MarketingActivitiesCentral

Markting Activities Swiss Historic Hotels & Lodgings

AUSTRIA

Title
KMM: Presse e-Newsletter Januar, Österreich

Instrument
KMM

Circulation
171

Date from - to
20/01/2025 – 20/01/2025

Marketing Tool
Media Release

Contacts
171

Activity
Der Presse e-Newsletter geht an 171 österreichische, persönliche Reisejournalistenkontakte von ST Wien mit Medienmitteilungen von:
- Kunsthighlights 2025
- Von „Olé, olé“ bis Nemo: Events in der Schweiz 2025
- Geschichte zum Anfassen: Historische Hotels der Schweiz

http://clippings.switzerlandtourism.ch/VIE/2025/20250608135839__250120_Presse_eNL.png

AUSTRIA	**1**	**171**	**171**
	MarketingActivities	*Circulation*	*Contacts*

BENELUX

Title
Summer. KP Hidden Gems. NatGeo. Print

Instrument
Campaigning & Activation

Circulation
114000

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

Marketing Tool
Advertisement Print

Contacts
285000

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

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

Title
Summer. KP Hidden Gems. NatGeo. Online

Instrument
Campaigning & Activation

Circulation

Contacts
11002672

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

Marketing Tool
Native Advertisement Paid

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
12382442

Marketing Tool
Social Media Paid

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

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

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

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

Title
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10500

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

Marketing Tool
Placement Paid

Contacts
31500

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

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

Title
Summer. Hotel Hidden gems. Print

Instrument
Campaigning & Activation

Circulation
10000

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

Marketing Tool
Placement Paid

Contacts
25000

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

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

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

BENELUX	**5**	**134'500**	**23'726'614**
	MarketingActivities	*Circulation*	*Contacts*

BRAZIL

Title
STS2025: B2B Activities

Instrument
KAM

Circulation

Contacts
1

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

Marketing Tool
Business Plan

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

BRAZIL	**1**		**1**
	MarketingActivities	*Circulation*	*Contacts*

FRANCE

Title
C&A : Influence campaign 26 (KP + ST)

Instrument
Campaigning & Activation

Circulation

Contacts
16062103

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

Marketing Tool
Ambassador/Influencer

Activity
18 voyages influence sur l'année.
3 voyages HK
2 voyages ST
4 voyages STP
9 voyages KP

KPI :
1 post - 1 reel - daily story par voyage
16M de views au total - 86k interactions (0.53%)

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

GERMANY

Title
KMM: Newsletter "Geschichte zum Anfassen: Historische Hotels der Schweiz"

Instrument
KMM

Circulation
1880

Marketing Tool
Media Release

Contacts
1880

Date from - to
16/01/2025 – 16/01/2025

Activity
Versand des monatlichen Medien-Newsletters an 1880 Kontakte aus der Medienbranche.

Opening Rate: 46% I Click Rate: 9,14% (Stand 20.01.25)

http://clippings.switzerlandtourism.ch/FRA/2025/20250120161214_Media_Corner3.pdf

Title
KMM: Newsletter Bees & Friends

Instrument
KMM

Circulation
1800

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

Marketing Tool
Media Release

Contacts
1800

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

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

Title
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
C&A: Herzen auf Schienen Meta Kampagne Part 2

Instrument
Campaigning & Activation

Circulation

Contacts
8125259

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

Marketing Tool
Social Media Paid

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

Title
C&A: Herzen auf Schienen YouTube Kampagne

Instrument
Campaigning & Activation

Circulation

Contacts
19981299

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

Marketing Tool
Video Digital Paid

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

Title
GMR Swiss Historic Hotels

Instrument
KMM

Circulation

Contacts
6

Date from - to
08/10/2025 – 12/10/2025

Marketing Tool
Trip - Group

Activity
Medienreise in Kooperation mit Swiss Historic Hotels.
Die 5-tätige Reise hat uns in vier historische Hotels geführt:

1. Kloster Fischingen
2. Hotel Paxmontana
3. Grimsel Hospiz
4. Hotel Falken, Wengen

Diese Medien waren vertreten:

http://clippings.switzerlandtourism.ch/FRA/2025/20251012151432_Programm_SHH_Medienreise_Okt25_final.pdf

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

Instrument
Campaigning & Activation

Circulation

Contacts
309351

Marketing Tool
Social Media Paid

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

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

GERMANY

7	3'680	28'862'095
MarketingActivities	*Circulation*	*Contacts*

INDIA

Title
KAM: Switzerland Travel Mart (STM) 2025

Instrument
Campaigning & Activation

Circulation

Contacts
15

Marketing Tool
Event/Fair/Workshop

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

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: ST India Webinar Series 2025

Instrument
KAM

Circulation

Contacts
3473

Marketing Tool
Webinar

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

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

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

Title
KAM: ST Sales Manual 2025 - “Swisspiration Magazine”

Instrument
KAM

Marketing Tool
Other...

Circulation

Contacts
1500

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

Activity
- Redesigned B2B Brochure / Sales Manual

- New avatar and New Name - “Swisspiration Magazine”

- Content integration

- Partner Ads

- Link to download e-copy:

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

Title
KAM: ENewsletters to promote ST India Webinar Series 2025

Instrument
Campaigning & Activation

Marketing Tool
eNewsletter

Circulation
213230

Contacts
213230

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

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

The ENewsletters were sent out prior to the webinar.

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

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Advertisement Print

Circulation
217200

Contacts
651600

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

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

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

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

Title
KAM: ST India LinkedIn Page New Followers

Instrument
KAM

Circulation

Contacts
2781

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

Marketing Tool
Other...

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

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

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

INDIA

6	430'430	872'599
MarketingActivities	*Circulation*	*Contacts*

ITALY

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

Instrument
Campaigning & Activation

Circulation
5000

Marketing Tool
Advertisement Print

Contacts
12500

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

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

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

Instrument
Campaigning & Activation

Circulation
5000

Marketing Tool
Advertisement Print

Contacts
12500

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

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Advertisement Print

Circulation
5000

Contacts
12500

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Advertisement Print

Circulation
5000

Contacts
12500

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Advertisement Print

Circulation
5000

Contacts
12500

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

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

ITALY	**5** *MarketingActivities*	**25'000** *Circulation*	**62'500** *Contacts*

MULTIPLE MARKETS

Title
Accommodation_Grand TRAIN Tour of Switzerland: Additional Promotion 25

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

Activity

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
13095077

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Dreaming HQ

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

Activity
Hotels for truly every need.

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
55483615

Title
SEA Activities Hotels

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

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

Instrument
Campaigning & Activation

Marketing Tool
SEA

Circulation

Contacts
33331206

Title
Hotel Umbrella Campaign 2025 Bees & Friends - SEA HQ

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

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

Instrument
Campaigning & Activation

Marketing Tool
SEA

Circulation

Contacts
17323640

Title
Pinterest: Winter Campaign Hotels & Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
36538652

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

Marketing Tool
Social Media Paid

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

Title
Always on Hotels META

Instrument
Campaigning & Activation

Circulation

Contacts
213226051

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

Marketing Tool
Social Media Paid

Activity
META Always on for all 9 hotelcooperations.

Title
Kooperationskampagne Swiss Historic Hotels and Lodgings

Instrument
Campaigning & Activation

Circulation

Contacts
22773988

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

Marketing Tool
Social Media Paid

Activity
Kooperationskampagne auf META

Title
Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ

Instrument
Campaigning & Activation

Circulation

Contacts
10570725

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

Marketing Tool
Video Digital Paid

Activity
Hotels for truly every need.

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Organic

Circulation

Contacts
833849

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

Activity
Hotels for truly every need.

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

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Website

Circulation

Contacts
320302

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

Activity
Hotels for truly every need.

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

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

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

MULTIPLE MARKETS

10		403'497'105
MarketingActivities	*Circulation*	*Contacts*

NORTH AMERICA

Title
KAM: Webinar with St.Gallen Bodensee

Instrument
KAM

Marketing Tool
Webinar

Circulation

Contacts
111

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

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

Title
KAM: Webinar with Lucerne

Instrument
KAM

Circulation

Contacts
127

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with Jungfrau Region

Instrument
KAM

Circulation

Contacts
128

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

Marketing Tool
Webinar

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

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

Title
KAM: Webinar with Trade webinar with 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

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: NZZ Bellevue. Historic Hotels & Lodgings. 1. Welle.

Instrument
Campaigning & Activation

Circulation

Contacts
609018

Date from - to
09/06/2025 – 15/06/2025

Marketing Tool
Native Advertisement Paid

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

http://clippings.switzerlandtourism.ch/ZRH/2025/20251030110647_Content_Historic_Hotels_1._Welle_NZZ_Bellevue_Newsletter--Ad_09.06.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251030110810_Historic_Hotels_FacebookInstagram_Paid_Post_09.06.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251030110918_Historic_Hotels_FR_Run_Native-Ad_22.09.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251030110940_Historic_Hotels_Teaser_FR_22.09.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251031115342_NZZ_Bellevue_Historic_Hotels_story_06.2025.png

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

Instrument
Campaigning & Activation

Circulation

Contacts
784538

Marketing Tool
Native Advertisement Paid

Date from - to
15/09/2025 – 21/09/2025

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

http://clippings.switzerlandtourism.ch/ZRH/2025/20251030111056_Story_Historic_Hotels__2._Welle_NZZ_Bellevue_15.09.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251030111116_Content_Historic_Hotels_2._Welle_NZZ_Bellevue_Newsletter-Ad_15.09.2025.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251031115546_NZZ_Bellevue_FB.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251031115606_NZZ_Bellevue_IG_story.png
http://clippings.switzerlandtourism.ch/ZRH/2025/20251031115625_NZZ_Bellevue_IG.png

Title
Campaigning: RAW Marktplatz - Hit Guide

Instrument
Campaigning & Activation

Circulation

Contacts
2208000

Marketing Tool
Native Advertisement Paid

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

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

Marketing Tool
Advertisement Print

Contacts
3354000

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

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: Juni

Instrument
Campaigning & Activation

Circulation
3354000

Date from - to
18/06/2025 – 18/06/2025

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main topic: Hiking in the Fribourg Region; Listicle: Excursions around Lake Neuchatel; Hotel tip: Swiss Historic Hotels & Lodgings.

Languages: DE, FR, IT

http://clippings.switzerlandtourism.ch/ZRH/2025/20250623161125_KW_25_STxCoop_DE.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250623161203_KW_25_STxCoop_FR.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250623161217_KW_25_STxCoop_IT.pdf

Title
Coop Kooperation: Juli

Instrument
Campaigning & Activation

Circulation
3354000

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

Marketing Tool
Advertisement Print

Contacts
3354000

Activity
1.5 pages in Coopzeitung:

Main Topic: Monastery Hotels&Beer Culture; Listicle: Recommended Monastery Hotels; Hoteltipp: Combination of hospitality and historic architecture.

Languages: DE, FR, IT

Title
Campaigning: NZZ am Sonntag Magazin. Frühling.

Instrument
Campaigning & Activation

Circulation
987000

Marketing Tool
Placement Paid

Contacts
987000

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

Activity
6-seitiges Advertorial im NZZ am Sonntag Magazin.
Inhalte online auf NZZ Bellevue.

1 Seite MOB
1 Seite Hotelmarketing
4 Seiten ST Content

http://clippings.switzerlandtourism.ch/ZRH/2025/20250505095501_20250504_NZZaSM_Schweiz_Tourismus_Ansicht.pdf

Title
Transa Kooperation Sommer

Instrument
Campaigning & Activation

Circulation
40000

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

Marketing Tool
Advertisement Print

Contacts
80000

Activity
4 pages in Transa 4 Seasons Magazine. Content: Visiting remote villages in Switzerland. Most of them are reached by unusual journey: Quinten (SG), Binntal (VS), Rasa (TI), Kiental (BE).

http://clippings.switzerlandtourism.ch/ZRH/2025/20250603075310_4S58_Koop_Schweiz_8R.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250616102318_Transa_Sommer_FR.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250820091535_Screenshot_STxTransa_Sommer.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
Campaigning: NZZ am Sonntag Magazin. NZZ Bellevue. Frühling.

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

Instrument
Campaigning & Activation

Marketing Tool
Native Advertisement Paid

Circulation

Contacts
1408702

Activity
6-seitiges Advertorial im NZZ am Sonntag Magazin.
Inhalte online auf NZZ Bellevue.

1 Seite MOB
1 Seite Hotelmarketing
4 Seiten ST Content

Anzahl Ad Impressions im NZZ Umfeld: 1'111'364
Klicks: 2'449

http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113419_NZZBellevue_Story_1.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113503_NZZ_Bellevue_Story_2.pdf
http://clippings.switzerlandtourism.ch/ZRH/2025/20250528113540_NZZ_Bellevue_Story_3.pdf

Title
Accommodation_Grand Tour of Switzerland: Additional Promotion 25

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
26106277

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

Laufzeit 01.05.25 - 31.10.25

Title
Transa Kooperation Herbst

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

Instrument
Campaigning & Activation

Marketing Tool
Advertisement Print

Circulation
40000

Contacts
80000

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

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

SWITZERLAND	**13**	**11'129'000**	**54'263'371**
	MarketingActivities	*Circulation*	*Contacts*

UK/IRELAND

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

Instrument
Campaigning & Activation

Circulation

Contacts
173716

Marketing Tool
Content Collaboration Digital

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

Activity
Surprising Switzerland - Main Campaign 2025

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
150000

Marketing Tool
Native Advertisement Paid

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

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

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
99288

Marketing Tool
Content Collaboration Digital

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

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

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
124992

Marketing Tool
Display & Programmatic Paid

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

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

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
358000

Marketing Tool
Social Media Paid

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

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

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

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

Title
KMM: May 2025 media release - Bees & Friends

Instrument
KMM

Circulation
366

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

Marketing Tool
Media Release

Contacts
366

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

Sample:

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

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

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

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

Instrument
Campaigning & Activation

Circulation
587000

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

Marketing Tool
Supplement Print

Contacts
1174000

Activity
Surprising Switzerland - Main Campaign 2025

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Display & Programmatic Paid

Circulation

Contacts
144393

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

Activity
Surprising Switzerland - Main Campaign 2025

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Paid

Circulation

Contacts
46082089

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

Activity
Surprising Switzerland - Main Campaign 2025

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

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

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

Instrument
Campaigning & Activation

Circulation
41467

Marketing Tool
eNewsletter

Contacts
1036675

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

Activity
Surprising Switzerland - Main Campaign 2025

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

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

UK/IRELAND	**10** *MarketingActivities*	**628'833** *Circulation*	**49'343'519** *Contacts*
Grand Total over ALL	**65** *MarketingActivities*	**12'351'614** *Circulation*	**757'810'548** *Contacts*

MediaResultsCentral

AUSTRALIA

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
02.02.2025	escape (news corp)	Newspaper	**Head Back Down The Mountain on The World's Steepest Cogwheel** *Hayes Helen*	1'222'286	2'139'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/020225_SundayTerritorian_Lucerne_HeadBackDownTheMountainOnTheWorldsSteepestCogwheel.pdf*
ResultURL:

12.02.2025	The Daily Telegraph	Newspaper	**48 Hours in Lucerne, Switzerland: A Feast of Chcolate and Scenery** *Hayes Helen*	254'895	446'066

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/020225_DailyTelgraph_Lucerne_48HoursInLucerne.pdf*
ResultURL:

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

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

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

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

21.06.2025	The Weekend Australian Magazine Travel & Leisure (The Australian)	Newspaper	**Rain or Shine** *Lobley Katrina*	600'000	1'050'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/210625_WeekAust_Zurich_RainOrShine.pdf*
ResultURL:

01.07.2025	Mindfood	Magazine	**A Blooming Good Time in Lucerne** *Hayes Helen*	115'000	345'000

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

13.07.2025	The Sunday Tasmanian	Newspaper	**12 Palace Style Hotels**	112'000	196'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/130725_SundayTasPlus_GstPalaceHotels.pdf*
ResultURL:

04.09.2025	The Australian (Travel + Luxury Magazine)	Online	**14 Grand European Heritage Hotels** *Mc Cabe Christine*	120'000	120'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/040925_TheAust_St_Moritz_14GrandEuropeanHeritageHotels.pdf*
ResultURL:

06.09.2025	The Weekend Australian Magazine Travel & Leisure (The Australian)	Newspaper	**Starry Starry Nights** *Mc Cabe Christine*	600'000	1'050'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SYD/2025/060925_WeekendAust_StMoritz_StarryStarryNights.pdf*
ResultURL:

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

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

AUSTRALIA: 10 Clippings	4'198'181	7'400'566

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

AUSTRIA

01.05.2025	Nachhaltig leben	Magazine	**Gespür für Erhalt** *Redaktion Team*	38'000	259'160

ClippingsURL: *http://clippings.switzerlandtourism.ch/VIE/2025/mb-3f1fe92e8bce13adfade71614eea23620b2edf2c.pdf*
ResultURL:

AUSTRIA: 1 Clippings	38'000	259'160

FRANCE

26.01.2025	TF1	TV/Cable/Video	**Rediffusion Zoom : Les Grisons (Laissez-vous griser...par les Grisons !)** *CHARNAY Gaelle*	5'500'000	5'500'000

ClippingsURL:
ResultURL:

26.01.2025	TF1info.fr (ancien lci.fr)	Online	**Rediffusion Zoom : Les Grisons (Laissez-vous griser...par les Grisons !)** *CHARNAY Gaelle*	17'767'000	4'441'750

ClippingsURL:
ResultURL: *https://www.tf1info.fr/player/028333b9-4fc2-4889-a44a-e475eb52e055/*

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

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

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

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

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

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

07.03.2025	LES ECHOS SERIE LIMITEE - ONLINE	Online	**Sils-Maria, discrète et initiatique** *GRANCHER Coline*	9'959'000	2'489'750

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Sils-Maria_discrete_et_initiatique___Serie_Limitee.pdf*
ResultURL: *https://serielimitee.lesechos.fr/voyage/nouveaux-horizons/sils-maria-discrete-et-initiatique-2164314*

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

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

16.07.2025	Les Boomeuses	Online	**Argovie, sources suisses de bien-être** *DREYFUS Evelyne*	120'000	30'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Argovie_thermalisme_suisse-evasion-les_bomeuses.pdf*
ResultURL: *https://lesboomeuses.com/a-la-une/argovie-sources-suisses-de-bien-etre/*

07.11.2025	CôtéMaison.fr	Online	**Direction la Suisse pour un « Beautiful autumn » sur les traces de Roger Federer** *BATISSE-PICHET Florence*	497'503	124'376

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Direction_la_Suisse_pour_un_beautiful_autumn_sur_les_traces_de_Roger_Federer.pdf*
ResultURL: *https://www.attitude-luxe.com/article/03018*

10.12.2025	ROUTARD.COM - LE ROUTARD ONLINE	Online	**La Suisse, un voyage au pays du chocolat** *DUCLOS Solène*	5'500'000	1'375'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/PAR/2025/Suisse_._voyage_au_pays_du_chocolat.pdf*
ResultURL: *https://www.routard.com/fr/mag/reportage/a/la-suisse-un-voyage-au-pays-du-chocolat*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			FRANCE: 10 Clippings	56'387'930	17'746'178

GERMANY

07.01.2025	Outdoor	Magazine	**Schweizer Celebrities** *Kürschner Iris*	45'000	210'150

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/mb-927e340c86cfa0e99409a33859a553d1e4f0334e.pdf*
ResultURL:

			GERMANY: 1 Clippings	45'000	210'150

ITALY

12.06.2025	lastampa.it/viaggi	Online	**Engadina Fly-Inn-Fish, un appassionato solitario dove in mezzo scorre un fiume (1p)** *Battaglini Andrea*	7'989	55'923

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/12.06.2025_lastampa.it_Engadina.pdf*
ResultURL: *https://www.lastampa.it/viaggi/mondo/2025/06/12/news/engadina_fly-inn-fish-15186684/*

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

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

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

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

22.07.2025	quotidiano.net/itinerari	Online	**Solothurn: l'antica Città degli Ambasciatori nel cuore della Svizzera, protetta da un numero misterioso (1p)** *Guzzi Mariangela Monica*	231'000	231'000

ClippingsURL:
ResultURL: *https://www.quotidiano.net/itinerari/viaggi/estero/solothurn-lcitta-degli-ambasciatori-svizzera-dvrcmft1*

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

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

06.11.2025	style.corriere.it	Online	**Bernina Express, fermata Pontresina: dove il foliage è Belle Époque (1p)** *Sessa Alessandra*	20'973	146'811

ClippingsURL:
ResultURL: *https://style.corriere.it/lifestyle/viaggi/bernina-express-cosa-fare-vedere-a-pontresina/*

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

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			ITALY: 7 Clippings	1'376'762	1'019'684

NETHERLANDS

11.01.2025	Hardpack Magazine	Magazine	**In the light of magic mountains** *Groeneveld Arthur*	1'000	2'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/AMS/2025/AMSClip07290.pdf*
ResultURL:

15.08.2025	RTL	TV/Cable/Video	**Met de boot naar het werk: Marloes organiseert bruiloften op Zwitsers eiland** *van Slooten Kita*	1'485'000	1'485'000

ClippingsURL:
ResultURL: *https://www.rtl.nl/lifestyle/artikel/5523213/nederlanders-die-emigreren-marloes-van-nijeveen-naar-zwitserland*

		NETHERLANDS: 2 Clippings	1'486'000	1'487'500

NORTH AMERICA

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/*

13.01.2025	Time Out New York.com	Online	**The 25 top things to do in Geneva** *Tchea Michelle*	1'190'000	297'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20250113_TimeOut.com_Tchea.pdf*
ResultURL: *https://www.timeout.com/switzerland/things-to-do/best-things-to-do-in-geneva*

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

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

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*

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

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

13.03.2025	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*

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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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*

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

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

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

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

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*

26.08.2025	@kraigadams	Online	**Story Highlight Switzerland** *Adams Kraig*	153'000	1'193'400

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/250826_IG_Adams.mov*
ResultURL: *https://www.instagram.com/stories/highlights/18049542410232758/*

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:

23.10.2025	Canadian Geographic .com	Online	**If there's one thing you need to do in Switzerland… start with the train** *Esrock Robin*	66'800	16'700

ClippingsURL: *http://clippings.switzerlandtourism.ch/NYC/2025/20251023_canadiangeographic.ca_Esrock.pdf*
ResultURL: *https://canadiangeographic.ca/articles/if-theres-one-thing-you-need-to-do-in-switzerland-start-with-the-train/*

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

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*

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*

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

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

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

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

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

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

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

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

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/*

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*

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*

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*

NORTH AMERICA: 31 Clippings	348'712'617	83'040'838

SPAIN

30.01.2025	20minutos.es	Online	**Una de las ciudades más bonitas de Suiza, junto a un precioso lago rodeado de altas montañas** *Coca Juana*	1'586'000	1'586'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/BCN/2025/20minutos_Una_de_las_ciudades_mas_bonitas_de_Suiza_junto_a_un_precioso_lago_rodeado_de_altas_montanas.pdf*
ResultURL:

01.02.2025	Revista Top Viajes	Online	**Lucerna, el arte de la luz** *Isaza Reyes Hernando*	300'000	300'000

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

01.03.2025	Manera Magazine	Online	**Lucerna, donde la historia se refleja en el agua** *Mora Gala*	368'000	368'000

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

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			SPAIN: 3 Clippings	2'254'000	2'254'000

SWITZERLAND

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

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

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

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

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

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

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:

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

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

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

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

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

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

04.05.2025	NZZ am Sonntag	Newspaper	**Der Reiz des Besonderen**	334'000	334'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494337536.pdf*
ResultURL:

05.05.2025	NZZ Bellevue	Online	**Der Reiz des Besonderen: Exklusive Übernachtungsmöglichkeiten**	162'375	162'375

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/494345200.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:

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
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:

10.06.2025	Transhelvetica Magazin	Magazine	**Seilschaften**	17'000	42'500

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/501524981.pdf*
ResultURL:

18.06.2025	Coopzeitung	Magazine	**Swiss Historic Hotels and Logdgings**	2'480'000	2'480'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/504162562.pdf*
ResultURL:

18.06.2025	Cooperazione	Magazine	**In viaggio nella regione di Friburgo**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/504162210.pdf*
ResultURL:

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

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

24.07.2025	Coopération	Magazine	**Hôtels monastiques et culture de la bière en Suisse**	715'000	715'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/510557893.pdf*
ResultURL:

24.07.2025	Cooperazione	Magazine	**Hotel monastici e cultura della birra in Svizzera**	159'000	159'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/510557882.pdf*
ResultURL:

02.09.2025	NZZ Bellevue	Online	**Auszeit zum Herbstauftakt**	162'375	162'375

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/518474338.pdf*
ResultURL:

19.11.2025	Bündner Woche / büwo	Newspaper	**Kultur (be)leben**	96'000	96'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/ZRH/2025/529724209.pdf*
ResultURL:

			SWITZERLAND: 22 Clippings	11'695'916	12'098'165

UK/IRELAND

25.08.2025	Daily Mirror and Sunday Mirror online (mirror.co.uk)	Online	**Travelling to Switzerland with kids? The Grandhotel Giessbach saves you money by sitting on top of TWO key tourist attractions** *Britt Hannah*	20'665'286	5'166'322

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/25Aug25_mirror.co.uk.pdf*
ResultURL: *https://www.mirror.co.uk/travel/family-travel-switzerland-grandhotel-giessbach-35786419*

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*

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts
			UK/IRELAND: 2 Clippings	30'712'944	7'678'237
			Grand Total over ALL	456'907'350	133'194'478