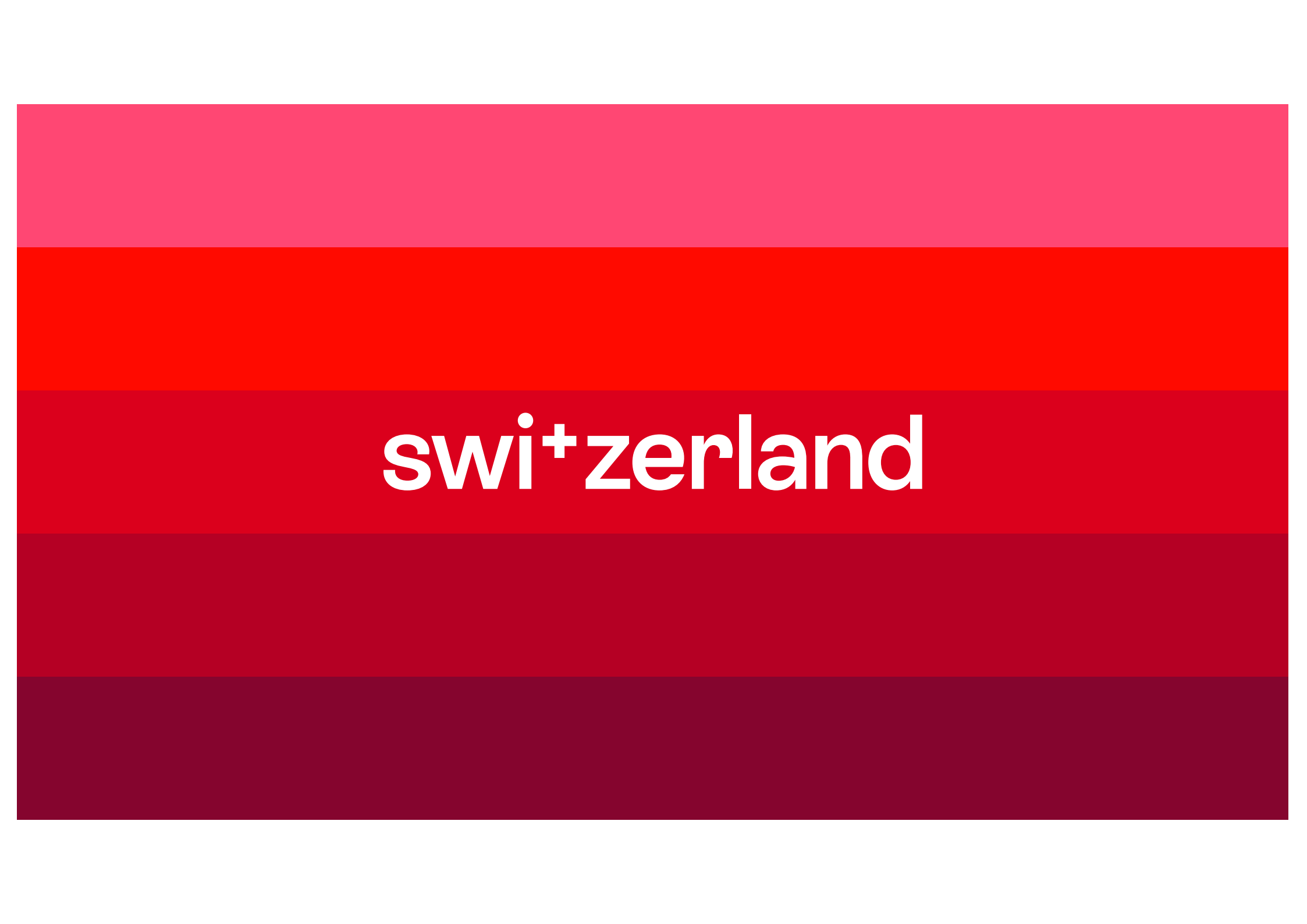


The image features a vertical rainbow gradient background with five distinct color bands: light pink at the top, followed by orange-red, a central red band, a dark red band, and a dark maroon band at the bottom. The text "swi+zerland" is centered in the red band.

swi+zerland

Reporting Valais Matterhorn Region North America 2024

swi+zerland

April 5, 2024

Agenda

1. Management Summary
2. Activities
3. Outlook

1. Management Summary

Current Market Situation USA

- 2024 was another record year for the source market USA (+12.7% Jan-Nov)
- TOs and Airlines partners are bullish for 2025 and expect the growth to continue. The U.S. economy is on solid footing
 - Near 3% real GDP growth
 - Over 2% productivity growth
 - Positive real wage growth
 - Low unemployment
 - Inflation largely under control
- USD gained 5% over the CHF since 2023
- Trump 2.0's shock and awe strategy leaves the country and the world spinning





Overnights development

How does the Swiss hotel industry perform - actuals 2024?
ST market: All (single market: United States)

[Home](#)**swi⁺zerland**

Overnights (hotels)

3.22 M
million

Length of stay

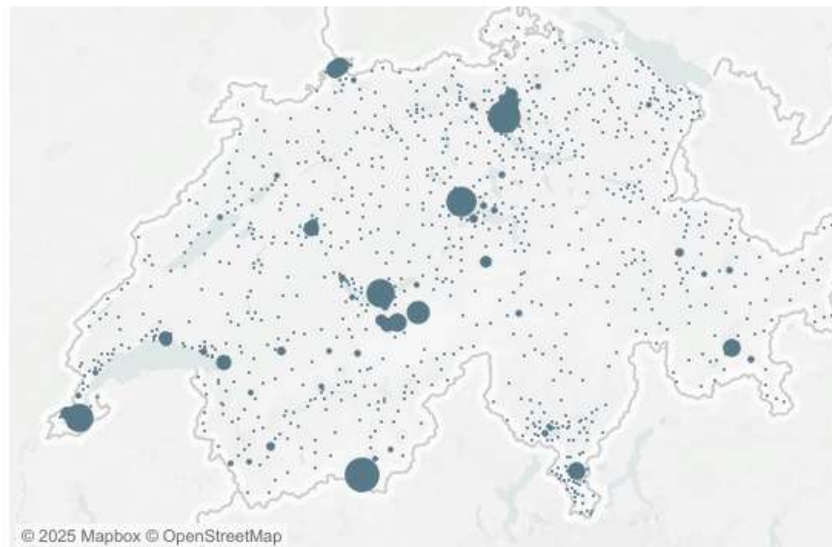
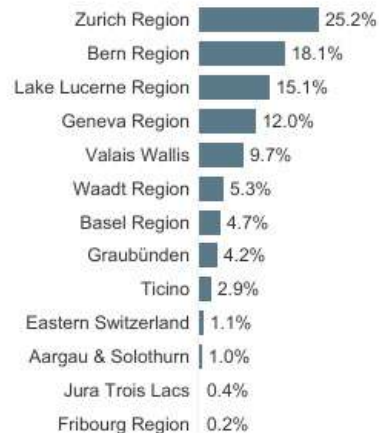
2.1
nights

Market share

8.2%
market share

Tourism regions

(please select for filtering)



© 2025 Mapbox © OpenStreetMap

Select year
2024

Market share

(select ST market)

Switzerland	48.9%
Germany	8.9%
United States	8.2%
United Kingdom	3.7%
France	3.4%
Benelux	3.2%
Greater China	2.7%
Italy	2.0%
Gulf Countries	1.9%
India	1.6%
South East Asia	1.4%
Spain	1.1%
Nordics	1.1%
Australia NZ OC	1.0%
Republic of Korea	1.0%
Austria	0.8%
Canada	0.8%
Brazil	0.8%
Japan	0.6%
Poland	0.5%
Israel	0.4%
Portugal	0.4%
Czech Republic	0.3%
Russia	0.2%
Philippines	0.2%
Other (non-ST mar..	4.8%

Or select a single market:
United States

Region of origin*



Tourism zones (please select for filtering)



4.2%
Country



44.7%
Metropole



32.9%
Mountains



18.2%
Stadt

Top 10 destinations

Grindelwald
Zermatt Interlaken **Zürich** Lauterbrunnen
Meyrin Bern Genève Luzern
Basel

Latest available data: November 2024

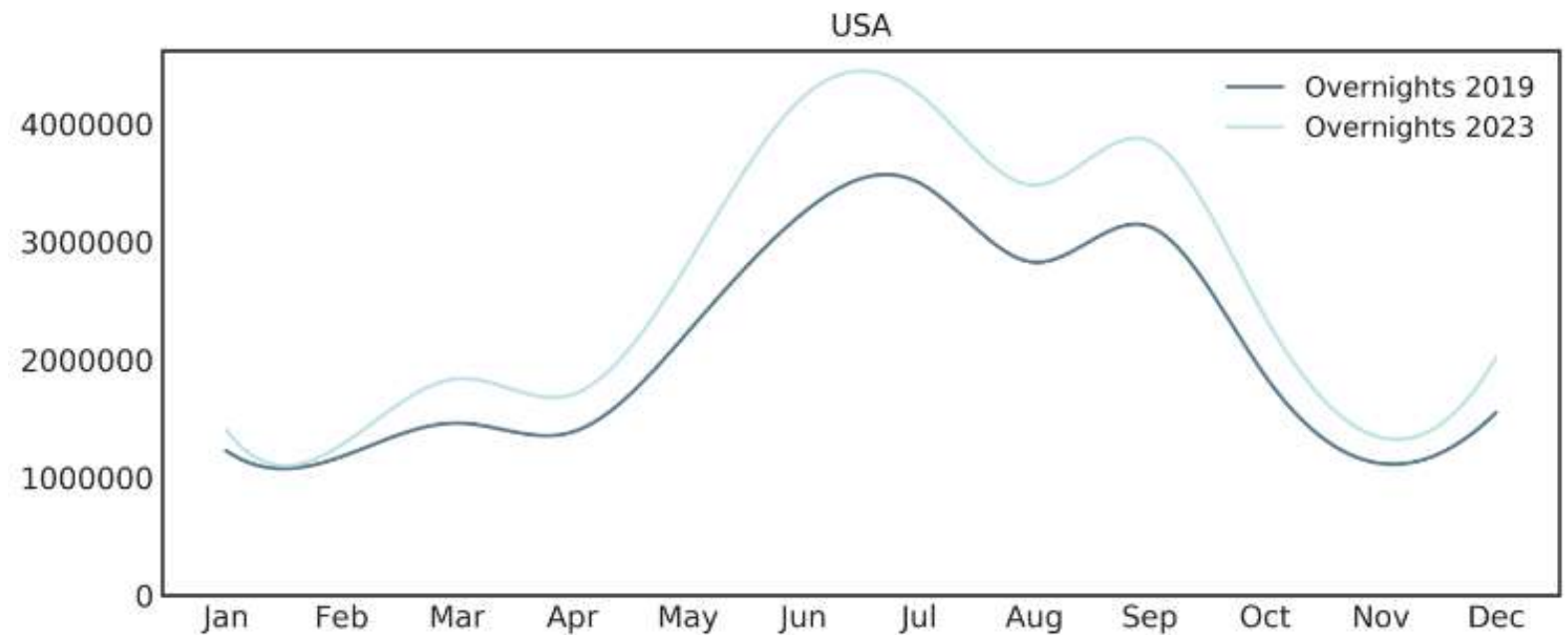
Data sources: Hotel overnights statistics from Swiss Federal Statistical Office.
*Tourism Monitor Switzerland, 2017 (all accommodation types).

Seasonality

Main holiday periods

Seasonal Distribution

- 14.4% Winter / Dec-Feb
- 20.8% Spring / Mar-May
- 39.1% Summer / Jun-July
- 24.7% Fall / Aug-Nov



Market Trends



Rail Travel

The gas guzzling Americans have become the the strongest market for Swiss rail products worldwide. When in Switzerland, Americans love the trains.



Ski Vacations

Skiing in Switzerland sees a renaissance. With St Moritz and Crans Montana new included in the Ikon and Epic pass respectively. We expect a big 2024/25 winter.



Texas

We increased our activities in the Lone Star State and see big growth potential as Texas' economy thrives and many businesses and HNI relocate from California.



Younger Guests

Millennials are at the cusp of their peak spending power and American guest in Switzerland become younger and younger.

Current Market Situation Canada

- 2024 was a record year for the source market Canada (+5.9% Jan-Nov)
- Canada's economy sees moderate growth with an expected GDP growth of 1.8%, decreasing unemployment rate to 6,5%
- The CAD vs CHF saw a historic low in 2024
- TO's are expecting Europe to grow moderately, for Switzerland the luxury segment, cruise, ski and adventure travel are essential
- National carriers SWISS & Edelweiss increased flight portfolio to ZRH with Halifax and extended season to Toronto





Overnights development

How does the Swiss hotel industry perform - actuals 2024?
ST market: All (single market: Canada)

Home

swi⁺zerland

Overnights (hotels)

0.31 M
million

Length of stay

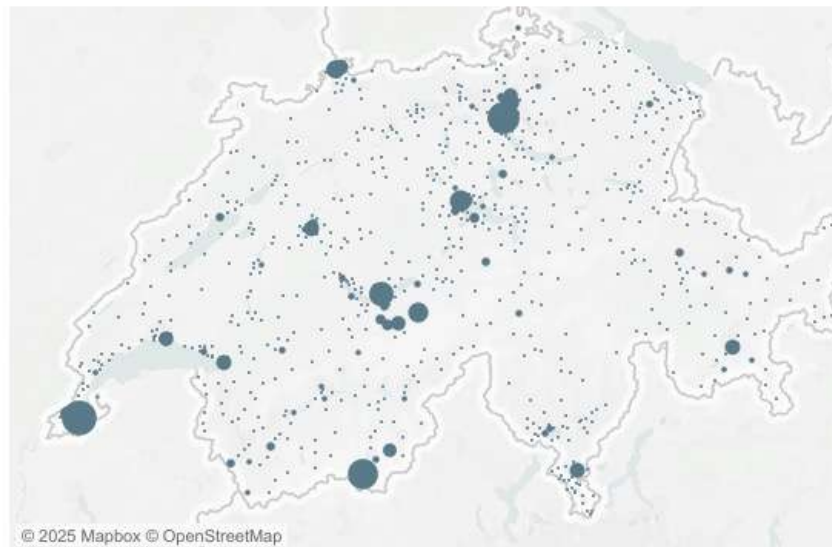
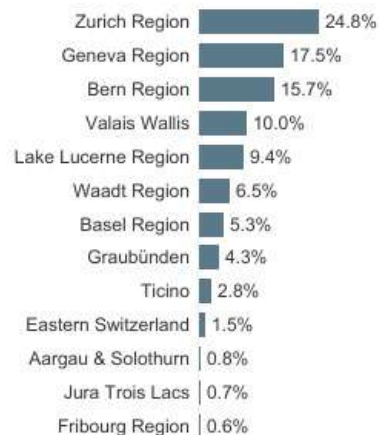
2.1
nights

Market share

0.8%
market share

Tourism regions

(please select for filtering)



© 2025 Mapbox © OpenStreetMap

Select year
2024

Market share

(select ST market)

Switzerland	48.9%
Germany	8.9%
United States	8.2%
United Kingdom	3.7%
France	3.4%
Benelux	3.2%
Greater China	2.7%
Italy	2.0%
Gulf Countries	1.9%
India	1.6%
South East Asia	1.4%
Spain	1.1%
Nordics	1.1%
Australia NZ OC	1.0%
Republic of Korea	1.0%
Austria	0.8%
Canada	0.8%
Brazil	0.8%
Japan	0.6%
Poland	0.5%
Israel	0.4%
Portugal	0.4%
Czech Republic	0.3%
Russia	0.2%
Philippines	0.2%
Other (non-ST mar..	4.8%

Region of origin*



Tourism zones (please select for filtering)



5.4%
Country



51.2%
Metropole



29.5%
Mountains



13.9%
Stadt

Top 10 destinations



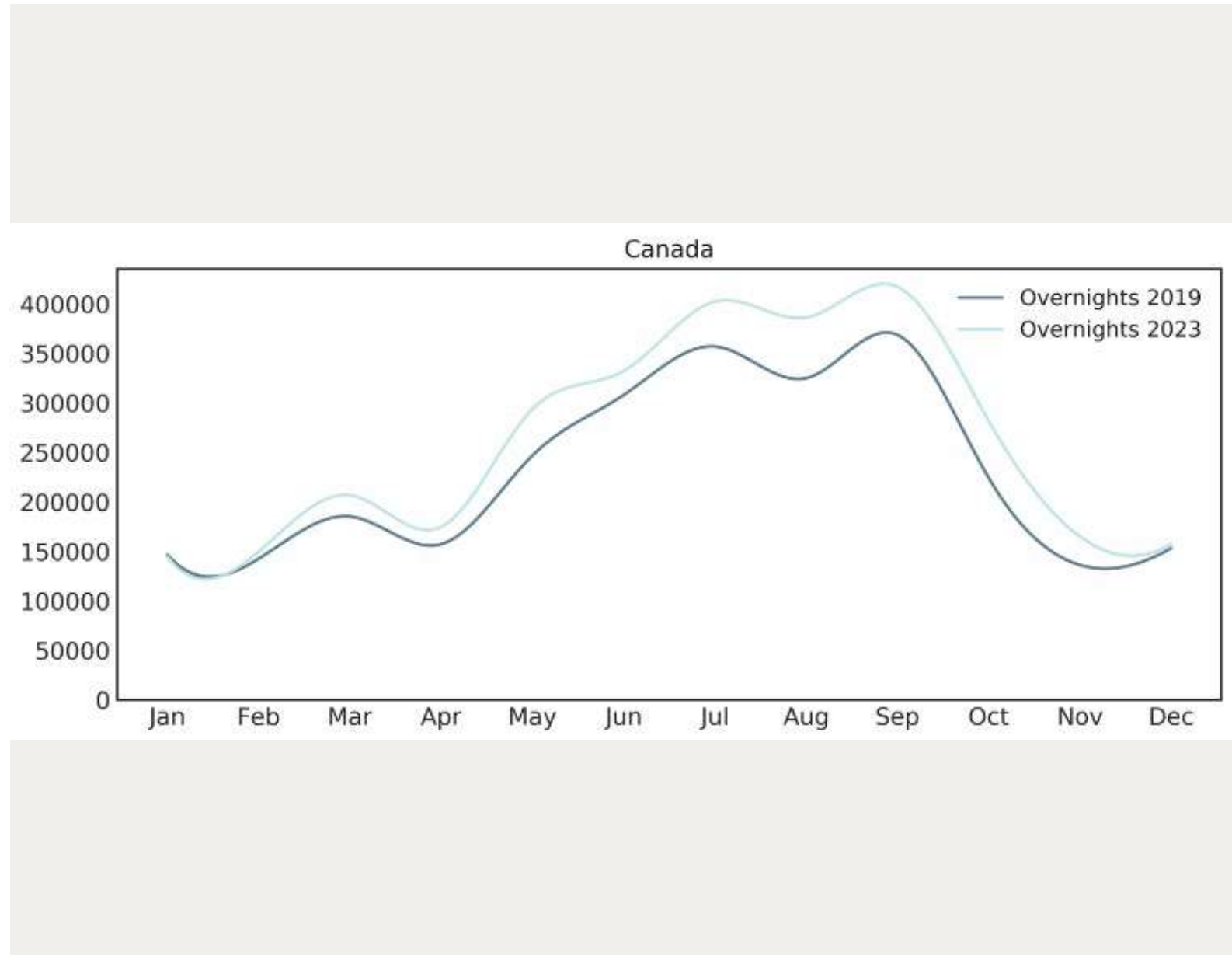
Or select a single market:
Canada

Seasonality

Main holiday periods

Seasonal Distribution

- 14.5% Winter / Dec-Feb
- 21.7% Spring / Mar-May
- 36.0% Summer / Jun-July
- 27.8% Fall / Aug-Nov



Market Trends Canada



Autumn Travel

September and October have become increasingly popular travel seasons for Canadians visiting Europe and Switzerland. These months offer the advantage of avoiding peak crowds while allowing travelers to enjoy a final trip before the long winter season.



Winter

Switzerland is a top winter destination for Canadians, offering world-class ski resorts with direct flights and IKON/EPIC access. Festive Christmas markets in cities provide authentic European holiday experiences, combining culture and adventure.



Connectivity

Toronto remains the top source for Canadians traveling to Switzerland. As North America's 3rd-largest city, increased direct flight and ranks 12th globally for millionaires, an international crowd eager to explore beyond Italy and France in Europe.



Experiential trips

Canadians are opting for multi-country European trips. Switzerland is benefiting from this trend, attracting travelers seeking scenic train journeys, culinary experiences, and adventure tourism. With a growing demand for curated, high-end travel,

2. Activities

Key Account Management / Travel Trade

KAM: MTS Raclette Reception

- Tahoe Palisades, April 15, 2024
- 1000 participants in total
- 70 guests at VIP Swiss Raclette Function incl Swiss wine and cheese
- Presenting Partner: Valais-Matterhorn Region, Jungfrau Region
- 18 one-to-one appointments with select winter Tour Operators
- Mammut (30% voucher) and Victorinox Swiss army knives
- 2 Mammut outfits for prize winners

Results

- Participants: 70 trade guests / 18 one-to-one appointments



KAM: MTS – partner integration



Switzerland Travel Experience USA 2024 – Washington, D.C.

- May 19 – 21, Eaton DC, Washington, D.C.
- One 24-hour event with 33 Tour Operators in Washington, D.C.
- 1:1 meetings, networking functions & scavenger hunt through DC
- Travel agent event with local travel advisors from DC
- Integration of Mammut, Kambly, SCM, SWP & Edelweiss/SWISS

Results

- 33 Tour Operators in Washington, D.C.
- 20 Travel Advisors in Washington, D.C.
- 31 Swiss partners



Switzerland Travel Experience USA 2024

Welcome reception, Washington, D.C.



Switzerland Travel Experience USA 2024

1:1 Meetings



Switzerland Travel Experience USA 2024

Scavenger hunt.



Switzerland Travel Experience USA 2024

Closing night – Patterson Mansion.



KAM: STE 2024 - Atlanta & Chicago

- May 22 and 23
- Nobu Atlanta and The Robey Chicago
- Agent events in Atlanta and Chicago
- 1:1 free-flow meetings
- 16 CH partner
- Partner intro and presentation ST
- Integration of Mammut, Kambly, SCM, SWP & SWISS

Results

- 61 agents and TO's



KAM: STE Canada 2024

- 26th May – 31st May 2024
 - Montreal, Toronto, Calgary, Vancouver
 - 1:1 meetings with Tour Operators and Travel Advisors in the different hubs with direct flights from Canada to Switzerland.
- A total of 16 Swiss Partners were present:
- Basel, Valais Matterhorn Region, Lucerne, Zurich, Jungfrau Region, Interlaken, Zermatt, Schilthorn, SWISS, STS, RailEurope, Lucerne-Interlaken Express, Highlights of Lake Geneva, Mount Pilatus, Mount Titlis, MGB Glacier Express Gornergrat, StraPa Integration: Swiss Cheese Marketing, Swiss Wine Promotion, Victorinox



Results

- 143 Qualified Trade Contacts, 8 Travel Media

Trade Webinar

- August 8th, 2024
- 30-minute webinar for US and Canadian travel advisors
- Introduction by ST followed by exclusive presentation by Swiss partner
- Q&A session at the end
- Session recorded & saved online on ST NA Trade corner
- Registrations: 259
- Attendees: 135

Attendees

- 135

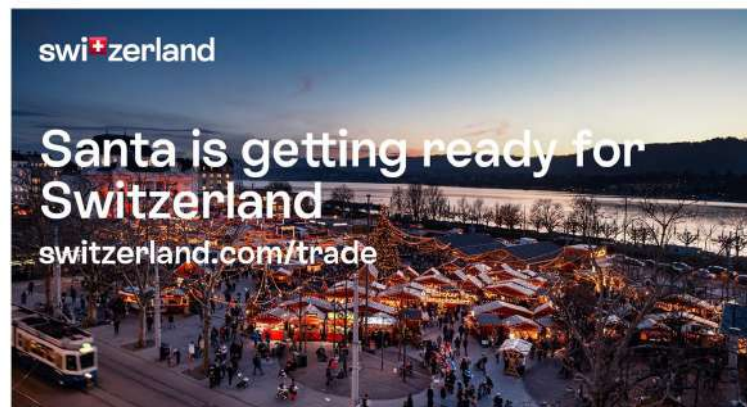


Trade newsletter feature

- October 11th, 2024
- Bi-monthly trade newsletter sent to trade database
- Partner featured in the following newsletter: 'Explore the Ultimate Swiss Winter Wonderland',

Results

- Recipients: 15'921 contacts
- Open rate: 32.9%



Dear Grüezi, Bonjour, Buongiorno, Allegra, Welcome

As fall slowly makes way for winter, Switzerland is transforming into a snowy wonderland. The first snow has already covered the mountain peaks in a beautiful white blanket, and temperatures are dropping in the lower regions. The festive season is just around the corner, with Christmas markets lighting up cities and mountain tops across Switzerland. These markets, especially in November and December, are a fantastic way for your clients to explore the different regions of our country.

Accessibility in the Region Dents du Midi



Located close to major public transport routes, the Region Dents du Midi is home to Europe's largest international ski area (Portes du Soleil), and is a great destination for people with disabilities looking for an accessible and enjoyable winter holiday, thanks to its range of accessible accommodation, restaurants, transport and activities. This year, the region has created an accessible travel online platform for people with hearing or visual impairments, reduced mobility or mental disabilities.

[Learn more](#)

KAM: Switzerland Yodel – B2B Sales Guide 2024

- Print distribution of the Switzerland Yodel, a sales guide for North American Travel Professionals. A total of 221,975 copies (print 32,450 / digital 189,525) were distributed through the following trade media outlets:
 - Travel Weekly
 - Travel AgeWest
 - Travel Pulse Canada
 - Agent@home magazines
- As well as at ST NA events in the market and third-party conferences

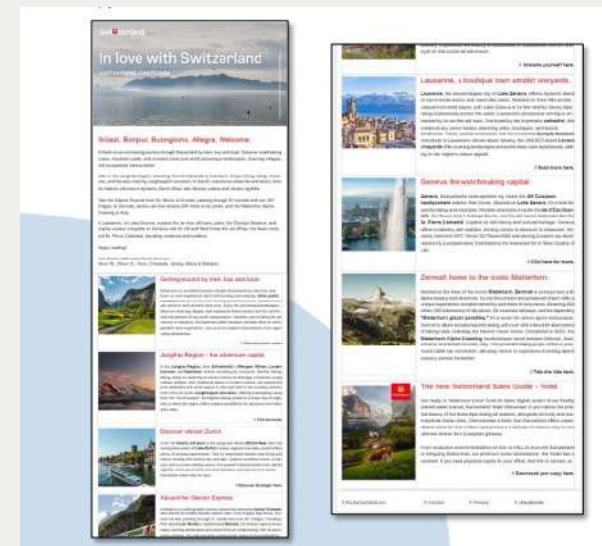


KAM: Switzerland Yodel – B2B Sales Guide 2024

- The Yodel was additionally featured in email campaigns that generated a total of 456,952 impressions. The newsletter highlighting the Yodel was distributed through key trade media outlets, including:
 - Travel Weekly
 - Travel AgeWest
 - Travel Pulse Canada

Results

- 221,975 copies (32,450 print / 189,525 digital)
- 456,952 impressions via third-party email blasts



KAM: Sales Calls East Coast

- September 30th - October 4th
- Ticino Tourism, VALAIS Matterhorn Region, Jungfrau Region Tourism
- Miami, Boston, New York
- Various meetings, including agent trainings & product meetings with Tour Operators

Results

- 18 meetings with TO/TA



Key Media Management

STS Americas Press Trip

Joint press trip with 3 journalists from the US, 1 from Canada and 3 from Brazil highlighting hidden gems.

Partners: Vaud, Thun, Aletsch Arena, Ticino, Lucerne

STS products: Lake cruises, Golden Pass Belle Epoque, Lötschberger, Centovalli, Funicolare Monte San Salvatore, Gotthard Panorama Express, Cabrio

Participants:

- Gabriel Justo dos Santos – Brazil
- Paula Santana – Brazil
- Susy Altman – Brazil
- Simone Harvin – USA
- Taryn White – USA
- Tina Eves – USA
- Taras Grescoe - Canada

Results

- Reach: 27.7M contacts



Media Newsletter

- Newsletter "Swiss Alpine Club huts"
- May 2024
- Featured: Monte Rosa Hut (SAC), Cabane de Tracuit (CAS) & Glacier Bike Tour
- Partner: Valais



Get inspired by insights and tips on Swiss mountain adventures with its SAC huts

Dear media friends

Zermatt, Valais



Monte Rosa Hut (SAC)

The Monte Rosa hut, known as the Hightech hut with its special shape and silver aluminum shell, accommodates up to 120 guests in a sustainable way, as it generates over 90% of its own energy. With an advanced energy management system from ETH Zurich (Technology University of Zurich) and innovative water filtration, it is a symbol of innovation in the mountains. Nevertheless, it retains its cozy charm and serves authentic Valais and Swiss cuisine on its terrace with breathtaking views of the mountains.

[Read more](#)

mer? With over 60% of Switzerland, in fact, covered in Alpine ty of ways to take in the fresh alpine air and escape the heat.

hiking go hand in hand, offering a breath of fresh air and a break if life. With sustaining our natural environment a top priority, the Swiss are a great resource for hut information, and they are setting an ex-nters of sustainability. The SAC aims to achieve net zero CO2 emis-tyw climate initiative. The key to this pioneering spirit is renovations nergy sources such as solar panels and photovoltaic systems.

t popular leisure activities in Switzerland inviting guests to experience Alps up close. With this in mind, we invite you to pause and discover of these Alpine wonders.

Results

- Reach: 2'164 contacts

Media Newsletter

- Newsletter "Swiss Grape Escapes"
- June 2024
- Featured: "Le Coup de Foudre" barrel at Chalet Diognysos, Crans-Montana
- Partner: Valais



Time out in the vineyard: discover the most beautiful wine regions in Switzerland with Grape Escapes

Crans-Montana, Valais



"Le Coup de Foudre" barrel at Chalet Diognysos

Spending the night in a wooden barrel might not be for everyone. Yet, those who can handle being surrounded by thick oak planks should try an overnight stay in a wine barrel at Chalet Diognysos. In winter, the barrel serves as a fondue and raclette room, while in summer it is transformed into a cozy room with a double bed and romantic lighting. It is located in the vineyards of Diogne, below Crans Montana, and offers a magnificent view of the Valais Alps, which is best enjoyed over a homemade breakfast on the panoramic terrace.

[Discover more](#)

for relaxation and enjoyment in Switzerland's most beautiful wine regions? Grape Escapes, the enchanting accommodation in the Swiss vineyards! This of-Swiss Wine Promotion in collaboration with Switzerland Tourism, invites you s wine culture through exclusive experiences in the midst of breathtaking

our curated selection of accommodation located in the middle of or overlook- i interactive map with the 60 accommodations can be found [here](#). From his- ttages like La Capite in Cully, Vaud, to unique accommodations such as the talet Diognysos or the Bubble Hotel in Thurgau, where you can watch the

Results

- Reach: 2'230 contacts

ST Canada

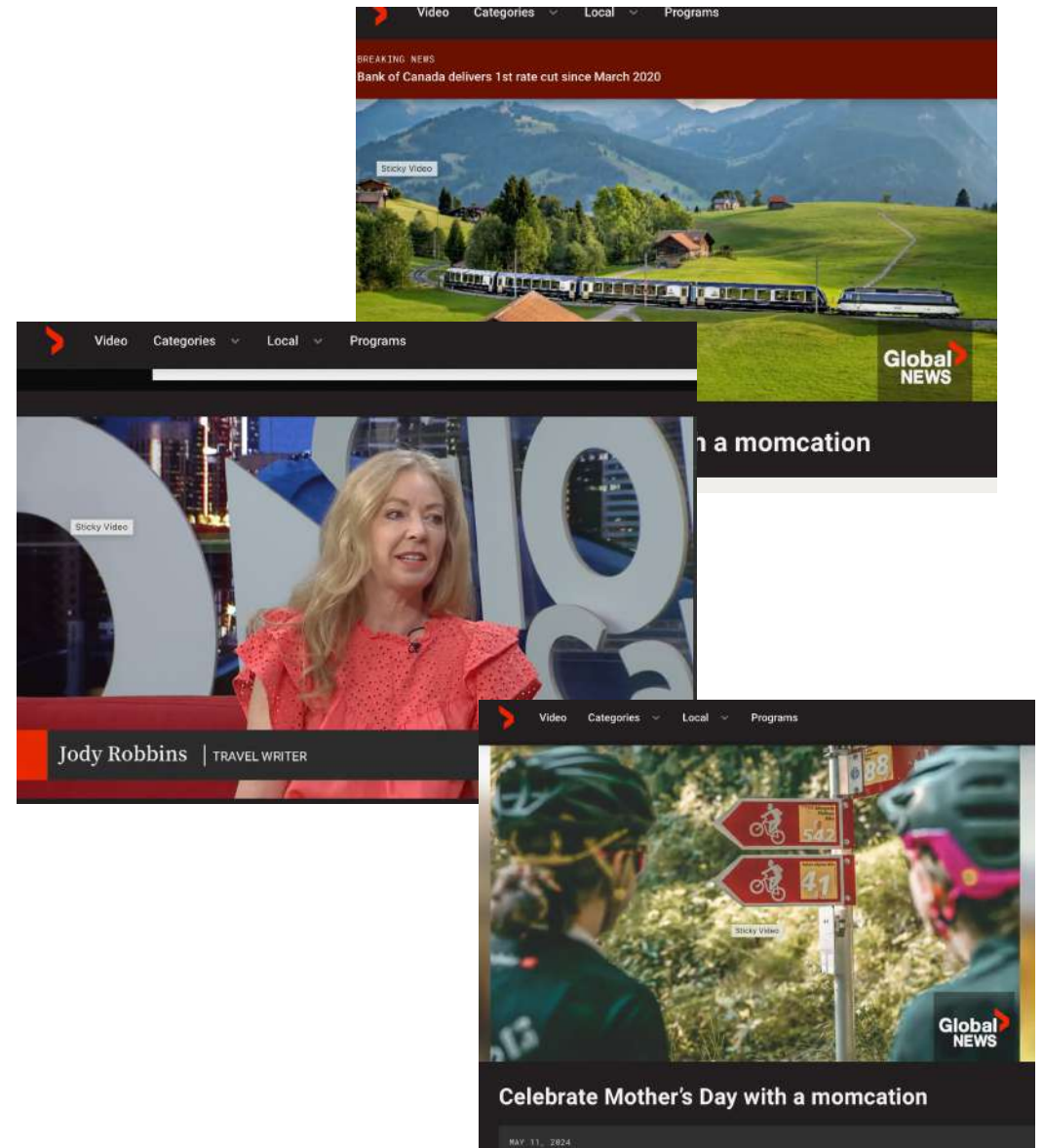
Jody Robbins – Global TV Calgary

TV segment which ran on Mothers day with travel tips by travel expert Jody Robbins. Jody recommends travel to Switzerland and getting around by train with the STP. Wine and wellness themes and destinations included Valais region and Lucerne as well as direct flights on Edelweiss.

- Air dates: May 11, 2024
- <https://globalnews.ca/video/10489969/>

Results

- Impressions:: 300,000





Reporting Creator Camp Summit Valais 2024

Fabio Zurmühle

swi+zerland

About this campaign

The **Creator Camp Summit** took place in **Leukerbad**, bringing together **85 content creators**, the next generation (majority Gen Z) of storytellers and cultural influencers, mainly from North America, to experience and showcase Valais' diverse offerings. This flagship event aimed to inspire creative, authentic high-quality content that highlights the region's landscapes, culture, and activities.

This event was originally planned to take place in **Saas-Fee**, but unfortunately, it had to be relocated to Leukerbad due to a landslide. The successful execution of the summit was only possible thanks to the incredible efforts of **Valais Matterhorn Region**, who managed to reorganize the entire event in no time. *A heartfelt thank you for making this possible!*

Following the summit, the creators were divided into **8 separate post-tours**, with **5-6 participants** on each tour, enabling focused exploration of specific regions. In **Valais**, 6 creators explored the theme: “**Off-Grid Alpine Odyssey**”. Additionally, we are very happy that 25 creators decided to visit **Saas-Fee** independently after the summit in Leukerbad.

Overall, the Creator Camp Summit in Valais generated **186M Impressions!**

Strategy – Travel Better

The Creator Camp Flagship Summit was a unique initiative to position Valais as a **hub for innovation and storytelling among younger generations, particularly Gen Z and Millennials**. A key aspect of the project was our focus on collaborating with **creative content creators** who specialized in areas like **art and filmmaking**, rather than traditional travel influencers. This allowed us to **reach new audiences** who might not typically have Switzerland on their radar.

Aligning with **ST's steering strategy**, hosting the event in Saas-Fee/Leukerbad, along with several other destinations in Valais such as Brig, Simplon, Aletsch Arena, Martigny etc. we aimed to **shine a spotlight on Valais' lesser-known regions** and steer American tourists to these "hidden gems".

Additionally, the event taking place in September successfully leveraged **fall as an attractive travel season** supporting Switzerland as a year-round travel destination.

Overview

1. Pre-Event Campaign

- Overview
- Announcement and website launch
- Personalized invitations

2. Creator Camp Summit Leukerbad

- Overview
- Participants
- Organic creator content
- Film festival
- Recap video
- Media coverage
- Feedback from creators

3. Saas-Fee Extension

4. Valais Post-Tour

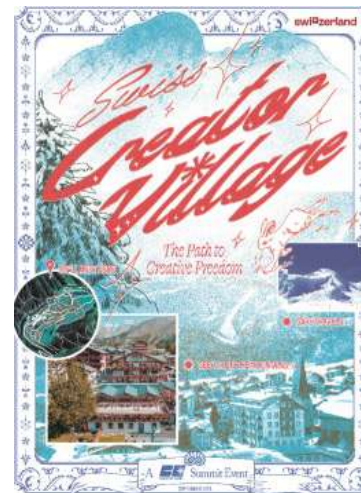
5. Total results Creator Camp Summit Valais

6. Conclusion and learnings

Pre-Event Campaign

The Pre-Event campaign consisted of two key components:

-
- The VALAIS Route**
1. Lake Geneva
2. Mont Blanc
3. Chamonix
4. Evian-les-Bains
5. Annecy
6. Lake Geneva
7. Lake Geneva
8. Lake Geneva
9. Lake Geneva
10. Lake Geneva
- The Peak's Creative Possibilities



Pre-Event Campaign

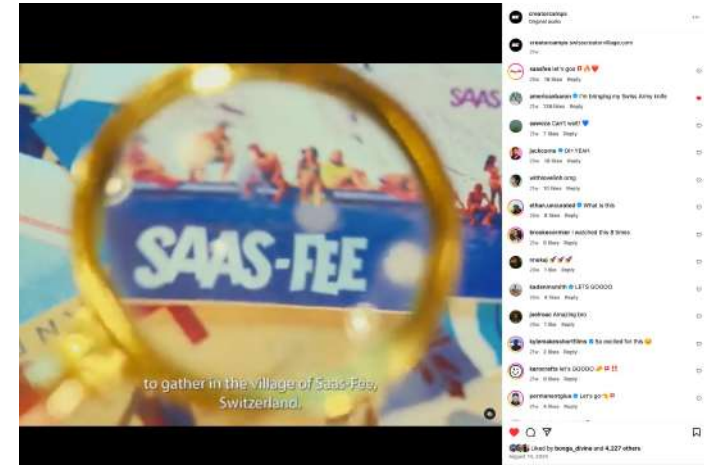
Announcement & Website Launch

Strategy

- Generate excitement with a coordinated release of three announcement posts across Creator Camp's social channels, unveiling the partnership with Switzerland and Valais as the host destination of the Creator Camp Summit 2024.
- Launch a dedicated website, swisscreatorvillage.com, to provide creators and audiences with a larger narrative about the event.

Outcome

- Creator Camp posts **reached 375'600 impressions**
- Stories and reposts from creators **1.1M impressions**
- Website garnered **18'000 unique visitors**



Pre-Event Campaign

Personalized Invitations

Strategy

Deliver a memorable and tailored invitation experience to each creator by sending a **Victorinox suitcase** that included a newspaper previewing the Swiss Creator Village vision and the Saas-Fee program, **Kambly cookies**, a Creator Camp sweater, Switzerland socks and handbag, a Patreon notebook and pen, a Rode selfie microphone, a personalized invitation letter, and a Creator Camp-designed boarding pass.

Outcome

Numerous creators shared their invitations on social media, tagging Victorinox, MySwitzerland and Saas-Fee generating a **total reach of 2.5M**



Pre-Event Campaign results:

4M Impressions

70+ stories, in-feed, reposts

Creator Camp Summit Leukerbad

Creator Camp Summit Leukerbad

Overview

Main Focus

Celebrate Valais as a Creative Hub and Highlight its regions.

Event Overview

An immersive 3-day event in Leukerbad that brought together top creators to explore and capture the region's cultural depth and regional diversity. This experience transformed Switzerland into a living set, inspiring authentic storytelling and content creation.

Key Components

Organic Creator Content

Creators shared authentic, real-time content showcasing Valais' landscapes and culture, creating a continuous, organic storytelling flow

Film Festival

A dedicated festival within the event where creators presented films focused on different regions in Valais, bringing local stories to life

Recap Video

A comprehensive recap across Creator Camp's channels amplified the event's impact, featuring highlights of the event and Valais inspired creator content for a global audience

Creator Camp Summit Participants

Amanda Lee
Kariza Santos
Melissa Fernandes
Marina Totino
Sabrina Cruz
Marianne Beaulieu
Ben Kielesinski
Simon Kim
Elle Mills
Mylene Tu
Brooke Cormier
Alex Cisse
Huan Huan Yu
Leah Wei
Hallie Tutkaluk
Vratil Brothers
Megan Tan

Sonya Akulshina
Robert Hanses
Florence Ryan
Peace Gates
Gustavo Ramirez
Paolo Abeabe
Taha Khan
Jade Bowler
Christian Waite
Brad Lancaster
David Hilowitz
Erika Wiseman
Isaiah Shepard
Anya Salmen
Justin Shen
Katrina Romulo
Jesse Nyberg

Gabriel DeSanti
James Seo
Gracie Horras
Elliot Choy
Grace Wells
Monique Jones
Nathaniel Wise
Jon Purcell
Grace Koh
Simon Sanjur
Nneka Odum
Rachel Harris
Kaden Smith
Anna-Laura Sullivan
Ashley Xu
Luke Korn
Adam Boro

Natalie Lynn
Max Kolo
Katherine Weinberg
Baron Ryan
Timothy Linnik
Finn Whitaker
Aidan Gallagher
Ethan Tran
Linh Truong
Hunter Prosper
Junfeng Sun
Kelsey Rodriguez
Philip Linnik
Kraig Adams
Max Reisinger
Blake Kasemeier
Margaret Parone

Jordan Studdard
Joshua Czuba
Isaiah Stofferahn
Kyle McCarthy
Jose Mendoza
Tiffany Tan
Thomas Sullivan
Andrew Min
Benjamin Treat
Jack Conte
Zachary Scheiwiller
Caroline Grossman
Kyle Offut
Joel Roache
Nicholas Adams
Janice Lee
Colt Kirwan

Creator Camp Summit Leukerbad

Organic Creator Content

Strategy

Instead of requiring deliverables, we focused on crafting an extraordinary, immersive experience that allowed creators to feel genuinely inspired by Valais's beauty and culture. We encouraged creators to share content authentically, capturing the essence of their experiences without any imposed expectations.

Outcome

This organic approach resulted in over 1,200 high-quality posts across the creators' channels, achieving 51M impressions by the creators plus 4.2M impressions from the Creator Camp Channels.



Creator Camp Summit Leukerbad

Film Festival

Strategy

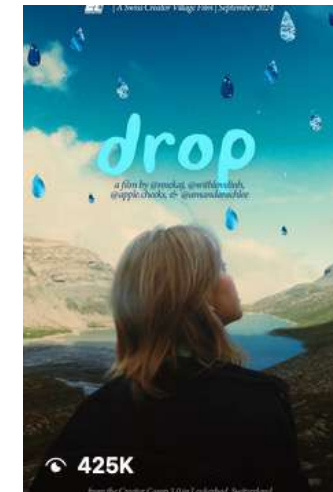
As part of a competition, the creators were grouped into teams to encourage collaboration with fellow respected artists, providing a unique opportunity to explore and create together. Each team of 3-4 members was assigned to a different region in Valais and to a task to produce a **60-90 second short film**.

Outcome

The festival resulted in 19 unique short films, which were screened in Leukerbad and shared on social media afterward. Together, they generated **3.6M impressions** across Instagram and YouTube, with each film tagging the respective destination.

Winners

The winning team “**A love letter to the mountains**” was awarded 20K USD and the second-placed team “**Drop**” 10K USD



Creator Camp Summit Leukerbad

Recap video

Strategy

Creator Camp commissioned a dedicated film and photo team to produce a high-quality recap video that captures the essence of the event. This approach aimed to create visually compelling posts that not only attract attention but also encourage attendees to reshare, extending the reach and impact of the event.

Outcome

The recap video generated over **614'135** impressions.



Creator Camp Summit Leukerbad

Media coverage

The creator camp summit in Valais was featured in several media outlets:

3 articles in the US

Publish Press, TubeFilter, The Manual

5 articles in Switzerland

Watson - 80 der besten Influencer trafen sich im Wallis – das steckt dahinter

Watson - 80 bekannte Influencer besuchten das Wallis – das kam dabei heraus

Watson - Influencer im Wallis: «Manchmal verstehe ich unsere Welt auch kaum»

HTR

Pomona

All outlets together generated 11M contacts

Creator Camp Summit Leukerbad

Feedback from creators

"Staff were so welcoming! I loved feeling integrated into the region (e.g entering dinner to alphorns). The location was PERFECT, I loved the mountains and nature. I would've preferred to all live in one building but understanding why that couldn't be the case. Loved the small-group post trip and how our tour guides left us to have lots of free time "

- @Jade Bowler



First, what a beautiful country. Switzerland as the backdrop for this trip was amazing. I was in awe of the talented creators brought together for this trip. The highlight of the trip was dinner the first night on top of the mountain the first night. the food was incredible and loved how we had time to mingle with people.

- @AnswerInProgress



The Swiss team was awesome! Everyone was very friendly and I am so impressed with the organisation given the landslide! They worked super hard and we could tell. I loved how easy they made everything for us, we didn't really have to think about anything on the ground except showing up and that made the experience a lot more enjoyable.

- @Florence Ryan



Creator Camp Summit Leukerbad:

59.4M Impressions
1'700+ stories, in-feed, reposts

11M Media contacts

SaaS-Free Extension

Saas-Fee Extension

After the Summit in Leukerbad and the post-tours, when the road to Saas-Fee was restored, 25 attendees chose to travel to Saas-Fee on their own, drawn by their enthusiasm for the destination. A heartfelt thank you to Saas-Fee Tourism for hosting them!

Attendees

Ethan Tran

Joel Roache

Linh Truong

Tiffany Tan

Elliot Choy

Max Kolo

Monique Jones

Mylene Tu

Kyle Offut

Elle Mills

Vratil Brothers (Jondrafilms)

Taha Khan

Ben Kielesinski

Ben Treat

Josh Czuba

Nicholas A

Philip Linnik

Andrew & Thomas (we love you)

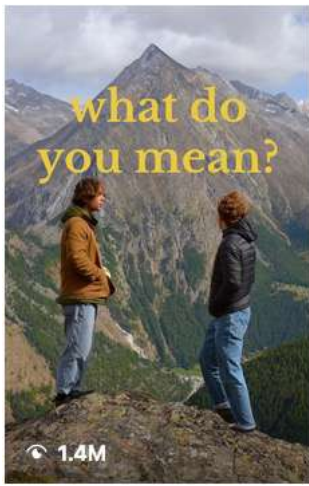
Anna-Laura

Zach Scheiwiller

Jeffrey S

Natalie Lynn





Results by creator

First name	Last name	Instagram				TikTok		YouTube		Total impressions per creator
		Stories	Story Impressions	In-Feed Posts	In-Feed Impressions	Posts	Impressions	Videos	Impressions	
Aidan	Gallagher									
Baron	Ryan									
Ethan	Tran			1	62,400					62,400
Joel	Roache			1	24,876					24,876
Linh	Truong	2	54,600							54,600
Tiffany	Tan	12	98,700					1	30,000	128,700
Elliot	Choy	7	761,838					1	146,000	907,838
Max	Kolomatsky	5	161,741							161,741
Monique	Jones	4	29,643	2	243,000					272,643
Mylene	Tu	10	149,902							149,902
Kyle	Offutt	4	41,459	1	39,000					80,459
Elle	Mills	2	44,244							44,244
Natalie	Lynn	5	72,633							72,633
Ondřej	Vrátil			3	23,180,000	4	92,635,800			115,815,800
Taha	Khan									
Benjamin	Kielesinski	1	42,700							42,700
Benjamin	Treat	6	11,800							11,800
Joshua	Czuba	1	174,002			2	3,300			177,302
Nicholas	Adams	2	31,400	1	143,000					174,400
Phillip	Linnik	2	57,700	1	31,900					89,600
Andrew	Min									
Thomas	Sullivan			1	1,400,000	1	930'000			2,330,000
Anna-Laura	Sullivan	1	33,692							33,692
Luke	Korns									
Zachary	Scheiwiller	1	36,132							36,132
Jeffrey	Sun	7	12,078							12,078
Total		72	1,814,264	11	25,124,176	7	93,569,100	2	176,000	120,683,540

Valais Post-Tour “Off-Grid Alpine Odyssey”

Following the summit in Leukerbad, the creators were divided into **8 separate post-tours**, with **5-6 participants** on each tour, enabling focused exploration of specific regions. In **Valais**, 6 creators explored the theme: “**Off-Grid Alpine Odyssey**” in the Dents du Midi Region.

The tour included:

- A hike from **Champéry** to the **Bonavau Hut**, with breathtaking waterfalls, a suspension bridge
- An overnight stay and dinner at the **Bonavau Hut**, with views of Mont Ruan glaciers
- A hike to the **Barme Plateau**, followed by lunch and free time at the **Barme Hut**
- A challenging hike along the **Arrête de Berroi**, with panoramic views
- Dinner at **Café du Nord** in Champéry
- A stay at the boutique **Hotel Beau-Séjour & Spa** for relaxation after the hiking adventure

A person in a dark jacket is standing on a grassy mountain slope, holding a camera up to their eye. In the background, there are vast, rugged mountain ranges under a clear sky. The scene is captured in a cinematic style with soft lighting.

Valais Post-Tour

Creators



Finn Whittaker
1.37M total followers

Instagram: [finnwhitakerr](#)
TikTok: [finnwhitakerr](#)
YouTube: [FinnWhitaker](#)



Rachel Harris
779K total followers

Instagram: [sunnrayy](#)
TikTok: [sunnraayy](#)
YouTube: [Sunnrayy](#)



Jon Purcell
1.7M total followers

Instagram: [jonsoriginals](#)
TikTok: [jonpurcell](#)
YouTube:



Timothy Linnik
116K total followers

Instagram: [timothylinnik](#)
TikTok:
YouTube:



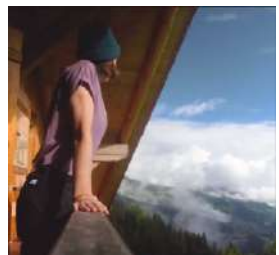
Brooke Cormier
336K total followers

Instagram: [brookecormier](#)
TikTok: [b.cormier](#)
YouTube: [b.cormier](#)



Kaden Smith
366K total followers

Instagram: [kadensmith](#)
TikTok: [kadentravels](#)
YouTube:



Results

Medium	Finn Whittaker	Rachel Harris	Jon Purcell	Timothy Linnik	Brooke Cormier	Kaden Smith	Total
Total # of Instagram story posts	6	17	6	10	20	10	69
Instagram story impressions	43'447	120'000	203'095	70'000	133'300	45'094	614'937
Total # of Instagram in-feed posts	1	2	2	2	3	2	12
Instagram in-feed impressions	53'400	183'800	978'000	47'200	451'000	55'600	1'769'000
Instagram engagement rate	9.04%	4.30%	13.33%	13.20%	8.76%	11.37%	ø10 %
Total # of TikTok posts			1		2	2	5
TikTok impressions			36'600		2'789	15'696	55'085
Total # of YouTube posts	1	1			1		2
YouTube impressions	77'000	7'775			304		85'079
Total Impressions							2.5M

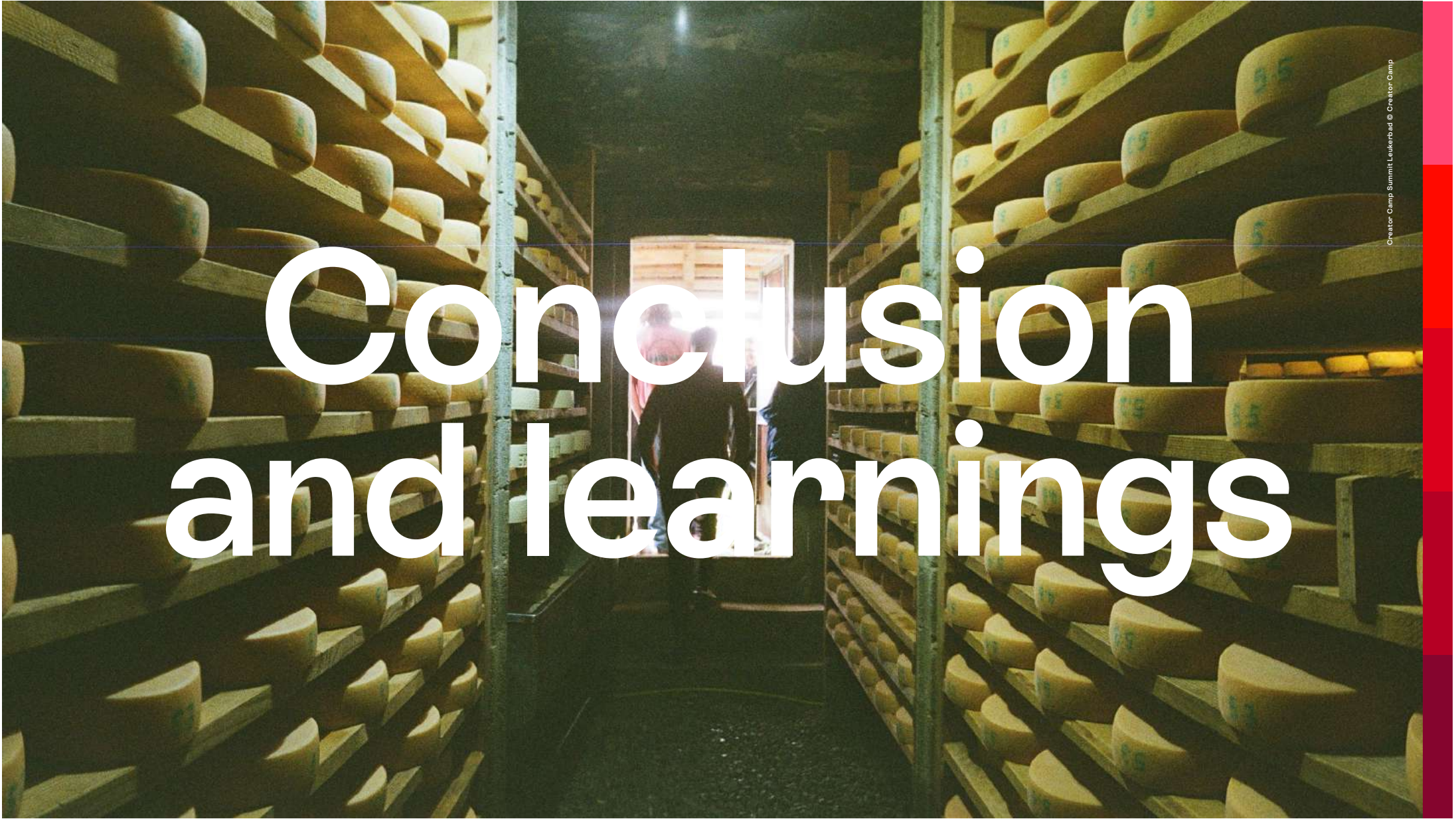
Total Results Creator Camp Summit Valais

Total Results Creator Camp Valais 2024

Pre-event announcement impressions from Creators	1,141,570
Pre-event suitcase invitations reach	2,500,000
Pre-event impressions from Creator Camp	375,600
Website unique visitors	18,000
Total pre-event campaign impressions	4,035,170
Total summit Leukerbad impressions from creators	51,080,051
Total Leukerbad impressions from Creator Camp	4,200,000
Total film festival impressions	3,600,000
Recap video impressions	614,135
Total Leukerbad Summit impressions	59,494,186
Saas Fee extension Impressions from creators	120,683,540
Post-tour Valais impressions from creators	2,500,000
Total Valais post event impressions	123,183,540
Total impressions from Creator Camp Summit in Valais	186,712,896

186.7M
Impressions

11M
Media
Contacts



Conclusion and learnings

Conclusion and learnings

The Creator Camp Summit in Valais effectively showcased the region's appeal to Gen Z and Millennial audiences through emotional, non-traditional content. The creators were all extremely amazed by Valais! The selected content creators produced unique, high-quality content while expressing interest in future collaborations. Despite weather challenges and a tight timeline, the event ran smoothly, thanks to strong support from Valais and an effective backup plan in Leukerbad.

Key learnings

- Ensure clear communication between all parties involved
- Provide more free time in the program for content creation
- Set clear deadlines for creative approvals

Single Activities

Meta Ads Paid Performance - Overall.

Distribution Channel: Facebook/Instagram

Ad Format: Carousel Ad / Video Ad

Date: March 15th - 29th 2024

Reached KPIs:

- Markets: Greater NYC area (NY and NJ)
- Impressions: 935'026
- CPM: CHF 5.44
- **Clicks (Link Clicks on Ad): 9'752**
- **Cost per Click: CHF 0.52**
- CTR: 1.04%
- Spent: CHF 5'088

67



The goal of 5000 link clicks was exceeded. The best-performing asset was the Carousel Ad. 8018 clicks were generated with the Carousel Ad and 1734 with the Video Ad.

Reporting Winter campaign 2024

Region North America

swi+zerland

December 2024

Everything at a glance

Together with our Partners, we reached out to affluent travellers from our most important source markets, with a strong focus on the Dreaming Phase.

Tactics:

OOH/Wild posting, Times Square billboard, Pinterest ads, and presence at the California Wine Festival

Campaign Duration:

August – November 2024

Campaign partners:

- Grand Train Tour of Switzerland
- Made in Bern with an additional investment by TOI/JRT
- Valais Matterhorn Region

Budget:

- Total: USD 205'000 (!)
- With your investment of CHF 22k

Results digital

- Impressions: 16'518'608
- Clicks 65'310

Results out of home

- Impressions: 491'912'400
- 1'400 attendees wine fest (Valais and Grand Train Tour)

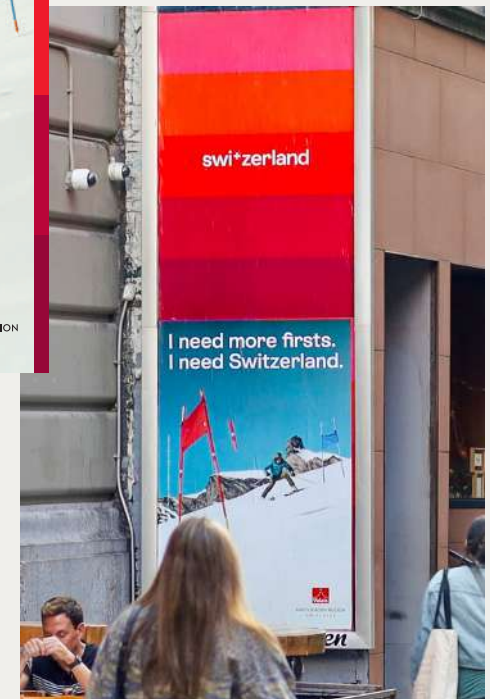
Out of home

Wild posting

- 59 locations in New York and 55 in Los Angeles
- The creative was live for 4 weeks from Aug 26th – Sep 22nd, 2024

Results

- 86'270'800 impressions LA
 - 74'340'000 impressions NYC
- Total of 160'610'800 impressions



Wine fest Orange County, CA

- 1'400 participants
- November 9th - 10th
- In-person representation
- Hand-out of Valais brochures and cheese samples
- Sweepstake with prizes

Results

- 1'400 attendees
- 53 sweepstake participants

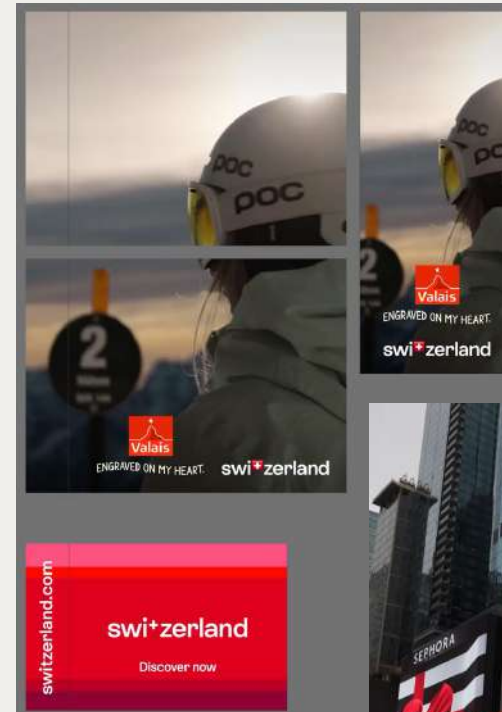


C&A: Times Square Billboard (OOH) – CW 48

- 15s creative being displayed on the Express Screen on Times Square, on the corner of 46th street and 7th avenue
- The creative was live 2 times an hour to raise awareness for Switzerland.
- On air: November 25th – December 1st, 2024

Results

- 3'360'000 impressions total
- 1 hour 24 minutes total airtime



Canada Campaign: OOH Digital Billboards

- December 2nd – 8th
- 2 Billboards on high - traffic highways in the metropolitan it an area of Toronto.
 - Gardiner Express Way at Exhibition Place
 - 401 & 427 Screens near Pearson International Airport
- Partner: Zurich Tourism, Basel Tourism, Lucerne Tourism, Interlaken Tourism, Valais Matterhorn Region, and Zermatt

Results

- 920'950 Impressions



Digital

I need a vacation
worth living for.
I need Switzerland.

Discover now



MATTERHORN REGION
SWISS ALPS

swi+zerland

Pinterest

- Campaign objective: Consideration
- Ad Formats: Video, Static, Carousel
- On Air: Sep 23rd– Oct 15th (one week free extension from Pinterest because of exceptional high engagement rate)
- Budget: CHF 22K - Bonus: CHF 6K

Results

- Impressions: 5.4M
- Reach: 1'079'667
- Overall Clicks: 21'495
- Overall CTR: 0.38%
- Overall ER*: 2.77% (Benchmark: 0.42)

*Engagement rate: include saves, Pin clicks, and outbound clicks

Key insights Pinterest Ads

- Interests:

10'495 clicks: Education

6'332 clicks: Entertainment

2'378 clicks: Food and Drinks

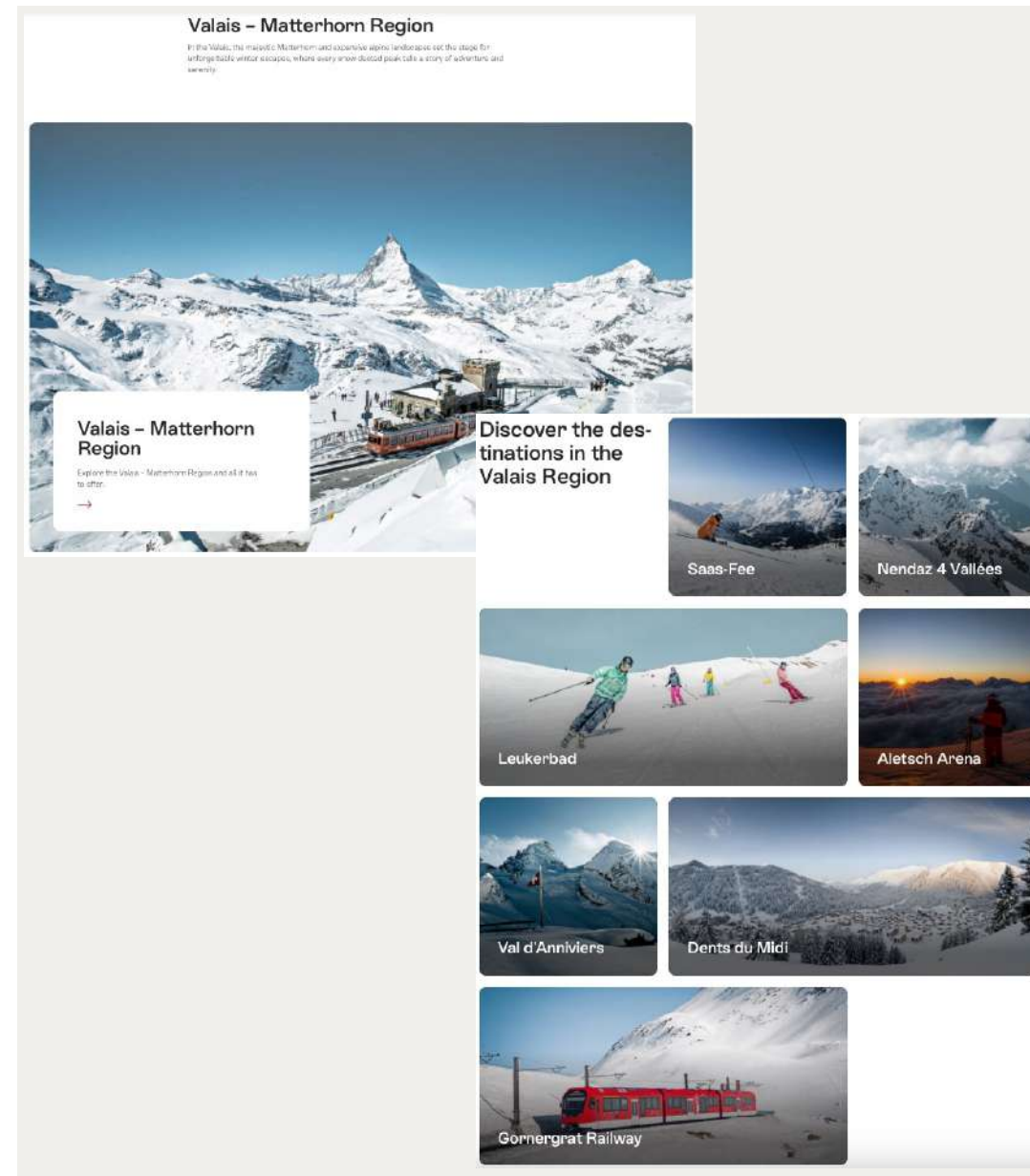
Ad format	↓ Spend	Pin clicks	CPC	CTR	Engagement rate
 Carousel	CHF 24,040.88	18,474	CHF 1.30	0.37%	3.13%
 Static	CHF 2,159.41	1,614	CHF 1.34	0.43%	0.44%
 Video	CHF 1,799.72	1,407	CHF 1.28	0.38%	0.39%

Campaign landing page

- Includes information and further links to each partner
- -> <https://www.myswitzerland.com/en-us/microsites/market-us/wintermagic>

Results

- 39'536 Website visits
- Average time spent: 29s



Editorial Articles

Canada Travel & Lifestyle Magazine: Editorial

- 2nd – 31st December 2024
- Editorial content in the December 2024 issue of Canada Travel & Lifestyle Magazine. Premium publication is delivered to 50,000 paid subscribers of Canada's leading newspapers
- Globe & Mail / National Post
- Partners: Zurich Tourism, Basel Tourism, Lucerne Tourism, Interlaken Tourism, Valais Matterhorn Region, and Zermatt

Results

- 50'000 copies issued



Discover Switzerland by Rail: *A Journey Through Iconic Winter Destinations*

Switzerland's breathtaking landscapes, charming towns, and historic cities are best explored by rail, thanks to the country's seamless public transportation network. With the Swiss Travel Pass, travelers can journey across the nation on interconnected trains, buses, and boats, revealing majestic mountains, crystal-clear lakes, and vibrant urban centers – all without needing a car. Here's a guide to Switzerland's most iconic destinations, connected by scenic routes and unforgettable views.

The GoldenPass Express, one of the country's most picturesque rail routes, transports travelers from Montreux to Interlaken in just over three hours. This journey through vineyard-covered hills, quaint chalet villages, and blue lakes is a visual treat. Travelers can stop in Gstaad, an alpine village known for both summer hiking and winter skiing, or simply enjoy the changing vistas from their seats.

Zürich, Switzerland's financial and cultural hub, offers a mix of history, modernity, and festive charm. The city's tram network connects visitors to art galleries, historical landmarks, and shopping districts. In winter, Zürich sparkles with "Lucy" holiday lights along Bahnhofstrasse, its main shopping avenue. Art lovers can explore the renowned Kunsthaus Zürich or visit Zürich-West, a trendy area with boutiques, galleries, and nightlife housed in a repurposed railway viaduct. Zürich's Christmas markets range from traditional at Werdmühleplatz to modern at Winaachtsdorf, providing festive experiences for all tastes.

In Basel, Switzerland's third-largest city, culture is celebrated in every corner, from its museums to the famous Art Basel fair. Beyond this event, Basel's museums like the Tinguely Museum, with its kinetic



sculptures, and the Kunstmuseum Basel, home to Renaissance masterpieces, are must-sees. For a unique experience, the Wine and Art E-Bike tour along the Rhine River includes stops at local wineries and the Vitra Design Museum. Basel's architecture—a blend of Gothic, Renaissance, and modern styles—adds to its artistic charm and innovative atmosphere.

Nestled beside Lake Lucerne and surrounded by mountains, Lucerne blends natural beauty with rich history. Visitors can stroll across the 14th-century Chapel Bridge, admire historic

murals, or take a boat ride on Lake Lucerne, a gateway to Mount Rigi. The mountain railway to Rigi's summit offers snowshoeing, tobogganing, and thermal baths with stunning views. During the holiday season, Lucerne transforms into a festive wonderland with Christmas markets, lakeside ice rinks, and the Lili Light Festival's stunning light installations. February's Lucerne Carnival fills the streets with colorful parades, elaborate costumes, and lively brass bands.

Between Lake Thun and Lake Brienz, Interlaken is Switzerland's "Adventure

Capital," offering year-round outdoor activities. In winter, the Jungfrau Ski Region offers skiing, snowshoeing, and moonlit hikes in scenic areas like Grindelwald and Mürren-Schilthorn. The Jungfrauoch train ride to the "Top of Europe" is a must, with Europe's highest train station providing unparalleled views of glaciers and peaks. For now, the Schilthorn summit is undergoing a major transformation as part of the Schilthornbahn 20XX project, with reopening planned for March 2025. This includes new cable cars, station upgrades, and improved access between Stechelberg, Mürren, Birg, and the Schilthorn. While construction temporarily closes Piz Gloria's 360° restaurant, the new experience promises even more stunning views and modern facilities for visitors once completed.

The Valais region enchants visitors with vineyards, alpine valleys, and dramatic mountain peaks. The Portes du Soleil ski area, shared with France, offers diverse slopes, while the village of Champéry features winter sports like curling and ice skating. Family-friendly Les Marécottes is perfect for snowshoeing, tobogganing, and wildlife viewing. Valais is also known for its vineyards and wines, which can be enjoyed at Les Celliers de Sion, where tasting sessions offer flavours paired



with mountain views. For relaxation, thermal baths at Bains de Saillon or Hotel Rosari, with unique underground pools set in repurposed wine tanks, provide a cozy retreat.

No journey through Switzerland is complete without visiting Zermatt, home to the iconic Matterhorn. This charming village combines alpine adventure with luxury, offering horse-drawn carriage rides and access to surrounding peaks through Zermatt's extensive rail and cable car network. The Matterhorn Glacier Paradise and Matterhorn Alpine Crossing, with glass-floored cable cars, connect Zermatt to Italy's Cervinia resort for a touch of luxury. Zermatt boasts over 360 kilometers of interconnected ski trails, catering to skiers with diverse runs and

stunning views. The Gornergrat Railway, Switzerland's first cogwheel train, takes travelers through the mountains, while Zermatt's cozy mountain restaurants are ideal for après-ski relaxation with Swiss specialties.

Switzerland's rail network offers not only convenience but a journey in itself, connecting travelers to the country's diverse and breathtaking landscapes. With the Swiss Travel Pass, visitors gain unlimited access to Switzerland's trains, buses, and boats, making it easy to explore cities, mountains, and lakes. From Zürich's cultural charm to Zermatt's alpine allure, a Swiss rail journey promises unparalleled sights and unforgettable experiences at every stop.



THE CANADA MAGAZINE | 5



Thank you.

swi+zerland

MEDIA REPORTING NORTH AMERICA

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2024 Media Results Valais

Total Media Circulations	1'620'534'152	Total Media Contacts	289'536'368
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				196'000
Media / Journalist	Circulation	Publication	Headlines	Contacts
The Times Colonist Pemberton Kim	98'000	2.11.2024	Train trip in the Swiss Alps like travelling through pages of a storybook	196'000
http://clippings.switzerlandtourism.ch/NYC/2024/241102_TimesColonist_Pemberton.pdf				

Magazine				5'952'600
Media / Journalist	Circulation	Publication	Headlines	Contacts
Bellevue City Lifestyle Walton Benz Kellie	59'500	3.7.2024	Mountains, Chocolate, Cheese (Magazine)	178'500
http://clippings.switzerlandtourism.ch/NYC/2024/240712_Bellevue_City_Lifestyle_Kellie_Walton.pdf				

Forecast Ski Magazine King Lampard Nicholas	24'000	20.9.2024	The Ties That Bind	72'000
http://clippings.switzerlandtourism.ch/NYC/2024/241223_NicholasLampard_SkiMagazine.pdf				

German Life Mattocks Julian	37'000	22.7.2024	The Great Aletsch Glacier	111'000
http://clippings.switzerlandtourism.ch/NYC/2024/0252_001.pdf				

Luxury Travel Magazine Mexico Negri Previo Valerio	40'600	23.7.2024	Journey of a lifetime - Suiza	121'800
http://clippings.switzerlandtourism.ch/NYC/2024/240801_x_ValerioNegriPrevio_LuxuryTravelMagazine.pdf				

Nuvo Magazine Cusano Claudia	345'000	21.11.2024	Zermatt, the Village that Connects the World With the Matterhorn	1'035'000
http://clippings.switzerlandtourism.ch/NYC/2024/241911_NUVO_MAG_Cusano.pdf				

Range by Ensembletravel / Navigatr Lamberton Dominique	75'000	15.2.2024	Travel Like The Swiss	225'000
http://clippings.switzerlandtourism.ch/NYC/2024/Range.pdf				

Total Media Circulations	1'620'534'152	Total Media Contacts	289'536'368
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Town & Country Magazine Murphy Jennifer	461'100	10.10.2024	A Snob's Guide to SNOW	1'383'300
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http://clippings.switzerlandtourism.ch/NYC/2024/241219_JenMurphy_Townandcountrymag.pdf

Travel + Leisure Gifford Jacqueline C	942'000	28.6.2024	Letter from the Editor	2'826'000
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http://clippings.switzerlandtourism.ch/NYC/2024/240701_TravelandLeisure_JacquelineCGifford.pdf

Magazine				48'250
Media / Journalist	Circulation	Publication	Headlines	Contacts
TravelPulse Breedlove Lauren	193'000	17.7.2024	Swiss Trains, Italian Lakes & Culinary Delights: A National Geographic Adventure	48'250

http://clippings.switzerlandtourism.ch/NYC/2024/240725_LaurenBreedlove_TravelPulse.pdf

Newspaper				610'000
Media / Journalist	Circulation	Publication	Headlines	Contacts
Le Devoir Parent Carolyne	48'500	24.8.2024	Carnet voyage - Les actualités du monde touristique, ici et ailleurs	97'000

http://clippings.switzerlandtourism.ch/NYC/2024/241203_CarolyneParent_LeDevoir.pdf

Le Devoir Lawrence Gary	48'500	22.12.2024	Des sations de reve pour les skieurs	97'000
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http://clippings.switzerlandtourism.ch/NYC/2024/241222_LeDevoir_Lawrence.pdf

San Diego Tribune Kast-Myers Marlise	208'000	19.5.2024	Springing into Switzerland	416'000
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http://clippings.switzerlandtourism.ch/NYC/2024/240716_Marlise_Kast-Myers_SanDiegoTribune.pdf

Online				280'734'518
Media / Journalist	Circulation	Publication	Headlines	Contacts
AARP .com Taylor DeAnna	15'200'000	30.12.2024	12 Luxury Global Train Rides for Picturesque Views	3'800'000

http://clippings.switzerlandtourism.ch/NYC/2024/241230_AARP_Taylor.pdf

AFAR .com Graham Adam H.	1'380'000	30.7.2024	These 11 Hotels Put You in Switzerland's Most Idyllic Settings	345'000
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http://clippings.switzerlandtourism.ch/NYC/2024/240806_Adam_H._Graham_AFAR.pdf

AFAR .com Carpenter Ellen	997'000	16.12.2024	9 Inspiring Companies Changing the Way We Travel: Afar's 2024 Travel Vanguard	249'250
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http://clippings.switzerlandtourism.ch/NYC/2024/241216_Afar_Carpenter.pdf

Switzerland Tourism Media Reporting 2024 Media Results Valais NORTH AMERICA

Calgary Sun .com Austin Daniel	111'000	15.2.2024	SNOW SCENE: In Andermatt-Sedrun-Disentis, a bucket list gets a little shorter	27'750
http://clippings.switzerlandtourism.ch/NYC/2024/220426_Calgary_Sun_Daniel_Austin.pdf				
Citylifestyle .com Walton Benz Kellie	60'000	3.7.2024	Mountains, Chocolate, Cheese (Online)	15'000
http://clippings.switzerlandtourism.ch/NYC/2024/240709_Kellie_Walton_Citylifestyle.pdf				
Condé Nast Traveler .com Plummer Todd	4'700'000	1.10.2024	The Best Train Trips in the World: 2024 Readers' Choice Awards	1'175'000
http://clippings.switzerlandtourism.ch/NYC/2024/241219_ToddPlummer_CNTraveler.pdf				
Condé Nast Traveler .com Chen Kat	4'130'000	10.10.2024	32 Winter Vacation Ideas for 2024: From Safariing in Botswana to Backcountry Skiing in Wyoming	1'032'500
http://clippings.switzerlandtourism.ch/NYC/2024/241010_CNTraveler_Chen.pdf				
Condé Nast Traveler .com Murphy Jennifer	4'310'000	12.11.2024	The Best Ski Resorts in Europe: 2024 Readers' Choice Awards	1'077'500
http://clippings.switzerlandtourism.ch/NYC/2024/241127_JenMurphy_CondeNastTraveler.pdf				
Coveteur Suaya Stacy	304'037	4.1.2024	Modern Matterhorn: Zermatt Goes High Design and Cuisine	76'009
http://clippings.switzerlandtourism.ch/NYC/2024/20240418_Stacy_Suaya_Coveteur.pdf				
Drift Travel Magazine .com Drake Steve	20'000	11.3.2024	Your Guide to the Top 6 Film Locations in Switzerland	5'000
http://clippings.switzerlandtourism.ch/NYC/2024/Drift.pdf				
Eater.com Tchea Michelle	7'103'075	16.2.2024	An Eater's Guide to the Most Retro-Chic Ski Towns in the Alps	1'775'769
http://clippings.switzerlandtourism.ch/NYC/2024/240426_Eater.com_Michelle_Tchea.pdf				
EliteGen Magazine Yim Iris	25'000	18.4.2024	Direct Flight From Toronto To Zurich By SWISS Airlines	6'250
http://clippings.switzerlandtourism.ch/NYC/2024/220501_eliteGen_Iris_.pdf				
Financially Well Off .com Davey Andrew	50'000	22.4.2024	17 of the Best Hiking Trails in Switzerland	12'500
http://clippings.switzerlandtourism.ch/NYC/2024/240710_Andrew_Davey_FWO.pdf				

Fodor's Travel .com Bower Crai S.	1'760'000	1.12.2024	Read This if You're Planning on Skiing This Season	440'000
http://clippings.switzerlandtourism.ch/NYC/2024/241201_Fodors_Bower.pdf				
forbes .com Elliott Christopher	87'500'000	29.6.2024	What Is Swisstainable? A Rail Tour Of Switzerland Reveals The Answer	21'875'000
http://clippings.switzerlandtourism.ch/NYC/2024/240701_Forbes_Christopher_Elliot.pdf				
forbes .com Olmsted Larry	94'900'000	29.11.2024	10 Best Ski And Snowboard Resorts To Use Your Epic Pass This Winter	23'725'000
http://clippings.switzerlandtourism.ch/NYC/2024/21024_Forbes_Olmsted.pdf				
forbes .com Herrmann Michele	94'900'000	23.12.2024	This Switzerland Destination Is Where WHAM!'s 'Last Christmas' Video Was Filmed	23'725'000
http://clippings.switzerlandtourism.ch/NYC/2024/241223_Forbes_Herrmann.pdf				
Fort Lauderdale Magazine .com Blond Becca	50'000	23.4.2024	Wellness Retreat	12'500
http://clippings.switzerlandtourism.ch/NYC/2024/FortLauderdale.pdf				
Frommers .com Chen Amy	447'000	3.9.2024	Europe in Winter: Where to Go This December, January, and February	111'750
http://clippings.switzerlandtourism.ch/NYC/2024/240903_Frommers_Chen.pdf				
Good Housekeeping .com Blyth Jo	33'000'000	9.7.2024	The best places to visit in Switzerland, whatever the season	4'125'000
http://clippings.switzerlandtourism.ch/NYC/2024/240709_GoodHousekeeping_Blyth.pdf				
Hastings Tribune Kast-Myers Marlise	51'600	27.5.2024	A 2-year quest for Swiss citizenship culminates in a springtime sojourn amid snow-topped Alps	12'900
http://clippings.switzerlandtourism.ch/NYC/2024/240715_Kast-Myers_Marlise_Elizabeth_Tribune.pdf				
Haute Living San Francisco Magazine .com Farr Laurie J.M.	72'000	26.2.2024	Luxury Meets Transportation: Two Unforgettable Mountain Train Trips	18'000
http://clippings.switzerlandtourism.ch/NYC/2024/220426_hautelivingsf_LAURIE__JO_MILLER_FARR.pdf				
Haute Living San Francisco Magazine .com Hensley Becca	53'900	1.12.2024	The mountains are calling: six luxury ski adventures for the season	13'475
http://clippings.switzerlandtourism.ch/NYC/2024/241201_HauteLiving_Hensley.pdf				

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InsideHook .com Cochrane Andrew	633'000	4.10.2024	What It's Like Running a "Hut-to-Hut" Through the Swiss Alps	158'250
http://clippings.switzerlandtourism.ch/NYC/2024/241219_AndyCochrane_Insidehook.pdf				
InsiderTravelReport.com Ezon Jack	33'900	22.1.2024	Insider View: Embark Beyond's Hot Destinations for 2024	8'475
http://clippings.switzerlandtourism.ch/NYC/2024/240122_InsiderTravelReport_Ezon.pdf				
InsiderTravelReport.com Shillinglaw James	45'200	8.4.2024	Switzerland Marks Record Breaking Year as New Swiss Flight Launches from D.C.	11'300
http://clippings.switzerlandtourism.ch/NYC/2024/240710_James_Shillinglaw_Insider.pdf				
InsiderTravelReport.com Shillinglaw James	32'000	24.10.2024	What Are Lonely Planet's 2025 Best in Travel Destinations?	8'000
http://clippings.switzerlandtourism.ch/NYC/2024/241024_InsiderTravelReport_Shillinglaw.pdf				
Journey Woman / City Woman Ray Carolyn	50'000	6.6.2024	Sustainable Train Travel: A Breathtaking Journey Through the Swiss Alps	12'500
http://clippings.switzerlandtourism.ch/NYC/2024/240617_CarolynRay_JourneyWomen.pdf				
Le Devoir .com Parent Carolyne	2'160'000	24.8.2024	Carnet voyage	540'000
http://clippings.switzerlandtourism.ch/NYC/2024/241203_CarolyneParent_LeDevoir.com.pdf				
Le Devoir .com Lawrence Gary	2'160'000	21.12.2024	Des stations de ski de rêve en Suisse	540'000
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Luxury Card Magazine Olmsted Larry	583'000	1.9.2024	The Case for the Ski Chalet	145'750
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More Time To Travel .com Levine Irene	27'000	26.7.2024	Discover The Unique Culinary Treasures of Swiss Cuisine	6'750
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msn.com Reif Mark	128'000'000	20.4.2024	https://www.msn.com/en-us/health/other/sleep-tourism-is-really-a-thing-and-these-are-the-best-places-for-it/ar-BB1mDctv	16'000'000
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msn.com Kast-Myers Marlise	5'000'000	31.5.2024	A 2-year quest for Swiss citizenship culminates in a springtime sojourn amid snow-topped Alps	1'250'000
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msn.com Rand Sarah	128'000'000	21.6.2024	8 Resons Why November Is The Best Time To Visit Switzerland	16'000'000
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msn.com Levine Irene	126'000'000	26.7.2024	Discover The Unique Culinary Treasures of Swiss Cuisine	9'000'000
http://clippings.switzerlandtourism.ch/NYC/2024/241202_IreneLevine_MSN.pdf				
msn.com Tchea Michelle	128'000'000	15.8.2024	The best way to see Europe in the heat? Go to the mountains.	16'000'000
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msn.com Watts Dave	128'000'000	1.11.2024	A beginner's guide to driving to the Alps this ski season	16'000'000
http://clippings.switzerlandtourism.ch/NYC/2024/241001_MSN_Watts.pdf				
msn.com Lippe-McGraw Jordi	128'000'000	1.11.2024	The 10 best places to visit in December 2024	16'000'000
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National Geographic .com MacEacheran Mike	6'740'000	15.11.2024	Where to ski in Switzerland this season	1'685'000
http://clippings.switzerlandtourism.ch/NYC/2024/241115_NationalGeographic_MacEacheran.pdf				
Nuvo Magazine .com Cusano Claudia	45'800	21.11.2024	Travel to Zermatt, the Village That Connects the World With the Matterhorn	11'450
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Pax Magazine, paxnews.com Pihach Michael	54'700	9.4.2024	"Grape Escapes," trains & more Canadians: Switzerland Tourism hosts "Suitcase Party" in T. O.	13'675
http://clippings.switzerlandtourism.ch/NYC/2024/220426_PAX_Michael_Pihach.pdf				
Pax Magazine, paxnews.com Pihach Michael	54'700	29.5.2024	Swiss kiss: Agents get the Switzerland Travel Experience in Toronto	13'675
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Paxnews .com Blanchard Marie-Eve	7'660	28.5.2024	Suisse Tourisme à Montréal pour mettre en lumière les beautés et saveurs suisses	1'915
http://clippings.switzerlandtourism.ch/NYC/2024/240604_PaxNouvelles_Marie-Eve_Blanchard.pdf				
Powder Magazine .com Greenwood Ian	673'000	24.1.2024	Freeride World Tour To Kick Off In Verbier After Schedule Changes	168'250
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Powder Magazine .com Greenwood Ian	673'000	27.1.2024	The First 2024 Freeride World Tour Stop: Crashes, Hucks, And A Tease Of Things To Come	168'250
http://clippings.switzerlandtourism.ch/NYC/2024/240127_Powder_Greenwood.pdf				
Powder Magazine .com Boyd Ella	673'000	12.4.2024	Ski Ballet Makes (Another) Comeback At Verbier, Switzerland	168'250
http://clippings.switzerlandtourism.ch/NYC/2024/240412_Powder_Boyd.pdf				
Powder Magazine .com Fredriksson Mattias	673'000	24.4.2024	The Alps by Train	168'250
http://clippings.switzerlandtourism.ch/NYC/2024/250516_Powder_Mattias_Fredrksson.pdf				
Powder Magazine .com Reddick David	673'000	24.4.2024	The Alps by Train	168'250
http://clippings.switzerlandtourism.ch/NYC/2024/240424_Powder_Reddick.pdf				
Powder Magazine .com Reddick David	673'000	1.5.2024	The Annual Photo Gallery	168'250
http://clippings.switzerlandtourism.ch/NYC/2025/240501_Powder_Reddick.pdf				
Powder Magazine .com Greenwood Ian	673'000	2.5.2024	Vail Resorts Buys Swiss Ski Resort for \$120MM+	168'250
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Powder Magazine .com Ritter Max	673'000	25.11.2024	The 8 Best Heli-Skiing Destinations in the World	168'250
http://clippings.switzerlandtourism.ch/NYC/2025/241125_Powder_Ritter.pdf				
Powder Magazine .com Ritter Max	673'000	7.12.2024	The 7 Best Ski Resorts for Glacier Skiing	168'250
http://clippings.switzerlandtourism.ch/NYC/2025/241207_Powder_Ritter.pdf				
Powder Magazine .com Ritter Max	673'000	8.12.2024	Skiing in the U.S. vs. Europe: 5 Key Differences	168'250
http://clippings.switzerlandtourism.ch/NYC/2024/241208_Powder_Ritter.pdf				
Powder Magazine .com Lidsey Izzy	673'000	24.12.2024	10 Ski Resorts That Let You Ski Across Borders	168'250
http://clippings.switzerlandtourism.ch/NYC/2024/241224_Powder_Lidsky.pdf				
Powder Magazine .com Ritter Max	673'000	28.12.2024	The 7 Best Cookbooks for Skiers	168'250
http://clippings.switzerlandtourism.ch/NYC/2024/241228_Powder_Ritter.pdf				
Profession Voyages .com Lawrence Gary	11'400	20.12.2024	Vidéo du vendredi: 40 ans de Last Christmas à Saas-Fee	2'850
http://clippings.switzerlandtourism.ch/NYC/2024/241220_ProfessionVoyages_Lawrence.pdf				
Recommend Magazine .com Gregory Lydia	16'500	11.9.2024	Around the World in Wellness Retreats, Part 1	4'125
http://clippings.switzerlandtourism.ch/NYC/2024/240911_Recommend_Gregory.pdf				
San Diego Union-Tribune .com Kast-Myers Marlise	2'970'000	19.5.2024	Springtime in Switzerland a revelatory homecoming	742'500
http://clippings.switzerlandtourism.ch/NYC/2024/240716_Kast_SanDiegoTribute_com.pdf				
Santa Cruz Sentinel .com Kast-Myers Marlise	411'000	31.5.2024	A 2-year quest for Swiss citizenship culminates in a springtime sojourn amid snow-topped Alps	102'750
http://clippings.switzerlandtourism.ch/NYC/2024/240715_Kast-Myers_Marlise_Elizabeth_SantaCruzSentinel.pdf				
Seattle Times .com Tchea Michelle	4'690'000	15.8.2024	The best way to see Europe in the heat? Go to the mountains.	1'172'500
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Smithsonian Magazine .com Portnoy Susan	5'930'000	30.1.2024	Discover the Beasts of Switzerland's Lötschental Valley	1'482'500
http://clippings.switzerlandtourism.ch/NYC/2024/240425_Smithsonian_Magazine_Susan_Portnoy.pdf				
SNOW Magazine .com Mastarciyan Michael	12'000	25.9.2024	Golf & Art In The Alps: Crans-Montana, Switzerland	3'000
http://clippings.switzerlandtourism.ch/NYC/2024/241219_MichaelMastarciyan_SnowMagazine.pdf				
SnowBrains .com Schneemann Julia	296'000	20.4.2024	Swiss Ski Resorts Report Record U.S. Visitors in 2023	74'000
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Stellar Equipment Fredriksson Mattias	126'000	25.1.2024	Arolla, Switzerland An Exceptional Ski Destination Nestled Between Giants	31'500
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Stellar Equipment .com Fredriksson Mattias	126'000	18.12.2024	Leoni Zopp - Racing to the Mountains	31'500
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T: The New York Times Style Magazine .com Graham Adam H.	29'000	12.12.2024	A Swiss Ski Chalet That Calls to Mind a Spy Movie	7'250
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The Baltimore Sun .com Kast-Myers Marlise	1'710'000	31.5.2024	A 2-year quest for Swiss citizenship culminates in a springtime sojourn amid snow-topped Alps	427'500
http://clippings.switzerlandtourism.ch/NYC/2024/240715_Kast-Myers_Marlise_Elizabeth_The_Baltimore_Sun.pdf				
The Calgary Herald .com Austin Daniel	1'250'000	14.3.2024	Swiss Alps skiing an extraordinary experience made affordable with EPIC pass	312'500
http://clippings.switzerlandtourism.ch/NYC/2024/Calgary_Herald.pdf				
The Epoch Times .com Kast-Myers Marlise	8'970'000	27.5.2024	A 2-year Quest for Swiss Citizenship Culminates in a Springtime Sojourn Amid Snow-Topped Alps	2'242'500
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The Manual .com Reif Mark	481'000	18.5.2024	Sleep tourism is really a thing, and these are the best places for it	120'250
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The Manual .com Reif Mark	481'000	26.5.2024	This is the best time to visit Switzerland	120'250
http://clippings.switzerlandtourism.ch/NYC/2024/241205_MarkReif_TheManual.com.pdf				
The Manual .com Reif Mark	481'000	2.9.2024	Saas-Fee, Switzerland to hold Creator Camp summit	120'250
http://clippings.switzerlandtourism.ch/NYC/2024/241205_TheManual_MarkReif.pdf				
The Manual .com Teague Amanda	1'190'000	23.10.2024	These are 9 of the best places to visit in Switzerland	297'500
http://clippings.switzerlandtourism.ch/NYC/2024/241023_TheManual_Teague.pdf				
The Manual .com Teague Amanda	1'190'000	10.11.2024	Things to do in Zermatt: Your perfect Swiss Alps itinerary	297'500
http://clippings.switzerlandtourism.ch/NYC/2024/241110_Manual_Teague.pdf				
The Oakland Press .com Kast-Myers Marlise	218'000	31.5.2024	A 2-year quest for Swiss citizenship culminates in a springtime sojourn amid snow-topped Alps	54'500
http://clippings.switzerlandtourism.ch/NYC/2024/240715_Marlise_Kast-Myers_TheOaklandPress.pdf				
The Points Guy .com Blond Becca	5'220'000	26.7.2024	The 14 best solo travel destinations	1'305'000
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The Spokesman review. com Kast-Myers Marlise	1'320'000	2.6.2024	A 2-year quest for Swiss citizenship culminates in a springtime sojourn amid snow-topped Alps	330'000
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The Times Colonist .com Pemberton Kim	837'000	2.11.2024	Train trip through the Swiss Alps like travelling through a storybook	209'250
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Toronto Sun .com Sissons Mark	2'940'000	14.8.2024	An alpine family adventure: How seeing the world through my stepson's eyes made travel magical again	735'000
http://clippings.switzerlandtourism.ch/NYC/2024/241025_Mark_Sissons_TorontoStar.pdf				
Travel + Leisure Friedman Devin	13'800'00 0	16.4.2024	The Best New International Resorts of 2023	3'450'000
http://clippings.switzerlandtourism.ch/NYC/2024/Travel_and_Leisure.pdf				
Travel + Leisure .com Caplan Nina	10'800'00 0	1.3.2024	The Grass Is Greener	2'700'000
http://clippings.switzerlandtourism.ch/NYC/2024/250301_TravelLeisure_Caplan.pdf				
Travel + Leisure .com Doherty Patricia	10'800'00 0	18.6.2024	16 Best Places to Travel in August 2024	2'700'000
http://clippings.switzerlandtourism.ch/NYC/2024/240618_TravelLeisure_Doherty.pdf				
Travel + Leisure .com Leasca Stacey	10'800'00 0	28.6.2024	20 Best Ski Resorts Around the World, According to T+L Editors and Contributors	2'700'000
http://clippings.switzerlandtourism.ch/NYC/2024/240629_TravelLeisure_Leasca.pdf				
Travel + Leisure .com Mansel Lydia	11'700'00 0	10.9.2024	10 Best Towns to Visit in Switzerland With Fairytale Castles, Stunning Mountain Views, and Gorgeous Alpine Lakes	2'925'000
http://clippings.switzerlandtourism.ch/NYC/2024/241218_LydiaMansel_TravelLeisure.pdf				
Travel + Leisure .com Leasca Stacey	11'700'00 0	4.11.2024	11 Most Festive Ski Resorts Around the World — With Tree Lightings, Charming Christmas Markets, and Santa Encounters	2'925'000
http://clippings.switzerlandtourism.ch/NYC/2024/241104_TravelLeisure_Leasca.pdf				

Travel + Leisure .com Mansel Lydia	10'800'00 0	7.11.2024	15 Charming Mountain Towns in Europe	2'700'000
http://clippings.switzerlandtourism.ch/NYC/2024/241107_TravelLeisure_Mansel.pdf				
Travel + Leisure .com Mansel Lydia	12'700'00 0	16.11.2024	This 180-mile Scenic Train Is Called the 'Window to the Swiss Alps' With Panoramic Views and Gourmet Dining	3'175'000
http://clippings.switzerlandtourism.ch/NYC/2024/241127_Lydia_Mansel_TravelLeisure.pdf				
Travel Courier .com Ruppenstein Ann	6'080	11.4.2024	Tourism to Switzerland is soaring	1'520
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Travel Noire .com Rand Sarah	619'000	21.6.2024	8 REASONS WHY NOVEMBER IS THE BEST TIME TO VISIT SWITZERLAND	154'750
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Travel Noire .com Kylene Jazmin	619'000	7.8.2024	The 5 Best Places to Visit in Switzerland	154'750
http://clippings.switzerlandtourism.ch/NYC/2024/240807_TravelNoire_Kylene.pdf				
Travel Noire .com Cheri Simone	530'000	29.10.2024	THE 6 BEST CITIES TO VISIT FOR YOUR FIRST TRIP TO SWITZERLAND	132'500
http://clippings.switzerlandtourism.ch/NYC/2024/241029_SimoneCheri_TravelNoire.pdf				
Travel Weekly .com Stieghorst Tom	458'000	30.11.2024	Rail Europe says booking groups is easier with new online tool	114'500
http://clippings.switzerlandtourism.ch/NYC/2024/241130_TravelWeekly_Stieghorst.pdf				
Travelmarket Report .com Bonfiglio Briana	40'100	29.10.2024	12 Unforgettable Train Rides Operating this Holiday Season	10'025
http://clippings.switzerlandtourism.ch/NYC/2024/241029_TravelMarketReport_Bonfiglio.pdf				
Travelweek .ca Kinasz Devin	71'000	18.4.2024	Big comeback for the Swiss tourism sector, including Canadian market	17'750
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Upscale Living Magazine .com Pilon Priscilla	16'300	11.4.2024	Summer in the Swiss Alps at Crans-Montana, Absolutely Stunning	4'075
http://clippings.switzerlandtourism.ch/NYC/2024/241104_Priscilla_Pilon_Upscale_Living.pdf				

USA Today .com Jackson Katie	74'400'00 0	28.8.2024	Explore the world by rail: 10 best international scenic train rides	18'600'000
http://clippings.switzerlandtourism.ch/NYC/2024/240828_USAToday_Jackson.pdf				

Yahoo! Life .com Mansel Lydia	23'800'00 0	26.9.2024	15 Charming Mountain Towns in Europe	4'760'000
http://clippings.switzerlandtourism.ch/NYC/2024/240926_YahooLife_Mansel.pdf				

Yahoo! Life .com Morton Caitlin	23'800'00 0	10.10.2024	32 Winter Vacation Ideas for 2024: From Safariing in Botswana to Backcountry Skiing in Wyoming	4'760'000
http://clippings.switzerlandtourism.ch/NYC/2024/241010_YahooLife_Morton.pdf				

Yahoo! News .com Nicholson Colin	50'800'00 0	28.2.2024	12 best ski resorts across Europe	5'643'880
http://clippings.switzerlandtourism.ch/NYC/2024/240228_YahooNews_Nicholson.pdf				

Yahoo! News .com Kennedy Tristan	50'800'00 0	31.10.2024	The ski resorts fighting back against climate change	5'643'880
http://clippings.switzerlandtourism.ch/NYC/2024/241031_YahooNews_Kennedy.pdf				

TV/Cable/Video				1'995'000
Media / Journalist	Circulation	Publication	Headlines	Contacts
KTBC-TV - Fox7 Austin LeBlanc Pam	495'000	2.10.2024	Hiking in Switzerland: Austin Travels	495'000
http://clippings.switzerlandtourism.ch/NYC/2024/24104_PamLeBlanc_Fox7.mov				

TORQ Le Groupe .com Kovak Julia	1'500'000	26.6.2024	Suisse - La Forclaz	1'500'000
http://clippings.switzerlandtourism.ch/NYC/2024/240715_Torq_Julia_Kovak_Forclaz.pdf				



S.KOREA ANNUAL REPORTING 2024



MATTERHORN REGION
SWISS ALPS

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Key Media Management

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ACTIVITIES SUMMARY.

360° overview Korean market

KAM

- Regular sales visit / training
- FAM Trip
- Workshop / Sales Call
- TV home shopping
- ST Contract
 - : Switzerland Travel Experience (STE)
 - : Switzerland Travel Academy (STA)
 - : Travel Trainer

KMM

- ST KOREA Media Package
- ST Media trips
- MRAG Influencer
- MRAG Travel Magazine
- Collaboration with CANON (for 2025)



E-marketing

- MRAG Social Media
- Travel Magazine
- MRAG Newsletter
- SWISS 'NAVER' community
- ST Contract
 - : ST Social Media / Magazine

Promotion

- Publication of MRAG Sales Manual
- Coupons
- TV Program
 - : with KBS (The Mountain)
- VPP Videos
- MRAG Videos

SUMMER.



MATTERHORN REGION
SWISS ALPS

Sales and Promotion

- New Year greeting visit
- Training and sales for destinations and products
- Maintaining good relationship through lunch and dinner meeting
- Planning new travel programs that include MRAG products with travel agency
- TV Home shopping support
- Fam Trip / Media Trip / Influencer Trip
- TV program shooting
- Booking handling
- Request and Complaint handling
- Inspection and Study Trip support
- Social Media
- ST KOREA (STA / Travel Trainee Training)

WINTER.



MATTERHORN REGION
SWISS ALPS

Sales and Promotion

- Year-end thank you visits
- Training and sales for destinations and products
- Maintaining good relationship through lunch and dinner meeting
- Planning new travel programs that include MRAG products with travel agency
- Workshop (MRAG + MGB)
- Media Trip
- Collaboration with CANON
- Booking handling
- Request and Complaint handling
- Inspection and Study Trip support
- Social Media
- ST KOREA (STE / SWISS TRAVEL Seminar with Rail Europe)

KEY MEDIA MANAGEMENT.



MATTERHORN REGION
SWISS ALPS

Future Key Media Management

- Previously, Key Media relied mainly on ST KOREA package
- In 2025, S.Korea will invest on our own Key Media to better focus on each MRAG destinations
- Newspapers and magazines are no longer popular media tools
- Will focus on Social Media, Influencer, Youtube
- Collaboration with popular brand if possible
- Pictures, videos and etc.

KBS – TV Program

- The Mountain
- KBS
 - the national broadcaster of S.Korea Since 1927
 - One of the leading S.Korean TV and Radio broadcasters under the Ministry of Economy and Finance
- Saas-Fee / Region Dents du Midi / Martigny
- Broadcast
 - 13.Oct.2024 : Saas-Fee
 - 20.Oct.2024 : Region Dents du Midi
 - 27.Oct.2024 : Martigny
- These videos will also be available on YouTube and will continue to be rerun on various cable channels

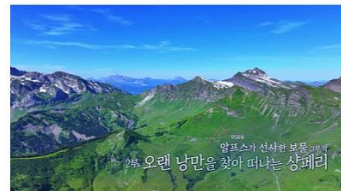


MATTERHORN REGION
SWISS ALPS



957회 | 2024.10.13

[알프스가 선사한 보물 3부작-1부 시간이 멈춘 빙하의 길, 사스페]
유럽대륙의 중서부에 위치한 예부터 게르만과 로마 문명이 오갔던...



958회 | 2024.10.20

[알프스가 선사한 보물 3부작-2부, 오랜 낭만을 찾아 떠나는 샹페리]
알프스의 거대한 봉우리 아래 자리 잡은 스위스의 오래된 관광지 중...



959회 | 2024.10.27

[알프스가 선사한 보물 3부작 - 3부 대자연과 더불어 살아온 마티니]
스위스 발레주로 떠나는 마지막 여정은 마티니에서 시작한다. 발레...

Magazine - Bricks

- Saas-Fee
- 02.Dec
- <https://bricksmagazine.co.kr/special/?q=YToxOntzOjEyOiJrZXI3b3JkX3R5cGUiO3M6MzoiYWxsIjt9&bmode=view&idx=131059163&t=board>
- Special Report
- Title: Following the most famous Christmas song
 - General Information about Saas-Fee
 - Last Christmas Story
 - Tour Course



[기획] 스위스 발레주 사스페Saas-fee, 크리스마스 캐럴을 찾아서

2016년 12월 25일 오후 4시, 영국 팝 밴드 Wham!의 앤드류 리즐리는 그의 인생에서 가장 오래된 친구이자 Wham!의 동료 조지 마이클에게 문자 메시지를 보냈다. 조지는 매

Magazine - Bricks

- Aletsch Arena
- 10.Feb
- <https://bricksmagazine.co.kr/special/?q=YToxOntzOjEyOiJrZXI3b3JkX3R5cGUiO3M6MzoiYWxsIjt9&bmode=view&idx=149958139&t=board>
- Special Report
- Title : No Glacier = No Water = No Beer
- History of Aletsch Arena
- UNESCO Heritage
- General Information about Aletsch Arena
- Tour Course



[기획] 빙하가 녹아 맥주가 되기까지 - 알레치 아레나, 무스플루, 베트머알프

:: 스위스 발레주 사스페Saas-fee, 크리스마스 캐럴을 찾아서 먼저 읽기 것
태어난 지구에는 수억 년 동안이나 눈이 내리지 않았다는데, 지구에 첫눈이
온 건 언제였을까?

Influencer – Instagram + Tiktok

- Sep.2024

- Instagram

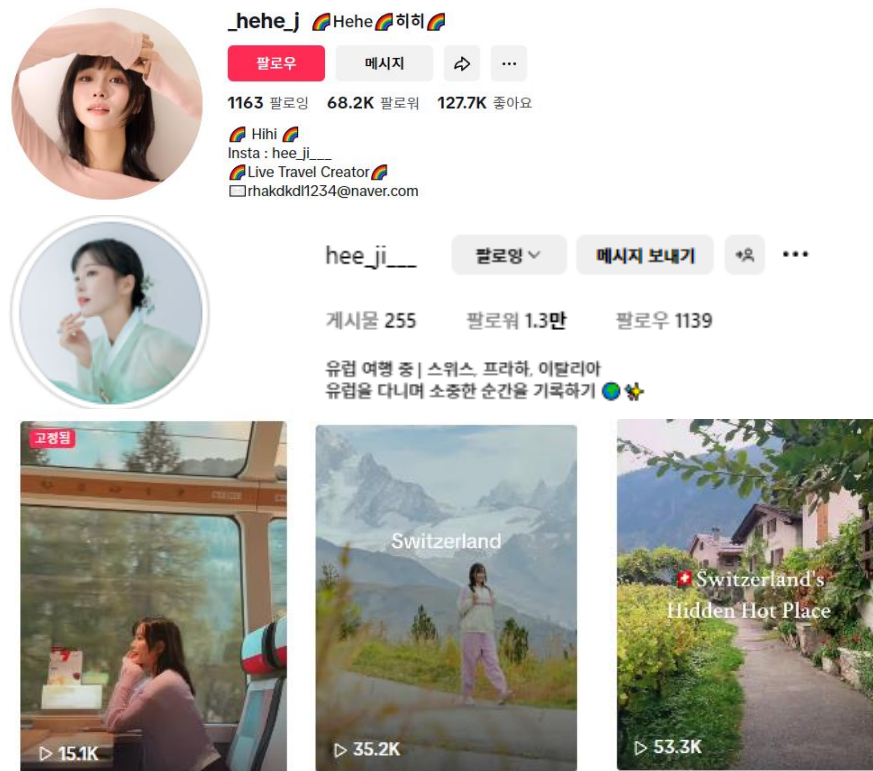
: 32 posts + more than 50 Story

: https://www.instagram.com/hee_ji___/

- TikTok

: 16 Posts

: https://www.tiktok.com/@_hehe_j

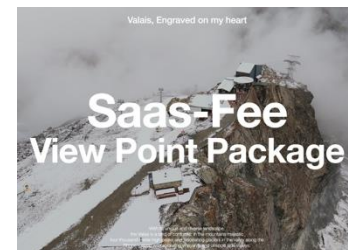
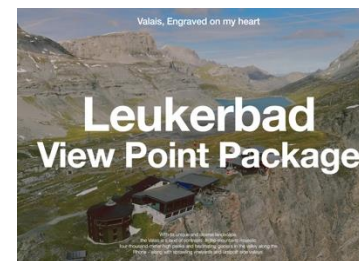
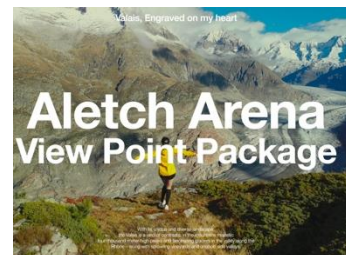




MATTERHORN REGION
SWISS ALPS

VPP Videos

- VPP Video production
- Aletsch Arena, Gornergrat, Martigny(Verticalp), Leukerbad and Saas-Fee
- For
 - Travel agency meeting
 - TV Home shopping
 - Agency's Web-Site



MRAG Video

- MRAG Promotional Video
- Aletsch Arena, Gornergrat, Martigny(Verticalp), Leukerbad and Saas-Fee
- For
 - Travel agency meeting
 - TV Home shopping
 - Agency's Web-Site
 - Valaiswalllis Youtube Channel



MATTERHORN REGION
SWISS ALPS

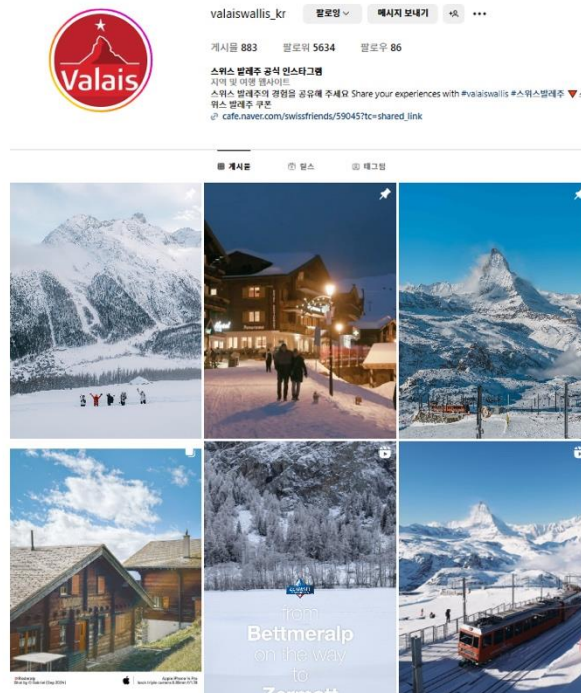


Social Media

- Instagram
 - : Photo
 - : Video
 - : Story
- Collaboration with
 - Influencer
 - CANON / Noodle Soup
- All Partner destinations

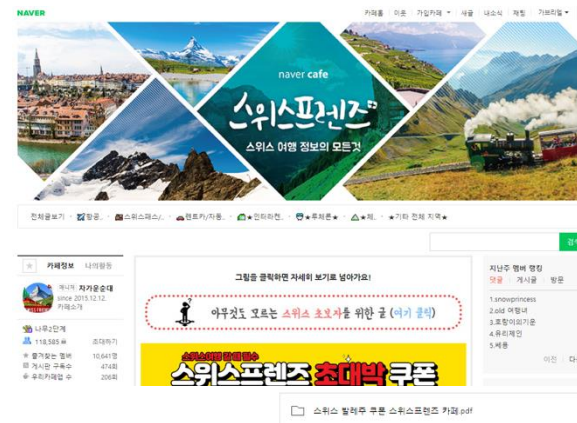


MATTERHORN REGION
SWISS ALPS



Naver – Online SWISS travel community

- The biggest online SWISS travel community
 - 141,799 members
 - MRAG Coupon
 - Q&A
 - VALAIS MRAG News update
 - Posting information articles

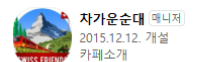




MATTERHORN REGION
SWISS ALPS

Naver – Online SWISS travel community

- Information articles
- Saas-Fee Hiking Info
- One of the most popular posts
- Viewers : 1,172
- Recommendation : 30
- Comments : 46



열매5단계
156,471 글
스위스

카페 글쓰기

카페 채팅

검색

★ 즐겨찾는 게시판

전체글보기 58,444

인기글

전체 공개 (등업용)

CH스위스 정보 총정리

스위스 한인쿠폰

등업 하는법

스위스 기초 정보

스프 TV

자주하는질문모음

스프 콘텐츠

새글 구독 ☐ 공지 숨기기 ☐ 15개씩

	제목	작성자	작성일	조회수	좋아요
62508	독일 프랑크푸르트 아웃 [6]	오징어123	2024.07.10.	222	0
62499	스프 후기 기반 스위스 병원 정보 정리 [3]	조이쓰17	2024.07.10.	316	25
62498	우리집 앞 구름폭포 [11]	토니정	2024.07.10.	243	1
62494	멘리헨~클라이네샤이덱 33번하이킹 열린다고 합니다!! [21]	등그란사각	2024.07.10.	701	12
62490	스위스 발레주 하이킹투어 - 사스페 점검하고 왔습니다 (feat 가야하는 이 유) [46]	스위스발레주	2024.07.09.	1,172	30
62488	60대 친구들과 그랜드캐년 써를 여행 두번째 [7]	연준의 이자호	2024.07.09.	211	4
62484	심심해서 대중 짜놓은 내년일정...한참남았음...ㅎㅎ [15]	네남자와동거중	2024.07.09.	414	2
62467	독일 프랑크푸르트 인 [14]	오징어123	2024.07.09.	307	0
62465	Zurich Holy Cow (취리히 홀리 카우) 햄버거 [11]	오징어123	2024.07.09.	409	3
62451	체르마트 하이킹 투어 예약 대박 났다고 하네요? [17]	자가운순대	2024.07.08.	1,335	24
62442	이탈리아 플로미티 가이드북 필요하신 분? [2]	자가운순대	2024.07.08.	484	2
62440	취리히, 제네바 in만 고집했었는데 프랑크푸르트로 가는 방법도 있네요. [11]	선셋111	2024.07.08.	464	1
62427	내년에 갑니다!! 신난다 야호 ^0^ [7]	고순이	2024.07.08.	263	1



MATTERHORN REGION
SWISS ALPS

ST KOREA – Media Package

- Switzerland Tourism Korea Package
- Online Magazine, Social Media
- Aletsch Arena, Leukerbad, GEX, Grengiols, Gornergrat, Brig, Grachen, Sion, Leuk, Saillon, St-Germain, Siere, Nendaz, Grimentz, Colline de daval, Belalp, Lotschental, Cave des Bernunes,
- In order to focus more on MRAG partner regions, in 2025, it plans to focus more on its own media instead of ST MEDIA packages



MATTERHORN REGION
SWISS ALPS

ST KOREA – Media Package

- Jan: Sustainable Winter - Snowshoe, Natural Ice, Conscious Spa, Ski Resorts, Spa Oasis
- Feb: Swiss Winter Stories
- Mar: Spring Hike, Spring Terraces
- Apr: Parks in Swiss Cities, Top 3 Star Hotels of Switzerland, Cow Fight
- May: Hiking 101, Wedding Photos in Switzerland, Glamping, Unesco World Heritage Day
- Jun: The Magic of Beautiful Places, Bicycle Tours
- Jul: Water Sports, Sustainable 3 Days Travel, Travel Trainer
- Aug: Wine Festivals
- Sep: Autumn Views, Inspiring Swiss Museums, Holiday in Vineyards, Chestnut Festival
- Oct: Insider Tips for Autumn, Top Attractions Tour: GTToS, Typically Swiss Hotels in Mountains
- Dec: Authentic Alpine Ski, Witches Ski Race

KEY ACCOUNT
MANAGEMENT.



MATTERHORN REGION
SWISS ALPS

Major KAs Product Development

- All KA's products include at least 2 MRAG products (MONO + Multi)
- KA's
 - Package / 10 Major travel agencies
: Hana Tour / Mode Tour/ Very Good Tour / Hanjin Tour / Lotte Tour / YB Tour / Heycho Travel / Kyowon Tour / Interpark Tour
 - FIT (5 Major travel agencies)
: Chalet Travel, Blue Travel, Intereuro, Naeil Tour, Here Travel
- Destinations in the product
: Aletsch Arena, Gornergrat, Leukerbad, Saas-Fee, Martigny, Region Dents du Midi, Nendaz, Brig
- Bookings are also made by other land operators such as Kuoni, G2 and Miki

Sales visits

- Regular sales visits
- Destinations, products, update news
- Advice on a new travel program
- Build strong relationships through lunch and dinner meeting



GABRIEL HAN
South Korea



Travel agency staff training

- Regular training for travel agents
- Major travel agencies
- : MRAG Partner introduction
- : Hotel and Restaurant
- : Key products (VPP)



TV Home Shopping

- TV Home Shopping
 - The most important sales channel in Korea
 - Travel agencies invest a lot of money
- : About 70,000 CHF at one time
- MRAG support some costs and include partner products in TV home shopping products
 - Aletsch Arena, Saas-Fee, Leukerbad, GGB, Martigny



KAM: FAM trip



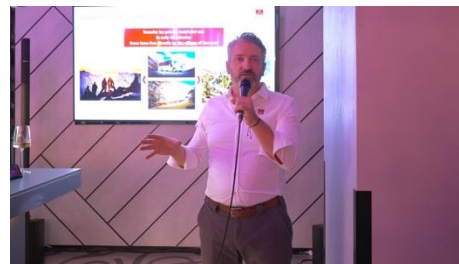
MATTERHORN REGION
SWISS ALPS

- Visits of KA to our partners
- Periode: 07.Jun – 18.Jun
- Participants: 10 pax
- Increase of product knowledge
- Martigny / Nendaz / Gornergrat / Saas-Fee / Aletsch Arena / Leukerbad / Region Dents du Midi



Workwhop - MRAG + MGB

- 31.Oct.2024
- 40 KA's
- Program
 - : Raclette Service
 - : Presentation (MRAG + MGB)
 - : Dinner + Drinks
 - : Lucky Draw





MATTERHORN REGION
SWISS ALPS

Sales Call – MRAG + MGB

- 01.Nov.2024
- 4 KA's
- : YB Tour
- : Heycho Travel
- : Mode Tour
- : Lotte Tour



Show Room - MGB

- Jul – Dec
- Bricks Magazine and Travel Office
- Gornergrat is the main
- Valais MRAG videos and brochures
- Social Media Event



MATTERHORN REGION
SWISS ALPS



하니. 이곳이 바로 겨울왕국, 스위스 산악 마을에서의 추억

황학같은 풍경을 자랑하는 스위스의 산악마을에서, 아름다운 시간을 가지며 곳곳을 탐방한다.



피셔탈
Fischertal

피셔 탈의 골짜기에는 피셔탈은 인구 300명이 작은 마을입니다. 기독교를 믿는 스위스의 중세시대 신앙 본인 카톨릭 교파와 고대부터 알프스산악 마을에서 축척하여 예로부터 시골로 보내지 합니다.



사스페
Saas-fee

'알프스의 천주교'라고 널리 알려진 사스페는 4,000미터 급경사를 13%로 내려서면 해발 1,800m에 도달합니다.
100m가 넘는 스키 코스와 가파고 있는 고관객의 여름 관광 명소인(Winter)의 알프스 코르도네스 중앙 알프스 코르도네스 국립공원으로 형성된, 007 여행자를 내장한 리조트로도 유명한 곳입니다.



체르마트
Zermatt

제르마트는 알프스 말트론 몬 아나리 스위스를 대표하는 산악 마을입니다.
대부분은 몬 아나리 스위스 최고봉인 마테호른이 솟아 오른다 공룡들의 볼 수 있는 길이다. 제르마트에 방문하시는 관광객들 모두가 꼭 들러야 하는 시간입니다.



루터커바드
Lauterbad

알프스 최고의 성당 마을을 하나인 루터커바드는 비록 작은 마을이지만 있어 보이는 곳입니다. 오랜 전통과 함께, 카톨릭 교회, 스키 센터 등 다양한 시설이 준비되어 있기 위해 루터커바드를 찾았으면 언제든지 유망한 관광지라는 것을 스위스 대표 마을이다. 알프스와 비둘기를 좋아하는 루터커바드는 겨울철에 수많은 사람들이 이곳을 위해 방문하고 있는데는 유망한 관광지로서 각광받고 있다.



넵타
Nendaz

해발 1,300m에 위치한 곳으로 베르나, 보지 알프스 마을 모두 포함되는 최북의 장소에 위치하고 있습니다. 알프스의 언어에 위치한 넵타는 전통적인 목조 가옥과 다양한 스키 리조트를 가지고 있다. 특히 해발 3,330m의 겨울 산악 마을로는 알프스 최고봉 툴루마르치 아래에서 한 번에 조망할 수 있는 전망대로 유명하다.



ST - KAM(Jo): Travel Trainer program for FIT

- 'Outdoor Concierge' program to guide Korean guests to hike in the Swiss alps
- Employ 2 students from Cha University – Sports Medicine with temporary working permit at Matterhorn Region AG
- 16.Jul – 15.Aug
- Half-day hiking with travel trainer
- Joint marketing with OTA (MyRealTrip)
- Aletsch Arena / Gornergrat / Saas-Fee



SWISS TRAVEL SEMINAR



MATTERHORN REGION
SWISS ALPS

- SWISS Travel Seminar
- With Rail Europe
- GGB / GEX
- 05.Oct.2024

스위스정부관광청·스위스 트래블 시스템·레일 유럽과 함께 '스위스 여행 세미나' 개최

스위스 대중교통 네트워킹 연결한 스위스 트래블과 스위스 여행 패키지 상품 개발 등 홍보
스위스 피노리아 열차로 여행할 수 있는 유익한 현지 정보 제공

2024-10-05 08:03:01, 수평 : 2024-10-05 11:49:15 | 이상민 선임기자

[타티엘뉴스] 스위스정부관광청 한국지사(지사장 김지현)는 지난 2일, 레일 유럽 및 스위스 트래블 시스템과 함께 포시즌스 호텔 6층 아라룸에서 '스위스 여행 세미나'를 성황리에 개최했다.



▲스위스 여행 세미나에서 진행한 기관 및 기업 프리젠테이션 모습



▲스위스 여행 세미나 참석자들이 일사와 성공을 기념하며 기념사진을 촬영했다. (앞줄 좌측으로부터) 스위스정부관광청 한국지사 김현주 부장, 제임스슨 한국지사 이매진 부장, 트래블트래커 이사 차와라다라고 이창하, 트래블트래커 이사 차와라다라고 강원호 (뒷줄 좌측으로부터) 포스트버스(PostBus) 발민턴 이사치 Valentine ACH, 전경 다제팅 부부장, 게타호른 그라드반(Matterhorn Gotthard Bahn) 한창목 소장, 트레킹 스카우터(Travel Sauter) 안드레아스 안드레아스 네프, 마팅 베니터, 제임스슨 한데드-에어비우스 신복주 대표, 스위스정부관광청 한국지사 송지현 과장, 스위스정부관광청 한국지사 김지현 소장

특히, 스위스정부관광청 프리젠테이션에서는 설경과 함께 스웨스에서 개최된 '빙가볼 트레커 2024(Travel Trainer 2024)'와 FIT 게스트(Guest)를 참가했던 트레킹 트래커 이사 차와라다라고 이창하, 강원호 씨가 행사 참가에 대한 소감을 직접 밝히기도 했다.



▲스위스 여행 세미나 첫 시간 참석자들이 손악트를 날리며 기념사진을 찍었다

●마티호른 고트드반(Matterhorn Gotthard Bahn) - PT, 한창목 소장



▲스위스 여행 세미나 프리젠테이션 세번째 마티호른 그라드반(Matterhorn Gotthard Bahn) 한창목 소장의 PT 모습

▶마티호른 고트드반(Matterhorn Gotthard Bahn)의 프리젠테이션 영상



STE Korea 2024



MATTERHORN REGION
SWISS ALPS

- 18.Mar – 20.Mar
- Participants : 230 pax for 2 days
- Program
 - : Casual dinner with STA members
 - : One-to-one meetings with Key accounts
 - : Dinner reception with media & key accounts



STA (SWISS Travel Academy)



MATTERHORN REGION
SWISS ALPS

- 03.Sep.2024
- SWISS Embassy in Seoul
- 13 KAs of STA members
- Program
 - : Main destinations in Valais
 - : Product suggestions

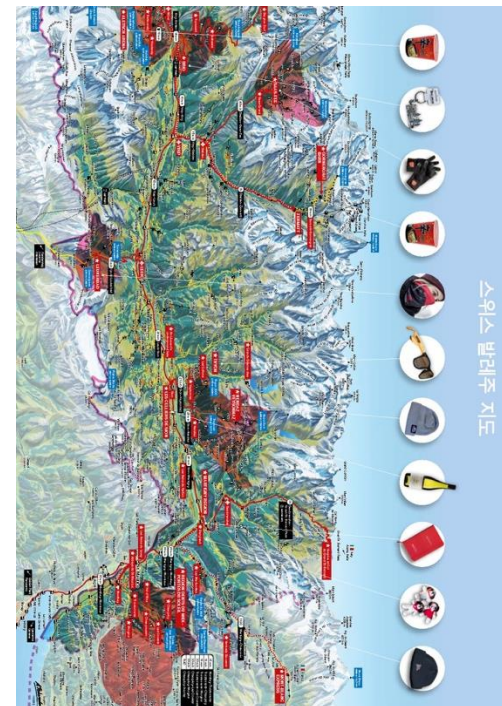
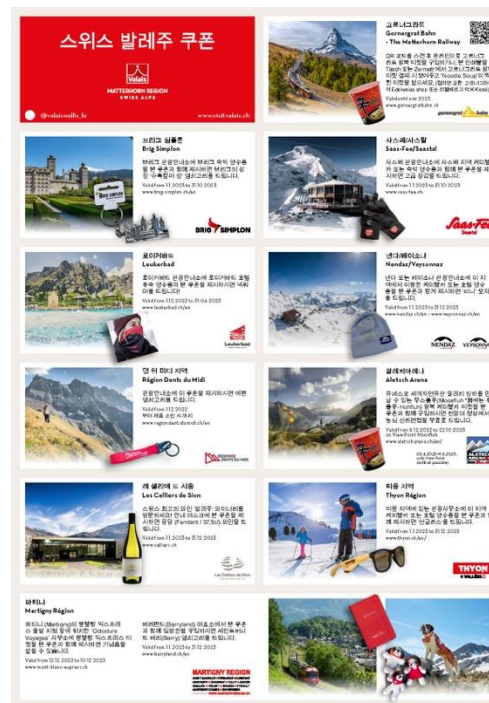


MRAG Coupon



MATTERHORN REGION
SWISS ALPS

- FIT Travel agents
- Online Download
<https://www.valais.ch/en/information/landingpage/promo/coupons-korea>
- Social Media
- SWISS Travel Community



PRODUCT MANAGEMENT.



MATTERHORN REGION
SWISS ALPS

Partner – Product management.

Timing:

Partner:

- B2C shop sales for the destination/partner concerned:
- B2B sales, total MRAG with a split per market and for the destination/partner concerned:
- Number of bookable products in the B2C shop for the destination/partner concerned:



THANK YOU FOR
YOUR COLLABORATION.



MATTERHORN REGION
SWISS ALPS

A photograph of a small white boat with several people inside, including a man standing and rowing, and several children. They are in a large, dimly lit cave with high, textured rock walls. The water is calm and reflects the warm, orange light from the cave walls. Another boat is visible in the background on the left.

SOUTH EAST ASIA ANNUAL REPORTING 2024.



MATTERHORN REGION
SWISS ALPS

Table of content.

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Key Media Management

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Key Account Management

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ACTIVITIES SUMMARY.

360°overview South East Asian market

KAM

- Switzerland Travel Experience Roadshow (STE)
- Market Development Tour
- Switzerland Travel Academy (STA)
- ST Trade promotion Spring, Summer, Autumn, Winter
- MRAG sales visits and VIP dinner
- 3 MRAG FAM trips
- TITF fair Thailand
- MRAG workshop in Thailand and Singapore
- President VIP dinner and sales visit in Thailand and Singapore

KMM

- KMM Media Package Special Interest Spring, Summer, Autumn and Winter
- Acquisition of KOL, etc.



MATTERHORN REGION
SWISS ALPS

E-marketing

- Online promotion
Spring, Summer, Autumn, Winter
- Increase followers on our social media channels with FB and IG
- MRAG Newsletter
- MRAG sales manual and maps

Promotion

- Switzerland Special Advertorials
Spring, Summer, Autumn, Winter
- TITF fair Thailand
- NATAS fair Singapore
- MATA fair Malaysia
- Special city center, office and booklet promotion

SUMMER.

SEA: summer program 2024

Agent: World Traveller

Travel Period: May – October 2024

Partner: Leukerbad/Glacier Express/Gornergrat

Program: Extreme SWISS 10D/7N



MATTERHORN REGION
SWISS ALPS

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บัตรตรง THAI

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พัก Zermatt , พัก Murren , ลูกน้ำ

TEL : 096-787-8294 ID : @WORLDTRAVELLE

World Traveller

LINE

SEA: summer program 2024



MATTERHORN REGION
SWISS ALPS

Agent: Grazie Group Travel

Travel Period: May – October 2024

Partner: Leukerbad/Glacier Express/Gornergrat

Program: Grand SWISS 9D/6N

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SEA: summer program 2024



MATTERHORN REGION
SWISS ALPS

Agent: EU holidays

Travel Period: April – October 2024

Partner: Glacier express/ Gornergrat

Program: 11D8N Grand Train Tour of Switzerland



SEA: summer program 2024



MATTERHORN REGION

SWISS ALPS

Agent: EU holidays

Travel Period: April – October 2024

Partner: Saas Fee/ Leukerbad/ Gornergrat

Program: 11D8N Switzerland Dream

01 HOME ► ZÜRICH

Meals on Board
Assemble at the airport and
depart for Zürich, Switzerland's
financial centre.

02 ZÜRICH ► BERN ► GENEVA

Dinner - Perch filets
Upon your arrival, begin your
orientation in Bern city by
exploring its UNESCO World
Heritage Old Town on foot. See
attractions such as the **Bear Pit**,
the astronomical clock tower
Zytglogge, and the **House of
Parliament**. Afterwards, journey
along the Vaud Riviera to
Geneva, where you can admire
the picturesque scenery of **Lake
Geneva**, marvel at the
magnificent **Jet d'Eau** - the
tallest fountain in the world, and
capture snapshots of the
charming **Flower Clock**.

03 GENEVA ► VEVEY ► MONTREUX ► GLACIER 3000 ► LEUKERBAD

Breakfast, Hotel Dinner
Travel to **Vevey**, where you can
pause for a photo at the **Charlie
Chaplin statue**, followed by a
captivating view of a giant fork
emerging from Lake Geneva.
Continue to **Montreux**, where
you can capture the picturesque
13th-century **Chillon Castle**
situated at the lake's eastern end.
Proceed to **Cot Du Pillon** and
embark on a cable car ride to
Glacier 3000. Delight in the
snowy fun park, experience the
scenic Ice Express chairlift, and
test your bravery on the **Peak**.
Walk by **Tissot**, the world's
premier suspension bridge
connecting peaks. This 108m
long pathway offers breathtaking
vistas of over 24 peaks towering
above 4000m, featuring iconic
landmarks such as the Jungfrau,
Matterhorn, and Mont Blanc.
Conclude your day with an
exhilarating ride on the
renowned **Alpine Coaster**,
Europe's highest toboggan run.



OUTDOOR THERMAL POOL,
LEUKERBAD

Retire for the night in the
mountain spa resort of
Leukerbad.

Note: The Alpine Coaster operates from Jun
to Oct only, with no replacement or refund
if not operational. Activities on the glacier
are contingent on weather conditions. In
the event of the Glacier 3000 cable car
closure due to strong winds, it will be
replaced with the Saas Fee cable car.

04 LEUKERBAD ► SAAS FEE

Breakfast
This morning, enjoy the hotel's
renowned thermal pool with
naturally heated, mineral-rich
waters against the Swiss
mountain backdrop. Continue to
Saas Fee, a car-free village at
1900m, often dubbed 'little
Zermatt', with a stunning
landscape surrounded by
towering 1340m peaks.

05 SAAS FEE ► ZERMATT ► SAAS FEE

Breakfast
Start your day in **Zermatt**, taking
a cog railway to **Gornergrat**. The
scenic journey presents
numerous picturesque scenes,
featuring Valais-style chalets and
a breathtaking mountain
panorama. Upon reaching the
3089m summit, marvel at iconic
peaks like the **Matterhorn** and
Monte Rosa. Take some free time
to leisurely explore the village.

06 SAAS FEE ► SPIEZ ► INTERLAKEN

Breakfast, Dinner -
Swiss Fondue + Wine
Head to **Spiez** and wander
through the town center and
lakeside promenade. Afterwards,
take a **scenic boat ride on Lake
Thun**, the largest in the **Bernese
Oberland**, offering breathtaking
views of historic castles and
lakeside towns on the way to
Interlaken. For an even more
enriching experience, consider
an optional excursion to the
Aletsch Glacier, the largest
glacier in the Bernese Alps.
Optional: **Aletsch Glacier**

07 INTERLAKEN (FREE DAY)

Breakfast
Enjoy a free day exploring the
scenic mountain surroundings or
opt some various sports activities
in Interlaken. Consider our
optional trip to **Jungfraujoch**, the
"Top of Europe," for awe-inspiring
alpine views that promise an
unforgettable experience.
Optional: **Jungfraujoch**

SEA: summer program 2024



MATTERHORN REGION
SWISS ALPS

Agent: EU holidays

Travel Period: April – October 2024

Partner: Saas Fee

Program: 11D7N Austria & Switzerland

of Innsbruck. Explore Innsbruck's historic Old Town, where you can admire iconic landmarks like the Golden Roof, Hofburg Palace, and the City Tower.

05 INNSBRUCK » LIECHTENSTEIN » ST MORITZ

Breakfast, Dinner
Journey to Vaduz, the capital of the Principality of Liechtenstein the sixth-smallest country in the world. See Vaduz Castle, the residence of the Prince of Liechtenstein, a descendant of one of the world's oldest noble families. Afterward, cross the Swiss border to reach resort town of St. Moritz. Take a leisurely stroll around the beautiful Lake St. Moritz, before enjoying free time to explore or shop in designer boutiques at your leisure.

06 ST MORITZ » BELLINZONA » SAAS FEE

Breakfast
Begin your day by exploring Bellinzona, the charming capital of Ticino. Explore its picturesque old town and the UNESCO World Heritage-listed trio of impressive castles and ancient city walls. Then, continue your journey to Saas Fee, a high-altitude village often compared to 'little Zermatt.' Nestled at 1800m above sea level, this car-free village is surrounded by towering 1340m peaks and offers a stunning landscape of mountains and glaciers.

07 SAAS FEE (FREE DAY)

Breakfast
Spend the day leisurely exploring the traditional charm of Saas-Fee, with centuries-old wooden chalets and scattered cow sheds. Alternatively, join optional excursion to Zermatt, where you can hop on Europe's highest open-air cogwheel railway at 3086m, the Gornergrat, offering the best views of the Matterhorn. Optional: Zermatt Gornergrat



CLOCK TOWER, INNSBRUCK

08 SAAS FEE » GLACIER 3000 » GENEVA

Breakfast, Dinner
Start your day with a cable car ride from Col Du Pillon to Glacier 3000. Enjoy the snowy fun park, the scenic Ice Express chairlift, and challenge your courage on the Peak walk by Tissot, the world's first suspension bridge between peaks. This 108m long walkway offers unparalleled vistas of more than 24 peaks towering above 4000m, including the iconic Jungfrau, Matterhorn, and Mont Blanc. Afterward, brace yourself



GLACIER 3000

10D7N Austria & Switzerland



SAAS FEE, SWITZERLAND



ALPINE COASTER, GLACIER 3000



HALLSTATT, AUSTRIA

Suggested Excursions:

Additional activities that complement your holidays will be at your own discretion and is entirely optional.

- Minimum group size may apply.
- Vienna Concert Show: Seasonal Price (€90-120)
- Hallstatt Tour: €90 / €70
- Zermatt Gornergrat Tour: CHF69

Service Fee Guideline:

- (based on 10D7N)
- €80 per person

Notes:

SEA: summer program 2024



MATTERHORN REGION
SWISS ALPS

Agent: EUUS-Bestour

Travel Period: April – March 2025

Partner: Saas Fee/Brig/ Gornergrat/Aletsch Arena

Program: 8D5N Switzerland Fun Fun

Aletsch Glacier (UNESCO)

Aletsch Arena Valais

8 DAYS 5 NIGHTS

SWITZERLAND FUN FUN

Geneva / Yvoire / Evian / Gruyeres / Vevey / Montreux / Sion / Saas-Fee / Brig / Zermatt / Riederalp / Milan

Day 1 KUALA LUMPUR / TRANSIT CITY / GENEVA MOB

Assemble at KLIA and depart by flight to Geneva.

Day 2 GENEVA (1200KM/130HRS) YVOIRE (1270KM/140HRS) EVIAN (1200KM/130HRS) SION MOB

Morning arrival in Geneva. Start our day with a city tour of Geneva, photo stop at Flower Clock, Old Town, Broken Chair. Then proceed to Medieval Village of Yvoire, followed by a visit to Evian-les-Bains, home of Evian Water. Overnight in Sion.
Dinner: 3 Course Western Meal
Hotel: Hotel des Vignes or Similar 4*

Day 3 SION (1000KM/110HRS) GRUYERES (1400KM/160HRS) VEVEY (1200KM/130HRS) MONTEUX (1270KM/140HRS) SION MOB

Start our journey by visiting the Medieval Town of Gruyeres. Then visit Nestle and Chaplin's hometown, Vevey. Then visit beautiful lake town of Montreux, followed by a photo stop at Chillon Castle. Overnight in Sion.
Dinner: 6 Dishes 1 Soup Chinese Meal
Hotel: Hotel des Vignes or Similar 4*

Day 4 SION / ST LEONARD (1600KM/170HRS) ALETSCH ARENA / BRIG (1400KM/150HRS) SAAS-FEE MOB

Today, visit Europe's Largest Underground Lake, St Leonard Underground Lake (30mins Boat Ride Included). After, proceed to Aletsch Arena where we will take a cable car to car free village of Riederalp, then make our way up to Hoflihub/Moorfluh to see Europe's Longest Glacier "3500M" (UNESCO). After, short walking tour in Brig, with a photo stop at one of Swiss's Grand Tour, Stokkalper Palace. Today, overnight in the car free village of Saas-Fee, also known as Pearl of the Alps, with an elevation of 1800m, surrounded by 13 Peaks over 4000m.
Lunch: 3 Course Western Meal / Dinner: 3 Course Western Meal
Hotel: Hotel Altain or Similar 4* (Portage to Hotel from Bus terminal included).

Day 5 SAAS-FEE (1600KM/170HRS) TASCHE (1600KM/170HRS) ZERMATT (1600KM/170HRS) TASCHE (1600KM/170HRS) SAAS-FEE MOB

Today, full day excursion to Car Free town of Zermatt, the foot of Matterhorn. If time and weather permits, we can have an optional tour to see Matterhorn from the top of Gornergrat by taking a cogwheel train.
Dinner: 6 Dishes 1 Soup Chinese Meal
Hotel: Hotel Altain or Similar 4*
Optional Tour: Gornergrat 2-way cogwheel train CHF 130 per person

Day 6 SAAS-FEE (1200KM/130HRS) MILAN MOB

After check out, proceed to Milan. City tour of Milan covering Galleria Vittorio Emanuele II, Duomo and Sforza Castle.
Hotel: Mercure Milano Agrate Brianza or Similar 4*

Day 7 MILAN (1000KM/110HRS) FIDENZA (1000KM/110HRS) MARANELLO (1400KM/150HRS) MILAN AIRPORT MOB

Today, we will visit Fidenza Village Outlet. Followed by Ferrari Museum in Maranello. After, transfer back to Milan Airport for flight home.

Day 8 TRANSIT CITY / KUALA LUMPUR MOB

Arrive home, bringing with you beautiful souvenirs and sweet memories of your Europe tour with us.

TOUR HIGHLIGHTS

- 4 Nights stay in Valais, Switzerland
- 1 Night stay in Milan, Italy
- 30 Mins Boat Ride into St Leonard Underground Lake
- Return Cable Car Ride to Aletsch Glacier (UNESCO)
- Fidenza Village Outlet
- Museo Ferrari, Maranello (Entrance Included)

Yvoire

Fidenza Village

* If a place of visit is closed to visitors, it will be replaced with an alternative. ** The itinerary is subject to the final decision of the local travel operator.

SEA: summer program 2024

Agent: Golden Tourworld Travel SDN BHD

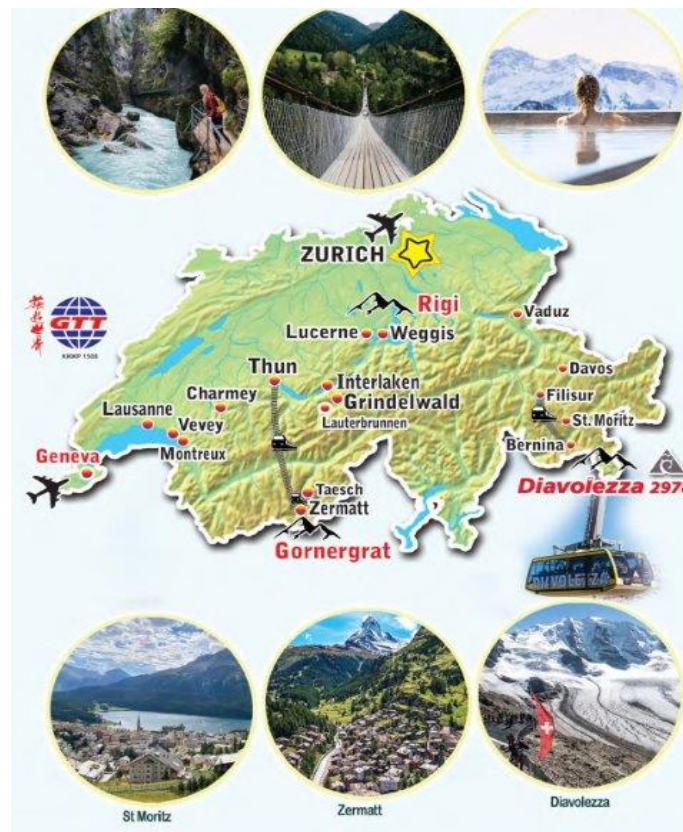
Travel Period: April – October 2024

Partner: Gornergrat

Program: Mono SWISS 11D/8N



MATTERHORN REGION
SWISS ALPS



WINTER.

SEA: winter program 2025



MATTERHORN REGION
SWISS ALPS

Agent: Unity 2000 Travel

Travel Period: Oct 2024– Jun 2025

Partner: Leukerbad, Aletsch Arena

Program: Switzerland B



Agent: Unity 2000 Travel

Travel Period: Oct 2024 – Jun 2025

Partner: Glacier Express, Gornergrat

Program: Switzerland F



SEA: winter program 2025



MATTERHORN REGION
SWISS ALPS

Agent: Dream Destination

Travel Period: Nov 2024 – Jan 2025

Partner: GEX, GGB, Leukerbad

Program: Grand Switzerland 8D/6N/LX

Agent: World Traveller

Tavel Period: Oct 2024– Apr 2025

Partner: GEX, GGB Leukerbad

Program: Grand SWISS 9D/TG

SEA: winter program 2025



MATTERHORN REGION
SWISS ALPS

Agent: One World Tour

Travel Period: December 2024

Partner: GEX, GGB, Leukerbad,

Program: Grand Switzerland (Premium)

Agent: Grazie Group Travel

Travel Period: Oct 2024– Apr 2025

Partner: GEX GGB, Leukerbad

Program: Grand Switzerland

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20 - 28 ต.ค. (วันปิยมหาราช)
3 - 11 พ.ย.

SEA: winter program 2025



MATTERHORN REGION
SWISS ALPS

Agent: Avenue Inter Travel

Travel Period: Dec 2024 – Apr 2025

Partner: GEX, GGB, Leukerbad

Program: Grand Switzerland (Premium)

Agent: Happy Longway Travel

Travel Period: Mar - Apr 2025

Partner: GGB, Aletsch Arena, Leukerbad

Program: Grand Switzerland

PREMIUM

9 วัน 7 คืน

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SEA: winter program 2025



MATTERHORN REGION
SWISS ALPS

Agent: GTT

Travel Period: November 2024 – March 2025

Partner: Brig, Gornergrat, Leukerbad

Program: 11D8N Switzerland Alpine Sensation

11D8N 瑞士 SWITZERLAND Emirates

1 KUALA LUMPUR ~ Dubai ~ GENEVA ~ MONTREUX
(Meals on board | Dinner)

- * Fly to **Geneva**, the second most populous city in Switzerland.
- * City orientation to **United Nations Peace Palace**, **Flower Clock** and **Jet d'Eau Fountain**.
- * The romantic jazz capital, **Montreux**, is an idyllic small town known as the "Swiss Riviera".

2 MONTREUX ~ LAUSANNE ~ VEVEY ~ MONTREUX
(Breakfast, Lunch, Dinner)

- * Travel to **Lausanne** for orientation photo stop at **Lakeside avenue**, **Olympic Museum** and **Lausanne Old Town**.
- * **Vevey**, one of the "Pearls of the Swiss Riviera" and make a photostop at the famous statue of **Charlie Chaplin**.
- * Onwards to **Lavaux Vinorama** offers the opportunity to discover a winegrower's work throughout the year. Is the perfect place to discover all about **Lavaux**, its vineyards and wines. More than 300 wines are on display. A selection of **wines** is available for tasting.
- * Walking tour in **Montreux** visit the **Lakeside Avenue** and **old town**. (DEC Group may walk to the Christmas market before dinner).

3 MONTREUX ~ LEUKERBAD ~ BRIG
(Breakfast, Lunch, Dinner)

4 BRIG ~ TASCH ~ ZERMATT ~ GORNERGRAT ~ TASCH ~ INTERLAKE
(Breakfast, Lunch, Dinner)

- * Board the shuttle train to **Zermatt** is a car-free village, despite its status as a world-class resort, Zermatt has not lost its authenticity as a Swiss mountain village.
- * **Gornergrat** ridge a top destination, and not just because of its altitude. Surrounded by 29 peaks rising to above 4000 m and by Switzerland's greatest mountain, the **Matterhorn**, and second largest glacier in the Alps.
- * Train to **Interlaken**, is a small city in central Switzerland, located between two Alpine Lakes, renowned for its impressive mountain scenery since 19th century.

5 INTERLAKE ~ LAUTERBRUNNE ~ GRINDELWALD ~ ISELWALD ~ INTERLAKE
(Breakfast, Lunch, Dinner)

- * Travel to **Lauterbrunnen** is situated in one of the most impressive trough valleys in the Alps.
- * The Eiger village of **Grindelwald** in the Bernese Oberland lies embedded in a welcoming and green hollow, surrounded by a commanding mountainscape with the Eiger north face and the **Wetterhorn**.
- * **Iseltwald** is a small picturesque Swiss village where one of the famous South Korean romantic drama **Crash Landing On You** is filmed.

6 INTERLAKE ~ LUCERNE EXPRESS ~ LUCERNE ~ PILATUS
(Breakfast, Light Lunch, Dinner)

- * Aboard **Interlaken - Luzern Express** and enjoy an unforgettable travel experience in the heart of Switzerland! This ride will take you along the

SEA: winter program 2025



MATTERHORN REGION
SWISS ALPS

Agent: Apple Vacation

Travel Period: November 2023 – March 2024

Partner: Saas Fee, Gornergrat, Leukerbad

Program: 10D7N Sublime Switzerland

Let's Apple
Vacations & Lifestyles

10D7N
SUBLIME SWITZERLAND
绝佳瑞士

Return Train Ride to Gornergrate | Iseltwald Village |
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2NIGHTS STAY AT SAAS-FEE
A resort village in the Swiss Alps

SKI EXPERIENCE
滑雪体验

SEA: winter program 2025



MATTERHORN REGION
SWISS ALPS

Agent: Eu holidays

Travel Period: November 2024 – March 2025

Partner: Saas Fee, Gornergrat, Leukerbad

Program: 10D8N Switzerland France

05 SAAS FEE > MONTREUX breakfast

Embark on a captivating journey to Montreux and immerse yourself in the beauty of Chillon Castle, located on the shores of Lake Geneva. Explore the medieval fortress and admire its picturesque setting. Take a leisurely stroll along the scenic Lakeside Promenade, which offers breathtaking views of Lake Geneva and the surrounding Alps. Don't miss the opportunity to strike a pose and capture a memorable photo with the famous Freddie Mercury Statue. Remarkable immersion yourself in the enchanting atmosphere of the Montreux Christmas Market, a magical experience that will be available from Nov 23 to Dec 23, 2023.



06 MONTREUX > BEAUNE breakfast, Dinner

Wander through the picture-perfect Burgundy wine region and make a stop in its walled regional capital, Beaune. During your visit, explore the UNESCO World Heritage site Hospices de Beaune, which was founded in 1443 as a hospital and is now the Hôtel-Dieu Museum. The museum is famous for its towers, colorful roof tiles, and charming courtyards, and it also hosts an annual wine auction. This tour will transport you back in time as you discover the enchanting artifacts and tapestries found in the kitchens and other rooms!



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D8N Switzerland France



PARIS

Breakfast, Dinner – French Cuisine + Wine
Start your day by delving into the artistic and historic treasures of the city, including a stroll along the Champs-Élysées with views of the Arc de Triomphe and the Place de la Concorde, followed by the Louvre Museum with its iconic Louvre Pyramid. Don't forget to pause and admire the timeless beauty of the Eiffel Tower, a true Parisian icon. Continue visit to the Fragrant Musée du Parfum, located in a stunning 19th-century mansion. Delve into the museum's exhibits and indulge your senses as you explore a vast collection of fragrances. Afterwards, make your way to the Galeries Lafayette department store, where you can discover their latest collection and trends. To enhance your experience, consider joining an optional scenic Seine River cruise, allowing you to enjoy the beauty of Paris from a unique perspective.

Minimum: 1000 CHF/1000€

09 PARIS

Breakfast
Enjoy a free day exploring at your own leisure. You may wish to take up some recommended activities, such as an optional full-day Paris tour that covers a walk through the Montmartre neighbourhood, then a scenic Seine river cruise before heading to the Paris Department Store to browse the latest shopping collections.
Optional: Paris Full Day Tour with Chinese Lunch

10 PARIS > HOME

Breakfast, Meals on Board
Enjoy the rest of the day at leisure till it is time to transfer to the airport for your flight home.

11 HOME SWEET HOME

We hope you enjoyed your trip with our company and we look forward to seeing you again for your next trip.

Suggested Extra
Additional activities
holidays will be as
are entirely optional
Minimum group is
• Mt. Titlis CHF 45
• Sledding fun at K
• Full Day Swiss Tea
• 4200, 4300
• Seine River Cruise

Service Fee Guide
(based on 11000)
• €180 per person

Notes:
• A minimum group
required for a car
• The sequence of
schedules and its
change without
• Unforeseen cir
• Activities are sub
conditions
• During major eve
may be relocated
or in another city
• In the event of a

SEA: winter program 2025



MATTERHORN REGION
ISS ALPS

Agent: Eu holidays

Travel Period: November 2024 – March 2025

Partner: Saas Fee, Gornergrat, Leukerbad

Program: 10D7N Sublime Switzerland



KEY MEDIA MANAGEMENT.



MATTERHORN REGION
SWISS ALPS

Group media trip SEA Summer.

Timing: 20 – 23 May 2024

Theme: Unseen Switzerland

Partner: Aletsch Arena, Saas-Fee, Brig, Underground Lake St. Leonard, Les
Celliers de Sion, Leukerbad, Martigny

Boardcast: 20 May 2024 – Interlaken - Aletsch Arena – Brig – Saas-Fee

21 May 2024 – Saas-Fee

22 May 2024 – Saas-Fee – Underground Lake St. Leonard – Celliers
de Sion – Leukerbad

23 May 2024 – Leukerbad – Montreux

Journalists: Leelawadee

NO.	TITLE	FIRSTNAME	LASTNAME
1	MR.	NATTAPONG	CHOMBORDIN
2	MR	NIRUT	SIRICHANYA
3	MRS.	PIMRAT	SIRICHANYA
4	MS.	DUANGKAEW	YAMSRISAI
5	MISS	YANEE	CHOKWATANAKUL
6	MR.	THAN	YAILAMYONG
7	MR.	KRITAPAK	PATAMAVIPAT



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Group media trip SEA Summer.



Media Trip-ID+PH

Aletsch Arena and Leukerbad-May



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Media Trip-ID+PH

Aletsch Arena-September



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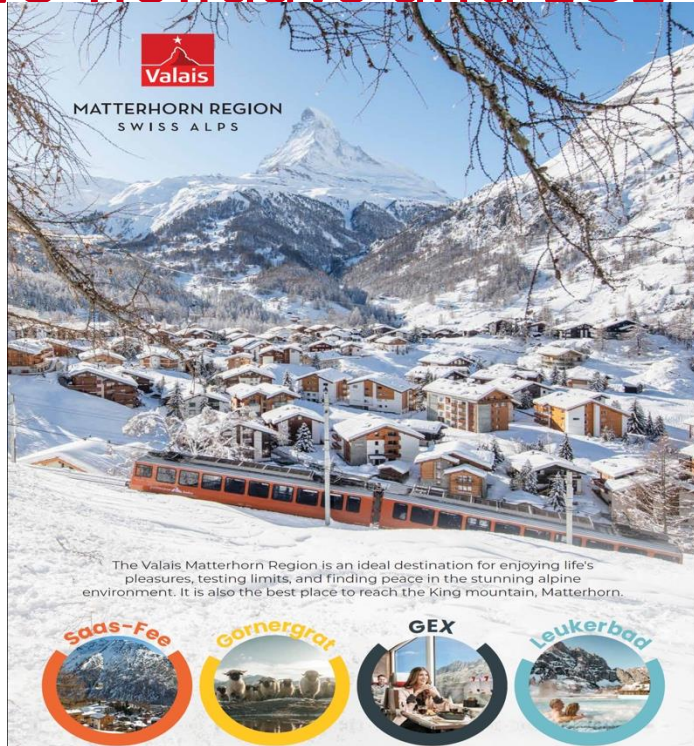
MY MATTA Fair Promotion

Bestour and GTT



SG NATAS Fair Promotion

EU holidays and LGE



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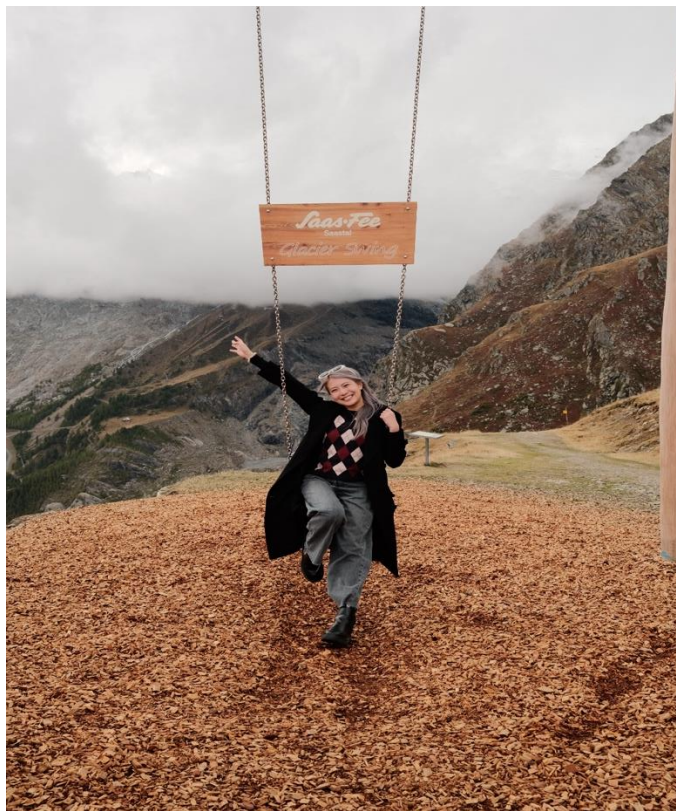
Special Promotion at indoor ski room and TO's office



Singapore KOL trip-Saas Fee



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KEY ACCOUNT
MANAGEMENT.

SOUTH EAST ASIA REPORTING 2024



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SWISS ALPS

Aletsch Arena

Agent Fam Trip – 10 agents
18 - 25 September 2024



SOUTH EAST ASIA REPORTING 2024



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SWISS ALPS

Brig

Agent Fam Trip – 10 agents
18 - 25 September 2024



SOUTH EAST ASIA REPORTING 2024

Gornergrat



MATTERHORN REGION
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Agent Fam Trip – 10 agents
18 - 25 September 2024



SOUTH EAST ASIA REPORTING 2024

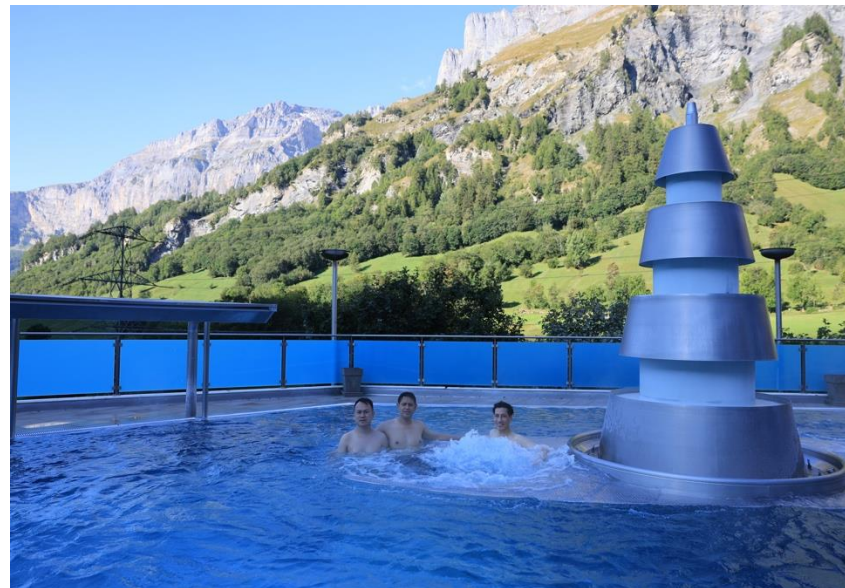
Leukerbad

Agent Fam Trip – 10 agents

18 - 25 September 2024



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SOUTH EAST ASIA REPORTING 2024

Martigny



MATTERHORN REGION
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Agent Fam Trip – 10 agents
18 - 25 September 2024



SOUTH EAST ASIA REPORTING 2024

RDDM



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Agent Fam Trip – 10 agents
18 - 25 September 2024



SOUTH EAST ASIA REPORTING 2024

Saas-Fee



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Agent Fam Trip – 10 agents

18 - 25 September 2024



SOUTH EAST ASIA REPORTING 2024



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SWISS ALPS

Underground Lake

Agent Fam Trip – 10 agents
18 - 25 September 2024



SOUTH EAST ASIA REPORTING 2024

Les Celliers de Sion

Agent Fam Trip – 10 agents
18 - 25 September 2024



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SOUTH EAST ASIA REPORTING 2024

TITF Business Matching 24 January



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SOUTH EAST ASIA REPORTING 2024

iTravel Center on 29 February



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SOUTH EAST ASIA REPORTING 2024

President on Tour 21 – 22 March



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SOUTH EAST ASIA REPORTING 2024

TITF North Eastern on 9 – 10 July



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SOUTH EAST ASIA REPORTING 2024

STE SEA on 8 – 13 September – Penang



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SOUTH EAST ASIA REPORTING 2024

MRAG & MGB Workshop on 4 November - Philippines



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SOUTH EAST ASIA REPORTING 2024



STM Spring Edition-Post Convention Tour June- Saas Fee

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SOUTH EAST ASIA REPORTING 2024



STM Spring Edition-Post Convention Tour June- Gronergrat

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STE SEA ON 8 – 13 SEPTEMBER – PENANG



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PRESIDENT ON TOUR 19 – 21 MARCH



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SOUTH EAST ASIA REPORTING 2024

PRESIDENT ON TOUR 19 – 21 MARCH



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SOUTH EAST ASIA REPORTING 2024

PRESIDENT ON TOUR 19 – 21 MARCH



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SOUTH EAST ASIA REPORTING 2024

Underground lake



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SWISS ALPS

Agent Fam Trip – 10 agents

24 September – 02 October 2024



SOUTH EAST ASIA REPORTING 2024

Martigny Region

Agent Fam Trip – 10 agents

24 September – 02 October 2024



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SOUTH EAST ASIA REPORTING 2024

Brig

Agent Fam Trip – 10 agents

24 September – 02 October 2024



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SOUTH EAST ASIA REPORTING 2024 Les celliers de Sion



MATTERHORN REGION
SWISS ALPS

Agent Fam Trip – 10 agents
24 September – 02 October 2024



SOUTH EAST ASIA REPORTING 2024

Saas Fee

Agent Fam Trip – 10 agents

24 September – 02 October 2024



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SOUTH EAST ASIA REPORTING 2024

Aletsch Arena

Agent Fam Trip – 10 agents

24 September – 02 October 2024



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SOUTH EAST ASIA REPORTING 2024

Leukerbad



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SWISS ALPS

Agent Fam Trip – 10 agents
24 September – 02 October 2024



SOUTH EAST ASIA REPORTING 2024

Gornergrat

Agent Fam Trip – 10 agents

24 September – 02 October 2024



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SOUTH EAST ASIA REPORTING 2024

Glacier Express



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SWISS ALPS

Agent Fam Trip – 10 agents

24 September – 02 October 2024



SOUTH EAST ASIA REPORTING 2024

Grimentz

Agent Fam Trip – 10 agents

24 September – 02 October 2024



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SOUTH EAST ASIA REPORTING 2024

Dent Du Midi

Agent Fam Trip – 10 agents

24 September – 02 October 2024



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SOUTH EAST ASIA REPORTING 2024

MRAG and MGB KL KAM VIP dinner- November 5



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SOUTH EAST ASIA REPORTING 2024

MRAG and MGB workshop and dinner- November 6th



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SOUTH EAST ASIA REPORTING 2024

MRAG and MGB KL sales visit – November 6th



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SOUTH EAST ASIA REPORTING 2024

MRAG and MGB KL sales visit – November 6th



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PRODUCT MANAGEMENT.



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Partner – Product management.

Timing:

Partner:

- B2C shop sales for the destination/partner concerned:
- B2B sales, total MRAG with a split per market and for the destination/partner concerned:
- Number of bookable products in the B2C shop for the destination/partner concerned:



THANK YOU FOR
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An aerial photograph of a mountainous landscape. In the foreground, a wide river flows along the left side, bordered by a multi-lane highway with several cars. The hillsides are covered in terraced vineyards, with rows of green grapevines visible. In the background, more mountains are visible under a hazy, sunlit sky. The overall scene is a mix of natural beauty and human-made infrastructure.

GREATER CHINA ANNUAL REPORTING 2024.



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Key Media Management

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ACTIVITIES SUMMARY.

360° overview Greater China market

KAM

- ST Basic KAM communication
- 2 Trade Webinars with ST
- STE Greater China
- ST Fam Trip
- 1 AD page in ST Sales Manual
- Swiss Winter Roadshow
- MRAG Sales Visits (CN/ TW)
- MRAG FAM trip Autumn
- STMW
- Roadshow/ workshop (Taiwan, Guangzhou)
- STM Autumn Edition

KMM

- ST Basic KMM communication
- ST Media trips
- Swiss Winter Roadshow
- MRAG Media trip Winter
- Acquisition of KOL, etc.

"All in"activities

- Swiss Winter Roadshow



E- Marketing

- ST Digital Marketing- wechat, Youku, Douyin
- MRAG social media channels
- MRAG Newsletter

Promotion

- ST on/off promotional activities
- Presence new digital ST Pocket guide
- MRAG ski promotion projects with partners

SUMMER.



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STE Greater China

2024, STE China took place in Club Med Urban Oasis Taicang Resort .
It is three days workshop, one of the biggest event to meet the agents.

Buyer are invited by Switzerland Tourism, from North China, MICE, East China & South Taiwan & Hong Kong. Per agent we have 15 mins to discuss and show our region and products.

Timing: 11-15 March

Partner: whole



STM Autumn Edition

2024, STM Autumn Edition took place in Zurich.
One day workshop with Great China buyers,
with pre trip to Matterhorn Region.

Buyer are invited by Switzerland Tourism, from North China,
MICE, East China & South Taiwan & Hong Kong. Per agent
we have 15 mins to discuss and show our region and products.

Timing: 21-22. October

Partner: whole



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China Trade Webinar



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Online training with subscribed agents.

Total is around 20 agents were online.

For those whom were never been to Switzerland or not familiar with the whole products in Switzerland, I found the effect is not big with this kind of online training.

So normally it is a way to present ourself, if they are interested in your region. They will come back to you via WeChat.

Timing: 21.November

Partner: TAG:

WINTER.

Ski Promotion Wanlong.

Wanlong is a very important ski resort for real Chinese skiers. It located outside Beijing, very good skiers come here to ski and take this resort as the last step for preparing their first ski holiday/trip to Europe.

Visiting the ski resort and as well meeting the owner of Wanloog, discussing different possibility for cooperation.

Timing: 16.03

Partner: Whole



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Ski Promotion Shanghai.



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A promotion event together with our partner Snowhero.
Around 100 people came to this event.
We did presentation and as well showing the video for promoting our region, also, we sell different package on spot.

The whole atmosphere is just great.

Timing: 28. 10

Partner: Whole



Ski Promotion Songhua Lake

Another promotion event together with Snowhero in the ski resort in China. Here we promote our ski resorts and as well selling the package.

Mario attend to the event and he was amazed how big the snowboarding society is in China and how much passion they put into this sport.

Timing: 24 November

Partner: Veysonnaz-Nendaz and Aletsch Arena



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Swiss Winter Road Show.

Organized by Switzerland tourism, with different Swiss partner towards trade and local ski clubs and KOL in Shanghai, Beijing, Chengdou and Shenzhen.

We promote different ski resorts in Valais and also introduced winter activities.

Timing: 19-25 Oct



KEY MEDIA MANAGEMENT.

Swisstainable Travel Guide influencer trip



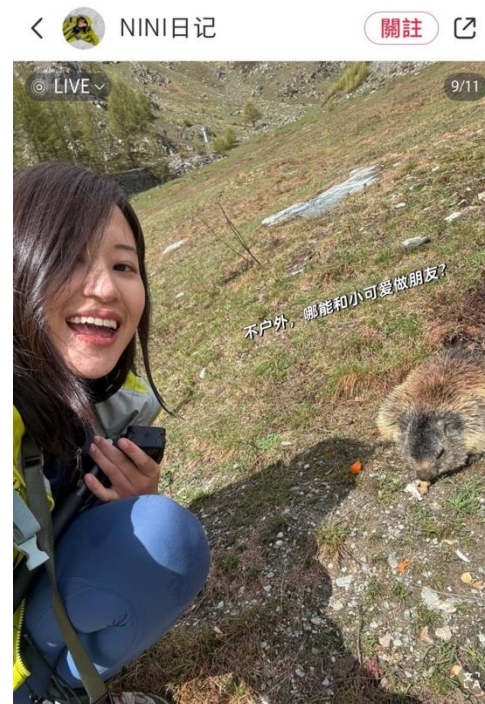
MATTERHORN REGION
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Nini, a C-trip verified traveller, our selected influencer for swisstainable trip and content contribution for ST Swisstainable travel guide project.

 NINI日记	Followers: 280,000+ AVG views: 1.6W+ AVG engagement: 300+
 NINI日记	Followers: 51,000+ AVG views: 3W+ AVG engagement: 230+
 nini diary-妮妮	Followers: 126,445 AVG views: 15w+ AVG engagement: 500+

Timing: 20-22 May

Partner: Leukerbad, Aletsch Arena, Saas-Fee, GGB,



Blogger visiting

Two famous Blogger coming from Taiwan, sharing their travel experience via Facebook, radio and as well TV.

<https://www.facebook.com/nowforfun>

<https://www.facebook.com/DannyWenTravelWriter?mibextid=ZbWKwL>

https://udn.com/news/story/7171/8263220?utm_source=facebook&utm_medium=udntourtheworld&utm_campaign=fbpost&fbclid=IwY2xjawFvHZFleHRuA2FlbQIxMQABHUW6B2HLb2MR3YsTbAyhr17wUzqvo90Y5AowmtxYEMrK_3xNhaCcCd9YEQ_aem_pErGi4jm0OeJM6mozxa4lg

<https://www.ctee.com.tw/news/20240821700017-431003>

<https://www.facebook.com/reel/847760567399076>

Timing: 09-13 June

Partner: Aletsch Arena, Saas-Fee, GGB, Leukerbad,



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Individual Media Trip - Christy and Family

Christy Leung has own online social media platform - Facebook (171K followers), IG (112K followers), Youtube (8.4K subscribers) channel, while her travel program (around 6 episodes) would be broadcasted on no.1 TV channel in HK (TVB) by end of 2024.

Timing: 02-05 July

Partner: Gornergrat, Saas-Fee



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Sales Social – MRAG

- Facebook for Taiwan and HK
Wechat, Tiktok, Little red book for china
- : Photo / Video / Story
- : All Partner destinations



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KEY ACCOUNT
MANAGEMENT.

STMW- Post trip

After STMW, we welcomed 6 agents for post tour.
Main focus is ski and winter activities.
Skiers did ski in Veysonnaz- Nendaz and Aletsch arena, non-skiers experienced the wonderful landscape with hiking

Timing: 16-18. January

Partner: Veysonnaz-Nendaz and Aletsch Arena



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SWISS ALPS



STM Autumn edition pre tour

Before workshop in Zurich starts, we welcomed 8 agents from Beijing for pre tour.

Main focus is normal summer program, for high end clients and family.

Timing: 17-25. October

Partner: Leukerbad, GGB, Saas-Fee and Aletsch Arena



Matterhorn Region Fam Trip

10 agents are invited by us to experience Matterhorn Region in deeper way.

With more time and more activities.

Feedback is great. More and more products are packed into Mono- CH program.

Timing: 14-22.09

Partner: Whole Partner



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Sales Visiting Hong Kong, Taiwan, Shanghai

After Covid, we did sales visiting to say hello to the main agents in Southern China, Hong Kong and Taiwan.

And of course, beside saying hello, the main goal is to remind them our products and bring news and new ideas to them.

Timing: March Oct.



PRODUCT MANAGEMENT.



MATTERHORN REGION
SWISS ALPS

Partner – Product management.

Timing:

Partner:

- B2C shop sales for the destination/partner concerned:
- B2B sales, total MRAG with a split per market and for the destination/partner concerned:
- Number of bookable products in the B2C shop for the destination/partner concerned:



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