GERMANY

Title
KMM: Newsletter Bees & Friends

Instrument
KMM

Circulation
1800

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

Marketing Tool
Media Release

Contacts
1800

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

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

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

Instrument
Campaigning & Activation

Circulation

Contacts
442500

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

Marketing Tool
OOH incl. Digital OOH

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

- Hamburg
- Potsdam
- Frankfurt
- Düsseldorf

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

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

GERMANY	**2**	**1'800**	**444'300**
	MarketingActivities	*Circulation*	*Contacts*

MULTIPLE MARKETS

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
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
Hotel Umbrella Campaign 2025 Bees & Friends - Planning HQ

Instrument
Campaigning & Activation

Marketing Tool
Video Digital Paid

Circulation

Contacts
10570725

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

Activity
Hotels for truly every need.

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

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Social Media Organic

Circulation

Contacts
833849

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

Activity
Hotels for truly every need.

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

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

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

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

Instrument
Campaigning & Activation

Marketing Tool
Website

Circulation

Contacts
320302

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

Activity
Hotels for truly every need.

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

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

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

SWITZERLAND

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

SWITZERLAND	**2**		**11'937'836**
	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

UK/IRELAND	**4**		**732'280**
	MarketingActivities	*Circulation*	*Contacts*

Grand Total over ALL	**13**	**1'800**	**97'646'547**
	MarketingActivities	*Circulation*	*Contacts*

MediaResultsCentral

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

GERMANY

05.06.2025	destinet.de	Online	**„Bees & Friends“: Schweiz Tourismus bietet Quartiere für Wildbienen, Vögel und Igel** *Burzinski Matthias*	13'000	13'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/FRA/2025/2025-06-05_destinet.pdf*
ResultURL: *https://www.destinet.de/meldungen/menschen-management/nachhaltigkeit-csr/11312-„bees-friends“-schweiz-tourismus-bietet-quartiere-für-wildbienen,-vögel-und-igel?tmpl=component&print=1&layout=default*

GERMANY: 1 Clippings	13'000	13'000

ITALY

05.06.2025	Pegasonews.info	Online	**Bees & Friends (1 pagina)** *Giovanetti Gloria*	11'467	2'867

ClippingsURL: *http://clippings.switzerlandtourism.ch/MIL/2025/05.06.2025_Pegaso.news_Bees.pdf*
ResultURL: *https://www.pegasonews.info/joomla/index.php/turismo-benessere/106059-turismo-sostenibile-in-svizzera-nove-hotel-accolgono-anche-gli-ospiti-con-ali-piume-e-aculei*

10.07.2025	lastampa.it/montagna	Online	**“Questo albergo è una fattoria”: tutti pazzi per gli animal hotel. Iniziativa Bees & Friends (paragrafo)** *Cassani Max*	4'345	30'415

ClippingsURL:
ResultURL: *https://www.lastampa.it/cronaca/2025/07/02/news/questo_albergo_e_una_fattoria_tutti_pazzi_per_gli_animal_hotel-15215861/*

ITALY: 2 Clippings	15'812	33'282

KOREA

22.07.2025	MADTIMES	Online	**Bees & Friends** *Choi Youngho*	500'000	125'000

ClippingsURL: *http://clippings.switzerlandtourism.ch/SEL/2025/20250722-MADTIMES.png*
ResultURL:

KOREA: 1 Clippings	500'000	125'000

PublicationDate	Media	MediaType	Headlines Author	Circulation	Contacts

UK/IRELAND

15.07.2025	Famous campaigns	Blog	**Switzerland Tourism creates miniature hotels for bees** *Herring James*	34'983	8'746

ClippingsURL: *http://clippings.switzerlandtourism.ch/LON/2025/15Jul25_famouscampaigns.com.pdf*
ResultURL: *www.famouscampaigns.com/2025/07/switzerland-tourism-creates-miniature-hotels-for-bees*

UK/IRELAND: 1 Clippings	34'983	8'746

Grand Total over ALL	563'795	180'028