle.ch. Spa & Wellness.

Instrument
Campaigning & Activation

Circulation

Contacts
10534

Date from - to
24/02/2025 – 25/03/2025

Marketing Tool
Native Advertisement Paid

Activity
Branded Content

362 Pageviews, 81 Clicks, 8 Video Plays
10.534 PIs, 326 Clicks (3,09 % CTR)

http://clippings.switzerlandtourism.ch/ZRH/2025/20250324101514_Annabelle_story.png

Title
Campaigning: newsnet.ch. Spa & Wellness.

Instrument
Campaigning & Activation

Circulation

Contacts
250114

Date from - to
06/10/2025 – 08/10/2025

Marketing Tool
Native Advertisement Paid

Activity
Newsnet (fr), Branded Content

http://clippings.switzerlandtourism.ch/ZRH/2025/20250930140021_TdG_Bien-etre_en_automne.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250930140506_24heures_Bien-etre_en_automne.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20251002111327_schweiz-tourismus_lematin.png

Title
Campaigning: SBB - Digitale Bannerkampagne sbb.ch

Instrument
Campaigning & Activation

Circulation

Contacts
914695

Date from - to
27/01/2025 – 31/12/2025

Marketing Tool
Display & Programmatic Paid

Activity
Digitale Werbung auf sbb.ch auf Mobile beim Fahrplan Suchergebnis von sbb.ch
27. Januar 2025 - 31. Dezember 2025
Hero Teaser Ausspielung, alternierend mit diversen Themen.

Clicks: 17’548
Durchschnittl. CTR: 1.5029

01/27 - 03/25 - Wellness-Hotels
03/25 - 04/25 - Kultur

http://clippings.switzerlandtourism.ch/ZRH/2025/20250218112829_Opera_Snapshot_2025-02-18_112722_www.sbb.ch.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20250819092832_011_25s_02_werbemittel_hotel25_banner_sbb_1024x576_de.jpg

Title
Campaigning: RAW Marktplatz - Hit Guide

Instrument
Campaigning & Activation

Circulation

Contacts
2208000

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

Marketing Tool
Native Advertisement Paid

Activity
Integation von ST auf RailAway Marktplatz

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

Print:

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

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

Title
Coop Kooperation: Mai

Instrument
Campaigning & Activation

Circulation
3354000

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

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

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

Languages: DE, FR, IT

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

Title
Coop Kooperation: Dezember

Instrument
Campaigning & Activation

Circulation
3354000

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

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main Topic: Wellness & Culture in Baden; Listicle: Indoor activities in Baden, Aarau, Spreitenbach, Lausanne, Quartino (TI), Chur and Sion; Hoteltipp: Spa & Wellness Hotels and Lodgings

Languages: DE, FR, IT

http://clippings.switzerlandtourism.ch/ZRH/2025/20251210092023_KW50_STxCoop_DE.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20251210092054_KW50_STxCoop_FR.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20251210092105_KW50_STxCoop_IT.pdf

Title
Campaigning: Annabelle. Spa & Wellness.

Instrument
Campaigning & Activation

Circulation
150000

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

Marketing Tool
Advertisement Print

Contacts
150000

Activity
Anzeige 1/2-Seite

http://clippings.switzerlandtourism.ch/ZRH/2025/20251202112521_Screenshot_2025-12-02_at_11.24.58.png

Title
Campaigning: Femina. Spa & Wellness.

Instrument
Campaigning & Activation

Circulation
53200

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

Marketing Tool
Placement Paid

Contacts
167580

Activity
“Wellness au Printemps” - 2/1-Seite Redaktion inkl. 1/4-Seite Anzeige Femina.

http://clippings.switzerlandtourism.ch/ZRH/2025/20250423081353_FEM_SchweizTourismus_Mai25.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

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

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

Laufzeit 01.05.25 - 31.10.25

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
26106277

Title
Campaigning: Expat - Intl. School Parent Magazine - Fall Campaign

Date from - to
01/09/2025 – 15/11/2025

Activity
ISPM Online Fall Campaign

Multimedia Digital Campaign (NL, SoMe, Online)

Focus on various topics:

Grape Escapes
Spa & Vitality Hotel
Hiking

Instrument
Campaigning & Activation

Marketing Tool
Content Collaboration Digital

Circulation

Contacts
81213

http://clippings.switzerlandtourism.ch/ZRH/2025/20251212105229_401_25s_09_banner_expart_campaign_RZ012.jpg
http://clippings.switzerlandtourism.ch/ZRH/2025/20251212105243_401_25s_09_banner_expart_campaign_RZ01.jpg
http://clippings.switzerlandtourism.ch/ZRH/2025/20251212111249_Experience_Swiss_Wellness._Balance_Beauty__Nature.pdf

SWITZERLAND	**12**	**6'911'200**	**48'534'249**
	MarketingActivities	*Circulation*	*Contacts*

UK/IRELAND

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

Instrument
Campaigning & Activation

Marketing Tool
Native Advertisement Paid

Circulation

Contacts
150000

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

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

Circulation

Contacts
358000

Marketing Tool
Social Media Paid

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

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

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

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

Title
KMM: May 2025 media release - Bees & Friends

Instrument
KMM

Circulation
366

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

Marketing Tool
Media Release

Contacts
366

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

Sample:

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

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

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

UK/IRELAND	**5** *MarketingActivities*	**366** *Circulation*	**732'646** *Contacts*

Grand Total over ALL	**75** *MarketingActivities*	**7'124'657** *Circulation*	**696'418'160** *Contacts*

MediaResultsCentral

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

AUSTRALIA

23.03.2025	Sunday Life Magazine (Nine) in The Sunday Herald & The Sunday Age	Newspaper	**4 World-Class Hotels to Boost Your Wellbeing**	482'000	482'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/230325_SundayTasmanian_CransMontana_FourWorldClassHotelsToBoostYourWellBeing.pdf*
ResultURL:

10.05.2025	Sydney Morning Herald - SMH	Newspaper	**The Good Life** *McKenna Stephen John (Steve)*	479'000	838'250

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/100525_SMH_Ticino_TheGoodLife.pdf*
ResultURL:

11.11.2025	The Weekend Australian Magazine Travel & Leisure (The Australian)	Newspaper	**Swiss Bliss** *Wallman Nikki*	600'000	1'050'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/011125_WeekendAust_Lucerne_SwissBliss.pdf*
ResultURL:

		AUSTRALIA: 3 Clippings	1'561'000	2'370'250

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/*

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/*

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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			BRAZIL: 6 Clippings	473'041	195'511

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*

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*

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

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

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

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

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

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

31.07.2025	MADAMEFIGARO.FR - MADAME FIGARO ONLINE	Online	**À 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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

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

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

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

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

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*

		FRANCE: 18 Clippings	59'911'756	26'623'189

ITALY

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

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

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:

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:

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/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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:

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

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

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

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

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/*

22.07.2025	luxurypretaporter.it	Online	**Hotel Eden Roc, tra natura e benessere: nasce la Moving Mountain Spa (1/2p)** *Redazione*	8'826	2'207

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/220725_tranaturaebenessere_HotelEdenRoc.pdf*
ResultURL: *https://www.luxurypretaporter.it/news/hotel-eden-roc-tra-natura-e-benessere-nasce-la-moving-mountains-spa/*

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*

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:

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/*

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/*

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			ITALY: 21 Clippings	6'031'923	6'651'706

JAPAN

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

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

			JAPAN: 1 Clippings	15'000	37'500

KOREA

01.01.2025	Outdoor	Magazine	**Authentic Experiences for the Swiss Winter** *Ko Ara*	50'000	125'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250101-Outdoor.png*
ResultURL:

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:

04.02.2025	Economic Review	Online	**Panoramic outdoor pools** *Kim Hyungho*	200'000	50'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250204-Economic_Review.png*
ResultURL:

04.02.2025	Economic Review	Online	**Photos: Panoramic outdoor pools** *Kim Hyungho*	200'000	50'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250204-Economic_Review02.png*
ResultURL:

12.02.2025	Insight	Online	**HongChul Ro's Trip to Switzerland** *Kim Hansol*	300'000	75'000

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

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

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

13.02.2025	Youtube	Online	**HongChul Ro's Trip to Switzerland** *Ro Hongchul*	418'154	418'154

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250213-Youtube.png*
ResultURL: *https://www.youtube.com/watch?v=mkGhQJL6v5Y*

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:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

14.03.2025	Xports	Online	**HongChul Ro's Trip to Switzerland** *Kim Sooah*	2'142'000	535'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250314-Xports.png*
ResultURL:

16.03.2025	Daily Economy Online	Online	**Wine and Hiking in Leukerbad** *Hong Jiyeon*	4'800'000	1'200'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250316-Daily_Economy_Online.png*
ResultURL:

17.03.2025	Daily Economy	Newspaper	**Wine and Hiking in Leukerbad** *Hong Jiyeon*	800'000	1'400'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250317-Daily_Economy.png*
ResultURL:

			KOREA: 13 Clippings	25'883'499	8'676'999

NETHERLANDS

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:

			NETHERLANDS: 1 Clippings	21'500	53'750

NORTH AMERICA

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

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

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

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

08.01.2025	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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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/*

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/*

15.01.2025	Azure: Design, Architecture Art	Magazine Online	**An Alpine Hotel That Is the Absolute Pinnacle of Calm** *Mutrie Eric*	41'100	10'275

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250115_Azure_Mutrie.pdf*
ResultURL: *https://www.azuremagazine.com/article/alpine-hotel-maistra-160-caminada-absolute-calm/*

21.01.2025	Travel + Leisure .com	Online	**The Perfect Girls Trip for Every Season — From a Magical Winter Train Ride Through the Swiss Alps to a Springtime Campervan Trip in Italy** *Rosenblat Carola*	9'880'000	2'470'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250121_TravelLeisure_Rosenblat.pdf*
ResultURL: *https://www.travelandleisure.com/girls-trips-winter-spring-summer-fall-8743711*

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*

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

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250126_YahooLife_Miles.pdf*
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/*

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

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

26.02.2025	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*

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

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

27.02.2025	The 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/*

04.03.2025	Sports Illustrated Swimsuit IG @si_swimsuit	Social Media/Influencer	**Sports Illustrated Swimsuit Social Media** *Puliti Alisandra*	2'100'000	37'091'808

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

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:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

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*

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*

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

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

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*

13.05.2025	Sports Illustrated - Swimsuit	Magazine	**Switzerland** *Day MJ*	70'000'000	210'000'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250513_SwimsuitSI_Day.pdf*
ResultURL:

13.05.2025	Sports Illustrated - Swimsuit	Magazine	**Travel** *Day MJ*	70'000'000	210'000'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250513_SwimsuitSI_Day2.pdf*
ResultURL:

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

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

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

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

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
29.05.2025	Pasadena Magazine .com	Online	**Exploring Switzerland With Kids: A Family-Friendly Luxury Travel Guide** *Saviss Ramona*	14'000	3'500

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

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

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

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*

10.06.2025	Hyphen Online	Online	**7 best ways to slow travel in Switzerland this summer** *Gupta Karthika*		

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250610_Hyphenonline.com_Gupta.pdf*
ResultURL: *https://hyphenonline.com/2025/06/10/switzerland-slow-travel-mindful-tourism-holiday-guide-mountain-village/*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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/*

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/*

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*

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

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

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

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

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

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

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/*

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

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

05.10.2025	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*

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

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

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
11.10.2025	msn.com	Online	**This Swiss Region Is the 'Top of Europe'—and It Has the Highest Train Station on the Continent** *Mansel*	90'800'000	11'350'000

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

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

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

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

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

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

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

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

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

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*

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:

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

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

06.11.2025	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*

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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

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/*

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

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

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

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

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

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

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

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

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

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

03.12.2025	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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
03.12.2025	TourismExpress .com	Online	**Les spas pop-up ont la cote!** *Gagnon Marie-Julie*	7'390	1'848

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251203_TourismExpress_Gagnon.pdf*
ResultURL: *https://tourismexpress.com/nouvelles/les-spas-pop-up-ont-la-cote-par-marie-julie-gagnon*

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/*

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/*

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

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

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

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

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

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

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/*

24.12.2025	Yahoo! Life .com	Online	**This Swiss village looks like a real-life Christmas story, with hand-decorated houses preserved for centuries** *DeMatteo Megan*	8'500'000	1'700'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/251224_YahooLife_DeMatteo.pdf*
ResultURL: *https://creators.yahoo.com/lifestyle/story/this-swiss-village-looks-like-a-real-life-christmas-story-with-hand-decorated-houses-preserved-for-centuries-005601614.html*

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

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

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

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

NORTH AMERICA: 110 Clippings	2'049'084'277	809'331'110

SPAIN

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/*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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:

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:

SPAIN: 3 Clippings			2'553'832	2'010'958

SWITZERLAND

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

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

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

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

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

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

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

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

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
04.07.2025	Femina	Magazine	**Wellness au printemps**	157'000	157'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494658518.pdf*
ResultURL:

			SWITZERLAND: 11 Clippings	7'410'700	7'528'750

UK/IRELAND

07.01.2025	Luxury Spa Edit	Online	**20 of The Worlds Best Spa & Wellness Retreats for a New Year Reset** *Camilleri Amanda*	15'000	3'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/07Jan25_theluxuryspaedit.com.pdf*
ResultURL: *https://www.theluxuryspaedit.com/article/20-of-the-worlds-best-spa-wellness-retreats-for-a-new-year-reset*

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/*

26.05.2025	Health and Fitness Travel Blog	Online	**The best luxury dog-friendly spa hotels in the world** *Joseph Paul*	55'000	13'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/26May25_healthandfitnesstravel.com.pdf*
ResultURL: *https://www.healthandfitnesstravel.com/blog/the-best-luxury-dog-friendly-spa-hotels-in-the-world*

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*

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/*

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*

17.10.2025	The Times and the Sunday Times online (thetimes.com)	Online	**Revealed: The world's 50 best spas** *D'Arcy Susan*	10'047'658	2'511'915

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/17Oct25_thetimes.com.pdf*
ResultURL: *https://www.thetimes.com/travel/inspiration/spa-and-wellness/best-spas-in-the-world-pbx6bv8t3*

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

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

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*

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: 19 Clippings	289'650'416	134'869'597

Grand Total over ALL	2'442'596'944	998'349'320