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Svizzera Turismo.



I numeri. The Figures.

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Relazione annuale Svizzera Turismo 2004. | Annual Report Switzerland Tourism 2004.



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Il Management.

La Direzione.



Jürg Schmid
Direttore



Urs Eberhard
Vicedirettore
Responsabile Mercati & MICE



Michel Ferla
Vicedirettore
Manager Francia, Belgio, Spagna



Eva Brechtbühl
Partenariati & Content Services
Assistenza e acquisizione di partner settoriali, programmi qualità, ricerche e elaborazione dell'informazione turistica



Notker Buchegger
Finanze, Controlling & Organizzazione
Contabilità & controlling, servizi aziendali, posta/portineria



Gabriela Buchmüller
Human Resources
Gestione & sviluppo del personale, ricezione



Urs Emch
Marketing
Marketing prodotti leisure, supporto pubblicitario & produzione, fiere & manifestazioni, Enjoy Switzerland



Thomas Winkler
Portal Management, eMarketing & Informatica
Sviluppo, esercizio e marketing di MySwitzerland.com, siti web partner, mailing house e informatica

Il team International Marketing Management (MMT).

Il team International Marketing Management (MMT) assicura l'integrazione dei mercati e dei settori più importanti nella pianificazione strategica del marketing turistico mondiale.

Daniela Bär

Membro del Comitato direttivo
Responsabile Corporate Communications, Media & Ricerche di mercato

Dino Dulio

Responsabile Italia

Rafael Enzler

Responsabile America del Nord

Thomas Erne (fino al 30.06.05)

Martin Nydegger (dal 01.06.05)

Responsabile Paesi Bassi

Jörg Krebs

Membro del Comitato direttivo
Responsabile Sponsorship Marketing & Mercato Svizzero

Evelyn Lafone

Responsabile Gran Bretagna & Irlanda

Christina Marzluff

Responsabile Germania

Federico Sommaruga

Responsabile Federazione Russa, India, CCG, Mercati secondari & Market Services

Barbra Steuri-Albrecht

Responsabile MICE (Meetings, Incentives, Conventions & Exhibitions)

Roger Zbinden

Responsabile Mercati chiave asiatici

Il Comitato.

Marty Dick F., dott.

Presidente di Svizzera Turismo
Consigliere agli Stati (TI)

Schwitzguebel Pierre

Vicepresidente di Svizzera Turismo
Presidente di Lausanne Tourisme

Sinzig Ulrich

Vicepresidente di Svizzera Turismo
Presidente della Regione turistica
Schweizer Mittelland

Bernasconi Claudio (fino al 31.12.04)

Delegato di GastroSuisse, albergatore

Blumenthal Paul

Direttore della Divisione Viaggiatori FFS

Brändli Christoffel

Consigliere agli Stati (GR)
Presidente di Grigioni Vacanze

Casanova Claudio (fino al 31.12.04)

Membro della Direzione dell'associazione
hotelleriesuisse, albergatore

Kurrus Paul

Vicepresidente Environmental & Public
Affairs di Swiss International Air Lines

Maitre Jean-Philippe

Consigliere nazionale (GE)
Avvocato

Robyr Jérémie

Presidente di Valais Tourisme

Schwalder-Briguet Esther (fino al 31.12.04)

Membro della Direzione Touring Club
Svizzero TCS

Scheidegger Eric, dott. rer. pol.

Ambasciatore
Membro del comitato direttivo seco
Direttore promozione della piazza economica
Segretariato di Stato dell'economia seco

Vollmer Peter, dott.

Consigliere nazionale (BE)
Direttore dell'Unione dei trasporti pubblici
e di Funvie svizzere

Nuovi nel Comitato dal 01.01.2005:**Platzer Casimir**

Presidente di GastroBern e della
Società degli Albergatori Oberland Bernese

Rey Christian, dott.

Presidente hotelleriesuisse
Presidente Ginevra Turismo

Solari Marco

Presidente Festival internazionale del film
Locarno

L'Ufficio di revisione.

Responsabile**Gerber Stefan**

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zurigo

Membri**Anliker Daniel**

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zurigo

Bantli Armin

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zurigo

Membri supplenti**Scharnagl Frank**

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zurigo

Willborn Robert

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zurigo

Il Consiglio svizzero del turismo.

Bernasconi Claudio (fino al 31.12.04)

Comitato Svizzera Turismo
Delegato di GastroSuisse, albergatore

Bieger Thomas, prof. dott.

Direttore Istituto dei servizi pubblici e del turismo, Università di San Gallo (HSG)

Blumenthal Paul

Comitato Svizzera Turismo
Direttore della Divisione Viaggiatori FFS

Brändli Christoffel

Comitato Svizzera Turismo, Consigliere agli Stati (GR), presidente di Grigioni Vacanze

Büchel Roland

Direttore di Liechtenstein Tourismus

Burkhard Hans-Peter, dott. iur.

Dipartimento dell'economia e del lavoro
Canton Zurigo

Bütler Adelbert

Presidente della Direzione, Bucherer AG

Cachot Maurice

Direttore generale Wenger S.A.

Casanova Claudio (fino al 31.12.04)

Comitato Svizzera Turismo, membro della Direzione dell'associazione hotelleriesuisse, albergatore

Eberhard Urs W.

Head Partnership Marketing
Swiss International Air Lines

Escher David, dott.

CEO Switzerland Cheese Marketing AG

Fasciati Silvio

Direttore Ferrovia retica

Felder Josef

CEO Unique (Flughafen Zürich AG)

Gagliardi Tiziano

Direttore di Ticino Turismo

Hagmann Beat

Direttore Divisione turismo, Ufficio cantonale dello sviluppo economico, Berna

Hew Florian, dott.

Direttore GastroSuisse

Hodler Bernhard

Intercessare, Federazione delle Industrie Alimentari Svizzere

Hofer Walter

Direttore Global Refund Schweiz AG

Huber Klaus

Consigliere di Stato (GR),
Dipartimento dell'interno e dell'economia pubblica del Canton Grigioni

Hürlimann Peter

Membro della Direzione
Museo Svizzero dei Trasporti

Keller Peter, prof. dott.

Direttore Turismo
Segretariato di Stato dell'economia seco

Knoll Martin

CEO McDonald's Suisse Holding SA

Kühne Ralph

Segretario generale del Dipartimento presidenziale della Città di Zurigo

Kurrus Paul

Comitato Svizzera Turismo
Vicepresidente Environmental & Public Affairs di Swiss International Air Lines

Landolf Daniel

Membro della Direzione Aziendale
Direttore della Divisione Viaggiatori
La Posta Svizzera

Lerch Hans

CEO Kuoni Reisen Holding AG

Maitre Jean-Philippe

Comitato Svizzera Turismo
Consigliere nazionale (GE), avvocato

Marty Dick F., dott.

Presidente di Svizzera Turismo
Consigliere agli Stati (TI)

Müller Hansruedi, prof. dott.

Direttore Istituto di ricerche sul tempo libero e il turismo, Università di Berna

Müller Hans-Ulrich

Delegato comunità d'interesse delle grandi banche svizzere
Credit Suisse

Nünlist Stefan

Responsabile della comunicazione aziendale di Swisscom SA

Renner-Bach Judith

Direttrice Federazione svizzera del turismo

Rey Christian, dott.

Presidente hotelleriesuisse

Riedener Urs

Membro della Direzione generale
Federazione delle cooperative Migros

Robyr Jérémie

Comitato Svizzera Turismo
Presidente di Valais Tourisme

Rohrer Kurt

Direttore
swissmint, Zecca ufficiale della Svizzera

Sardinha Carlos

Direttore Europcar AMAG Services AG

Schawalder-Briguet Esther

(fino al 31.12.04)

Comitato Svizzera Turismo
Membro della Direzione Touring Club Svizzero TCS

Scheidegger Eric, dott. rer. pol.

Comitato Svizzera Turismo
Ambasciatore
Membro del comitato direttivo seco
Direttore promozione della piazza economica
Segretariato di Stato dell'economia seco

Schwitzguebel Pierre

Vicepresidente di Svizzera Turismo
Presidente di Lausanne Tourisme

Sinzig Ulrich

Vicepresidente di Svizzera Turismo
Presidente della Regione turistica
Schweizer Mittelland

Suter Daniel

Direttore Museo Svizzero dei Trasporti

Tromp Mathias, dott.

Direttore generale
BLS Ferrovia del Lötschberg SA

Vollmer Peter, dott.

Comitato Svizzera Turismo, consigliere nazionale (BE), direttore Unione dei trasporti pubblici e di Funivie svizzere

Weibel Benedikt, dott.

Presidente della Direzione aziendale FFS

I nuovi membri del Comitato sono anche membri del Consiglio svizzero del turismo dal 01.01.05

Bilancio 2004. Il Consiglio svizzero del

1 Attivi	Bilancio al 31.12.2004 CHF	Bilancio al 31.12.2003 CHF
Attivo circolante		
1.1 Liquidità		
Cassa	40 175.07	48 632.54
Conti correnti postali	749 545.58	686 018.22
Banche	5 089 625.20	3 363 624.13
Investimenti finanziari a breve termine	0.00	927 550.00
Totale liquidità	5 879 345.85	5 025 824.89
1.2 Crediti		
1.2.1 Crediti derivanti da vendite e prestazioni		
Debitori	1 934 903.15	2 794 973.34
Quote dei membri da riscuotere	7 200.00	65 400.00
1.2.2 Altri crediti a breve termine		
Prestazioni di garanzia	249 029.92	131 312.57
Enti pubblici	518 241.10	128 072.59
Altri	973 780.82	925 944.90
Delcredere	- 276 200.00	- 31 000.00
Totale crediti	3 406 954.99	4 014 703.40
1.3 Stock e lavori in corso		
Stock e lavori in corso	144 265.54	162 585.66
Totale stock e lavori in corso	144 265.54	162 585.66
1.4 Ratei e risconti attivi		
Ratei e risconti attivi	927 091.58	1 822 061.13
Totale ratei e risconti attivi	927 091.58	1 822 061.13
Totale attivo circolante	10 357 657.96	11 025 175.08
Attivo fisso		
1.5 Investimenti finanziari		
Partecipazioni	1 750 004.00	1 750 004.00
Altri investimenti finanziari	0.00	3 000 000.00
Crediti a lungo termine nei confronti di terzi	380 264.42	474 473.71
Totale investimenti finanziari	2 130 268.42	5 224 477.71
1.6 Immobilizzazioni mobili		
Mobilia, arredamenti, installazioni	274 321.35	498 038.76
Impianti informatici	627 639.05	488 620.74
Infrastruttura esposizioni	1 133 066.12	1 477 136.49
Totale immobilizzazioni mobili	2 035 026.52	2 463 795.99
1.7 Immobilizzazioni immobili		
Immobile d'esercizio	5 857 440.65	6 065 565.65
Totale immobilizzazioni immobili	5 857 440.65	6 065 565.65
Totale attivo fisso	10 022 735.59	13 753 839.35
Totale attivi	20 380 393.55	24 779 014.43

Bilancio 2004.

2 Passivi	Bilancio al 31.12.2004 CHF	Bilancio al 31.12.2003 CHF
Capitale di terzi		
2.1 Capitale di terzi a breve termine		
2.1.1 Passività finanziarie a breve termine		
Banche	3 000 000.00	0.00
2.1.2 Passività a breve termine derivanti da forniture e prestazioni		
Creditori	4 522 704.99	5 597 348.45
2.1.3 Altre passività a breve termine		
Enti pubblici	300 276.62	537 864.14
Terzi	244 377.46	928 411.26
Istituti di previdenza professionale	157 199.45	486 066.11
Totale capitale di terzi a breve termine	8 224 558.52	7 549 689.96
2.2 Ratei e risconti passivi accantonamenti a breve termine		
Ratei e risconti passivi	2 929 324.38	5 485 023.58
Accantonamenti per il personale	1 018 928.26	976 962.50
Totale ratei e risconti passivi/ accantonamenti a breve termine	3 948 252.64	6 461 986.08
2.3 Capitale di terzi a lungo termine		
2.3.1 Passività finanziarie a lungo termine		
Banche	0.00	3 000 000.00
Terzi	36 464.94	78 430.70
2.3.2 Accantonamenti a lungo termine		
Impianti informatici	264 300.00	275 800.00
Riattamento immobile Parigi	170 000.00	170 000.00
Trasformazione locali locati/mobilia	509 900.00	535 500.00
Altri	2 171 000.00	2 171 000.00
Eventi straordinari destinazione CH	2 931 900.00	2 608 000.00
Indennità di uscita	231 147.50	204 050.45
2.3.3 Passività estranee all'esercizio		
Immobile Parigi	668 458.78	349 074.71
Totale capitale di terzi a lungo termine	6 983 171.22	9 391 855.86
Totale capitale di terzi	19 155 982.38	23 403 531.90
Fondi propri		
2.4 Fondi propri al 1.1.04/03	1 375 482.53	1 382 608.21
Maggiori costi	- 151 071.36	- 7 125.68
Totale fondi propri	1 224 411.17	1 375 482.53
Totale passivi	20 380 393.55	24 779 014.43

Conto economico 2004.

3	Ricavi	Budget 2004 CHF	Consuntivo 2004 CHF	Consuntivo 2003 CHF
Ricavi d'esercizio				
3.1	Quote dei membri			
	Confederazione Svizzera	44 031 000.00	44 884 787.92	42 334 607.44
	Ferrovie federali svizzere FFS	200 000.00	200 000.00	200 000.00
	hotelleriesuisse (SSA)	100 000.00	100 000.00	100 000.00
	GastroSuisse	100 000.00	100 000.00	100 000.00
	Consiglio svizzero del turismo	795 500.00	795 500.00	740 500.00
	Altri membri (cantoni, comuni, organizzazioni turistiche, industrie interessate al turismo, organizzazioni)	1 049 500.00	1 117 910.00	1 071 610.00
	Contributi volontari	9 000.00	7 135.00	9 035.00
	Quote partenariati strategici	790 000.00	0.00	790 000.00
	Totale quote dei membri	47 075 000.00	47 205 332.92	45 345 752.44
3.2	Proventi di marketing	21 285 000.00	22 639 528.44	20 839 540.85
3.3	Proventi diversi	16 000.00	86 782.65	181 202.62
3.4	Proventi di spese d'esercizio fatturate a terzi	967 000.00	1 017 102.93	846 790.80
3.5	Proventi finanziari	33 000.00	420 838.66	712 787.94
	Totale ricavi d'esercizio	69 376 000.00	71 369 585.60	67 926 074.65
Ricavi straordinari ed estranei all'esercizio				
3.6	Ricavi estranei all'esercizio	61 000.00	43 477.40	45 156.93
3.7	Proventi da immobili estranei all'esercizio	1 300 000.00	1 360 475.50	1 143 370.92
	Totale ricavi straordinari ed estranei all'esercizio	1 361 000.00	1 403 952.90	1 188 527.85
3.8	Maggiori costi	700 000.00	151 071.36	7 125.68
	Totale ricavi	71 437 000.00	72 924 609.86	69 121 728.18

Conto economico 2004.

4	Spese	Budget 2004 CHF	Consuntivo 2004 CHF	Consuntivo 2003 CHF
Costi d'esercizio				
4.1	Spese di marketing	43 516 000.00	45 202 574.65	41 281 349.62
4.2	Oneri diversi incl. perdite su debitori	5 000.00	282 113.30	31 456.14
4.3	Spese per il personale			
	Salari	16 956 000.00	16 530 831.71	16 443 767.76
	Oneri sociali	3 128 000.00	2 690 261.54	2 706 099.13
	Formazione e perfezionamento professionale	300 000.00	303 999.80	289 049.31
	Trasferimenti/reclutamento di personale	300 000.00	278 237.87	310 930.59
	Vacanze/ore supplementari non compensate (accantonamenti)	50 000.00	45 024.00	- 11 150.00
	Spese di viaggio e di rappresentanza	349 000.00	292 073.42	364 188.71
	Altre spese per il personale	358 000.00	299 752.95	859 812.80
	Totale spese per il personale	21 441 000.00	20 440 181.29	20 962 698.30
4.4	Altri costi d'esercizio			
	Spese per locali d'esercizio	2 350 000.00	2 177 910.81	2 202 031.97
	Spese di amministrazione	1 448 000.00	1 391 546.06	1 273 986.17
	Spese generali degli organi	175 000.00	217 442.97	209 316.31
	Altri costi d'esercizio	113 000.00	94 671.63	115 350.42
	Totale altri costi d'esercizio	4 086 000.00	3 881 571.47	3 800 684.87
4.5	Oneri finanziari	209 000.00	862 705.38	776 879.74
4.6	Ammortamenti sulle immobilizzazioni			
	Hardware e software	480 000.00	610 764.80	414 634.06
	Immobili/installazioni e arredamenti per ufficio	350 000.00	298 753.48	515 032.44
	Infrastruttura esposizioni	330 000.00	0.00	387 760.75
	Infrastruttura mezzi Swissair straordinari (valore di acquisto)	20 000.00	2 426.42	24 676.43
	Totale ammortamenti sulle immobilizzazioni	1 180 000.00	911 944.70	1 342 103.68
Totale costi d'esercizio		70 437 000.00	71 581 090.79	68 195 172.35
Oneri straordinari ed estranei all'esercizio				
4.7	Oneri da immobili estranei all'esercizio	1 000 000.00	1 343 519.07	926 555.83
Totale oneri straordinari ed estranei all'esercizio		1 000 000.00	1 343 519.07	926 555.83
Totale spese		71 437 000.00	72 924 609.86	69 121 728.18

Allegato al conto annuale 2004.

Criteria dell'allestimento dei conti

La contabilità e i conti di Svizzera Turismo, una corporazione di diritto pubblico, sono conformi alle prescrizioni dell'art. 957 segg. CO nonché alle prescrizioni applicabili del diritto delle società anonime (art. 662 a segg. CO). In conformità all'art. 21 del proprio statuto, Svizzera Turismo risponde delle proprie passività unicamente con il proprio patrimonio.

	2004	2003
	CHF	CHF

Impegni nei confronti di istituti di previdenza professionale

Impegni a breve termine nei confronti di istituti di previdenza professionale in Svizzera e all'estero	157 200	486 066
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Valori dell'assicurazione contro gli incendi per immobilizzazioni

Mobilia	2 200 000	2 200 000
Impianti informatici	1 521 000	1 521 000
Immobili (immobile Parigi) pro memoria		

Scioglimento di riserve latenti (valore netto)

Scioglimento di riserve latenti	0	- 471 900
---------------------------------	---	-----------

Attivi costituiti in pegno per debiti propri

Attivi costituiti in pegno:		
altri investimenti finanziari	0	3 000 000
Liquidità	3 620 868	0
Costituite in pegno per:		
Prestito a termine (incluso: passività finanziarie a lungo termine 2003, Passività finanziarie a breve termine 2004)	3 000 000	3 000 000
UBS		
- Limite di credito	0	5 000 000
CS		
- Limite di credito (conto corrente)	500 000	500 000
ZKB (Banca Cantonale di Zurigo)		
- Limite di credito (conto corrente)	2 000 000	2 000 000

Infrastruttura esposizioni (stand fiere)

L'ammortamento figura ora sotto «Spese di marketing», (CHF 370 970 nell'anno d'esercizio 2004).

Partecipazioni

Switzerland Travel Centre AG Zurigo/Londra, gestione centralizzata, commercializzazione e vendita di prodotti turistici CH, capitale azionario	5 250 000	10 500 000
Quota di partecipazione ST	33,33 %	33,33 %

Crediti/debiti nei confronti di STC

Nel bilancio sono comprese le seguenti voci di attivo/passivo:

1.2.1 Debitori	9 538	6 030
1.4 Ratei e risconti attivi	0	114 000
2.1.2 Creditori	150 644	218 762

Conto immobile Parigi

Proventi da immobile	1 360 475	1 143 371
Oneri da immobile	1 343 519	926 556
Risultato da immobile	16 956	216 815

Impegni di leasing

Importo totale degli impegni da leasing	29 382	53 694
---	--------	--------

Fideiussioni

Garanzia locazione alloggio Parigi EUR 23 720	36 624	71 238
Fideiussione locazione alloggio collaboratori a Los Angeles USD 30 000	33 960	37 290
New York USD 1 550	1 755	0

Contributi partenariati strategici

Questi figurano ora sotto «Proventi di marketing», (CHF 790 000 nell'anno d'esercizio 2004).

Rapporto dell'Ufficio di revisione.

Rapporto dell'Ufficio di revisione all'Assemblea generale dei membri di Svizzera Turismo, Zurigo.

Nella nostra qualità di Ufficio di revisione statutario abbiamo verificato la contabilità e il conto annuale (bilancio, conto economico e allegato) di Svizzera Turismo per l'esercizio chiuso al 31 dicembre 2004.

Il Comitato direttivo è responsabile dell'allestimento del conto annuale, mentre il nostro compito consiste nella sua verifica e nell'espressione di un giudizio in merito. Confermiamo di adempiere i requisiti legali inerenti all'abilitazione professionale e all'indipendenza.

Il nostro giudizio è conforme alla verifica completa effettuata da Pricewaterhouse-Coopers SA e al resoconto da essa emanato

all'attenzione dell'Ufficio di revisione. La verifica dell'Ufficio di revisione è stata effettuata conformemente alle norme professionali svizzere, le quali impongono che essa venga pianificata e redatta in modo che eventuali dichiarazioni errate nel conto annuale possano essere identificate con un ragionevole grado di sicurezza. Essa ha verificato le varie posizioni e indicazioni contenute nel conto annuale mediante procedure analitiche e di verifica a campione. Ha inoltre giudicato l'applicazione dei principi contabili ivi correlati, i principali criteri di valutazione e la presentazione del conto annuale nel suo insieme. Essa è dell'avviso che la propria verifica costituisca una base di giudizio sufficiente.

In base alla nostra valutazione, la contabilità e il conto annuale sono conformi alla

legislazione svizzera e agli statuti, nonché ai criteri di allestimento dei conti riportati in allegato.

Raccomandiamo quindi di approvare il conto annuale a voi sottoposto.

L'Ufficio di revisione

Stefan Gerber

Esperto contabile diplomato, responsabile

Armin Bantli

Esperto contabile diplomato, membro

Daniel Anliker

Esperto contabile diplomato, membro

Zurigo, il 17 marzo 2005

Nuovi membri 2004.

Aargauer Schlösser, Schloss Habsburg, Habsburg

Accor Hotels Switzerland, Zürich

Albergo Giardino SA, Ascona 

Alpar Flug- und Flugplatzgesellschaft AG, Belp

Autotourisme Léman SA Alsa & Eggmann, Genève

Bergbahnen Adelboden AG, Adelboden 

Bergbahnen Disentis AG, Disentis/Mustér 

Bergbahnen Hohsaas AG, Saas-Grund 

Berner Oberländer Helikopter AG BOHAG, Gsteigwiler b. Interlaken 

Bodensee-Arena AG, Kreuzlingen

Car Tourisme Suisse – Car Groupe ASTAG, Bern 

Centre International de Conférences, Genève

Dragon du Ciel S.A., Genève

Dubler Rechtsanwälte, Zollikon

E lance SA, Genève

Eurasie Lexim SA, Genève

Eurasige SA, Genève

Euro Travel Incoming SA, Lausanne

Eurotel Riviera, Montreux

Evolène Région Tourisme, Evolène

FBM Gastro Management AG, Zürich

Fondation du Château de Chillon, Veytaux

Galerie du Lac de Brienz SA, Brienz

Galliker Ballwil Travel Co Ltd, Ballwil

GTA Donvand Ltd, Genève

Helvetic Airways AG, Zürich Flughafen

Hotel Bernina, Samedan

Hotel Feriendorf Twannberg, Twann 

Hotel Kemmeriboden-Bad, Schangnau

Hôtel Le Vieux Manoir Relais & Châteaux, Meyriez-Merlach

Hotel Restaurant Schlössli, Ipsach

Hotel-Restaurant UTO KULM, Uetliberg 

HTW Chur – Hochschule für Technik und Wirtschaft, Chur

Kappler Unternehmensberatung, Luzern

Lausanne Palace & Spa, Lausanne

Lindner Grand Hotel Beau Rivage, Interlaken 

Marina Travel AG, Bern

Midena Hotel Guides (Edition Fona GmbH), Lenzburg

Museum für Kommunikation, Bern

Office du tourisme de Thyon-Région,

Thyon-les Collons

Office du tourisme de Vallorbe, Vallorbe

Open Up Swiss, Bern

Ospizio San Gottardo, Airolo

Outventure AG, Stansstad

P.C.E.S.C – Promotion Culturelle & Economique Suisse-Chine, Genève

Radisson SAS Hotel, St. Gallen

RailAway AG, Luzern

Ramada-Treff (Schweiz), Ramada

Plaza Basel, Basel

Römerstadt Augusta Raurica, Augst 

Salomon (SCHWEIZ) AG, Cham

Savognin Bergbahnen AG, Landquart 

Schuh Interlaken AG, Interlaken

Seeburg Hotels AG, Luzern 

Seehotel Sonne, Küsnacht

Seminarhotel Sempachersee, Nottwil 

SHV Schweizerischer Hängegleiter-Verband, Zürich

Site touristique des Mines de Sel de Bex, Bex

Société des Hôtels Concorde Suisse SA,

Hôtel de la Paix, Genève

Stand-up-Switzerland AG, Zürich

Starwood & Arabella Sheraton Hotels, Zürich

Stockhornbahn AG, Erlenbach i./S. 

Swiss Diamond Hotel Olivella, Vico Morcote

Swiss Historic Hotels, c/o Marke Team,

Herrenschwanden

Swiss Trails GmbH, Oberweningen

Swissmint – Eidgenössische Münzstätte, Bern

Swissôtel Basel, Basel

Switzerland Travel Centre AG (STC), Zürich

Technorama, Winterthur

Tiscover AG, Lax

Tourdata AG, Zürich

Tourenguide.ch, Biel

Touring Club Suisse TCS, Vernier

Transports Publics du Chablais, Aigle

Turissem Val Müstair, Müstair

unikathotels.ch, Muri

Visiorama AG, Vaduz

World Avenues SA, Genève

Züri-Unterland Tourismus, Bülach

Membri 2004.

Situazione soci 2003: 601 / 2004: 648

1. Confederazione

Confederazione Svizzera, Berna

2. hotelleriesuisse, Berna

3. GastroSuisse, Zurigo

4. Partner strategici

Bucherer AG, Lucerna
 Europcar AMAG Services AG, Kloten
 Federazione delle cooperative Migros, Zurigo
 La Posta Svizzera, Berna
 Swiss Convenience Food Association (SCFA), Berna
 Swiss International Air Lines, Basilea
 Swisscom AG, Berna
 Switzerland Cheese Marketing AG, Berna
 Unique (Flughafen Zürich AG), Zurigo Airport
 Wenger S.A., Delémont

5. Membri per Cantoni

Appenzello Esterno

Appenzellerland Tourismus AR (VAT AR), Heiden
 Kanton Appenzell AR, Volkswirtschaftsdepartement, Herisau
 Säntis-Schwebelbahn AG, Schwägalp
 Schweizer Kurhäuser, Herisau

Appenzello Interno

Appenzeller Kantonalbank, Appenzell
 Appenzellerland Tourismus AG, Appenzell
 Appenzellerland Tourismus AI, Appenzell
 Kanton Appenzell AI, Volkswirtschaftsdepartement, Appenzell

Argovia

Aargau Services, Aarau
 Aargau Tourismus, Zofingen
 Aargauer Schlösser, Schloss Habsburg, Habsburg
 Bad Zurzach Tourismus, Zurzach
 Baden Tourismus, Baden
 ELAN Florian Weber AG, Menziken
 Geriberz Reisen AG, Wettingen
 Mammot Sports Group AG, Seon
 Midena Hotel Guides (Edition Fona GmbH), Lenzburg
 Ringier Print Zofingen AG, Zofingen
 Schweizerischer Bauernverband SBV, Brugg
 Stadt Baden, Baden

Stadt Lenzburg, Lenzburg
 Tourismus Rheinfelden, Rheinfelden
 unikathotels.ch, Muri
 Verkehrsverein Laufenburg, Laufenburg

Basilea Campagna

Baselland Tourismus, Liestal
 Bed & Breakfast Switzerland, Arlesheim
 CONTACT groups.ch, Hotels und Ferienhäuser für Gruppen, Liestal
 Lüdin AG, Druckerei, Liestal
 Rent a Bike AG (BRO AG), Therwil
 Römerstadt Augusta Raurica, Augst
 Schweizerischer Verein für Familienherbergen, Gelterkinden
 Sunstar-Holding AG, Liestal
 Universal Express AG, Allschwil

Basilea Città

ART Basel, The International Art Fair, Top Events of Switzerland, Basel
 Basel Tourismus, Basel
 Club Grand Hôtel & Palace, Basel
 Coop, Basel
 Europ. Reiseversicherungs AG, Basel
 Helvetia Patria Versicherungen, Basel
 Manor SA, Basel
 Messe Berlin/fairTeam, Basel
 Radisson SAS Hotel, Basel
 Ramada-Treff (Schweiz), Ramada Plaza Basel, Basel
 Schweizer Wanderwege SAW, Riehen
 Sixt AG/Sixt SA, Basel
 SQHI Hotel Münchenerhof Basel, Basel
 Swissôtel Basel, Basel
 Werner Druck AG, Basel

Berna

Aare Seeland mobil AG, Langenthal
 Adelboden Tourismus, Adelboden
 Allegro Grand Casino Kursaal Bern, Bern
 Alpar Flug- und Flugplatzgesellschaft AG, Belp
 alpenregion.ch, Hasliberg Wasserwendi
 Amt für wirtschaftliche Entwicklung, Kanton Bern, Bern
 ASMAS Verband Schweizer Sportfachhandel, Bern
 Beatenberg Tourismus, Beatenberg
 Beausite Park Hotel Wengen AG, Wengen
 BegaSoft AG, Bern
 Benteli Hallwag Druck AG, Wabern
 Bergbahnen Adelboden AG, Adelboden
 Bern Tourismus, Bern
 Berner Oberländer Helikopter AG BOHAG,

Gsteigwiler b. Interlaken
 Berner Wanderwege, Bern
 Best Western Hotel Beau-Site, Adelboden
 Best Western Swiss Hotels, Bern
 BLS Lötschbergbahn AG, Bern
 Brienz-Rothorn-Bahn AG, Brienz
 Car Tourisme Suisse – Car Groupe ASTAG, Bern
 Casino Kursaal Interlaken AG, Interlaken
 Chemins de fer du Jura, Tavannes
 Chocolats Camille Bloch SA, Courtelary
 Chocosuisse, Verband Schweizerischer Schokoladefabrikanten, Bern
 Cisalpino AG, Bern
 Credit Suisse BC, Bern
 Daniel Fischer & Partner, Niederwangen
 Destinationen Berner Oberland, c/o Interlaken Tourismus, Interlaken
 Druckerei Schüler AG, Biel
 Ed. Jobin AG, Brienz
 Einwohnergemeinde Spiez, Spiez
 Einwohnergemeinde Thun, Thun
 Fink Medien AG, Neuenegg
 Forschungsinstitut für Freizeit und Tourismus (FIF) Universität Bern, Bern
 Freilichtmuseum Ballenberg, Brienz
 Galerie du Lac de Brienz SA, Brienz
 Gemeinde Interlaken, Interlaken
 Gewerkschaft SMUV, Bern
 Gondelbahn Grindelwald-Männlichen AG, Grindelwald
 Grand Hotel Park, Gstaad
 Grindelwald Tourismus, Grindelwald
 Gstaad Saanenland Tourismus, Gstaad
 Hallwag Kümmerly + Frey AG, Schönbühl
 Hauenstein Hotels, c/o Hotel Krone, Thun
 Holiday Consulting and Travel AG, Bern
 Hotel Bellevue-Palace, Bern
 Hotel Bernerhof, Gstaad
 Hotel Eiger, Grindelwald
 Hotel Eigerblick AG, Grindelwald
 Hotel Feriendorf Twannberg, Twann
 Hotel Jungfrau & Haus Mönch AG, Mürren
 Hotel Kemmeriboden-Bad, Schangnau
 Hotel Restaurant Schlössli, Ipsach
 Hotel Restaurant Weisses Kreuz, Brienz
 Hotel Schweizerhof Bern, Bern
 Hotel Stadthaus AG, Burgdorf
 Imboden Tourismus GmbH, Bern
 Interlaken Tourismus, Interlaken
 INTERSPORT Schweiz AG, Ostermundigen
 Joaquim Verges – Tourist Organisationen, Meiringen
 Jungfrau Tours AG, Interlaken
 Jungfraubahnen, Interlaken
 Jura bernois Tourisme, Moutier
 KWO, Kraftwerke Oberhasli AG, Innertkirchen

Lenk-Simmental Tourismus AG, Lenk i.S. **Q**
 Lindner Grand Hotel Beau Rivage,
 Interlaken **Q**
 Lötschberg Tourismus, Kandersteg **Q**
 Marina Travel AG, Bern
 Meiringen-Hasliberg-Bahnen AG,
 Meiringen **Q**
 Museum für Kommunikation, Bern
 Mystery Park AG, Interlaken
 Niesenbahn AG, Mülenen **Q**
 Open Up Swiss, Bern
 Polyquest AG, Bern
 Pro Emmental, Langnau i.E.
 Railtour Suisse SA, Bern
 SC Sarner Cristal AG, Schauglashütte,
 Uetendorf/Thun
 Schilthornbahn AG, Interlaken **Q**
 Schuh Interlaken AG, Interlaken
 Schweizer Alpen-Club SAC, Bern **Q**
 Schweizer Reisekasse reka, Bern **Q**
 Schweizer Tourismus-Verband STV, Bern **Q**
 Seilbahnen Schweiz (SBS), Bern **Q**
 Simplex AG, Zollikofen
 SMIT – Schweizer Mittelland Tourismus,
 Bern **Q**
 Sportbahnen Hasliberg-Käserstatt AG,
 Hasliberg Wasserwendi
 Staatssekretariat für Wirtschaft seco, Bern
 Stadt Bern, Bern
 Stockhornbahn AG, Erlenbach i./S. **Q**
 Swiss Bankers Travelers Cheque Centre,
 Grosshöchstetten
 Swiss Cycling, Haus des Sportes, Bern
 Swiss Historic Hotels, c/o Marke Team,
 Herrenschwanden
 Swiss Retail Federation, Bern
 Swiss Snowsports, Belp
 Swiss wine communication SA, c/o FSV, Bern
 Swissmint – Eidgenössische Münzstätte, Bern
 Swiss-Ski, Muri bei Bern
 Thun Tourismus Organisation TTO, Thun
 Thunersee Tourismus, Thun **Q**
 Tourenguide.ch, Biel
 Tourismus Biel Seeland/Tourisme Bienne
 Seeland, Biel-Bienne **Q**
 Verband öffentlicher Verkehr (VöV), Bern **Q**
 Verband Schweiz. Campings VSC/ASC,
 Schönbühl
 Verband Schweizerischer Privatschulen
 VSP, Bern
 Verein Swiss Backpackers, Interlaken **Q**
 Victoria-Jungfrau Grand Hotel & Spa,
 Interlaken **Q**
 Volkswirtschaftskammer Berner Oberland,
 Interlaken
 W. Gassmann AG, Biel
 Watch Valley coordination, Bévillard
 Wengen Classic Hotels, c/o Hotel
 Wengener Hof, Wengen
 Wengen Mürren Lauterbrunnental
 Tourismus, Lauterbrunnen **Q**

Wengernalpbahn, Interlaken
 Wirtschaftsförderung Stadt Biel, Biel

Friburgo

Association touristique Estavayer & région,
 Estavayer-le-Lac **Q**
 Canton de Fribourg, Direction de l'Economie,
 des Transports et de l'Energie, Fribourg
 Commune de Gruyères, Conseil communal,
 Epagny
 Fribourg Tourisme, Fribourg **Q**
 Hôtel Le Vieux Manoir Relais & Châteaux,
 Meyriez-Merlach
 La Gruyère-Tourisme-Promotion, Bulle **Q**
 NH Switzerland, Fribourg
 Office du tourisme de Charmey, Charmey **Q**
 Région Glâne-Veveyse, Romont
 Région Lac de Morat, Morat
 Swiss Cigarette, Fribourg
 Transports publics fribourgeois TPF,
 Fribourg **Q**
 Union fribourgeoise du tourisme, Fribourg **Q**

Ginevra

Agence de Voyages Marina Meltseva, Versoix
 Autotourisme Léman SA Alsa & Eggmann,
 Genève
 Centre International de Conférences, Genève
 Commune de Meyrin, Meyrin
 Dragon du Ciel S.A., Genève
 Elance SA, Genève
 Elite Rent-a-car, Genève
 Eurasie Lexim SA, Genève
 Eurasige SA, Genève
 Fert Tours International, Genève
 Genève Tourisme, Genève **Q**
 Global Medical Consultants AG, Genève
 GTA Donvand Ltd, Genève
 Hôtel Adriatica, Genève
 Lakeside Marketing SARL, Genève
 Magnafin SA, Genève
 Manotel SA, Genève
 MCI Suisse SA, Genève **Q**
 Musée international de la Croix-Rouge
 et du Croissant-Rouge, Genève
 Orgexpo, Grand-Saconnex
 P.C.E.S.C – Promotion Culturelle &
 Economique Suisse-Chine, Genève
 Prestige Travel Services, Genève
 République et Canton de Genève, Genève
 SM Travel Ltd., Genève
 Société des hôteliers de Genève, Genève
 Société des Hôtels Concorde Suisse SA,
 Hôtel de la Paix, Genève
 Soleans (Switzerland) SA, Genève
 Touring Club Suisse TCS, Vernier
 Tryp Hôtel de Berne, Genève
 Ville de Genève, Conseil administratif,
 Genève

World Avenues SA, Genève
 Worldquest Services, Genève

Giura

Jura Tourisme, Saignelégier **Q**
 République et Canton du Jura, Service
 de l'économie, Delémont

Glarona

Glarnerland Tourismus, Glarus **Q**
 Kanton Glarus, Glarus
 Sportbahnen Elm AG, Elm

Grigioni

AG Hotels Schweizerhof & Post,
 Davos Platz **Q**
 Alpenarena.ch, Flims **Q**
 Arosa Bergbahnen AG, Arosa **Q**
 Arosa Tourismus, Arosa **Q**
 Badrutt's Palace Hotel AG, St. Moritz **Q**
 Bär E. Familie, Arosa
 Bergbahnen Disentis AG, Disentis/Mustér **Q**
 Bergbahnen ENGADIN/St. Moritz, St. Moritz
 Bergbahnen Motta Naluns
 Scuol-Ftan-Sent AG, Scuol **Q**
 Celerina Tourismus, Celerina
 Center Turistic, Brigels **Q**
 Cresta Hotels Davos, Davos Platz
 Davos Klosters Bergbahnen, Davos Dorf
 Davos Tourismus, Davos Platz **Q**
 Feriensiedlung Solaria, Davos Dorf **Q**
 Freizeit Graubünden AG, Malans **Q**
 Gemeinde Arosa, Arosa
 Gemeinde Davos, Davos Platz
 Gemeinde St. Moritz, St. Moritz
 Graubünden Ferien, Chur **Q**
 Graubündner Kantonalbank, Chur **Q**
 HFT Graubünden Academia Engiadina,
 Samedan
 Hotel Bernina, Samedan
 Hotel Saratz AG, Pontresina **Q**
 Hotel Waldhaus am See, St. Moritz **Q**
 HTW Chur – Hochschule für Technik und
 Wirtschaft, Chur
 Intersoc Bruxelles, St. Moritz
 Kanton Graubünden, Departement des
 Innern und der Volkswirtschaft, Chur
 Kempinski Grand Hôtel des Bains, St. Moritz
 Klosters Tourismus, Klosters **Q**
 Kur- und Verkehrsverein Pontresina,
 Pontresina **Q**
 Kur- und Verkehrsverein Silvaplana,
 Silvaplana **Q**
 Kur- und Verkehrsverein St. Moritz,
 St. Moritz **Q**
 Park Hotel Waldhaus, Flims Waldhaus **Q**
 Rentaski AG, Davos Platz
 Rhätische Bahn RhB, Chur **Q**

Rothornbahn und Scalottas AG, Lenzerheide
 Samedan Tourismus, Samedan
 Samnaun Tourismus, Samnaun 
 Savognin Bergbahnen AG, Landquart 
 Savognin Tourismus, Savognin 
 Scuol Tourismus AG, Scuol 
 Sedrun Disentis Tourismus, Disentis
 SSTH Swiss School of Tourism and Hospitality, Chur 
 Swiss Deluxe Hotels, Suvretta House, St. Moritz
 Top Engadin Tourismus Organisation PLAIV, Zuoz
 Tourismusverein Lenzerheide-Valbella, Lenzerheide 
 Turissem Val Müstair, Müstair
 Verkehrsverein Obersaxen, Obersaxen
 Verkehrsverein Sils/Engadin, Sils Maria 
 Victor Zindel & Partner GmbH, Maienfeld
 Weisse Arena Bergbahnen AG, Laax

Lucerna

Alpine Classic Hotels Service AG, Luzern
 Anker Travel Reisebüro, Vitznau
 Arbeitsstelle für Bildung der Schweizer Katholiken ABSK, Luzern
 Art Deco Hotel Montana Luzern, Luzern 
 Bucher Reisen AG, Luzern 
 Galliker Ballwil Travel Co Ltd, Ballwil
 Grand Casino Luzern, Luzern
 Gübelin AG, Luzern
 Hotel Continental-Park Luzern, Luzern
 Hotel Schweizerhof, Luzern 
 IMI International Management Institute Switzerland AG, Kastanienbaum
 Kanton Luzern, Amt für das Gastgewerbe, Luzern
 Kappler Unternehmensberatung, Luzern
 KKL Luzern Management AG, Luzern
 Lucerne Festival, Top Events of Switzerland, Luzern
 Luzern Tourismus AG, Luzern 
 Park Hotel Vitznau, Vitznau 
 RailAway AG, Luzern
 Rigi-Bahnen AG, Vitznau 
 Schifffahrt Luzern, Luzern 
 Schiffsgastronomie AG auf dem Vierwaldstättersee, Luzern 
 Seeburg Hotels AG, Luzern 
 Seminarhotel Sempachersee, Nottwil 
 Stadt Luzern Finanzdirektion, Luzern
 Swiss-Limousinen-Service, Malters
 Tourismus UNESCO Biosphäre Entlebuch, Schüpffheim
 Transport-Unternehmungen Zentralschweiz, Luzern
 USP Touristik AG, Ebikon
 Verkehrshaus der Schweiz, Luzern
 Weggis Vitznau Rigi Tourismus, Weggis 

Neuchâtel

Banque Cantonale Neuchâteloise, Neuchâtel
 République et Canton de Neuchâtel, Département de l'économie publique, Neuchâtel
 Société de Navigation sur les lacs de Neuchâtel & Morat LNM, Neuchâtel
 Tourisme neuchâtelois, Neuchâtel 
 Ville de Neuchâtel, Conseil communal, Neuchâtel

Nidwaldo

Bergbahnen Beckenried-Emmetten AG, Beckenried
 Hotel Winkelried, Stansstad
 Kanton Nidwalden, Volkswirtschaftsdirektion, Stans
 Luzern-Stans-Engelberg-Bahn, Stansstad 
 Outventure AG, Stansstad
 Stanserhorn-Bahn-Gesellschaft, Stans 
 Vierwaldstättersee Tourismus, Stans 

Obwaldo

Engelberg-Titlis Tourismus AG, Engelberg
 European Walking Tours GmbH, Engelberg
 Hotel Edelweiss, Engelberg 
 LTI Tours Ltd., Kriens
 Panoramawelt Lungern-Schönbüel, Lungern
 Pilatus-Bahnen, Kriens 
 Titlis Rotair Aerial Cableways, Engelberg 
 Volkswirtschaftsdepartement Obwalden, Sarnen

San Gallo

Amt für Wirtschaft Kanton St. Gallen, St. Gallen
 Bad Ragaz Tourismus, Bad Ragaz
 Expo Norm AG, St. Gallen
 Ferienregion Heidiiland, Sargans 
 Gemeinde Bad Ragaz, Bad Ragaz
 Grand Hotels Bad Ragaz AG, Bad Ragaz
 Institut für öffentliche Dienstleistungen und Tourismus an der Universität St. Gallen (HSG), St. Gallen
 Kapplerhof Hotel, Ebnat-Kappel
 Maestrani AG, St. Gallen
 Ostschweiz und St. Gallen-Bodensee Tourismus, St. Gallen 
 Pizolbahnen AG, Bad Ragaz 
 Radisson SAS Hotel, St. Gallen
 Rapperswil Zürichsee Tourismus, Rapperswil 
 Schweizerische Südostbahn AG, St. Gallen
 Silencehotels, Bad Ragaz
 St. Gallen-Bodensee Tourismus, St. Gallen 
 Stadt St. Gallen, St. Gallen

Stadt Wil, Wil
 Toggenburg Tourismus, Wildhaus 
 Touristikverein Flumserberg, Flumserberg 

Sciaffusa

Kanton Schaffhausen, Wirtschaftsamt, Schaffhausen
 Meier & Cie AG, Schaffhausen
 Schaffhausen Tourismus, Schaffhausen 
 Schaffhauser Kantonalbank, Schaffhausen
 Stadt Schaffhausen, Schaffhausen

Soletta

Autogrill Schweiz AG, Olten
 Baloise Bank SoBa, Solothurn
 Einwohnergemeinde Olten, Stadtkanzlei, Olten
 Kanton Solothurn Tourismus, Solothurn
 Region Solothurn Tourismus, Solothurn 
 Rothus Verlag/Revue Schweiz, Solothurn
 Vogt-Schild/Habegger Medien AG, Solothurn

Svitto

Bezirksrat Einsiedeln, Volkswirtschaft und Sicherheit, Einsiedeln
 Einsiedeln Tourismus, Einsiedeln
 Gemeinde Brunnen-Ingenbohl, Gemeindkanzlei, Brunnen
 Hotel Seedamm Plaza, Pfäffikon 
 intermaps AG, Pfäffikon
 Schwyz Tourismus, Goldau
 Schwyzer Kantonalbank, Schwyz
 Sport- und Seminarhotel Stoos, Stoos
 Swiss Knife Valley AG, Ibach
 Swissapartments, Gross 
 Tierpark Goldau und ZooSchweiz, Goldau
 Verkehrsverein Oberiberg, Regionales Verkehrsbüro, Oberiberg
 Victorinox Messerfabrik, Ibach-Schwyz
 Volkswirtschaftsdepartement, Schwyz

Ticino

Albergo Giardino SA, Ascona 
 Banca dello Stato del Cantone Ticino, Bellinzona
 Bellinzona Turismo e Alto Ticino, Bellinzona
 BSI S.A. Banca Svizzera Italiana S.A., Lugano
 Cornér Bank AG, Lugano
 Ente Turistico Lago Maggiore, Locarno 
 Esplanade Hotel Resort & Spa, Minusio/Locarno 
 Ferrovie Autolinee Regionali Ticinesi (FART), Locarno 
 Fondazione Monte Verità, Ascona 
 Hotel Ascona, Ascona
 Hotel Cadro Panoramica, Cadro
 Hotel Casa Berno und Arancio, Ascona 

Hôtel de la Paix, Lugano Q
 Hotel Eden Roc Ascona, AG Grand Hotel
 Tschuggen, Ascona
 Hotel Tobler, Ascona Q
 Kreuziger SA Hotel Muralto, Muralto
 Lugano Turismo, Lugano Q
 Municipalità della Città di Locarno, Locarno
 Municipalità della Città di Lugano, Lugano
 Navigazione Lago Maggiore
 Gest. gov. Italiana, Locarno Q
 Ospizio San Gottardo, Airolo
 Repubblica e Cantone del Ticino, Bellinzona
 Romantik Hotel Orselina, Orselina Q
 Studio Silvio Tarchini, Manno
 Swiss Diamond Hotel Olivella, Vico Morcote
 Ticino Turismo, Bellinzona Q
 Villa Principe Leopoldo & Residence, Lugano

Turgovia

Bodensee-Arena AG, Kreuzlingen
 Einwohnergemeinde Stein am Rhein,
 Stein am Rhein
 Ferien auf dem Bauernhof, Altnau Q
 Huber & Co. AG, Graphische Unternehmung,
 Frauenfeld
 Incotrade AG, Frauenfeld
 Kanton Thurgau, Öffentlicher Verkehr/
 Tourismus, Frauenfeld
 Kartause Ittingen, Warth
 Stadt Frauenfeld, Stadtrat, Frauenfeld
 Thurgau Tourismus, Amriswil Q
 Wäger & Partner GmbH, Frauenfeld

Uri

Andermatt Gotthard Sportbahnen AG,
 Andermatt
 Volkswirtschaftsdirektion Uri, Altdorf

Vallese

Administration communale de Monthey,
 Monthey
 Administration communale de Randogne,
 Randogne
 AG für Verkehrsbetriebe Leuk-Leukerbad-
 Umgebung LLB, Susten
 Agence immobilière Barras, Crans-sur-Sierre
 Aletsch Ferien, Breiten ob Mörel
 Alpen Resort Hotel, Zermatt
 Association hôtelière du Valais, Sion
 Banque Cantonale du Valais, Sion
 Bergbahnen Hohsaas AG, Saas-Grund Q
 Bettmeralp Bahnen AG, Bettmeralp
 Bettmeralp Tourismus, Bettmeralp Q
 Brig Belalp Tourismus, Brig Q
 César Ritz Colleges, Le Bouveret
 Chablais Tourisme SA, Monthey Q
 Commune de Martigny, Martigny
 Crans-Montana Tourisme, Crans-Montana Q

den Hartogh Productions AG, Brig
 EggishornTourismus & Goms Tourismus,
 Fiesch Q
 Evolène Région Tourisme, Evolène
 Ferienart Resort & Spa, Saas-Fee Q
 Gemeinde Zermatt, Zermatt
 GGB Gornergrat-Monte Rosa-Bahn, Brig Q
 Grächen Tourismus, Grächen Q
 Grand Hotel Zermatterhof, Zermatt
 HEVs – Ecole Suisse de Tourisme – Sierre,
 Sierre Q
 Hôtel Crans-Ambassador,
 Crans-Montana Q
 Hôtels Le Sourire & Mont Rouge,
 Haute-Nendaz
 International Summer Camp La Moubra,
 Crans-Montana
 Kuvert-Druck Zurwerra AG, Naters
 Les Elfes Verbier SA, International Summer
 and Winter Camps, Verbier
 Les Roches School of Hotel Management,
 Bluche/Randogne
 Leukerbad Tourismus, Leukerbad Q
 Lindner Hotels und Alpentherme,
 Leukerbad Q
 Luftseilbahnen Fiesch Eggishorn AG, Fiesch
 Martigny Tourisme, Martigny Q
 Matterhorn Gotthard Bahn, Brig Q
 Nendaz Tourisme, Nendaz Q
 Obergoms Tourismus, Oberwald
 Office du tourisme, Anzère
 Office du tourisme, Bains de Saillon SA,
 Centre Thermal, Saillon Q
 Office du tourisme de Thyon-Région,
 Thyon-les Collons
 Office du tourisme de Verbier/Val de Bagnes,
 Verbier
 Office du tourisme Ovronnaz, Ovronnaz Q
 Omega European Masters, Crans-Montana
 Golf Club, Top Events of Switzerland,
 Crans-sur-Sierre
 Provins, Sion
 Remontées Mécaniques de Crans-Montana-
 Aminona (CMA) SA, Crans-Montana
 Riederalp – Bahnen AG, Mörel Q
 Riederalp Tourismus, Riederalp Q
 Riffelalp Resort 2222m, Zermatt
 Rund um Visp Tourismus, Visp Q
 Saas-Fee Bergbahnen AG, Saas-Fee Q
 Saas-Fee Tourismus, Saas-Fee Q
 Seiler Hotels Zermatt AG, Hotel Monte
 Rosa, Zermatt Q
 Sierre-Anniviers Tourisme, Sierre Q
 Sion Tourisme, Sion Q
 Sport- und Feriencenter Fiesch, Fiesch Q
 STODR – Service du tourisme et du
 développement régional, Sion
 Téléverbier SA, Verbier Q
 Thermalp les Bains d'Ovronnaz SA,
 Ovronnaz Q
 Tiscover AG, Lax

TMR SA, Martigny Q
 Valais Tourisme, Sion Q
 Verband Bergsportschulen Schweiz VBS,
 Naters
 Veysonnaz Tourisme, Veysonnaz Q
 VP Vex Promotion SA,
 Thyon-Les Collons Q
 Zermatt Bergbahnen AG, Zermatt
 Zermatt Tourismus, Zermatt Q
 Zerzuben Touristik AG, Visp

Vaud

Association hôtelière vaudoise, Lausanne
 Banque Cantonale Vaudoise, Lausanne
 Biotonus Clinique Bon Port, Montreux
 Brilliantmont International School, Lausanne
 CDM Hôtels & Restaurants SA, Lausanne
 Château-d'Oex Tourisme, Château-d'Oex Q
 Chavannes-de-Bogis, Best Western Swiss
 Hotels, Chavannes-de-Bogis
 Chemin de fer NStCM et transports publics
 de la région nyonnaise, Nyon
 Compagnie Générale de Navigation sur le
 lac Léman CGN, Lausanne Q
 Conventus of Switzerland, Lausanne
 Diablerets Tourisme, Les Diablerets Q
 Ecole hôtelière de Lausanne, Lausanne
 Etat de Vaud, Département de l'économie,
 Lausanne
 Euro Travel Incoming SA, Lausanne
 Eurotel Riviera, Montreux
 Fondation du Château de Chillon, Veytaux
 Gestion Hôtelière Ming S.A., Vevey Q
 GIHE S.A., Glion sur Montreux
 Glacier 3000, Maison du Tourisme,
 Les Diablerets
 Grand Hôtel des Bains, Yverdon-les-Bains Q
 Grand Hôtel Suisse et Majestic, Montreux
 Hôtel Beau-Rivage Palace, Lausanne
 Hôtel La Barcarolle – Bays Hotels SA,
 Prangins Q
 Hôtel le Bristol, Villars-sur-Ollon
 Hôtel Préalpina, Chexbres Q
 Hotel Résidence Bristol, Montreux-Territet
 Hôtel Royal Plaza, Montreux
 Lausanne Palace & Spa, Lausanne
 Lausanne Tourisme, Lausanne Q
 Le Montreux Palace, Montreux
 Leysin Tourisme, Leysin Q
 McDonald's Suisse Restaurant Sàrl, Crissier
 Minotel Europe & Suisse, Lausanne
 Minotel Suisse, Lausanne
 MOB Montreux-Oberland Bernois et
 entreprises associées, Montreux Q
 Montreux-Vevey Tourisme, Montreux Q
 Municipalité de Bex, Bex
 Municipalité de Bussigny,
 Bussigny-près-Lausanne
 Municipalité de la Commune de Montreux,
 Montreux

Municipalité de Lausanne, Lausanne	Belvoir Rüschrlikon Hotel, Rüschrlikon	Q	Steigenberger Hotels AG, Zürich
Municipalité de Lutry, Lutry	City Night Line CNL AG, Zürich		Swiss Cities/Association suisse des villes touristiques, Winterthur
Municipalité de Morges, Morges	CityGuideTV/YourStory AG, Herrliberg		Swiss International Hotels, Zürich
Municipalité de Vevey, Vevey	Confiserie Sprüngli, Zürich		Swiss Partner Service GmbH, Adliswil
Musée Olympique Lausanne, Lausanne	Dataquest AG, Dietikon		Swiss Production Services GmbH, Fehraltorf
Nyon Région Tourisme, Nyon	Digital Print AG, Zürich	Q	Swiss Quality Hotels, Stäfa
Office du Tourisme de Gryon, Gryon	Dolder Hotel AG, Zürich	Q	Swiss Re, Schweiz. Rückversicherungs-Gesellschaft, Zürich
Office du tourisme de la région d'Avenches, Avenches	Druckerei a/d Sihl AG, Zürich	Q	Swiss Sales, HSMS Hotel Sales & Marketing Services GmbH, Horgen
Office du tourisme de Payerne, Payerne	Druckerei Stulz AG, Zürich		Swiss Trails GmbH, Oberweningen
Office du tourisme de Ste-Croix/ Les Rasses et environs, Ste-Croix	Dubler Rechtsanwälte, Zollikon		Swissôtel Zürich, Zürich
Office du tourisme de Vallorbe, Vallorbe	effect AG für Kommunikation, Zürich		Switzerland Convention & Incentive Bureau, Zürich
Office du tourisme du Canton de Vaud, Lausanne	Elektro-Surber, Zürich	Q	Switzerland Travel Centre AG (STC), Zürich
Office du tourisme et du thermalisme d'Yverdon-les-Bains et environs, Yverdon-les-Bains	FBM Gastro Management AG, Zürich	Q	Tamedia AG, Zürich
Office du tourisme Rougemont, Rougemont	Global Refund Schweiz AG, Brüttisellen	Q	Technorama, Winterthur
REAT S.A., Relais Exploitations et Activités Touristiques SA, Leysin	Hans Meier Tourist AG, Zürich		The Swiss Leading Hospitals, Zürich
Riviera Voyages, Vevey	Helvetic Airways AG, Zürich Flughafen		Tourdata AG, Zürich
Rosebud Héritage SA, Vich	Hertz AG – Switzerland, Schlieren		Tourmedia AG, Zürich
Schlaf im Stroh, Orges	Hiestand Schweiz AG, Schlieren		Transunix AG Personentransporte, Regensdorf
Schweizer Heilbäder, Yverdon-les-Bains	Hotel Central Plaza, Zürich		TV Productioncenter Zürich AG, Zürich
Site touristique des Mines de Sel de Bex, Bex	Hotel Engimatt, Zürich		UBS AG, Zürich
Sources Minérales Henniez SA, Henniez	Hotel Senator, Zürich		Verband Schweiz. Schifffahrtsunternehmen, Zürich
Surval Mont-Fleuri, Montreux	Hotel-Restaurant UTO KULM, Uetliberg	Q	Verband Schweizer Tourismusmanager VSTM, Zürich
Swiss Budget Hotels, Villars-sur-Ollon	Hotels with a Bookmark, c/o Turicum Hotel Management Group, Zürich	Q	Winterthur Tourismus, Winterthur
Transports Publics du Chablais, Aigle	InterContinental Zurich, Zürich	Q	Wolfensberger J.E. AG, Graphik, Kunstverlag, Zürich
Vallée de Joux Tourisme, Le Sentier	Interhome AG, Glattbrugg		Zürcher Hoteliers, Zürich
VIDI Exploitation, Les Diablerets	Internationale Schule für Touristik AG, Höhere Fachschule für Tourismus, Zürich	Q	Zürcher Kantonalbank, Zürich
Village Camps SA, Nyon	Kuoni Reisen Holding AG, Zürich		Zürich Tourismus, Zürich
Villars Tourisme, Villars-sur-Ollon	Lindt & Sprüngli (Schweiz) AG, Schokoladenfabriken, Kilchberg	Q	Zürich Versicherungs-Gesellschaft, Zürich
	Linkgroup, Zürich		Zürichsee Druckereien AG, Stäfa
	Manz Privacy Hotels Switzerland, Zürich		Züri-Unterland Tourismus, Bülach
	Mauell Reklame AG, Buchs		
	Mosse Media AG, Zürich		
	Offsetdruck Goetz AG, Geroldswil		
	Osec Business Network Switzerland, Zürich		
	Photoglob AG, Zürich		
	Präsidialdepartement der Stadt Zürich, Zürich		
	Prodega AG Howeg, Dietikon		
	Rentenanstalt / Swiss Life, Zürich		
	Rito AG, Zürich		
	SAP Systems Integration (Schweiz) AG, Regensdorf		
	Schweizer Bergführerverband, Zürich		
	Schweizer Jugendherbergen, Zürich		
	Schweizerische Gesellschaft für Hotelkredit SGH, Zürich		
	Schweizerischer Reisebüro-Verband, Zürich	Q	
	Schweizerisches Landesmuseum, Zürich		
	Seehotel Sonne, Küsnacht		
	SHV Schweizerischer Hängegleiter-Verband, Zürich		
	Skycruise Switzerland LTD, Lindau		
	Sorell Hotels/ZFV-Unternehmungen, Zürich	Q	
	Spectrum Events AG, Zürich		
	Stand-up-Switzerland AG, Zürich		
	Starwood & ArabellaSheraton Hotels, Zürich		

Zugo

DuetHotel AG, Zug	
feratel Schweiz AG, Rotkreuz	
Hapimag Verwaltungs- und Vertriebs-gesellschaft Havag AG, Baar	
Mövenpick Hotels & Resorts, Unterägeri	
Salomon (SCHWEIZ) AG, Cham	
Speck Print AG, Zug	
Stadt Zug, Finanzdepartement, Zug	
Unilever (Schweiz) AG, Zug	
VCH – Verband Christlicher Hotels, Oberägeri	Q
Volkswirtschaftsdirektion des Kantons Zug, Amt für öffentlichen Verkehr, Zug	
Zug Tourismus, Zug	Q

Zurigo

A. Türlér Uhren- und Schmuckgeschäft, Zürich	
Accor Hotels Switzerland, Zürich	
Amt für Wirtschaft und Arbeit Kanton Zürich, Zürich	
AVIS Autovermietung AG, Glattbrugg	

6. Liechtenstein

Liechtenstein Tourismus, Vaduz	Q
Visiorama AG, Vaduz	

7. Germania

Mainau GmbH, Insel Mainau	
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The Management.

Board of Directors.



Jürg Schmid
Director



Urs Eberhard
Deputy Director
Executive Vice President
Markets & MICE



Michel Ferla
Vice Director
Manager France,
Belgium, Spain



Eva Brechtbühl
Partnerships & Content
Services
Management and acquisition of sector partners, quality programmes research and processing of content



Notker Buchegger
Finance, Controlling & Organisation
Accounting & controlling, organisation, mail/building maintenance



Gabriela Buchmüller
Human Resources
Personnel administration and development, telephone/reception



Urs Emch
Marketing
Product marketing leisure, advertising design & production Exhibitions & events, Enjoy Switzerland



Thomas Winkler
Portal Management, eMarketing & Information Technology
Development, operation and marketing of MySwitzerland.com, partner web sites, mailinghouse and information technology

The International Marketing Management Team (MMT).

The MMT guarantees the integration of the markets and of relevant departments for the strategic planning of the worldwide tourism marketing.

Daniela Bär
Member of Executive Staff Unit
Head Corporate Communications,
Media & Market Research

Thomas Erne (until 30.06.05)
Martin Nydegger (as from 01.06.05)
Manager Netherlands

Christina Marzluff
Manager Germany

Roger Zbinden
Manager Asian Key Markets

Dino Dulio
Manager Italy

Jörg Krebs
Member of Executive Staff Unit
Head Sponsorship Marketing & Market
Switzerland

Federico Sommaruga
Manager Russian Federation,
India, GCC, Secondary Markets
& Market Services

Rafael Enzler
Manager North America

Evelyn Lafone
Manager United Kingdom & Ireland

Barbra Steuri-Albrecht
Head MICE (Meetings, Incentives,
Conventions & Exhibitions)

Board of Directors.

Marty Dr. Dick F.

President of Switzerland Tourism
Member of the Council of States (TI)

Schwitzguebel Pierre

Vice President of Switzerland Tourism
President, Lausanne Tourisme

Sinzig Ulrich

Vice President of Switzerland Tourism
President, Swiss Mittelland Tourism

Bernasconi Claudio (until 31.12.04)

Delegate of GastroSuisse, hotelier

Blumenthal Paul

Head of the Passenger Transport Division
Swiss Federal Railways

Brändli Christoffel

Member of the Council of States (GR)
President, Graubünden Holidays

Casanova Claudio (until 31.12.04)

Member of the Association Board of
hotelleriesuisse, hotelier

Kurrus Paul

Vice President for Public Affairs
and Environment,
Swiss International Air Lines

Maitre Jean-Philippe

Member of the National Council (GE)
Attorney

Robyr Jérémie

President, Valais Tourism

Schwalder-Briguet Esther (until 31.12.04)

Member of the Management
Touring Club of Switzerland TCS

Scheidegger Dr. rer. pol. Eric

Ambassador
Member of the Board Committee, seco
Head of the Promotion Activities Directora-
te,
State Secretariat for Economic Affairs, seco

Vollmer Dr. Peter

Member of the National Council (BE)
Director, Public Transport Association and
Swiss Cableways

New in the Board of Directors as from 01.01.2005:

Platzer Casimir

President of GastroBern and of the
Hotel Association Bernese Oberland

Rey Dr. Christian

Chairman, PhD hotelleriesuisse
Chairman, PhD Geneva Tourism

Solari Marco

President of the International Film festival
Locarno

Auditors.

Chairman

Gerber Stefan

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Members

Anliker Daniel

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Bantli Armin

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Alternate members

Scharnagl Frank

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Bernasconi Claudio (until 31.12.04)
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Delegate of GastroSuisse, hotelier

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Head of the Passenger Transport
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Managing Director, Liechtenstein Tourism

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Cachot Maurice
General Manager, Wenger S.A.

Casanova Claudio (until 31.12.04)
Board of Directors, Switzerland Tourism
Member of the Association Board of
hotelleriesuisse, hotelier

Eberhard Urs W.
Head Partnership Marketing,
Swiss International Air Lines

Escher Dr. David
CEO, Switzerland Cheese Marketing AG

Fasciati Silvio
Director, Rhaetian Railway RhB

Felder Josef
CEO Unique (Flughafen Zürich AG)

Gagliardi Tiziano
Director, Ticino Tourism

Hagmann Beat
Chairman, Tourism Department, Cantonal
Office for Economic Development, Berne

Hew Dr. Florian
Director, GastroSuisse

Hodler Bernhard
Advocate, Swiss Federation of Food &
Beverage Industry (SCFA)

Hofer Walter
General Manager, Global Refund
Switzerland AG

Huber Klaus
Member of the Government Council (GR)
Department of the Interior and Economy
Canton of Graubünden

Hürlimann Peter
Member of the Management,
Swiss Transport Museum

Keller Prof. Dr. Peter
Head of Tourism, State Secretariat for
Economic Affairs, seco

Knoll Martin
Chairman & Chief Executive Officer
McDonald's Switzerland Holding SA

Kühne Ralph
Secretary General of the Mayor's Office
Zurich

Kurrus Paul
Board of Directors, Switzerland Tourism
Vice President for Public Affairs and
Environment, Swiss International Air Lines

Landolf Daniel
Member of the Board
Head of the Passenger Transport Division
Swiss Post

Lerch Hans
Chief Executive Officer
Kuoni Reisen Holding AG

Maitre Jean-Philippe
Board of Directors, Switzerland Tourism
Member of the National Council (GE)
Attorney

Marty Dr. Dick F.
President of Switzerland Tourism
Member of the Council of States (TI)

Müller Prof. Dr. Hansruedi
Director, Research Institute for Leisure and
Tourism, University of Berne

Müller Hans-Ulrich
Delegate of the Syndicate of Swiss
Universal Banks, Credit Suisse

Nünlist Stefan
Chief Communications Officer Swisscom AG

Renner-Bach Judith
Managing Director, Swiss Federation of
Tourism

Rey Dr. Christian
Chairman, hotelleriesuisse

Riedener Urs
Member of the Executive Board,
Federation of Migros Cooperatives

Robyr Jérémie
Board of Directors, Switzerland Tourism
President, Valais Tourism

Rohrer Kurt
General Manager
swissmint, Official Mint of the Swiss
Confederation

Sardinha Carlos
Director, Europcar AMAG Services AG

Schawalder-Briguet Esther (until 31.12.04)
Board of Directors, Switzerland Tourism
Member of the Management,
Touring Club of Switzerland TCS

Scheidegger Dr. rer. pol. Eric
Board of Directors, Switzerland Tourism
Ambassador
Member of the Board Committee, seco
Head of Promotion Activities Directorate
State Secretariat for Economic Affairs

Schwitzguebel Pierre
Vice President of Switzerland Tourism
President, Lausanne Tourisme

Sinzig Ulrich
Vice President of Switzerland Tourism
President, Swiss Mittelland Tourism

Suter Daniel
Director, Swiss Transport Museum

Tromp Dr. Mathias
CEO, BLS Lötschberg Rail Ltd.

Vollmer Dr. Peter
Board of Directors, Switzerland Tourism
Member of the National Council (BE)
Director, Public Transport Association and
Swiss Cableways

Weibel Dr. Benedikt
Chief Executive Officer, Swiss Federal
Railways

The new members of the Board of Directors
are also members of the Switzerland
Tourism Council as from 01.01.05

Balance Sheet 2004.

1	Assets	Balance sheet 31.12.2004 CHF	Balance sheet 31.12.2003 CHF
Current assets			
1.1	Liquid assets		
	Cash on hand	40 175.07	48 632.54
	Postal accounts	749 545.58	686 018.22
	Bank accounts	5 089 625.20	3 363 624.13
	Short-term receivables	0.00	927 550.00
	Total liquid assets	5 879 345.85	5 025 824.89
1.2	Accounts receivable		
1.2.1	Receivables from sale of goods and services		
	Receivables	1 934 903.15	2 794 973.34
	Membership contributions not yet received	7 200.00	65 400.00
1.2.2	Other short-term accounts receivable		
	Guarantee obligations	249 029.92	131 312.57
	Social security	518 241.10	128 072.59
	Others	973 780.82	925 944.90
	Bad debt provision	- 276 200.00	- 31 000.00
	Total accounts receivable	3 406 954.99	4 014 703.40
1.3	Stock and work in progress		
	Stock and work in progress	144 265.54	162 585.66
	Total stock and work in progress	144 265.54	162 585.66
1.4	Prepaid assets		
	Prepaid assets	927 091.58	1 822 061.13
	Total prepaid assets	927 091.58	1 822 061.13
Total current assets		10 357 657.96	11 025 175.08
Fixed assets			
1.5	Financial assets		
	Participations	1 750 004.00	1 750 004.00
	Other financial assets	0.00	3 000 000.00
	Long-term receivables in respect of third parties	380 264.42	474 473.71
	Total financial assets	2 130 268.42	5 224 477.71
1.6	Tangible assets		
	Office equipment/office machinery	274 321.35	498 038.76
	IT equipment	627 639.05	488 620.74
	Infrastructure for presentations	1 133 066.12	1 477 136.49
	Total tangible assets	2 035 026.52	2 463 795.99
1.7	Fixed assets		
	Real estate	5 857 440.65	6 065 565.65
	Total fixed assets	5 857 440.65	6 065 565.65
Total fixed assets		10 022 735.59	13 753 839.35
Total assets		20 380 393.55	24 779 014.43

Balance Sheet 2004.

2 Liabilities and owners' equity

Balance sheet 31.12.2004
CHF

Balance sheet 31.12.2003
CHF

Liabilities

2.1	Short-term liabilities		
2.1.1	Short-term financial debt		
	Bank loans	3 000 000.00	0.00
2.1.2	Accounts payable for sales and services Creditors	4 522 704.99	5 597 348.45
2.1.3	Other short-term liabilities		
	Social security	300 276.62	537 864.14
	Third parties	244 377.46	928 411.26
	Pension funds	157 199.45	486 066.11
	Total short-term liabilities	8 224 558.52	7 549 689.96
2.2	Deferred credits to income/short-term provisions		
	Deferred credits to income	2 929 324.38	5 485 023.58
	Personnel provisions	1 018 928.26	976 962.50
	Total deferred credits to income/ short-term provisions	3 948 252.64	6 461 986.08
2.3	Long-term liabilities		
2.3.1	Long-term financial liabilities		
	Bank loans	0.00	3 000 000.00
	Third parties	36 464.94	78 430.70
2.3.2	Long-term provisions		
	IT equipment	264 300.00	275 800.00
	Renovation of real estate Paris	170 000.00	170 000.00
	Conversion of rented premises	509 900.00	535 500.00
	Others	2 171 000.00	2 171 000.00
	Extraordinary events destination Switzerland	2 931 900.00	2 608 000.00
	Reserve for staff terminations	231 147.50	204 050.45
2.3.3	Unrelated liabilities real estate Paris	668 458.78	349 074.71
	Total long-term liabilities	6 983 171.22	9 391 855.86
	Total liabilities	19 155 982.38	23 403 531.90

Owners' equity

2.4	Balance 1.1.04/03	1 375 482.53	1 382 608.21
	Excess of revenue	- 151 071.36	- 7 125.68
	Total equity	1 224 411.17	1 375 482.53
	Total liabilities and owners' equity	20 380 393.55	24 779 014.43

Profit and Loss Account 2004.

3 Income	Budget 2004 CHF	Account 2004 CHF	Account 2003 CHF
Operating income			
3.1 Members' contributions			
Swiss Confederation	44 031 000.00	44 884 787.92	42 334 607.44
Swiss Federal Railways	200 000.00	200 000.00	200 000.00
Swiss Hoteliers Association	100 000.00	100 000.00	100 000.00
GastroSuisse	100 000.00	100 000.00	100 000.00
Switzerland Tourism Council	795 500.00	795 500.00	740 500.00
Swiss associations, (cantons, communities, other tourism contributors, commerce interests, firms, organisations)	1 049 500.00	1 117 910.00	1 071 610.00
Voluntary contributions	9 000.00	7 135.00	9 035.00
Income strategic partners	790 000.00	0.00	790 000.00
Total members' contributions	47 075 000.00	47 205 332.92	45 345 752.44
3.2 Income arising from marketing	21 285 000.00	22 639 528.44	20 839 540.85
3.3 Miscellaneous income	16 000.00	86 782.65	181 202.62
3.4 Income arising from operating costs charged to third parties	967 000.00	1 017 102.93	846 790.80
3.5 Financial income	33 000.00	420 838.66	712 787.94
Total operating income	69 376 000.00	71 369 585.60	67 926 074.65
Extraordinary and third party income			
3.6 Third party income	61 000.00	43 477.40	45 156.93
3.7 Third party income real estate	1 300 000.00	1 360 475.50	1 143 370.92
Total extraordinary and third party income	1 361 000.00	1 403 952.90	1 188 527.85
3.8 Excess of expenditure	700 000.00	151 071.36	7 125.68
Total income	71 437 000.00	72 924 609.86	69 121 728.18

Profit and Loss Account 2004.

4 Expenses	Budget 2004 CHF	Account 2004 CHF	Account 2003 CHF
Operating expenses			
4.1 Expenses arising from marketing	43 516 000.00	45 202 574.65	41 281 349.62
4.2 Miscellaneous expenses incl. bad debt	5 000.00	282 113.30	31 456.14
4.3 Personnel expenses			
Salaries	16 956 000.00	16 530 831.71	16 443 767.76
Social security	3 128 000.00	2 690 261.54	2 706 099.13
Staff training and continuing education	300 000.00	303 999.80	289 049.31
Transfers and staff recruiting	300 000.00	278 237.87	310 930.59
Vacation/overtime not yet compensated (provisions)	50 000.00	45 024.00	- 11 150.00
Travel and representation expenses	349 000.00	292 073.42	364 188.71
Other personnel expenses	358 000.00	299 752.95	859 812.80
Total personnel expenses	21 441 000.00	20 440 181.29	20 962 698.30
4.4 Other operating expenditure			
Premises	2 350 000.00	2 177 910.81	2 202 031.97
Administration	1 448 000.00	1 391 546.06	1 273 986.17
Public bodies	175 000.00	217 442.97	209 316.31
Other operating expenditure	113 000.00	94 671.63	115 350.42
Total other operating expenditure	4 086 000.00	3 881 571.47	3 800 684.87
4.5 Financial expenses	209 000.00	862 705.38	776 879.74
4.6 Depreciation on tangible assets			
Hardware and software	480 000.00	610 764.80	414 634.06
Real estate/office equipment	350 000.00	298 753.48	515 032.44
Infrastructure for presentations	330 000.00	0.00	387 760.75
Infrastructure Swissair additional appropriations (acquisition value)	20 000.00	2 426.42	24 676.43
Total depreciation on tangible assets	1 180 000.00	911 944.70	1 342 103.68
Total operating expenses	70 437 000.00	71 581 090.79	68 195 172.35
Extraordinary and non-operating expenses			
4.7 Expenses third party real estate	1 000 000.00	1 343 519.07	926 555.83
Total extraordinary and non-operating expenses	1 000 000.00	1 343 519.07	926 555.83
Total expenses	71 437 000.00	72 924 609.86	69 121 728.18

Notes to 2004 Financial Statements.

Accounting principles

As a public corporation Switzerland Tourism maintains and presents its accounts in accordance with §957 ff. of the Swiss Code of Obligations (OR) and the applicable provisions of Swiss stock corporation law (§662 a ff. OR). Switzerland Tourism is liable for its liabilities to the extent of its assets in accordance with §21 of the organisational charter.

	2004	2003
	CHF	CHF
Pension fund liabilities		
Short-term liabilities towards domestic and foreign pension funds	157 200	486 066
Fire insurance, tangible property		
Furniture	2 200 000	2 200 000
IT equipment	1 521 000	1 521 000
Property (Paris property) pro Memoria		
Net release of undisclosed reserves		
Release of undisclosed reserves	0	- 471 900
Assets pledged for own liabilities		
Pledged assets:		
Other financial investments	0	3 000 000
Liquid funds	3 620 868	0
pawned for:		
Fixed-term loan (includes: 2003 long-term financial liabilities, 2004 short-term financial liabilities, bank)	3 000 000	3 000 000
UBS		
- Credit line	0	5 000 000
CS		
- Credit line (CA)	500 000	500 000
ZKB		
- Credit line (CA)	2 000 000	2 000 000
Infrastructure appearances (trade show stand)		
Depreciation is now included in "Expenses arising from marketing", (CHF 370 970 fiscal year 2004).		
Investments		
Switzerland Travel Center AG Zurich/London, central management, distribution and sale of CH tourism products,		
share capital	5 250 000	10 500 000
ST holding	33,33 %	33,33 %
Accounts receivable/payable vis-à-vis STC		
The balance sheet contains the following credit/liability items:		
1.2.1 Debtors	9 538	6 030
1.4 Prepaid expenses	0	114 000
2.1.2 Creditors	150 644	218 762
Paris property account		
Income	1 360 475	1 143 371
Expenditure	1 343 519	926 556
Profit	16 956	216 815
Leasing liabilities		
Total leasing liabilities	29 382	53 694
Guarantees		
Paris apartment rental guarantee EUR 23 720	36 624	71 238
House rental guarantee staff Los Angeles USD 30 000	33 960	37 290
New York USD 1 550	1 755	0
Contributions from strategic partnership		
These are now included in "income arising from marketing", (CHF 790 000 fiscal year 2004).		

Report of the Statutory Auditors.

To the General Meeting of Switzerland Tourism, Zurich.

As statutory auditors, we have audited the accounting records and the financial statements (balance sheet, profit and loss account and notes) of Switzerland Tourism for the year ended 31 December 2004.

These financial statements are the responsibility of the Board of Directors. Our responsibility is to express an opinion on these financial statements based on our audit. We confirm that we meet the legal requirements concerning professional qualification and independence.

Our assessment is based on the comprehensive audit carried out by PricewaterhouseCoopers AG and their report as delivered to the auditors.

Their audit was conducted in accordance with auditing standards promulgated by the Swiss profession, which require that an audit be planned and performed to obtain reasonable assurance about whether the financial statements are free from material misstatement. They have examined on a test basis evidence supporting the amounts and disclosures in the financial statements. They have also assessed the accounting principles used, significant estimates made and the overall financial statement presentation. They believe that their audit provides a reasonable basis for their opinion.

In our opinion, the accounting records and financial statements comply with the Swiss law and the statutes including the accounting principles shown in the notes.

We recommend that the financial statements submitted to you be approved.

The auditors

Stefan Gerber

Chartered Accountant,
Chief Auditor

Armin Bantli

Chartered Accountant, member

Daniel Anliker

Chartered Accountant, member

Zurich, 17 March 2005

New Members in 2004.

Aargauer Schlösser, Schloss Habsburg, Habsburg

Accor Hotels Switzerland, Zürich

Albergo Giardino SA, Ascona 

Alpar Flug- und Flugplatzgesellschaft AG, Belp

Autotourisme Léman SA Alsa & Eggmann, Genève

Bergbahnen Adelboden AG, Adelboden 

Bergbahnen Disentis AG, Disentis/Mustér 

Bergbahnen Hohsaas AG, Saas-Grund 

Berner Oberländer Helikopter AG BOHAG, Gsteigwiler b. Interlaken 

Bodensee-Arena AG, Kreuzlingen

Car Tourisme Suisse – Car Groupe ASTAG, Bern 

Centre International de Conférences, Genève

Dragon du Ciel S.A., Genève

Dubler Rechtsanwälte, Zollikon

E lance SA, Genève

Eurasie Lexim SA, Genève

Eurasige SA, Genève

Euro Travel Incoming SA, Lausanne

Eurotel Riviera, Montreux

Evolène Région Tourisme, Evolène

FBM Gastro Management AG, Zürich

Fondation du Château de Chillon, Veytaux

Galerie du Lac de Brienz SA, Brienz

Galliker Ballwil Travel Co Ltd, Ballwil

GTA Donvand Ltd, Genève

Helvetic Airways AG, Zürich Flughafen

Hotel Bernina, Samedan

Hotel Feriendorf Twannberg, Twann 

Hotel Kemmeriboden-Bad, Schangnau

Hôtel Le Vieux Manoir Relais & Châteaux, Meyriez-Merlach

Hotel Restaurant Schlössli, Ipsach

Hotel-Restaurant UTO KULM, Uetliberg 

HTW Chur – Hochschule für Technik und Wirtschaft, Chur

Kappler Unternehmensberatung, Luzern

Lausanne Palace & Spa, Lausanne

Lindner Grand Hotel Beau Rivage, Interlaken 

Marina Travel AG, Bern

Midena Hotel Guides (Edition Fona GmbH), Lenzburg

Museum für Kommunikation, Bern

Office du tourisme de Thyon-Région, Thyon-les Collons

Office du tourisme de Vallorbe, Vallorbe

Open Up Swiss, Bern

Ospizio San Gottardo, Airolo

Outventure AG, Stansstad

P.C.E.S.C – Promotion Culturelle & Economique Suisse-Chine, Genève

Radisson SAS Hotel, St. Gallen

RailAway AG, Luzern

Ramada-Treff (Schweiz), Ramada Plaza Basel, Basel

Römerstadt Augusta Raurica, Augst 

Salomon (SCHWEIZ) AG, Cham

Savognin Bergbahnen AG, Landquart 

Schuh Interlaken AG, Interlaken

Seeburg Hotels AG, Luzern 

Seehotel Sonne, Küsnacht

Seminarhotel Sempachersee, Nottwil 

SHV Schweizerischer Hängegleiter-Verband, Zürich

Site touristique des Mines de Sel de Bex, Bex

Société des Hôtels Concorde Suisse SA, Hôtel de la Paix, Genève

Stand-up-Switzerland AG, Zürich

Starwood & ArabellaSheraton Hotels, Zürich

Stockhornbahn AG, Erlenbach i./S. 

Swiss Diamond Hotel Olivella, Vico Morcote

Swiss Historic Hotel c/o Marke Team, Herrenschwanden

Swiss Trails GmbH, Oberweningen

Swissmint – Eidgenössische Münzstätte, Bern

Swissôtel Basel, Basel

Switzerland Travel Centre AG (STC), Zürich

Technorama, Winterthur

Tiscover AG, Lax

Tourdata AG, Zürich

TourenGuide.ch, Biel

Touring Club Suisse TCS, Vernier

Transports Publics du Chablais, Aigle

Turissem Val Müstair, Müstair

unikathotels.ch, Muri

Visiorama AG, Vaduz

World Avenues SA, Genève

Züri-Unterland Tourismus, Bülach

Members in 2004.

Members 2003: 601/2004: 648

1. Swiss Confederation

Swiss Confederation, Berne

2. hotelleriesuisse, Berne

Q

3. GastroSuisse, Zurich

Q

4. Strategic Partners

Bucherer AG, Lucerne

Europcar AMAG Services AG, Kloten

Federation of Migros Cooperatives, Zurich

Swiss Convenience Food Association (SCFS), Berne

Swiss Federal Railways SBB, Berne

Swiss International Air Lines, Basel Q

Swiss Post, Berne

Switzerland Cheese Marketing AG, Berne

Unique (Flughafen Zürich AG), Zurich Airport

Wenger S.A., Délemont

5. Members by Canton

Aargau

Aargau Services, Aarau

Aargau Tourismus, Zofingen

Aargauer Schlösser, Schloss Habsburg, Habsburg

Bad Zurzach Tourismus, Zurzach

Baden Tourismus, Baden Q

ELAN Florian Weber AG, Menziken

Geriberz Reisen AG, Wettingen

Mammut Sports Group AG, Seon

Midena Hotel Guides (Edition Fona GmbH), Lenzburg

Ringier Print Zofingen AG, Zofingen

Schweizerischer Bauernverband SBV, Brugg

Stadt Baden, Baden Q

Stadt Lenzburg, Lenzburg

Tourismus Rheinfelden, Rheinfelden Q

unikathotels.ch, Muri

Verkehrsverein Laufenburg, Laufenburg

Appenzell AR

Appenzellerland Tourismus AR (VAT AR), Heiden

Kanton Appenzell AR, Volkswirtschaftsdepartement, Herisau

Säntis-Schwebelbahn AG, Schwägälp

Schweizer Kurhäuser, Herisau

Appenzell AI

Appenzeller Kantonalbank, Appenzell

Appenzellerland Tourismus AG, Appenzell

Appenzellerland Tourismus AI, Appenzell Q

Kanton Appenzell AI, Volkswirtschaftsdepartement, Appenzell

Basel-City

ART Basel, The International Art Fair, Top Events of Switzerland, Basel

Basel Tourismus, Basel

Club Grand Hôtel & Palace, Basel

Coop, Basel

Europ. Reiseversicherungs AG, Basel

Helvetia Patria Versicherungen, Basel

Manor SA, Basel

Messe Berlin/fairTeam, Basel

Radisson SAS Hotel, Basel Q

Ramada-Treff (Schweiz), Ramada

Plaza Basel, Basel

Schweizer Wanderwege SAW, Riehen

Sixt AG/Sixt SA, Basel

SQHI Hotel Münchnerhof Basel, Basel

Swissôtel Basel, Basel

Werner Druck AG, Basel

Basel-Country

Baselland Tourismus, Liestal

Bed & Breakfast Switzerland, Arlesheim Q

CONTACT groups.ch, Hotels und Ferienhäuser für Gruppen, Liestal

Lüdin AG, Druckerei, Liestal

Rent a Bike AG (BRO AG), Therwil

Römerstadt Augusta Raurica, Augst Q

Schweizerischer Verein für Familienherbergen, Gelterkinden Q

Sunstar-Holding AG, Liestal

Universal Express AG, Allschwil

Berne

Aare Seeland mobil AG, Langenthal Q

Adelboden Tourismus, Adelboden

Allegro Grand Casino Kursaal Bern, Bern Q

Alpar Flug- und Flugplatzgesellschaft AG, Belp

alpenregion.ch, Hasliberg Wasserwendi Q

Amt für wirtschaftliche Entwicklung, Kanton Bern, Bern Q

ASMAS Verband Schweizer Sportfachhandel, Bern

Beatenberg Tourismus, Beatenberg Q

Beausite Park Hotel Wengen AG, Wengen Q

BegaSoft AG, Bern

Benteli Hallwag Druck AG, Wabern

Bergbahnen Adelboden AG, Adelboden Q

Bern Tourismus, Bern

Berner Oberländer Helikopter AG BOHAG, Gsteigwiler b. Interlaken Q

Berner Wanderwege, Bern Q

Best Western Hotel Beau-Site, Adelboden Q

Best Western Swiss Hotels, Bern

BLS Lötschbergbahn AG, Bern

Brienz-Rothorn-Bahn AG, Brienz Q

Car Tourisme Suisse – Car Groupe ASTAG, Bern Q

Casino Kursaal Interlaken AG, Interlaken

Chemins de fer du Jura, Tavannes

Chocolats Camille Bloch SA, Courtelary

Chocosuisse, Verband Schweizerischer

Schokoladefabrikanten, Bern

Cisalpino AG, Bern

Crédit Suisse BC, Bern

Daniel Fischer & Partner, Niederwangen

Destinationen Berner Oberland, c/o

Interlaken Tourismus, Interlaken

Druckerei Schüler AG, Biel

Ed. Jobin AG, Brienz

Einwohnergemeinde Spiez, Spiez

Einwohnergemeinde Thun, Thun

Fink Medien AG, Neuenegg

Forschungsinstitut für Freizeit und

Tourismus (FIF) Universität Bern, Bern

Freilichtmuseum Ballenberg, Brienz Q

Galerie du Lac de Brienz SA, Brienz

Gemeinde Interlaken, Interlaken

Gewerkschaft SMUV, Bern

Gondelbahn Grindelwald-Männlichen AG, Grindelwald

Grand Hotel Park, Gstaad

Grindelwald Tourismus, Grindelwald Q

Gstaad Saanenland Tourismus, Gstaad

Hallwag Kümmerly + Frey AG, Schönbühl

Hauenstein Hotels, c/o Hotel Krone, Thun

Holiday Consulting and Travel AG, Bern

Hotel Bellevue-Palace, Bern

Hotel Bernerhof, Gstaad

Hotel Eiger, Grindelwald

Hotel Eigerblick AG, Grindelwald Q

Hotel Feriendorf Twannberg, Twann Q

Hotel Jungfrau & Haus Mönch AG, Mürren

Hotel Kemmeriboden-Bad, Schangnau

Hotel Restaurant Schlössli, Ipsach

Hotel Restaurant Weisses Kreuz, Brienz Q

Hotel Schweizerhof Bern, Bern

Hotel Stadthaus AG, Burgdorf Q

Imboden Tourismus GmbH, Bern

Interlaken Tourismus, Interlaken Q

INTERSPORT Schweiz AG, Ostermündigen

Joaquim Verges – Tourist Organisationen,

Meiringen

Jungfrau Tours AG, Interlaken Q

Jungfraubahnen, Interlaken

Jura bernois Tourisme, Moutier Q

KWO, Kraftwerke Oberhasli AG, Innertkirchen

Lenk-Simmmental Tourismus AG, Lenk i.S. Q

Lindner Grand Hotel Beau Rivage, Interlaken

Lötschberg Tourismus, Kandersteg **Q**
 Marina Travel AG, Bern
 Meiringen-Hasliberg-Bahnen AG,
 Meiringen **Q**
 Museum für Kommunikation, Bern
 Mystery Park AG, Interlaken
 Niesenbahn AG, Mülenen **Q**
 Open Up Swiss, Bern
 Polyquest AG, Bern
 Pro Emmental, Langnau i.E.
 Railtour Suisse SA, Bern
 SC Sarner Cristal AG, Schauglashütte,
 Uetendorf/Thun
 Schilthornbahn AG, Interlaken **Q**
 Schuh Interlaken AG, Interlaken
 Schweizer Alpen-Club SAC, Bern **Q**
 Schweizer Reisekasse reka, Bern **Q**
 Schweizer Tourismus-Verband STV,
 Bern **Q**
 Seilbahnen Schweiz (SBS), Bern **Q**
 Simplex AG, Zollikofen
 SMIT – Schweizer Mittelland
 Tourismus, Bern **Q**
 Sportbahnen Hasliberg-Käserstatt AG,
 Hasliberg Wasserwendi
 Staatssekretariat für Wirtschaft seco, Bern
 Stadt Bern, Bern
 Stockhornbahn AG, Erlenbach i/S. **Q**
 Swiss Bankers Travelers Cheque Centre,
 Grosshöchstetten
 Swiss Cycling, Haus des Sportes, Bern
 Swiss Historic Hotels, c/o Marke Team,
 Herrenschwanden
 Swiss Retail Federation, Bern
 Swiss Snowsports, Belp
 Swiss wine communication SA c/o FSV, Bern
 Swissmint - Eidgenössische Münzstätte, Bern
 Swiss-Ski, Muri bei Bern
 Thun Tourismus Organisation TTO, Thun
 Thunersee Tourismus, Thun **Q**
 Tourenguide.ch, Biel
 Tourismus Biel Seeland/Tourisme Bienne
 Seeland, Biel-Bienne **Q**
 Verband öffentlicher Verkehr (VöV), Bern **Q**
 Verband Schweiz. Campings VSC/ASC,
 Schönbühl
 Verband Schweizerischer Privatschulen
 VSP, Bern
 Verein Swiss Backpackers, Interlaken **Q**
 Victoria-Jungfrau Grand Hotel & Spa,
 Interlaken **Q**
 Volkswirtschaftskammer Berner
 Oberland, Interlaken
 W. Gassmann AG, Biel
 Watch Valley coordination, Bévilard
 Wengen Classic Hotels, c/o Hotel
 Wengener Hof, Wengen
 Wengen Mürren Lauterbrunnental
 Tourismus, Lauterbrunnen **Q**
 Wengernalpbahn, Interlaken
 Wirtschaftsförderung Stadt Biel, Biel

Fribourg

Association touristique Estavayer & région,
 Estavayer-le-Lac **Q**
 Canton de Fribourg, Direction de l'Economie,
 des Transports et de l'Energie, Fribourg
 Commune de Gruyères, Conseil communal,
 Epagny
 Fribourg Tourisme, Fribourg **Q**
 Hôtel Le Vieux Manoir Relais & Châteaux,
 Meyriez-Merlach
 La Gruyère-Tourisme-Promotion, Bulle **Q**
 NH Switzerland, Fribourg
 Office du tourisme de Charmey, Charmey **Q**
 Région Glâne-Veveysse, Romont
 Région Lac de Morat, Morat
 Swiss Cigarette, Fribourg
 Transports publics fribourgeois TPF,
 Fribourg **Q**
 Union fribourgeoise du tourisme, Fribourg **Q**

Geneva

Agence de Voyages Marina Meltseva,
 Versoix
 Autotourisme Léman SA Alsa & Eggmann,
 Genève
 Centre International de Conférences,
 Genève
 Commune de Meyrin, Meyrin
 Dragon du Ciel S.A., Genève
 Elance SA, Genève
 Elite Rent-a-car, Genève
 Eurasie Lexim SA, Genève
 Euraside SA, Genève
 Fert Tours International, Genève
 Genève Tourisme, Genève **Q**
 Global Medical Consultants AG, Genève
 GTA Donvand Ltd, Genève
 Hôtel Adriatica, Genève
 Lakeside Marketing SARL, Genève
 Magnafin SA, Genève
 Manotel SA, Genève
 MCI Suisse SA, Genève **Q**
 Musée international de la Croix-Rouge
 et du Croissant-Rouge, Genève
 Orgexpo, Grand-Saconnex
 P.C.E.S.C – Promotion Culturelle &
 Economique Suisse-Chine, Genève
 Prestige Travel Services, Genève
 République et Canton de Genève, Genève
 SM Travel Ltd., Genève
 Société des hôteliers de Genève, Genève
 Société des Hôtels Concorde Suisse SA,
 Hôtel de la Paix, Genève
 Soleans (Switzerland) SA, Genève
 Touring Club Suisse TCS, Vernier
 Tryp Hôtel de Berne, Genève
 Ville de Genève, Conseil administratif,
 Genève
 World Avenues SA, Genève
 Worldquest Services, Genève

Glarus

Glarnerland Tourismus, Glarus **Q**
 Kanton Glarus, Glarus
 Sportbahnen Elm AG, Elm

Graubünden

AG Hotels Schweizerhof & Post,
 Davos Platz **Q**
 Alpenarena.ch, Flims **Q**
 Arosa Bergbahnen AG, Arosa **Q**
 Arosa Tourismus, Arosa **Q**
 Badrutt's Palace Hotel AG, St. Moritz **Q**
 Bär E. Familie, Arosa
 Bergbahnen Disentis AG, Disentis/Mustér **Q**
 Bergbahnen ENGADIN/St. Moritz, St. Moritz
 Bergbahnen Motta Naluns
 Scuol-Ftan-Sent AG, Scuol **Q**
 Celerina Tourismus, Celerina
 Center Turistic, Brigels **Q**
 Cresta Hotels Davos, Davos Platz
 Davos Klosters Bergbahnen, Davos Dorf
 Davos Tourismus, Davos Platz **Q**
 Feriensiedlung Solaria, Davos Dorf **Q**
 Freizeit Graubünden AG, Malans **Q**
 Gemeinde Arosa, Arosa
 Gemeinde Davos, Davos Platz
 Gemeinde St. Moritz, St. Moritz
 Graubünden Ferien, Chur **Q**
 Graubündner Kantonalbank, Chur **Q**
 HFT Graubünden Academia Engiadina,
 Samedan
 Hotel Bernina, Samedan
 Hotel Saratz AG, Pontresina **Q**
 Hotel Waldhaus am See, St. Moritz **Q**
 HTW Chur – Hochschule für Technik und
 Wirtschaft, Chur
 Intersoc Bruxelles, St. Moritz
 Kanton Graubünden, Departement des
 Innern und der Volkswirtschaft, Chur
 Kempinski Grand Hôtel des Bains, St. Moritz
 Klosters Tourismus, Klosters **Q**
 Kur- und Verkehrsverein Pontresina,
 Pontresina **Q**
 Kur- und Verkehrsverein Silvaplana,
 Silvaplana **Q**
 Kur- und Verkehrsverein St. Moritz, St. Moritz **Q**
 Park Hotel Waldhaus, Flims Waldhaus **Q**
 Rentaski AG, Davos Platz
 Rhätische Bahn RhB, Chur **Q**
 Rothornbahn und Scalottas AG, Lenzerheide
 Samedan Tourismus, Samedan
 Samnaun Tourismus, Samnaun **Q**
 Savognin Bergbahnen AG, Landquart **Q**
 Savognin Tourismus, Savognin **Q**
 Scuol Tourismus AG, Scuol **Q**
 Sedrun Disentis Tourismus, Disentis
 SSTH Swiss School of Tourism and
 Hospitality, Chur **Q**
 Swiss Deluxe Hotels, Suvretta House,
 St. Moritz

Top Engadin Tourismus Organisation PLAIV,
Zuoz
Tourismusverein Lenzerheide-Valbella,
Lenzerheide 
Turissem Val Müstair, Müstair
Verkehrsverein Obersaxen, Obersaxen
Verkehrsverein Sils/Engadin, Sils Maria 
Victor Zindel & Partner GmbH, Maienfeld
Weisse Arena Bergbahnen AG, Laax

Jura

Jura Tourisme, Saignelégier 
République et Canton du Jura, Service
de l'économie, Delémont

Lucerne

Alpine Classic Hotels Service AG, Luzern
Anker Travel Reisebüro, Vitznau
Arbeitsstelle für Bildung der Schweizer
Katholiken ABSK, Luzern
Art Deco Hotel Montana Luzern,
Luzern 
Bucher Reisen AG, Luzern 
Galliker Ballwil Travel Co Ltd, Ballwil
Grand Casino Luzern, Luzern
Gübelin AG, Luzern
Hotel Continental-Park Luzern, Luzern
Hotel Schweizerhof, Luzern 
IMI International Management Institute
Switzerland AG, Kastanienbaum
Kanton Luzern, Amt für das Gastgewerbe,
Luzern
Kappler Unternehmungsberatung,
Luzern
KKL Luzern Management AG, Luzern
Lucerne Festival, Top Events of
Switzerland, Luzern
Luzern Tourismus AG, Luzern 
Park Hotel Vitznau, Vitznau 
RailAway AG, Luzern
Rigi-Bahnen AG, Vitznau 
Schiffahrt Luzern, Luzern 
Schiffsgastronomie AG auf dem
Vierwaldstättersee, Luzern 
Seeburg Hotels AG, Luzern 
Seminarhotel Sempachersee,
Nottwil 
Stadt Luzern Finanzdirektion, Luzern
Swiss-Limousinen-Service, Malters
Tourismus UNESCO Biosphäre Entlebuch,
Schüpheim
Transport-Unternehmungen
Zentralschweiz, Luzern
USP Touristik AG, Ebikon
Verkehrshaus der Schweiz, Luzern
Weggis Vitznau Rigi Tourismus,
Weggis 

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Département de l'économie publique,
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Société de Navigation sur les lacs de
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Tourisme neuchâtelois, Neuchâtel 
Ville de Neuchâtel, Conseil communal,
Neuchâtel

Nidwalden

Bergbahnen Beckenried-Emmetten AG,
Beckenried
Hotel Winkelried, Stansstad
Kanton Nidwalden, Volkswirtschaftsdirektion,
Stans
Luzern-Stans-Engelberg-Bahn, Stansstad 
Outventure AG, Stansstad
Stanserhorn-Bahn-Gesellschaft, Stans 
Vierwaldstättersee Tourismus, Stans 

Obwalden

Engelberg-Titlis Tourismus AG, Engelberg
European Walking Tours GmbH, Engelberg
Hotel Edelweiss, Engelberg 
LTI Tours Ltd., Kriens
Panoramawelt Lungern-Schönbüel, Lungern
Pilatus-Bahnen, Kriens 
Titlis Rotair Aerial Cableways, Engelberg 
Volkswirtschaftsdepartement Obwalden,
Sarnen

Schaffhausen

Kanton Schaffhausen, Wirtschaftsamt,
Schaffhausen
Meier & Cie AG, Schaffhausen
Schaffhausen Tourismus, Schaffhausen 
Schaffhauser Kantonalbank, Schaffhausen
Stadt Schaffhausen, Schaffhausen

Schwyz

Bezirksrat Einsiedeln, Volkswirtschaft und
Sicherheit, Einsiedeln
Einsiedeln Tourismus, Einsiedeln
Gemeinde Brunnen-Ingenbohl,
Gemeindekanzlei, Brunnen
Hotel Seedamm Plaza, Pfäffikon 
intermaps AG, Pfäffikon
Schwyz Tourismus, Goldau
Schwyzer Kantonalbank, Schwyz
Sport- und Seminarhotel Stoos, Stoos
Swiss Knife Valley AG, Ibach
Swissapartments, Gross 
Tierpark Goldau und Zoo Schweiz, Goldau
Verkehrsverein Oberiberg, Regionales
Verkehrsbüro, Oberiberg

Victorinox Messerfabrik, Ibach-Schwyz
Volkswirtschaftsdepartement, Schwyz

Solothurn

Autogrill Schweiz AG, Olten
Baloise Bank SoBa, Solothurn
Einwohnergemeinde Olten, Stadtkanzlei,
Olten
Kanton Solothurn Tourismus, Solothurn
Region Solothurn Tourismus, Solothurn 
Rothus Verlag/Revue Schweiz, Solothurn
Vogt-Schild/Habegger Medien AG,
Solothurn

St. Gall

Amt für Wirtschaft Kanton St. Gallen,
St. Gallen
Bad Ragaz Tourismus, Bad Ragaz
Expo Norm AG, St. Gallen
Ferienregion Heidiland, Sargans 
Gemeinde Bad Ragaz, Bad Ragaz
Grand Hotels Bad Ragaz AG, Bad Ragaz
Institut für öffentliche Dienstleistungen und
Tourismus an der Universität St. Gallen
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Kapplerhof Hotel, Ebnat-Kappel
Maestrani AG, St. Gallen
Ostschweiz u. St. Gallen-Bodensee
Tourismus, St. Gallen 
Pizolbahnen AG, Bad Ragaz 
Radisson SAS Hotel, St. Gallen
Rapperswil Zürichsee Tourismus,
Rapperswil 
Schweizerische Südostbahn AG, St. Gallen
Silencehotels, Bad Ragaz
St.Gallen-Bodensee Tourismus, St. Gallen 
Stadt St. Gallen, St. Gallen
Stadt Wil, Wil
Toggenburg Tourismus, Wildhaus 
Touristikverein Flumserberg,
Flumserberg 

Thurgau

Bodensee-Arena AG, Kreuzlingen
Einwohnergemeinde Stein am Rhein,
Stein am Rhein
Ferien auf dem Bauernhof, Altnau 
Huber & Co. AG, Graphische Unternehmung,
Frauenfeld
Incotrade AG, Frauenfeld
Kanton Thurgau, Öffentlicher Verkehr/
Tourismus, Frauenfeld
Kartause Ittingen, Warth
Stadt Frauenfeld, Stadtrat,
Frauenfeld
Thurgau Tourismus, Amriswil 
Wäger & Partner GmbH,
Frauenfeld

Ticino

Albergo Giardino SA, Ascona 

Banca dello Stato del Cantone Ticino, Bellinzona

Bellinzona Turismo e Alto Ticino, Bellinzona

BSI S.A. Banca Svizzera Italiana S.A., Lugano

Corner Bank AG, Lugano

Ente Turistico Lago Maggiore, Locarno 

Esplanade Hotel Resort & Spa, Minusio/Locarno 

Ferrovie Autolinee Regionali Ticinese (FART), Locarno 

Fondazione Monte Verità, Ascona 

Hotel Ascona, Ascona

Hotel Cadro Panoramica, Cadro

Hotel Casa Berno und Arancio, Ascona 

Hôtel de la Paix, Lugano 

Hotel Eden Roc Ascona, AG Grand Hotel Tschuggen, Ascona

Hotel Tobler, Ascona 

Kreuziger SA Hotel Muralto, Muralto Lugano Turismo, Lugano 

Municipalità della Città di Locarno, Locarno

Municipalità della Città di Lugano, Lugano

Navigazione Lago Maggiore Gest. gov. Italiana, Locarno 

Ospizio San Gottardo, Airolo

Repubblica e Cantone del Ticino, Bellinzona

Romantik Hotel Orselina, Orselina 

Studio Silvio Tarchini, Manno

Swiss Diamond Hotel Olivella, Vico Morcote

Ticino Turismo, Bellinzona 

Villa Principe Leopoldo & Residence, Lugano

Uri

Andermatt Gotthard Sportbahnen AG, Andermatt

Volkswirtschaftsdirektion Uri, Altdorf

Valais

Administration communale de Monthey, Monthey

Administration communale de Randogne, Randogne

AG für Verkehrsbetriebe Leuk-Leukerbad-Umgebung LLB, Susten

Agence immobilière Barras, Crans-sur-Sierre

Aletsch Ferien, Breiten ob Mörel

Alpen Resort Hotel, Zermatt

Association hôtelière du Valais, Sion

Banque Cantonale du Valais, Sion

Bergbahnen Hohsaas AG, Saas-Grund 

Bettmeralp Bahnen AG, Bettmeralp

Bettmeralp Tourismus, Bettmeralp 

Brig Belalp Tourismus, Brig 

César Ritz Colleges, Le Bouveret

Chablais Tourisme SA, Monthey 

Commune de Martigny, Martigny

Crans-Montana Tourisme, Crans-Montana 

den Hartogh Productions AG, Brig

Eggishorn Tourismus & Goms Tourismus, Fiesch 

Evolène Région Tourisme, Evolène

Ferienart Resort & Spa, Saas-Fee 

Gemeinde Zermatt, Zermatt

GGB Gornergrat-Monte Rosa-Bahn, Brig 

Grächen Tourismus, Grächen 

Grand Hotel Zermatterhof, Zermatt

HEVs – Ecole Suisse de Tourisme – Sierre, Sierre 

Hôtel Crans-Ambassador, Crans-Montana 

Hôtels Le Sourire & Mont Rouge, Haute-Nendaz

International Summer Camp La Moubra, Crans-Montana

Kuvert-Druck Zurwerra AG, Naters

Les Elfes Verbier SA, International Summer and Winter Camps, Verbier

Les Roches School of Hotel Management, Bluche/Randogne

Leukerbad Tourismus, Leukerbad 

Lindner Hotels und Alpenherme, Leukerbad 

Luftseilbahnen Fiesch Eggshorn AG, Fiesch

Martigny Tourisme, Martigny 

Matterhorn Gotthard Bahn, Brig 

Nendaz Tourisme, Nendaz 

Obergoms Tourismus, Oberwald

Office du tourisme, Anzère

Office du tourisme, Bains de Saillon SA, Centre Thermal, Saillon 

Office du tourisme de Thyon-Région, Thyon-les Collons

Office du tourisme de Verbier/Val de Bagnes, Verbier

Office du tourisme Ovronnaz, Ovronnaz 

Omega European Masters, Crans Montana Golf Club, Top Events of Switzerland, Crans-sur-Sierre

Provins, Sion

Remontées Mécaniques de Crans-Montana-Aminona (CMA) SA, Crans-Montana

Riederalp - Bahnen AG, Mörel 

Riederalp Tourismus, Riederalp 

Riffelalp Resort 2222m, Zermatt

Rund um Visp Tourismus, Visp 

Saas-Fee Bergbahnen AG, Saas-Fee 

Saas-Fee Tourismus, Saas-Fee 

Seiler Hotels Zermatt AG, Hotel Monte Rosa, Zermatt 

Sierre-Anniviers Tourisme, Sierre 

Sion Tourisme, Sion 

Sport- und Feriencenter Fiesch, Fiesch 

STODR - Service du tourisme et du développement régional, Sion

Téléverbier SA, Verbier 

Thermalp les Bains d'Ovronnaz SA, Ovronnaz 

Tiscover AG, Lax

TMR SA, Martigny 

Valais Tourisme, Sion 

Verband Bergsportschulen Schweiz VBS, Naters

Veyonnaz Tourisme, Veyonnaz 

VP Vex Promotion SA, Thyon-Les Collons 

Zermatt Bergbahnen AG, Zermatt

Zermatt Tourismus, Zermatt 

Zerzuben Touristik AG, Visp

Vaud

Association hôtelière vaudoise, Lausanne

Banque Cantonale Vaudoise, Lausanne

Biononus Clinique Bon Port, Montreux

Brillantmont International School, Lausanne

CDM Hôtels & Restaurants SA, Lausanne

Château-d'Oex Tourisme, Château-d'Oex 

Chavannes-de-Bogis Best Western Swiss Hotels, Chavannes-de-Bogis

Chemin de fer NStCM et transports publics de la région yonnaise, Nyon

Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne 

Conventus of Switzerland, Lausanne

Diablerets Tourisme, Les Diablerets 

Ecole hôtelière de Lausanne, Lausanne

Etat de Vaud, Département de l'économie, Lausanne

Euro Travel Incoming SA, Lausanne

Eurotel Riviera, Montreux

Fondation du Château de Chillon, Veytaux

Gestion Hôtelière Ming S.A., Vevey 

GIHE S.A., Glion sur Montreux

Glacier 3000, Maison du Tourisme, Les Diablerets

Grand Hotel des Bains, Yverdon-les-Bains 

Grand Hôtel Suisse et Majestic, Montreux

Hôtel Beau-Rivage Palace, Lausanne

Hôtel La Barcarolle - Bays Hotels SA, Prangins 

Hôtel le Bristol, Villars-sur-Ollon

Hôtel Préalpina, Chexbres 

Hotel Résidence Bristol, Montreux-Territet

Hôtel Royal Plaza, Montreux

Lausanne Palace & Spa, Lausanne

Lausanne Tourisme, Lausanne 

Le Montreux Palace, Montreux

Leysin Tourisme, Leysin 

McDonald's Suisse Restaurant Sàrl, Crissier

Minotel Europe & Suisse, Lausanne

Minotel Suisse, Lausanne

MOB Montreux-Oberland Bernois et entreprises associées, Montreux 

Montreux-Vevey Tourisme, Montreux 

Municipalité de Bex, Bex

Municipalité de Bussigny, Bussigny-près-Lausanne

Municipalité de la Commune de Montreux, Montreux

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Gulf States (GCC)

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Reactive markets

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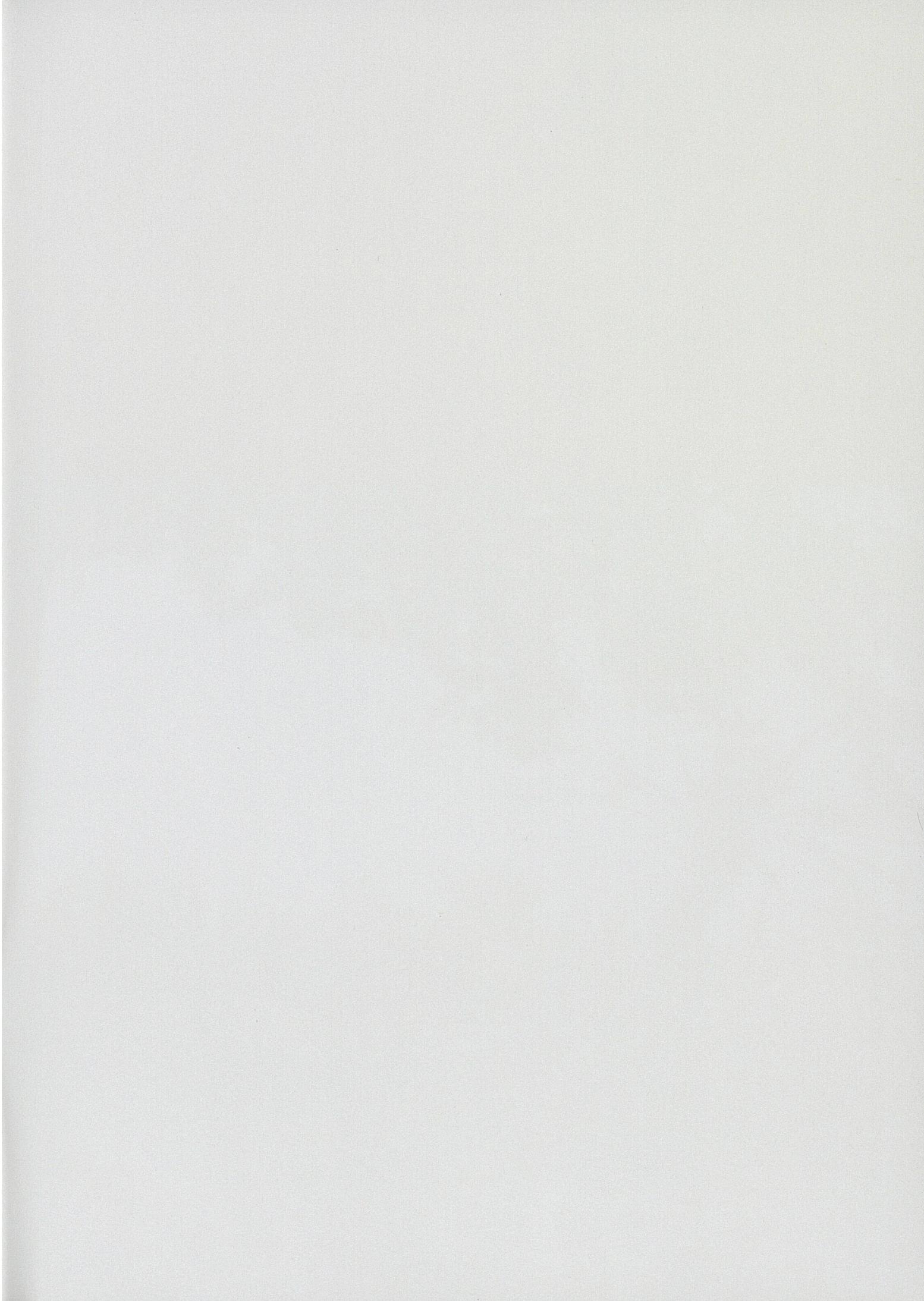
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Grotto a Brione, Minusio, Ticino
Grotto in Brione, Minusio, Ticino

