

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2005)

Anhang: I numeri = The figures
Autor: [s.n.]

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Svizzera Turismo.



I numeri. The Figures.

MySwitzerland.com

Relazione annuale Svizzera Turismo 2005. | Annual Report Switzerland Tourism 2005.



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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 ed elaborazione dell'informazione turistica, Enjoy Switzerland



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



Gabriela Buchmüller
Human Resources
Gestione & sviluppo del personale, ricezione



Urs Emch
Marketing
(fino al 31.1.2006)
Marketing prodotti leisure, supporto pubblicitario & produzione, fiere & manifestazioni



Markus Rege
Marketing
(dall'1.1.2006)
Marketing prodotti leisure, supporto pubblicitario & produzione, fiere & manifestazioni



Thomas Winkler
Portal Management, eMarketing & Informatica
Sviluppo, esercizio e marketing di MySwitzerland.com, partner websites, 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

Jörg Krebs

Membro del Comitato direttivo
Responsabile Collaborazioni strategiche/
Sponsoring & Mercato svizzero

Evelyn Lafone

Responsabile Gran Bretagna & Irlanda

Christina Marzluff

Responsabile Germania

Martin Nydegger

Responsabile Paesi Bassi

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, Svizzera Turismo
Consigliere agli Stati (TI)

Schwitzguebel Pierre

Vicepresidente, Svizzera Turismo
Presidente di Lausanne Tourisme

Sinzig Ulrich

Vicepresidente, Svizzera Turismo
Presidente, Schweizer Mittelland Tourismus

Blumenthal Paul

Direttore, Divisione Viaggiatori FFS

Brändli Christoffel

Consigliere agli Stati (GR)
Presidente, Grigioni Vacanze

Kurrus Paul

Vicedirettore, Public Affairs & Environmental, Swiss International Air Lines

Maitre Jean-Philippe

Già Presidente del Consiglio nazionale
Avvocato († 1. 2. 2006)

Platzer Casimir

Presidente, GastroBern
Presidente, Società degli Albergatori
Oberland bernese

Rey Christian, dott.

Presidente, hotelleriesuisse
Presidente, Genève Tourisme

Robyr Jérémie

Presidente, Valais Tourisme

Scheidegger Eric, dott. rer. pol.

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

Solari Marco

Presidente, Festival internazionale del film
Locarno

Vollmer Peter, dott.

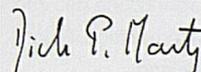
Consigliere nazionale (BE)
Direttore, Unione dei trasporti pubblici
e di Funivie svizzere

In memoria.

All'inizio di febbraio del 2006 è deceduto Jean-Philippe Maitre, un uomo eccezionale che per cinque anni ha fatto parte del nostro Comitato. Ha partecipato alle riunioni fino all'ultimo, contribuendo ai dibattiti con pareri chiari e convincenti. Jean-Philippe Maitre si è impegnato attivamente a favore di Svizzera Turismo e del turismo svizzero in generale.

Non perdiamo solo un compagno di lotta lungimirante, ma anche una grande personalità.

Jean-Philippe Maitre rimarrà sempre nei nostri pensieri.



Dick F. Marty
Presidente Svizzera Turismo

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.

Asshauer Jörg

CEO, Mövenpick Dienstleistungs AG

Bieger Thomas, prof. dott.

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

Blumenthal Paul

Comitato Svizzera Turismo
Direttore, Divisione Viaggiatori FFS

Brändli Christoffel

Comitato Svizzera Turismo
Consigliere agli Stati (GR)
Presidente, Graubünden Ferien

Büchel Roland

Direttore, Liechtenstein Tourismus

Bussmann Jürg

Direttore, Swiss wine communication SA

Bütler Adelbert

Presidente della Direzione, Bucherer AG

Eberhard Urs W.

Head Partnership Marketing
Swiss International Air Lines

Elsener Carl

CEO, Victorinox

Escher David, dott.

CEO, Switzerland Cheese Marketing AG

Felder Josef

CEO, Unique (Flughafen Zürich AG)

Gagliardi Tiziano

Direttore, Ticino Turismo

Hagmann Beat

Responsabile Turismo
beco Economia bernese
Direzione dell'Economia Pubblica, Canton Berna

Hew Florian, dott.

Direttore, GastroSuisse

Hofer Walter

Direttore, Global Refund Schweiz AG

Hürlimann Peter

Membro della Direzione
Museo Svizzero dei Trasporti

Keller Peter, prof. dott.

Direttore Turismo
Segretariato di Stato dell'economia seco

Kühne Ralph

Segretario generale del Dipartimento presidenziale della Città di Zurigo

Kurrus Paul

Comitato Svizzera Turismo
Vicedirettore, Public Affairs & Environmental, Swiss International Air Lines

Landolf Daniel

Membro della Direzione Aziendale
Direttore della Divisione Viaggiatori
La Posta Svizzera

Maitre Jean-Philippe

Comitato Svizzera Turismo
Già Presidente del Consiglio nazionale
Avvocato († 1. 2. 2006)

Marty Dick F., dott.

Presidente, 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

Niederhauser Peter

Direttore, Hallwag Kümmerly + Frey SA

Nünlist Stefan

Responsabile della comunicazione aziendale di Swisscom SA

Oegerli Klaus

CEO, Switzerland Travel Centre SA

Platzer Casimir

Comitato Svizzera Turismo
Presidente, GastroBern
Presidente, Società degli Albergatori Oberland bernese

Renner-Bach Judith

Direttrice, Federazione svizzera del turismo

Rey Christian, dott.

Comitato Svizzera Turismo
Presidente, hotelleriesuisse
Presidente, Genève Tourisme

Riedener Urs

Membro della Direzione generale
Federazione delle cooperative Migros

Robyr Jérémie

Comitato Svizzera Turismo
Presidente, Valais Tourisme

Rohrer Kurt

Direttore, swissmint, Zecca ufficiale della Svizzera

Rutishauser Erwin

Direttore, Ferrovia retica

Sardinha Carlos

Direttore, Europcar AMAG Services AG

Sauter Bruno

Dipartimento dell'economia e del lavoro
Canton Zurigo

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

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Presidente, Lausanne Tourisme

Sinzig Ulrich

Vicepresidente di Svizzera Turismo
Presidente, Schweizer Mittelland Tourismus

Solari Marco

Comité Suisse Tourisme
Presidente, Festival internazionale del film Locarno

Suter Daniel

Direttore, Museo Svizzero dei Trasporti

Trachsel Hansjörg

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

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

Wilhelm Reto

Membro della Direzione generale
Direttore Europa e Asia
Kuoni Reisen Holding AG

Bilancio 2005. Il Consiglio svizzero del

1 Attivi	Bilancio al 31.12.2005 CHF	Bilancio al 31.12.2004 CHF
Attivo circolante		
1.1 Liquidità		
Cassa	45 865.53	40 175.07
Conti correnti postali	787 414.48	749 545.58
Banche	3 082 730.79	5 089 625.20
Investimenti finanziari a breve termine	85 717.50	0.00
Totale liquidità	4 001 728.30	5 879 345.85
1.2 Crediti		
1.2.1 Crediti derivanti da vendite e prestazioni		
Debitori	3 100 567.20	1 934 903.15
Quote dei membri da riscuotere	33 100.00	7 200.00
1.2.2 Altri crediti a breve termine		
Prestazioni di garanzia, anticipi, pagamenti preventivi	329 625.71	249 029.92
Enti pubblici	157 914.30	518 241.10
Altri	1 564 543.67	973 780.82
Delcredere	-105 000.00	-276 200.00
Totale crediti	5 080 750.88	3 406 954.99
1.3 Stock e lavori in corso		
Stock e lavori in corso	96 344.14	144 265.54
Totale stock e lavori in corso	96 344.14	144 265.54
1.4 Ratei e risconti attivi		
Ratei e risconti attivi	587 933.99	927 091.58
Totale ratei e risconti attivi	587 933.99	927 091.58
1.5 Crediti estranei all'esercizio		
Immobile Parigi	1 168 528.20	0.00
Totale crediti estranei all'esercizio	1 168 528.20	0.00
Totale attivo circolante	10 935 285.51	10 357 657.96
Attivo fisso		
1.6 Investimenti finanziari		
Partecipazioni	1 732 505.00	1 750 004.00
Crediti a lungo termine nei confronti di terzi	428 342.24	380 264.42
Totale investimenti finanziari	2 160 847.24	2 130 268.42
1.7 Immobilizzazioni mobili		
Mobilia, arredamenti, installazioni	232 549.76	274 321.35
Impianti informatici	488 384.47	627 639.05
Infrastruttura esposizioni	752 395.98	1 133 066.12
Totale immobilizzazioni mobili	1 473 330.21	2 035 026.52
1.8 Immobilizzazioni immobili		
Immobile d'esercizio	5 649 315.65	5 857 440.65
Totale immobilizzazioni immobili	5 649 315.65	5 857 440.65
Totale attivo fisso	9 283 493.10	10 022 735.59
Totale attivi	20 218 778.61	20 380 393.55

Bilancio 2005.

2 Passivi		Bilancio al 31.12.2005	Bilancio al 31.12.2004
		CHF	CHF
Capitale di terzi			
2.1	Capitale di terzi a breve termine		
2.1.1	Passività finanziarie a breve termine		
	Banche	0.00	3 000 000.00
2.1.2	Passività a breve termine derivanti da forniture e prestazioni		
	Creditori	6 471 204.63	4 522 704.99
2.1.3	Altre passività a breve termine		
	Enti pubblici	457 115.96	300 276.62
	Terzi	141 467.60	244 377.46
	Istituti di previdenza professionale	165 147.90	157 199.45
	Totale capitale di terzi a breve termine	7 234 936.09	8 224 558.52
2.2	Ratei e risconti passivi/accantonamenti a breve termine		
	Ratei e risconti passivi	2 650 355.23	2 929 324.38
	Accantonamenti per il personale	1 115 348.26	1 018 928.26
	Totale ratei e risconti passivi/accantonamenti a breve termine	3 765 703.49	3 948 252.64
2.3	Capitale di terzi a lungo termine		
2.3.1	Passività finanziarie a lungo termine		
	Banche	2 000 000.00	0.00
	Terzi	18 845.84	36 464.94
2.3.2	Accantonamenti a lungo termine		
	Impianti informatici	262 100.00	264 300.00
	Riattamento immobile Parigi	170 000.00	170 000.00
	Trasformazione locali locati/mobilia	509 900.00	509 900.00
	Altri	2 280 500.00	2 171 000.00
	Eventi straordinari destinazione CH	2 508 000.00	2 931 900.00
	Indennità di uscita	274 458.26	231 147.50
2.3.3	Passività estranee all'esercizio		
	Immobile Parigi	0.00	668 458.78
	Totale capitale di terzi a lungo termine	8 023 804.10	6 983 171.22
	Totale capitale di terzi	19 024 443.68	19 155 982.38
Fondi propri			
2.4	Fondi propri all'1.1.05/04	1 224 411.17	1 375 482.53
	Maggiori costi	-30 076.24	-151 071.36
	Totale fondi propri	1 194 334.93	1 224 411.17
	Totale passivi	20 218 778.61	20 380 393.55

Conto economico 2005.

3	Ricavi	Budget 2005 CHF	Consuntivo 2005 CHF	Consuntivo 2004 CHF
Ricavi d'esercizio				
3.1	Quote dei membri			
	Confederazione Svizzera	46 000 000.00	46 186 203.30	44 884 787.92
	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	796 000.00	833 550.00	795 500.00
	Altri membri (cantoni, comuni, organizzazioni turistiche, industrie interessate al turismo, società, organizzazioni)	1 328 000.00	1 132 110.00	1 117 910.00
	Contributi volontari	0.00	6 335.00	7 135.00
	Totale quote dei membri	48 524 000.00	48 558 198.30	47 205 332.92
3.2	Proventi diversi	10 000.00	46 975.55	86 782.65
3.3	Proventi finanziari	22 000.00	53 884.52	420 838.66
	Totale ricavi d'esercizio	48 556 000.00	48 659 058.37	47 712 954.23
Proventi di marketing				
3.4	Sponsorship marketing	3 637 000.00	3 129 561.09	3 754 124.41
3.5	Altri proventi di marketing			
	Promotion	12 840 000.00	10 739 560.14	18 885 404.03
	KAM (Key Account Management)	5 523 000.00	7 882 968.38	
	KMM (Key Media Management)	162 000.00	182 388.62	
	E-Marketing	2 156 000.00	1 925 484.00	
	Totale altri proventi di marketing	20 681 000.00	20 730 401.14	18 885 404.03
	Totale proventi di marketing	24 318 000.00	23 859 962.23	22 639 528.44
Ricavi straordinari ed estranei all'esercizio				
3.6	Ricavi estranei all'esercizio	48 000.00	53 630.24	43 477.40
3.7	Proventi investimenti finanziari	0.00	17 500.00	0.00
3.8	Proventi da immobili estranei all'esercizio	1 300 000.00	964 648.87	1 360 475.50
	Totale ricavi straordinari ed estranei all'esercizio	1 348 000.00	1 035 779.11	1 403 952.90
3.9	Maggiori costi	0.00	30 076.24	151 071.36
	Totale ricavi	74 222 000.00	73 584 875.95	71 907 506.93

Conto economico 2005.

4	Spese	Budget 2005 CHF	Consuntivo 2005 CHF	Consuntivo 2004 CHF
Spese di marketing				
4.1	Spese di marketing			
	Promotion	26 698 000.00	25 832 283.06	45 202 574.65
	KAM (Key Account Management)	12 326 000.00	11 991 483.51	
	KMM (Key Media Management)	2 375 000.00	3 576 323.16	
	E-Marketing	6 500 000.00	6 783 198.36	
	Totale spese di marketing	47 899 000.00	48 183 288.09	45 202 574.65
Spese d'esercizio				
4.2	Spese per il personale			
	Salari	16 916 000.00	16 994 360.50	16 530 831.71
	Oneri sociali	3 249 000.00	2 673 963.32	2 690 261.54
	Spese per il personale marketing fatturate a terzi	-846 000.00	-935 960.89	-788 339.62
	Totale spese per il personale	19 319 000.00	18 732 362.93	18 432 753.63
4.3	Spese accessorie per il personale			
	Formazione e perfezionamento professionale	295 000.00	109 192.72	303 999.80
	Trasferimenti/reclutamento di personale	250 000.00	289 206.06	278 237.87
	Vacanze/ore supplementari non compensate (accantonamenti)	0.00	96 420.00	45 024.00
	Spese di viaggio e di rappresentanza	355 000.00	302 046.58	292 073.42
	Altre spese per il personale	334 000.00	243 691.49	299 752.95
	Totale spese accessorie per il personale	1 234 000.00	1 040 556.85	1 219 088.04
4.4	Altri costi d'esercizio			
	Spese per locali d'esercizio	2 374 000.00	2 329 746.35	2 177 910.81
	Spese di amministrazione	1 429 000.00	1 455 860.21	1 391 546.06
	Spese generali degli organi	175 000.00	193 358.15	217 442.97
	Altri costi d'esercizio	107 000.00	95 904.96	94 671.63
	Spese d'esercizio fatturate a terzi	-266 000.00	-235 728.33	-228 763.31
	Totale altri costi d'esercizio	3 819 000.00	3 839 141.34	3 652 808.16
4.5	Oneri diversi incl. perdite su debitori	5 000.00	-87 577.28	282 113.30
4.6	Oneri finanziari	205 000.00	83 078.62	862 705.38
4.7	Ammortamenti sulle immobilizzazioni			
	Hardware e software	441 000.00	463 250.26	610 764.80
	Immobili/installazioni e arredamenti per ufficio	300 000.00	265 217.23	298 753.48
	Infrastruttura mezzi Swissair straordinari (valore di acquisto)	0.00	2 200.00	2 426.42
	Totale ammortamenti sulle immobilizzazioni	741 000.00	730 667.49	911 944.70
	Totale costi d'esercizio	25 323 000.00	24 338 229.95	25 361 413.21
Oneri straordinari ed estranei all'esercizio				
4.8	Oneri da immobili estranei all'esercizio	1 000 000.00	1 063 357.91	1 343 519.07
	Totale oneri straordinari ed estranei all'esercizio	1 000 000.00	1 063 357.91	1 343 519.07
	Totale spese	74 222 000.00	73 584 875.95	71 907 506.93

Allegato al conto annuale 2005.

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.

	2005 CHF	2004 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	165 100	157 200
Valori dell'assicurazione contro gli incendi per immobilizzazioni		
Mobilia	2 200 000	2 200 000
Impianti informatici	1 498 400	1 521 000
Immobili (immobile Parigi) pro memoria		
Attivi costituiti in pegno per debiti propri		
Attivi costituiti in pegno:		
Liquidità	0	3 620 868
Costituite in pegno per:		
Prestito a termine ZKB (rimborsato nel 2005)	0	3 000 000
Prestito a termine UBS (nuove nel 2005 a lungo termine)	2 000 000	0
UBS – Limite di credito (conto corrente)	5 000 000	0
CS – Limite di credito (conto corrente)	500 000	500 000
ZKB – Limite di credito (conto corrente)	2 000 000	2 000 000
Ammortamento immobilizzazioni		
Gli ammortamenti per l'infrastruttura esposizioni (stand fiere), per server web e mailinghouse figurano sotto «Spese di marketing»	587 400	476 072
Partecipazioni		
STC Switzerland Travel Centre AG Zurigo/Londra, gestione centralizzata, commercializzazione e vendita di prodotti turistici CH, capitale azionario	5 250 000	5 250 000
Quota di partecipazione ST	33%	33,33%
Crediti/debiti nei confronti di STC Switzerland Travel Centre AG		
Nel bilancio sono comprese le seguenti voci di attivo/passivo:		
1.2.1 Debitori	4 087	9 538
2.1.2 Creditori	51 302	150 644
Conto immobile Parigi		
Proventi da immobile	964 649	1 360 475
Oneri da immobile	1 063 358	1 343 519
Risultato da immobile	-98 709	16 956
Impegni di leasing		
Importo totale degli impegni da leasing	6 394	29 382
Fideiussioni		
Garanzia locazione alloggio Parigi EUR 6 860	10 691	36 624
Fideiussione locazione alloggio collaboratori		
Los Angeles USD 30 000 / 30 000	39 477	33 960
New York USD 0 / 1 550	0	1 755
Proventi e spese di marketing		
Il piano del conto marketing è stato adeguato alle nuove esigenze. Tuttavia, i proventi e le spese dell'anno precedente non hanno potuto essere ripartiti sui nuovi conti e figurano pertanto quale importo unico.		
Proventi di spese d'esercizio fatturate a terzi		
L'anno precedente questa voce figurava in una voce sotto «Ricavi». D'ora in poi gli importi figurano sotto «Spese» alle voci «Spese per il personale fatturate a terzi» e «Spese d'esercizio fatturate a terzi».		
Proventi finanziari/Oneri finanziari		
Nell'anno in rassegna gli utili e le perdite di cambio sono stati per la prima volta contabilizzati e figurano ora in un importo unico sulla pagina corrispondente che presenta il saldo (Proventi finanziari).		

Rapporto dell'Ufficio di revisione.

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

In qualità di Ufficio di revisione abbiamo verificato la contabilità ed il conto annuale (bilancio, conto economico e allegato) di Svizzera Turismo per l'esercizio chiuso al 31 dicembre 2005.

Il Comitato 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 relativi all'abilitazione professionale e all'indipendenza.

La nostra verifica si basa sulla verifica completa effettuata da PricewaterhouseCoopers SA e sul loro rapporto di revisione, indirizzato all'Ufficio di revisione.

PricewaterhouseCoopers SA ha effettuato la sua verifica conformemente ai principi di revisione svizzeri, i quali richiedono che la stessa venga pianificata ed effettuata in maniera tale che anomalie significative nel conto annuale possano essere identificate con un grado di sicurezza accettabile. Ha verificato le posizioni e le informazioni del conto annuale mediante procedure analitiche e di verifica a campione. Ha inoltre giudicato l'applicazione dei principi contabili determinanti, le decisioni significative in materia di valutazione, nonché la presentazione del conto annuale nel suo complesso. E' dell'avviso che la sua verifica costituisca una base sufficiente per la sua opinione.

A nostro giudizio la contabilità e il conto annuale sono conformi alle disposizioni legali svizzere, e statutarie, nonché ai principi contabili riportati nell'allegato.

Raccomandiamo 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 20 marzo 2005

Nuovi membri 2005.

Best of Switzerland Tours, Adliswil 
Braunwald-Klausenpass Tourismus AG,
Braunwald 
Clinique La Prairie, Clarens/Montreux
Dientigal Tourismus, Oey
Ente Turistico del Mendrisiotto e Basso
Ceresio, Mendrisio
Exclusive Alternatives SA, Cologny
Festival internazionale del film Locarno,
Locarno, Top Events of Switzerland
Fondation du Festival de Jazz de Montreux,
Montreux, Top Events of Switzerland
Gulf Service SA, Genève

Historische Reisepost AG, Andermatt 
Hochschule für Wirtschaft (HSW) Luzern,
Luzern
Hotel Castello del Sole, Ascona
Inter-Translations SA, Bern
Kreuzlingen Tourismus, Kreuzlingen
N.M. Incorporè Sàrl, Genève
Panoeuro International Cooperation Sàrl,
Lausanne
St. Moritz Polo Club, St. Moritz,
Top Events of Switzerland
Swiss Chalet SA / FlexChalet, Champéry
Swiss Pass Ltd, Sion

Swissminiatur SA, Melide
The Guide Company AG, Zürich
Unterirdische Schiessanlage Walchi AG,
Lungern
Via Travel, Genève
Villa Sassa Hotel & Residence – Tessel SA,
Lugano
Welcome Swiss Tours SA, Lausanne
Widder Hotel, Zürich 
Wilken AG, Freidorf
Zentrum Paul Klee, Bern
Zürcher Festspiele, c/o Opernhaus Zürich,
Zürich

Membri 2005.

Situazione soci 2004: 648/2005: 649

1. Confederazione

Confederazione Svizzera, Berna

2. hotelleriesuisse, Berna

Q

3. GastroSuisse, Zurigo

Q

4. Partner strategici

Bucherer AG, Lucerna

Europcar AMAG Services AG, Kloten

Federazione delle cooperative Migros, Zurigo

Ferrovie Federali Svizzere FFS, Berna

La Posta Svizzera, Berna

Q

Swiss International Air Lines, Zurigo

Q

Swisscom AG, Berna

Switzerland Cheese Marketing AG, Berna

Unique (Flughafen Zürich AG), Zurigo Airport

5. Membri per Cantoni

Appenzello Esterno

Kanton Appenzell AR, Departement Volks- und Landwirtschaft, Herisau

Säntis-Schwebbahn AG, Schwägalp

Schweizer Kurhäuser, Herisau

Appenzello Interno

Appenzeller Kantonalbank, Appenzell

Appenzellerland Tourismus AG, Appenzell

Appenzellerland Tourismus AI,

Appenzell

Q

Argovia

Aargau Services, Aarau

Aargau Tourismus, c/o Aargau Info Verkehrsbüro, Aarau

Aargauer Schlösser, Schloss Habsburg, Habsburg

Bad Zurzach Tourismus, Zurzach

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, Standortmarketing, Baden

Q

Stadt Lenzburg, Lenzburg

Tourismus Rheinfelden, Rheinfelden

Q

unikathotels.ch, Muri

Verkehrsverein Laufenburg, Laufenburg

Basilea Campagna

arvato logistics services ag, Pratteln

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

Basilea Città

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

Basel Tourismus, Basel

Q

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

Sixt AG / Sixt SA, Basel

SQHI Hotel Münchnerhof Basel, Basel

Q

Swissôtel Basel, Basel

TREFF HOTEL Verwaltungs AG, Ramada Schweiz, Basel

Werner Druck AG, Basel

Berna

Aare Seeland mobil AG, Langenthal

Q

Adelboden Tourismus, Adelboden

Q

Allegro Grand Casino Kursaal Bern, Bern

Q

Alpar Flug- und Flugplatzgesellschaft AG, Belp

alpenregion.ch, Meiringen

Q

ASMAS, Verband Schweizer

Sportfachhandel, Bern

Beatenberg Tourismus, Beatenberg

Q

Beausite Park Hotel Wengen AG, Wengen

Q

beco Berner Wirtschaft, Volkswirtschaftsdirektion Kanton Bern, Bern

Q

BegaSoft AG, Bern

Benteli Hallwag Druck AG, Wabern

Bergbahnen Adelboden AG, Adelboden

Q

Bern Tourismus, Bern

Q

Berner Oberländer Helikopter AG,

BOHAG, Gsteigwiler b. Interlaken

Q

Berner Wanderwege, Bern

Q

Best Western Swiss Hotels, Bern

Q

BLS Lötschbergbahn AG, Bern

Brienz-Rothorn-Bahn AG, Brienz

Q

Car Tourisme Suisse - Car Groupe

ASTAG, Bern

Q

Casino Kursaal Interlaken AG, Interlaken

Q

Chemins de fer du Jura, Tavannes

Q

Chocolats Camille Bloch SA, Courtelary
Chocosuisse, Verband Schweizerischer
Schokoladefabrikanten, Bern

Cisalpino AG, Bern

Q

Credit Suisse BC, Bern

Daniel Fischer & Partner,

Niederwangen b. Bern

Destinationen Berner Oberland,

c/o Interlaken Tourismus, Interlaken

Diemtigtal Tourismus, Oey

Ed. Jobin AG, Brienz

Einwohnergemeinde Spiez, Spiez

Einwohnergemeinde Thun, Thun

Fink Medien AG, Neueneegg

Forschungsinstitut für Freizeit und Tou-

rismus (FIF), Universität Bern, Bern

Q

Freilichtmuseum Ballenberg, Brienz

Q

Gemeinde Interlaken, Interlaken

Gewerkschaft Unia, Bern

Gondelbahn Grindelwald-Männlichen AG,

Grindelwald

Q

Grand Hotel Park, Gstaad

Grindelwald Tourismus, Grindelwald

Q

Gstaad Saanenland Tourismus, Gstaad

Q

Hallwag Kümmerly + Frey AG,
Schönbühl-Bern

Hauenstein Hotels, c/o Hotel Krone, Thun

Hotel Beau-Site, Adelboden

Q

Hotel Bellevue-Palace, Bern

Hotel Bernerhof, Gstaad

Q

Hotel Eiger, Grindelwald

Hotel Eigerblick AG, Grindelwald

Q

Hotel Feriendorf Twannberg, Twann

Q

Hotel Jungfrau&Haus Mönch AG, Mürren

Q

Hotel Restaurant Schössli, Ipsach

Hotel Restaurant Weisses Kreuz, Brienz

Q

Hotel Stadthaus AG, Burgdorf

Q

Interlaken Tourismus, Interlaken

Q

INTERSPORT Schweiz AG, Ostermundigen

Inter-Translations SA, Bern

Jungfrau Tours AG, Interlaken

Q

Jungfraubahnen, Interlaken

Q

Jura bernois Tourisme, Moutier

Q

KWO, Kraftwerke Oberhasli AG,

Innertkirchen

Lenk-Simmental 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
 Schilthornbahn AG, Interlaken 
 Schuh Interlaken AG, Interlaken
 Schweizer Alpen-Club SAC, Bern 
 Schweizer Casinoverband, Bern
 Schweizer Reisekasse reka, Bern 
 Schweizer Tourismus-Verband STV, Bern 
 Schweizer Wanderwege
 SAW/FSTP/FSS/SHF, Bern
 Seilbahnen Schweiz SBS, Bern 
 Simplex AG, Zollikofen
 Sinnvoll Reisen GmbH, Meiringen
 SMIT-Schweizer Mittelland Tourismus,
 Bern 
 Sportbahnen Hasliberg-Käserstatt AG,
 Hasliberg Wasserwendi
 Staatssekretariat für Wirtschaft seco, Bern
 Stadt Bern, Bern
 Stockhornbahn AG, Erlenbach i.S. 
 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, Bern
 swisscamps, Schönbühl
 swissmint, Offizielle Münzstätte der
 Schweizerischen Eidgenossenschaft, Bern
 Swiss-Ski, Muri bei Bern
 Thun Tourismus Organisation TTO, Thun
 Thunersee Tourismus, Thun 
 Tourenguide.ch, Biel
 Tourismus Biel Seeland / Tourisme Bienne
 Seeland, Biel-Bienne 
 Verband öffentlicher Verkehr VöV, Bern 
 Verband Schweizerischer Privatschulen
 VSP, Bern
 Verein Swiss Backpackers, Interlaken 
 Victoria-Jungfrau Grand Hotel & Spa,
 Interlaken 
 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 
 Wengernalpbahn, Interlaken
 Wirtschaftsförderung Stadt Biel, Biel
 Zentrum Paul Klee, Bern

Friburgo

Association touristique Estavayer & région,
 Estavayer-le-Lac 
 Canton de Fribourg, Direction de l'Economie,
 des Transports et de l'Energie, Fribourg

Commune de Gruyères, Conseil communal,
 Epagny
 Fribourg Tourisme, Fribourg 
 Gliion Institut de Hautes Etudes, Bulle
 Hôtel Le Vieux Manoir au Lac,
 Relais & Châteaux, Morat-Meyriez
 La Gruyère-Tourisme-Promotion, Bulle 
 NH Switzerland, Fribourg
 Office du tourisme de Charmey, Charmey 
 Région Glâne-Veveyse, Romont
 Région Lac de Morat, Morat
 Transports publics fribourgeois TPF,
 Fribourg 
 Union fribourgeoise du tourisme/Freiburger
 Tourismusverband, Fribourg 

Ginevra

Agence de Voyages Marina Meltseva,
 Versoix
 Autotourisme Léman SA, Alsa & Eggmann,
 Genève
 Centre International de Conférences
 Genève, 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
 Exclusive Alternatives SA, Cologny
 Fert Tours International, Genève
 Genève Tourisme, Genève 
 Global Medical Consultants AG, Genève
 GTA Donvand Ltd., Genève
 Gulf Service SA, Genève
 Hôtel Adriatica, Genève
 Lakeside Marketing SARL, Genève
 Magnafin SA, Genève
 Manotel SA, Genève
 MCI Suisse SA, Genève 
 Musée international de la Croix-Rouge et
 du Croissant-Rouge, Genève
 N.M. Incorpore Sàrl, Genève
 Orgexpo, Grand-Saconnex
 PCECSC – Promotion Culturelle & Economi-
 que Suisse-Chine, 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 Schweiz, Vernier
 Tryp Hôtel de Berne, Genève
 Via Travel, Genève
 Ville de Genève, Conseil administratif,
 Genève
 World Avenues SA, Genève
 Worldguest Services, Genève

Giura

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

Glarona

Braunwald-Klausenpass Tourismus AG,
 Braunwald 
 Kanton Glarus, Glarus
 Sportbahnen Elm AG, Elm

Grigioni

Alpenarena.ch, Flims 
 Arosa Bergbahnen AG, Arosa 
 Arosa Tourismus, Arosa 
 Badrutt's Palace Hotel AG, St. Moritz 
 Bär E. Familie, Arosa
 Bergbahnen Disentis AG, Disentis/Mustér 
 Bergbahnen ENGADIN/St. Moritz,
 St. Moritz
 Bergbahnen Motta Naluns
 Scuol-Ftan-Sent AG, Scuol 
 Celerina Tourismus, Celerina
 Center Turistic, Ferienregion Brigels
 Waltensburg Andiastr, Brigels 
 Cresta Hotels Davos, Davos Platz
 Davos Klosters Bergbahnen, Davos Dorf
 Davos Tourismus, Davos Platz 
 ENGADIN/Scuol Tourismus AG, Scuol 
 Feriensiedlung Solaria, Davos Dorf 
 Freizeit Graubünden AG, Malans 
 Gemeinde Arosa, Arosa
 Gemeinde St. Moritz, St. Moritz
 Graubünden Ferien, Chur 
 Graubündner Kantonalbank, Chur
 HFT Graubünden Academia Engiadina,
 Samedan
 Hotel Bernina, Samedan
 Hotel Saratz AG, Pontresina 
 Hotel Waldhaus am See, St. Moritz 
 HTW Chur – Hochschule für Technik
 und Wirtschaft, Chur
 Intersoc Bruxelles, St. Moritz
 Kanton Graubünden, Chur
 Kempinski Grand Hôtel des Bains,
 St. Moritz
 Klosters Tourismus, Klosters 
 Kur- und Verkehrsverein Pontresina,
 Pontresina 
 Kur- und Verkehrsverein Silvaplana,
 Silvaplana 
 Kur- und Verkehrsverein St. Moritz,
 St. Moritz 
 Landschaft Davos Gemeinde, Davos Platz
 MOROSANI HOTELS DAVOS AG,
 Davos Platz 
 Park Hotel Waldhaus, Flims Waldhaus 
 Rhätische Bahn RhB, Chur 
 Rothornbahn und Scalottas AG, Lenzerheide
 Samedan Tourismus, Samedan
 Samnaun Tourismus, Samnaun 

Savognin Bergbahnen AG, Landquart [Q](#)
 Savognin Tourismus, Savognin [Q](#)
 Sedrun Disentis Tourismus, Sedrun
 SSTH Swiss School of Tourism
 and Hospitality, Chur [Q](#)
 St. Moritz Polo Club, St. Moritz,
 Top Events of Switzerland
 Swiss Deluxe Hotels, Suvretta House,
 St. Moritz
 swissrent a sport, Davos Platz
 Top Engadin, Tourismus Organisation
 PLAIV, Zuoz
 Tourismusverein Lenzerheide-Valbella,
 Lenzerheide [Q](#)
 Turissem Val Müstair, Müstair
 Verkehrsverein Obersaxen, Obersaxen
 Verkehrsverein Sils/Engadin, Sils Maria [Q](#)
 Victor Zindel & Partner GmbH, SWISS
 GOLF / swiss golf hotels, Maienfeld
 Weisse Arena Gruppe, Bergbahnen AG,
 Laax-Murtschetg

Lucerna

Anker Travel Reisebüro, Vitznau
 Arbeitsstelle für Bildung der Schweizer
 Katholiken ABSK, Luzern
 Art Deco Hotel Montana Luzern, Luzern [Q](#)
 Bucher Reisen AG, Luzern [Q](#)
 Galliker Ballwil Travel Co Ltd., Ballwil
 Grand Casino Luzern, Luzern
 Gübelin AG, Luzern
 Hochschule für Wirtschaft (HSW) Luzern,
 Luzern
 Hotel Continental-Park Luzern, Luzern
 Hotel Schweizerhof, Luzern [Q](#)
 IMI International Management Institute
 Switzerland AG, Kastanienbaum
 Kanton Luzern, Wirtschaftsdepartement,
 Luzern
 Kappler Unternehmensberatung, Luzern
 KKL Luzern Management AG, Luzern
 LTI Tours Ltd., Kriens
 Lucerne Festival, Luzern,
 Top Events of Switzerland
 Luzern Tourismus AG, Luzern [Q](#)
 Palace Luzern, Luzern [Q](#)
 Park Hotel Vitznau, Vitznau [Q](#)
 Pilatus-Bahnen, Kriens [Q](#)
 Private Selection Hotels, Luzern
 RailAway AG, Luzern
 Rigi-Bahnen AG, Vitznau [Q](#)
 Schifffahrtsgesellschaft
 Vierwaldstättersee (SGV), Luzern [Q](#)
 Schiffsgastronomie AG auf dem
 Vierwaldstättersee, Luzern [Q](#)
 Seeburg Hotels AG, Luzern [Q](#)
 Seminarhotel Sempachersee, Nottwil [Q](#)
 Stadt Luzern, Finanzdirektion, Luzern
 Swiss-Limousinen-Service, Malters
 Tourismus UNESCO Biosphäre Entlebuch,
 Schüpfheim [Q](#)

Transport-Unternehmungen
 Zentralschweiz, Luzern
 USP Touristik AG, Ebikon
 Verkehrshaus der Schweiz, Luzern
 Weggis Vitznau Rigi Tourismus, Weggis [Q](#)

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 [Q](#)
 Ville de Neuchâtel, Conseil communal,
 Neuchâtel

Nidwaldo

Bergbahnen Beckenried-Emmetten AG,
 Beckenried
 Hotel Winkelried, Stansstad
 Kanton Nidwalden,
 Volkswirtschaftsdirektion, Stans
 Outventure AG, Stansstad
 Stanserhorn-Bahn-Gesellschaft, Stans [Q](#)
 Vierwaldstättersee Tourismus, Stans [Q](#)
 zb Zentralbahn AG, Stansstad [Q](#)

Obwaldo

Engelberg-Titlis Tourismus AG, Engelberg
 European Walking Tours GmbH, Engelberg
 Hotel Edelweiss, Engelberg [Q](#)
 Panoramawelt Lungern-Schönbüel, Lungern
 Schlaf im Stroh, Lungern [Q](#)
 Titlis Rotair Aerial Cableways, Engelberg [Q](#)
 Unterirdische Schiessanlage Walchi AG,
 Lungern
 Volkswirtschaftsdepartement Obwalden,
 Sarnen

San Gallo

Amt für Wirtschaft Kanton St. Gallen,
 St. Gallen
 Bad Ragaz Tourismus, Bad Ragaz
 Expo Norm AG, St. Gallen
 Ferienregion Heidiland, Sargans [Q](#)
 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 [Q](#)
 Pizolbahnen AG, Bad Ragaz [Q](#)
 Radisson SAS Hotel, St. Gallen [Q](#)
 Rapperswil Zürichsee Tourismus,
 Rapperswil [Q](#)
 Schweizerische Südostbahn AG, St. Gallen

Silencehotels, Bad Ragaz
 St. Gallen-Bodensee Tourismus, St. Gallen [Q](#)
 Stadt St. Gallen, St. Gallen
 Stadt Wil, Wil
 Toggenburg Tourismus, Wildhaus [Q](#)
 Touristikverein Flumserberg, Flumserberg [Q](#)

Sciaffusa

Einwohnergemeinde Stein am Rhein,
 Stein am Rhein
 Kanton Schaffhausen, Wirtschaftsamt,
 Schaffhausen
 Schaffhausen Tourismus, Schaffhausen [Q](#)
 Schaffhauser Kantonalbank, Schaffhausen
 Stadt Schaffhausen, Schaffhausen
 Unilever Schweiz GmbH, Thayngen

Soletta

Autogrill Schweiz AG, Olten
 Baloise Bank SoBa, Solothurn
 Einwohnergemeinde Olten, Stadtkanzlei,
 Olten
 Kanton Solothurn Tourismus, Solothurn
 Region Solothurn Tourismus, Solothurn [Q](#)
 Rothus Verlag / Revue Schweiz, Solothurn
 Vogt-Schild/Habegger Medien AG, Solothurn

Svitto

Bezirksrat Einsiedeln, Einsiedeln
 Einsiedeln Tourismus, Einsiedeln
 Gemeinde Brunnen-Ingenbohl, Brunnen
 Hotel Seedamm Plaza, Pfäffikon [Q](#)
 intermaps AG, Pfäffikon
 Schwyz Tourismus, Goldau
 Schwyzer Kantonalbank, Schwyz
 Sport- und Seminarhotel Stoos, Stoos
 Swiss Knife Valley AG, Ibach
 Swissapartments, Gross [Q](#)
 Tierpark Goldau und ZooSchweiz, Goldau
 Verkehrsverein Oberiberg, Regionales
 Verkehrsbüro, Oberiberg
 Victorinox, Ibach
 Volkswirtschaftsdepartement,
 Kanton Schwyz, Schwyz

Ticino

Albergo Giardino SA, Ascona [Q](#)
 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 del Mendrisiotto e Basso
 Ceresio, Mendrisio
 Ente Turistico Lago Maggiore, Locarno [Q](#)
 Esplanade Hotel Resort & Spa,
 Minusio/Locarno [Q](#)
 Ferrovie Autolinee Regionali Ticinesi
 (FART), Locarno [Q](#)

Festival internazionale del film Locarno, Locarno, Top Events of Switzerland		Bergbahnen Hohsaas AG, Saas-Grund <u>Q</u>	Swiss Chalet SA / FlexChalet, Champéry
Fondazione Monte Verità, Ascona <u>Q</u>		Bettmeralp Bahnen AG, Bettmeralp	Swiss Pass Ltd, Sion
Hotel Ascona, Ascona		Bettmeralp Tourismus, Bettmeralp <u>Q</u>	Téléverbier SA, Verbier <u>Q</u>
Hotel Cadro Panoramica, Cadro		Brig Belalp Tourismus, Brig <u>Q</u>	Thermalp les Bains d'Ovronnaz SA, Ovronnaz <u>Q</u>
Hotel Casa Berno und Arancio, Ascona <u>Q</u>		César Ritz Colleges, Le Bouveret	TMR S.A., Martigny <u>Q</u>
Hotel Castello del Sole, Ascona		Chablais Tourisme SA, Monthey <u>Q</u>	Valais Tourisme, Sion <u>Q</u>
Hôtel de la Paix, Lugano <u>Q</u>		Coeur du Valais, Sion Région Tourisme / Sierre Anniviers Tourisme, Sierre <u>Q</u>	Verband Bergsportschulen Schweiz VBS, Naters
Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona		Commune de Martigny, Martigny	Veyonnaz Tourisme, Veyonnaz <u>Q</u>
Lugano Turismo, Lugano <u>Q</u>		Crans-Montana Tourisme, Crans-Montana <u>Q</u>	VP Vex Promotion SA, Thyon-Les Collons
Municipalità della Città di Locarno, Locarno		den Hartogh Productions AG, Brig	Zermatt Bergbahnen AG, Zermatt <u>Q</u>
Municipalità della Città di Lugano, Lugano		Eggishorn Tourismus & Goms Tourismus, Fiesch <u>Q</u>	Zermatt Tourismus, Zermatt
Navigazione Lago Maggiore, Gest. gov. Italiana, Locarno <u>Q</u>		Evolène Région Tourisme, Evolène	Zerzuben Touristik AG, Visp <u>Q</u>
Ospizio San Gottardo, Airolo		Ferienart Resort & Spa, Saas-Fee <u>Q</u>	
Repubblica e Cantone del Ticino, Bellinzona		Gemeinde Zermatt, Zermatt	Vaud
Romantik Hotel Orselina, Orselina <u>Q</u>		GGB Gornergrat-Monte Rosa-Bahn, Brig <u>Q</u>	Association hôtelière vaudoise, Lausanne
Studio Silvio Tarchini, Manno		Grächen Tourismus, Grächen <u>Q</u>	Avenches Tourisme, Avenches <u>Q</u>
Swiss Diamond Hotel Olivella, Vico Morcote		Grand Hotel Zermatterhof, Zermatt	Balcon du Jura Vaudois Tourisme, Ste-Croix
Swissminiatur SA, Melide		HEVs – Ecole Suisse de Tourisme, Sierre <u>Q</u>	Banque Cantonale Vaudoise, Lausanne
Ticino Turismo, Bellinzona <u>Q</u>		Hôtel Crans-Ambassador, Crans-Montana <u>Q</u>	Biononus Clinique Bon Port, Montreux
Villa Principe Leopoldo & Residence, Lugano		Hôtels Le Sourire & Mont Rouge, Haute-Nendaz	Brillantmont International School, Lausanne
Villa Sassa Hotel & Residence, Tessel SA, Lugano		International Summer Camp Montana La Moubra, Crans-Montana	CDM Hôtels & Restaurants SA, Lausanne
		Kuvert-Druck Zurwerra AG, Naters	Château-d'Œx Tourisme, Château-d'Œx <u>Q</u>
		Les Elfes Verbier SA, International Summer and Winter Camps, Verbier	Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis
Turgovia		Les Roches, School of Hotel Management, Bluche/Randogne	Chemin de fer NStCM et transports publics de la région yonnaise, Nyon
Bodensee-Arena AG, Kreuzlingen <u>Q</u>		Leukerbad Tourismus, Leukerbad <u>Q</u>	Clinique La Prairie, Clarens/Montreux
Ferien auf dem Bauernhof, Altnau <u>Q</u>		Lindner Hotels und Alpentherme, Leukerbad <u>Q</u>	Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne <u>Q</u>
Incotrade AG, Frauenfeld		Luftseilbahnen Fiesch Eggishorn AG, Fiesch	Conventus of Switzerland, Lausanne
Kanton Thurgau, Öffentlicher Verkehr/Tourismus, Frauenfeld		Martigny Tourisme, Martigny <u>Q</u>	Diablerets Tourisme, Les Diablerets <u>Q</u>
Kartause Ittingen, Warth		Matterhorn Gotthard Bahn, Brig <u>Q</u>	Ecole hôtelière de Lausanne, Lausanne
Kreuzlingen Tourismus, Kreuzlingen		Nendaz Tourisme, Nendaz <u>Q</u>	Etat de Vaud, Département de l'économie, Lausanne
Stadt Frauenfeld, Stadtrat, Frauenfeld		Obergoms Tourismus, Oberwald	Euro Travel Incoming SA, Lausanne
Thurgau Tourismus, Amriswil <u>Q</u>		Office du tourisme de Thyon-Région, Thyon-Les Collons	Eurotel Riviera, Montreux
Wäger & Partner GmbH, Frauenfeld		Office du tourisme de Verbier / Val de Bagnes, Verbier	Fondation du Château de Chillon, Veytaux
Wilken AG, Freidorf		Office du tourisme Ovronnaz, Ovronnaz <u>Q</u>	Fondation du Festival de Jazz de Montreux, Montreux, Top Events of Switzerland
		Office du Tourisme, Anzère	Gestion Hôtelière Ming S.A., Hôtel Pavillon, Vevey <u>Q</u>
		Omega European Masters, Crans-Montana Golf Club, Crans-sur-Sierre, Top Events of Switzerland	Glacier 3000, Maison du Tourisme, Les Diablerets
		Provins, Sion	GoldenPass Services, MOB Montreux- Oberland Bernois et entreprises associées, Montreux <u>Q</u>
		Remontées Mécaniques de Crans-Montana- Aminona (CMA) SA, Crans-Montana	Grand Hotel des Bains, Yverdon-les-Bains <u>Q</u>
		Riederalp Mörel Tourismus, Riederalp <u>Q</u>	Grand Hôtel Suisse et Majestic, Montreux
		Riffelalp Resort 2222m, Zermatt	Hôtel Beau-Rivage Palace, Lausanne
		Rund um Visp Tourismus, Visp <u>Q</u>	Hôtel La Barcarolle – Bays Hotels SA, Prangins <u>Q</u>
		Saas-Fee Bergbahnen AG, Saas-Fee <u>Q</u>	Hôtel le Bristol, Villars-sur-Ollon
		Saas-Fee Tourismus, Saas-Fee <u>Q</u>	Hôtel Préalpina, Chexbres <u>Q</u>
		Seiler Hotels Zermatt AG, Hotel Monte Rosa, Zermatt <u>Q</u>	Hôtel Résidence Bristol, Montreux-Territet
		Sion Tourisme, Sion <u>Q</u>	Hôtel Royal Plaza, Montreux
		Sport- und Feriencenter Fiesch, Fiesch <u>Q</u>	Lausanne Palace & Spa, Lausanne
		STODR – Service du tourisme et du développement régional, Sion	Lausanne Tourisme, Lausanne <u>Q</u>
			Leysin Tourisme, Leysin <u>Q</u>

McDonald's Suisse Restaurant Sàrl,
Crissier
Minotel, Lausanne
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
Municipalité de Lutry, Lutry
Municipalité de Morges, Morges
Municipalité de Vevey, Vevey
Musée Olympique Lausanne, Lausanne
Nyon Région Tourisme, Nyon Q
Office du Tourisme de Gryon, Gryon Q
Office du tourisme de Payerne, Payerne
Office du tourisme de Vallorbe, Vallorbe Q
Office du tourisme du canton de Vaud,
Lausanne Q
Office du tourisme et du Thermalisme
d'Yverdon-les-Bains et environs,
Yverdon-les-Bains Q
Office du Tourisme Rougemont,
Rougemont Q
Panoeuro International Cooperation Sàrl,
Lausanne
Raffles Le Montreux Palace, Montreux
REAT S.A., Relais Exploitations et Activités
Touristiques SA, Leysin
Riviera Voyages, Vevey
Rosebud Héritage SA, Vich
Schweizer Heilbäder, Yverdon-les-Bains
Site touristique des Mines de Sel de Bex,
Bex
Sources Minérales Henniez SA, Henniez
Survial Mont-Fleuri, Montreux
Swiss Budget Hotels, Villars-sur-Ollon Q
Swiss Cities / Association Suisse des villes
touristiques, Montreux
Transports Publics du Chablais, Aigle
Vallée de Joux Tourisme, Le Sentier
VIDI Exploitation, Les Diablerets
Village Camps SA, Nyon
Villars Tourisme, Villars-sur-Ollon Q
Welcome Swiss Tours SA, Lausanne

Zugo

DuetHotel AG, freedreams Hotelscheck,
Baar
feratel Schweiz AG, Rotkreuz
Hapimag Verwaltungs- und Vertriebs-
gesellschaft Havag AG, Baar
Kanton Zug, Volkswirtschaftsdirektion,
Amt für öffentlichen Verkehr, Zug
Salomon (SCHWEIZ) AG, Cham
Speck Print AG, Zug
Stadt Zug, Finanzdepartement, Zug
VCH – Verband Christlicher Hotels,
Oberägeri Q
Zug Tourismus, Zug Q

Zurigo

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Accor Hotels Switzerland, Zürich
Amt für Wirtschaft und Arbeit Kanton
Zürich, Zürich
AVIS Autovermietung AG, Glattbrugg
Belvoir Rüschtikon Hotel, Rüschtikon Q
Best of Switzerland Tours, Adliswil Q
Central Plaza Hotel, Zürich
City Night Line CNL AG, Zürich
CityGuideTV/YourStoryAG, Herrliberg
Confiserie Sprüngli, Zürich
Dataquest AG, Dietikon
Digital Print AG, Zürich
Druckerei a/d Sihl AG, Zürich
Dubler Rechtsanwälte, Zollikon-Zürich
effect AG für Kommunikation, Zürich
Elektro-Surber, Zürich
FBM Gastro Management AG, Zürich
Global Refund Schweiz AG, Brüttisellen
Hans Meier Tourist AG, Zürich
Helvetic Airways AG, Zürich Flughafen
Hertz AG – Switzerland, Schlieren
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Hotel Engimatt, Zürich
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Hotel-Restaurant UTO KULM, Uetliberg Q
Hotels with a Bookmark, c/o Turicum Hotel
Management Group, Zürich
Howeg, transGourmet Schweiz AG,
Dietikon
InterContinental Zurich, Zürich Q
Interhome AG, Glattbrugg
Internationale Schule für Touristik AG,
Höhere Fachschule für Tourismus,
Zürich Q
Kuoni Reisen Holding AG, Zürich
Lindt & Sprüngli (Schweiz) AG, Schoko-
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Mauell Reklame AG, Buchs
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Photoglob AG, Zürich
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Rito AG, Zürich
Romantik Seehotel Sonne, Küsnacht Q
SAP (Schweiz) AG, Regensdorf
Schweizer Bergführerverband, Zürich
Schweizer Jugendherbergen, Zürich Q
Schweizerische Gesellschaft für Hotelkredit
SGH, Zürich
Schweizerischer Reisebüro-Verband,
Zürich Q
Schweizerisches Landesmuseum, Zürich

SHV Schweizerischer Hängegleiter-
Verband, Zürich
Sihldruck Stulz AG, Zürich
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Zürich Q
Spectrum Events AG, Zürich
Stand-up-Switzerland AG, Zürich
Starwood & ArabellaSheraton Hotels,
Zürich
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Swiss Partner Service GmbH, Adliswil
Swiss Production Services GmbH,
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Swiss Re, Schweiz. Rückversicherungs-
Gesellschaft, Zürich
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Zürich Q
Switzerland Travel Centre AG (STC),
Zürich Q
Technorama, Winterthur Q
The Guide Company AG, Zürich
Tiscover AG, Männedorf
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Tourmedia AG, Zürich
Transunix AG, Personentransporte,
Regensdorf
TV Productioncenter Zürich AG, Zürich
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VSTM, Zürich
Widder Hotel, Zürich Q
Winterthur Tourismus, Winterthur Q
Zürcher Festspiele, c/o Opernhaus Zürich,
Zürich
Zürcher Hoteliers, Zürich
Zürcher Kantonalbank, Zürich
Zürich Tourismus, Zürich Q
Zürich Versicherungs-Gesellschaft, Zürich
Zürichsee Druckereien AG, Stäfa
Züri-Unterland Tourismus, Bülach

6. Liechtenstein

Liechtenstein Tourismus, Vaduz Q
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Management.

Executive Board.



Jürg Schmid
Director



Urs Eberhard
Vice 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, Enjoy Switzerland



Notker Buchegger
Finance, Controlling &
Organization
Accounting & controlling, organization, mail/building maintenance



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



Urs Emch
Marketing
(until 31. 1. 2006)
Product marketing
leisure, advertising
design & production,
exhibitions & events



Markus Rege
Marketing
(as from 1. 1. 2006)
Product marketing
leisure, advertising
design & production,
exhibitions & events



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

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

Dino Dulio

Manager Italy

Rafael Enzler

Manager North America

Jörg Krebs

Member of Executive Staff Unit
Head Strategic Partnership/Sponsoring &
Market Switzerland

Evelyn Lafone

Manager United Kingdom & Ireland

Christina Marzluff

Manager Germany

Martin Nydegger

Manager Netherlands

Federico Sommaruga

Manager Russian Federation,
India, GCC, Secondary Markets
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Barbra Steuri-Albrecht

Head MICE (Meetings, Incentives,
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Roger Zbinden

Manager Asian Key Markets

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Member of the Council of States (TI)

Schwitzguebel Pierre

Vice President, Switzerland Tourism
President, Lausanne Tourisme

Sinzig Ulrich

Vice President, Switzerland Tourism
President, Schweizer Mittelland Tourismus

Blumenthal Paul

Head of the Passenger Transport Division
Swiss Federal Railways

Brändli Christoffel

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

Kurrus Paul

Vice Director, Public Affairs
and Environment
Swiss International Air Lines

Maitre Jean-Philippe

Former President of the National Council
Attorney († 1.2.2006)

Platzer Casimir

President, GastroBern
President, Hotel Association Bernese
Oberland

Rey Christian, Dr.

President, hotelleriesuisse
President, Genève Tourisme

Robyr Jérémie

President, Valais Tourisme

Scheidegger Eric, Dr. rer. pol.

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

Solari Marco

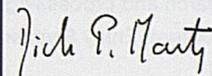
President, Locarno International Film
Festival

Vollmer Peter, Dr.

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

Tribute.

Jean-Philippe Maitre passed away at the beginning of February 2006. He was an imposing personality who served on our board for five years. Jean-Philippe Maitre attended the meetings to the last always impressing his colleagues with his clear and convincing analysis. He took his duties seriously and worked actively putting the interests of Switzerland Tourism and Swiss tourism always in the foreground. We have lost not only a clear-sighted campaigner, but also an extraordinary personality. We will never forget him.



Dick F. Marty
President of Switzerland Tourism

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**

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Willborn Robert

Partner, Chartered Accountant
PricewaterhouseCoopers AG, Zurich

Switzerland Tourism Council.

Asshauer Jörg

CEO, Mövenpick Dienstleistungs AG

Bieger Thomas, Prof. Dr.

Chairman of the Board, Institute for Public Services and Tourism, University of St. Gall

Blumenthal Paul

Board of Directors, Switzerland Tourism
Head of the Passenger Transport
Division, Swiss Federal Railways

Brändli Christoffel

Board of Directors, Switzerland Tourism
Member of the Council of States (GR)
President, Graubünden Vacation

Büchel Roland

Managing Director, Liechtenstein Tourism

Bussmann Jürg

Director, Swiss wine communication SA

Bütler Adelbert

Chairman of the Board of Directors
Bucherer AG

Eberhard Urs W.

Head Partnership Marketing
Swiss International Air Lines

Elsener Carl

CEO, Victorinox

Escher David, Dr.

CEO, Switzerland Cheese Marketing AG

Felder Josef

CEO, Unique (Flughafen Zürich AG)

Gagliardi Tiziano

Director, Ticino Turismo

Hagmann Beat

Head Tourism Department
beco Bernese Economy
Department of Economy, Canton Berne

Hew Florian, Dr.

Director, GastroSuisse

Hofer Walter

General Manager
Global Refund Switzerland AG

Hürlimann Peter

Member of the Management
Swiss Transport Museum

Keller Peter, Prof. Dr.

Head of Tourism, State Secretariat for
Economic Affairs, seco

Kühne Ralph

Secretary General of the Mayor's Office
City of Zurich

Kurrus Paul

Board of Directors, Switzerland Tourism
Vice Director, Public Affairs and
Environment, Swiss International Air Lines

Landolf Daniel

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

Maitre Jean-Philippe

Board of Directors, Switzerland Tourism
Former President of the National Council
Attorney († 1.2.2006)

Marty Dick F., Dr.

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

Müller Hansruedi, Prof. Dr.

Director, Research Institute for Leisure and
Tourism, University of Berne

Müller Hans-Ulrich

Delegate of the Syndicate of Swiss
Universal Banks, Credit Suisse

Niederhauser Peter

Director, Hallwag Kümmerly + Frey AG

Nünlist Stefan

Chief Communications Officer Swisscom AG

Oegerli Klaus

CEO, Switzerland Travel Centre AG

Platzer Casimir

Board of Directors, Switzerland Tourism
President, GastroBern
President, Hotel Association Bernese
Oberland

Renner-Bach Judith

Managing Director, Swiss Federation
of Tourism

Rey Christian, Dr.

Board of Directors, Switzerland Tourism
President, hotelleriesuisse
President, Genève Tourisme

Riedener Urs

Member of the Executive Board
Federation of Migros Cooperatives

Robyr Jérémi

Board of Directors, Switzerland Tourism
President, Valais Tourisme

Rohrer Kurt

General Manager
swissmint, Official Mint of the Swiss
Confederation

Rutishauser Erwin

Director, Rhaetian Railway RhB

Sardinha Carlos

Director, Europcar AMAG Services AG

Sauter Bruno

Office for Economics and Labour
Canton of Zurich

Scheidegger Eric, Dr. rer. pol.

Board of Directors, Switzerland Tourism
Ambassador
Member of the Board Committee, seco
Head of the Promotion Activities Directorate
State Secretariat for Economic Affairs, seco

Schwitzguebel Pierre

Vice President, Switzerland Tourism
President, Lausanne Tourisme

Sinzig Ulrich

Vice President, Switzerland Tourism
President, Schweizer Mittelland Tourismus

Solari Marco

Board of Directors, Switzerland Tourism
President, Locarno International Film
Festival

Suter Daniel

Director, Swiss Transport Museum

Trachsel Hansjörg

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

Tromp Mathias, Dr.

CEO, BLS Lötschberg Rail Ltd.

Vollmer Peter, Dr.

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

Weibel Benedikt, Dr.

Chief Executive Officer
Swiss Federal Railways

Wilhelm Reto

Member of the Board
General Manager Europe and Asia
Kuoni Reisen Holding AG

Balance Sheet 2005.

1 Assets	Balance sheet 31.12.2005 CHF	Balance sheet 31.12.2004 CHF
Current assets		
1.1 Liquid assets		
Cash on hand	45 865.53	40 175.07
Postal accounts	787 414.48	749 545.58
Bank accounts	3 082 730.79	5 089 625.20
Short-term receivables	85 717.50	0.00
Total liquid assets	4 001 728.30	5 879 345.85
1.2 Accounts receivable		
1.2.1 Receivables from sale of goods and services		
Receivables	3 100 567.20	1 934 903.15
Membership contributions not yet received	33 100.00	7 200.00
1.2.2 Other short-term accounts receivable		
Guarantee obligations, advances, prepayments	329 625.71	249 029.92
Social security	157 914.30	518 241.10
Others	1 564 543.67	973 780.82
Bad debt provision	-105 000.00	-276 200.00
Total accounts receivable	5 080 750.88	3 406 954.99
1.3 Stock and work in progress		
Stock and work in progress	96 344.14	144 265.54
Total stock and work in progress	96 344.14	144 265.54
1.4 Prepaid assets		
Prepaid assets	587 933.99	927 091.58
Total prepaid assets	587 933.99	927 091.58
1.5 Non-operating receivables		
Real estate Paris	1 168 528.20	0.00
Total non-operating receivables	1 168 528.20	0.00
Total current assets	10 935 285.51	10 357 657.96
Fixed assets		
1.6 Financial assets		
Participations	1 732 505.00	1 750 004.00
in respect of third parties	428 342.24	380 264.42
Total financial assets	2 160 847.24	2 130 268.42
1.7 Tangible assets		
Office equipment/office machinery	232 549.76	274 321.35
IT equipment	488 384.47	627 639.05
Infrastructure for presentations	752 395.98	1 133 066.12
Total tangible assets	1 473 330.21	2 035 026.52
1.8 Fixed assets		
Real estate	5 649 315.65	5 857 440.65
Total fixed assets	5 649 315.65	5 857 440.65
Total fixed assets	9 283 493.10	10 022 735.59
Total assets	20 218 778.61	20 380 393.55

Balance Sheet 2005.

2 Liabilities and owners' equity Balance sheet 31.12.2005 Balance sheet 31.12.2004
CHF CHF

Liabilities

2.1	Short-term liabilities		
2.1.1	Short-term financial debt		
	Bank loans	0.00	3 000 000.00
2.1.2	Accounts payable for sales and services		
	Creditors	6 471 204.63	4 522 704.99
2.1.3	Other short-term liabilities		
	Social security	457 115.96	300 276.62
	Third parties	141 467.60	244 377.46
	Pension funds	165 147.90	157 199.45
	Total short-term liabilities	7 234 936.09	8 224 558.52

2.2	Deferred credits to income/short-term provisions		
	Deferred credits to income	2 650 355.23	2 929 324.38
	Personnel provisions	1 115 348.26	1 018 928.26
	Total deferred credits to income/ short-term provisions	3 765 703.49	3 948 252.64

2.3	Long-term liabilities		
2.3.1	Long-term financial liabilities		
	Bank loans	2 000 000.00	0.00
	Third parties	18 845.84	36 464.94
2.3.2	Long-term provisions		
	IT equipment	262 100.00	264 300.00
	Renovation of real estate Paris	170 000.00	170 000.00
	Conversion of rented premises/furniture	509 900.00	509 900.00
	Others	2 280 500.00	2 171 000.00
	Extraordinary events destination Switzerland	2 508 000.00	2 931 900.00
	Reserve for staff terminations	274 458.26	231 147.50
2.3.3	Unrelated liabilities real estate Paris	0.00	668 458.78
	Total long-term liabilities	8 023 804.10	6 983 171.22

Total liabilities	19 024 443.68	19 155 982.38
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Owners' equity

2.4	Balance 1.1.05/04	1 224 411.17	1 375 482.53
	Excess of expenditure	-30 076.24	-151 071.36
	Total equity	1 194 334.93	1 224 411.17

Total liabilities and owners' equity	20 218 778.61	20 380 393.55
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Profit and Loss Account 2005.

3 Income	Budget 2005 CHF	Account 2005 CHF	Account 2004 CHF
Operating income			
3.1 Members' contributions			
Swiss Confederation	46 000 000.00	46 186 203.30	44 884 787.92
Swiss Federal Railways	200 000.00	200 000.00	200 000.00
hotelleriesuisse (SHA)	100 000.00	100 000.00	100 000.00
GastroSuisse	100 000.00	100 000.00	100 000.00
Switzerland Tourism Council	796 000.00	833 550.00	795 500.00
Swiss associations (cantons, communities, other tourism contributors, commerce interests, firms, organizations)	1 328 000.00	1 132 110.00	1 117 910.00
Voluntary contributions	0.00	6 335.00	7 135.00
Total members' contributions	48 524 000.00	48 558 198.30	47 205 332.92
3.2 Miscellaneous income	10 000.00	46 975.55	86 782.65
3.3 Financial income	22 000.00	53 884.52	420 838.66
Total operating income	48 556 000.00	48 659 058.37	47 712 954.23
Income from marketing			
3.4 Sponsorship marketing	3 637 000.00	3 129 561.09	3 754 124.41
3.5 Other income from marketing			
Promotion	12 840 000.00	10 739 560.14	18 885 404.03
KAM (Key Account Management)	5 523 000.00	7 882 968.38	
KMM (Key Media Management)	162 000.00	182 388.62	
E-Marketing	2 156 000.00	1 925 484.00	
Total other income from marketing	20 681 000.00	20 730 401.14	18 885 404.03
Total marketing income	24 318 000.00	23 859 962.23	22 639 528.44
Extraordinary and third party income			
3.6 Third party income	48 000.00	53 630.24	43 477.40
3.7 Income financial investments	0.00	17 500.00	0.00
3.8 Third party income real estate	1 300 000.00	964 648.87	1 360 475.50
Total extraordinary and third party income	1 348 000.00	1 035 779.11	1 403 952.90
3.9 Excess of expenditure	0.00	30 076.24	151 071.36
Total income	74 222 000.00	73 584 875.95	71 907 506.93

Profit and Loss Account 2005.

4 Expenses	Budget 2005 CHF	Account 2005 CHF	Account 2004 CHF
Marketing expenses			
4.1 Expenses from marketing			
Promotion	26 698 000.00	25 832 283.06	45 202 574.65
KAM (Key Account Management)	12 326 000.00	11 991 483.51	
KMM (Key Media Management)	2 375 000.00	3 576 323.16	
E-Marketing	6 500 000.00	6 783 198.36	
Total marketing expenses	47 899 000.00	48 183 288.09	45 202 574.65
Operating expenses			
4.2 Personnel expenses			
Salaries	16 916 000.00	16 994 360.50	16 530 831.71
Social security	3 249 000.00	2 673 963.32	2 690 261.54
Personnel expenses charged to third parties	-846 000.00	-935 960.89	-788 339.62
Total personnel expenses	19 319 000.00	18 732 362.93	18 432 753.63
4.3 Secondary personnel costs			
Staff training and continuing education	295 000.00	109 192.72	303 999.80
Transfers and staff recruiting	250 000.00	289 206.06	278 237.87
Vacation/overtime not yet compensated (provisions)	0.00	96 420.00	45 024.00
Travel and representation expenses	355 000.00	302 046.58	292 073.42
Other personnel expenses	334 000.00	243 691.49	299 752.95
Total secondary personnel costs	1 234 000.00	1 040 556.85	1 219 088.04
4.4 Other operating expenditure			
Premises	2 374 000.00	2 329 746.35	2 177 910.81
Administration	1 429 000.00	1 455 860.21	1 391 546.06
Public bodies	175 000.00	193 358.15	217 442.97
Other operating expenditure	107 000.00	95 904.96	94 671.63
Operating expenses charged to third parties	-266 000.00	-235 728.33	-228 763.31
Total other operating expenditure	3 819 000.00	3 839 141.34	3 652 808.16
4.5 Miscellaneous expenses incl. bad debt	5 000.00	-87 577.28	282 113.30
4.6 Financial expenses	205 000.00	83 078.62	862 705.38
4.7 Depreciation on tangible assets			
Hardware and software	441 000.00	463 250.26	610 764.80
Real estate/office equipment	300 000.00	265 217.23	298 753.48
Infrastructure Swissair additional appropriations (acquisition value)	0.00	2 200.00	2 426.42
Total depreciation on tangible assets	741 000.00	730 667.49	911 944.70
Total operating expenses	25 323 000.00	24 338 229.95	25 361 413.21
Extraordinary and non-operating expenses			
4.8 Expenses third party real estate	1 000 000.00	1 063 357.91	1 343 519.07
Total extraordinary and non-operating expenses	1 000 000.00	1 063 357.91	1 343 519.07
Total expenses	74 222 000.00	73 584 875.95	71 907 506.93

Notes to 2005 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 organizational charter.

	2005 CHF	2004 CHF
Pension fund liabilities		
Short-term liabilities towards domestic and foreign pension funds	165 100	157 200

Fire insurance, tangible property

Furniture	2 200 000	2 200 000
IT equipment	1 498 400	1 521 000
Property (Paris property) pro Memoria		

Assets pledged for own liabilities

Pledged assets:

Liquid funds	0	3 620 868
pawned for:		
Fixed-term loan ZKB (2005 repaid)	0	3 000 000
Fixed-term loan UBS (new 2005 long-term)	2 000 000	0
UBS – Credit line (current account)	5 000 000	0
CS – Credit line (current account)	500 000	500 000
ZKB – Credit line (current account)	2 000 000	2 000 000

Depreciation on tangible assets

Depreciation for infrastructure appearances (trade show stand), web and mailing-house servers is included under “Expenses arising from marketing”	587 400	476 072
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Investments

STC Switzerland Travel Centre AG Zurich/London, central management, distribution and sale of CH tourism products, share capital	5 250 000	5 250 000
ST holding	33%	33,33%

Accounts receivable/payable vis-à-vis STC Switzerland Travel Centre AG

The balance sheet contains the following credit/liability items:

1.2.1 Debtors	4 087	9 538
2.1.2 Creditors	51 302	150 644

Paris property account

Income	964 649	1 360 475
Expenditure	1 063 358	1 343 519
Profit	-98 709	16 956

Leasing liabilities

Total leasing liabilities	6 394	29 382
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Guarantees

Paris apartment rental guarantee EUR 6 860	10 691	36 624
House rental guarantee staff		
Los Angeles USD 30 000 / 30 000	39 477	33 960
New York USD 0 / 1 550	0	1 755

Income and expenditure arising from marketing

The marketing account plan has been adapted to the new requirements. The income and expenditure from the previous year, however, could not be allocated to the new accounts and is therefore shown as a single amount.

Income arising from operating costs charged to third parties

This was shown as a separate item under “Income” last year. The amounts are now listed in “Expenses” as a reduction in expenses under “Personnel expenses charged to third parties” and “Operating expenses charged to third parties”.

Financial income/expenses

Exchange rate gains and losses were netted against each other for the first time this year and shown as a single amount under income or expenses accordingly.

Report of the Statutory Auditors.

Report of the statutory auditors to the Members' Meeting of Switzerland Tourism, Zurich.

As auditors, we have audited the accounting records and the financial statements (balance sheet, income statement and notes) of Switzerland Tourism for the year ended 31 December 2005.

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 Swiss Auditing Standards, 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 Swiss law, the statutes and the accounting principles described in the notes.

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

The auditors

Stefan Gerber

Swiss Certified Public Accountant,
Chief Auditor

Armin Bantli

Swiss Certified Public Accountant,
Member

Daniel Anliker

Swiss Certified Public Accountant,
Member

Zurich, 20 March 2005

New Members 2005.

Best of Switzerland Tours, Adliswil 
Braunwald-Klausenpass Tourismus AG,
Braunwald 
Clinique La Prairie, Clarens/Montreux
Diemtital Tourismus, Oey
Ente Turistico del Mendrisiotto e Basso
Ceresio, Mendrisio
Exclusive Alternatives SA, Cologne
Festival internazionale del film Locarno,
Locarno, Top Events of Switzerland
Fondation du Festival de Jazz de Montreux,
Montreux, Top Events of Switzerland
Gulf Service SA, Genève

Historische Reisepost AG, Andermatt 
Hochschule für Wirtschaft (HSW) Luzern,
Luzern
Hotel Castello del Sole, Ascona
Inter-Translations SA, Bern
Kreuzlingen Tourismus, Kreuzlingen
N.M. Incorpore Sàrl, Genève
Panoeuro International Cooperation Sàrl,
Lausanne
St. Moritz Polo Club, St. Moritz,
Top Events of Switzerland
Swiss Chalet SA / FlexChalet, Champéry
Swiss Pass Ltd, Sion

Swissminiatur SA, Melide
The Guide Company AG, Zürich
Unterirdische Schiessanlage Walchi AG,
Lungern
Via Travel, Genève
Villa Sassa Hotel & Residence – Tessal SA,
Lugano
Welcome Swiss Tours SA, Lausanne
Widder Hotel, Zürich 
Wilken AG, Freidorf
Zentrum Paul Klee, Bern
Zürcher Festspiele, c/o Opernhaus Zürich,
Zürich

Members 2005.

Members 2004: 648/2005: 649

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 Federal Railways SBB, Berne

Swiss International Air Lines, Zurich

Q

Swiss Post, Berne

Q

Swisscom AG, Berne

Switzerland Cheese Marketing AG, Berne

Unique (Flughafen Zürich AG), Zurich Airport

5. Members by Canton

Aargau

Aargau Services, Aarau

Aargau Tourismus, c/o Aargau Info Verkehrsbüro, Aarau

Aargauer Schlösser, Schloss Habsburg, Habsburg

Bad Zurzach Tourismus, Zurzach

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, Standortmarketing, Baden

Q

Stadt Lenzburg, Lenzburg

Tourismus Rheinfelden, Rheinfelden

Q

unikathotels.ch, Muri

Verkehrsverein Laufenburg, Laufenburg

Appenzell AI

Appenzeller Kantonalbank, Appenzell

Appenzellerland Tourismus AG, Appenzell

Appenzellerland Tourismus AI,

Appenzell

Q

Appenzell AR

Kanton Appenzell AR, Departement Volk- und Landwirtschaft, Herisau

Säntis-Schwebbahn AG, Schwägalp

Schweizer Kurhäuser, Herisau

Basel-City

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

Basel Tourismus, Basel

Q

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

Sixt AG / Sixt SA, Basel

SQHI Hotel Münchnerhof Basel, Basel

Q

Swissôtel Basel, Basel

TREFF HOTEL Verwaltungs AG, Ramada Schweiz, Basel

Werner Druck AG, Basel

Basel-Country

arvato logistics services ag, Pratteln

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

Berne

Aare Seeland mobil AG, Langenthal

Q

Adelboden Tourismus, Adelboden

Q

Allegro Grand Casino Kursaal Bern, Bern

Q

Alpar Flug- und Flugplatzgesellschaft AG, Belp

alpenregion.ch, Meiringen

Q

ASMAS, Verband Schweizer

Sportfachhandel, Bern

Beatenberg Tourismus, Beatenberg

Q

Beausite Park Hotel Wengen AG, Wengen

Q

beco Berner Wirtschaft, Volkswirtschaftsdirektion Kanton Bern, Bern

Q

BegaSoft AG, Bern

Benteli Hallwag Druck AG, Wabern

Bergbahnen Adelboden AG, Adelboden

Q

Bern Tourismus, Bern

Q

Berner Oberländer Helikopter AG,

BOHAG, Gsteigwiler b. Interlaken

Q

Berner Wanderwege, Bern

Q

Best Western Swiss Hotels, Bern

Q

BLS Lötschbergbahn AG, Bern

Brienz-Rothorn-Bahn AG, Brienz

Q

Car Tourisme Suisse – Car Groupe

ASTAG, Bern

Q

Casino Kursaal Interlaken AG, Interlaken

Q

Chemins de fer du Jura, Tavannes

Q

Chocolats Camille Bloch SA, Courtelary

Chocosuisse, Verband Schweizerischer

Schokoladefabrikanten, Bern

Cisalpino AG, Bern

Q

Credit Suisse BC, Bern

Daniel Fischer & Partner,

Niederwangen b. Bern

Destinationen Berner Oberland,

c/o Interlaken Tourismus, Interlaken

Diemtigtal Tourismus, Oey

Ed. Jobin AG, Brienz

Einwohnergemeinde Spiez, Spiez

Einwohnergemeinde Thun, Thun

Fink Medien AG, Neuenegg

Forschungsinstitut für Freizeit und Tou-

rismus (FIF), Universität Bern, Bern

Q

Freilichtmuseum Ballenberg, Brienz

Q

Gemeinde Interlaken, Interlaken

Gewerkschaft Unia, Bern

Gondelbahn Grindelwald-Männlichen AG,

Grindelwald

Q

Grand Hotel Park, Gstaad

Grindelwald Tourismus, Grindelwald

Q

Gstaad Saanenland Tourismus, Gstaad

Q

Hallwag Kümmerly + Frey AG,

Schönbühl-Bern

Hauenstein Hotels, c/o Hotel Krone, Thun

Hotel Beau-Site, Adelboden

Q

Hotel Bellevue-Palace, Bern

Hotel Bernerhof, Gstaad

Q

Hotel Eiger, Grindelwald

Hotel Eigerblick AG, Grindelwald

Q

Hotel Feriendorf Twannberg, Twann

Q

Hotel Jungfrau&Haus Mönch AG, Mürren

Q

Hotel Restaurant Schlössli, Ipsach

Hotel Restaurant Weisses Kreuz, Brienz

Q

Hotel Stadthaus AG, Burgdorf

Q

Interlaken Tourismus, Interlaken

Q

INTERSPORT Schweiz AG, Ostermundigen

Inter-Translations SA, Bern

Jungfrau Tours AG, Interlaken

Q

Jungfrauabahn, Interlaken

Q

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
 Schilthornbahn AG, Interlaken [Q](#)
 Schuh Interlaken AG, Interlaken
 Schweizer Alpen-Club SAC, Bern [Q](#)
 Schweizer Casinoverband, Bern
 Schweizer Reisekasse reka, Bern [Q](#)
 Schweizer Tourismus-Verband STV, Bern [Q](#)
 Schweizer Wanderwege
 SAW/FSTP/FSS/SHF, Bern
 Seilbahnen Schweiz SBS, Bern [Q](#)
 Simplex AG, Zollikofen
 Sinnvoll Reisen GmbH, Meiringen
 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, Bern
 swisscamps, Schönbühl
 swissmint, Offizielle Münzstätte der
 Schweizerischen Eidgenossenschaft, 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 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
 Zentrum Paul Klee, Bern

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](#)
 Glion Institut de Hautes Etudes, Bulle
 Hôtel Le Vieux Manoir au Lac,
 Relais & Châteaux, Morat-Meyriez
 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
 Transports publics fribourgeois TPF,
 Fribourg [Q](#)
 Union fribourgeoise du tourisme/Freiburger
 Tourismusverband, Fribourg [Q](#)

Geneva

Agence de Voyages Marina Meltseva,
 Versoix
 Autotourisme Léman SA, Alsa & Eggmann,
 Genève
 Centre International de Conférences
 Genève, 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
 Exclusive Alternatives SA, Cologny
 Fert Tours International, Genève
 Genève Tourisme, Genève [Q](#)
 Global Medical Consultants AG, Genève
 GTA Donvand Ltd., Genève
 Gulf Service SA, 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
 N.M. Incorporé Sàrl, Genève
 Orgexpo, Grand-Saconnex
 PCECSC – Promotion Culturelle & Economi-
 que Suisse-Chine, 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 Schweiz, Vernier
 Tryp Hôtel de Berne, Genève
 Via Travel, Genève
 Ville de Genève, Conseil administratif,
 Genève
 World Avenues SA, Genève
 Worldguest Services, Genève

Glarus

Braunwald-Klausenpass Tourismus AG,
 Braunwald [Q](#)
 Kanton Glarus, Glarus
 Sportbahnen Elm AG, Elm

Graubünden

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, Ferienregion Brigels
 Waltensburg Andiastr, Brigels [Q](#)
 Cresta Hotels Davos, Davos Platz
 Davos Klosters Bergbahnen, Davos Dorf
 Davos Tourismus, Davos Platz [Q](#)
 ENGADIN/Scuol Tourismus AG, Scuol [Q](#)
 Feriensiedlung Salaria, Davos Dorf [Q](#)
 Freizeit Graubünden AG, Malans [Q](#)
 Gemeinde Arosa, Arosa
 Gemeinde St. Moritz, St. Moritz
 Graubünden Ferien, Chur [Q](#)
 Graubündner Kantonalbank, Chur
 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, 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](#)
 Landschaft Davos Gemeinde, Davos Platz
 MOROSANI HOTELS DAVOS AG,
 Davos Platz [Q](#)
 Park Hotel Waldhaus, Flims Waldhaus [Q](#)
 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](#)
 Sedrun Disentis Tourismus, Sedrun
 SSTH Swiss School of Tourism
 and Hospitality, Chur [Q](#)

St. Moritz Polo Club, St. Moritz,
Top Events of Switzerland
Swiss Deluxe Hotels, Suvretta House,
St. Moritz
swissrent a sport, Davos Platz
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, SWISS
GOLF / swiss golf hotels, Maienfeld
Weisse Arena Gruppe, Bergbahnen AG,
Laax-Murtschetg

Jura

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

Lucerne

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
Hochschule für Wirtschaft (HSW) Luzern,
Luzern
Hotel Continental-Park Luzern, Luzern
Hotel Schweizerhof, Luzern 
IMI International Management Institute
Switzerland AG, Kastanienbaum
Kanton Luzern, Wirtschaftsdepartement,
Luzern
Kappler Unternehmensberatung, Luzern
KKL Luzern Management AG, Luzern
LTI Tours Ltd., Kriens
Lucerne Festival, Luzern,
Top Events of Switzerland
Luzern Tourismus AG, Luzern 
Palace Luzern, Luzern 
Park Hotel Vitznau, Vitznau 
Pilatus-Bahnen, Kriens 
Private Selection Hotels, Luzern
RailAway AG, Luzern
Rigi-Bahnen AG, Vitznau 
Schiffahrtsgesellschaft
Vierwaldstättersee (SGV), 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,
Schüpfheim 

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

Nidwalden

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

Obwalden

Engelberg-Titlis Tourismus AG, Engelberg
European Walking Tours GmbH, Engelberg
Hotel Edelweiss, Engelberg 
Panoramawelt Lungern-Schönbüel, Lungern
Schlaf im Stroh, Lungern 
Titlis Rotair Aerial Cableways, Engelberg 
Unterirdische Schiessanlage Walchi AG,
Lungern
Volkswirtschaftsdepartement Obwalden,
Sarnen

Schaffhausen

Einwohnergemeinde Stein am Rhein,
Stein am Rhein
Kanton Schaffhausen, Wirtschaftsamt,
Schaffhausen
Schaffhausen Tourismus, Schaffhausen 
Schaffhauser Kantonalbank, Schaffhausen
Stadt Schaffhausen, Schaffhausen
Unilever Schweiz GmbH, Thayngen

Schwyz

Bezirksrat Einsiedeln, Einsiedeln
Einsiedeln Tourismus, Einsiedeln
Gemeinde Brunnen-Ingenbohl, 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, Ibach
Volkswirtschaftsdepartement,
Kanton Schwyz, 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
(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 

Thurgau

Bodensee-Arena AG, Kreuzlingen 
Ferien auf dem Bauernhof, Altnau 
Incotrade AG, Frauenfeld
Kanton Thurgau, Öffentlicher
Verkehr/Tourismus, Frauenfeld
Kartause Ittingen, Warth
Kreuzlingen Tourismus, Kreuzlingen
Stadt Frauenfeld, Stadtrat, Frauenfeld
Thurgau Tourismus, Amriswil 
Wäger & Partner GmbH, Frauenfeld
Wilken AG, Freidorf

Ticino

Albergo Giardino SA, Ascona	<u>Q</u>
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 del Mendrisiotto e Basso Ceresio, Mendrisio	
Ente Turistico Lago Maggiore, Locarno	<u>Q</u>
Esplanade Hotel Resort & Spa, Minusio/Locarno	<u>Q</u>
Ferrovie Autolinee Regionali Ticinese (FART), Locarno	<u>Q</u>
Festival internazionale del film Locarno, Locarno, Top Events of Switzerland	
Fondazione Monte Verità, Ascona	<u>Q</u>
Hotel Ascona, Ascona	
Hotel Cadro Panoramica, Cadro	
Hotel Casa Berno und Arancio, Ascona	<u>Q</u>
Hotel Castello del Sole, Ascona	
Hôtel de la Paix, Lugano	<u>Q</u>
Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona	
Lugano Turismo, Lugano	<u>Q</u>
Municipalità della Città di Locarno, Locarno	
Municipalità della Città di Lugano, Lugano	
Navigazione Lago Maggiore, Gest. gov. Italiana, Locarno	<u>Q</u>
Ospizio San Gottardo, Airolo	
Repubblica e Cantone del Ticino, Bellinzona	
Romantik Hotel Orselina, Orselina	<u>Q</u>
Studio Silvio Tarchini, Manno	
Swiss Diamond Hotel Olivella, Vico Morcote	
Swissminiatur SA, Melide	
Ticino Turismo, Bellinzona	<u>Q</u>
Villa Principe Leopoldo & Residence, Lugano	
Villa Sassa Hotel & Residence, Tessel SA, Lugano	

Uri

Andermatt Gotthard Sportbahnen AG, Andermatt	
Historische Reisepost AG, Andermatt	<u>Q</u>
Kanton Uri, Volkswirtschaftsdirektion, 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 Marketing, Brig	
Aletsch Riederalp Bahnen AG, Mörel	<u>Q</u>
Alpen Resort Hotel, Zermatt	
Association hôtelière du Valais, Sion	

Bains de Saillon SA, Saillon	<u>Q</u>
Banque Cantonale du Valais, Sion	
Bergbahnen Hohsaas AG, Saas-Grund	<u>Q</u>
Bettmeralp Bahnen AG, Bettmeralp	
Bettmeralp Tourismus, Bettmeralp	<u>Q</u>
Brig Belalp Tourismus, Brig	<u>Q</u>
César Ritz Colleges, Le Bouveret	
Chablais Tourisme SA, Monthey	<u>Q</u>
Coeur du Valais, Sion Région Tourisme / Sierre Anniviers Tourisme, Sierre	<u>Q</u>
Commune de Martigny, Martigny	
Crans-Montana Tourisme, Crans-Montana	<u>Q</u>
den Hartogh Productions AG, Brig	
Eggishorn Tourismus & Goms Tourismus, Fiesch	<u>Q</u>
Evolène Région Tourisme, Evolène	
Ferienart Resort & Spa, Saas-Fee	<u>Q</u>
Gemeinde Zermatt, Zermatt	
GGB Gornergrat-Monte Rosa-Bahn, Brig	<u>Q</u>
Grächen Tourismus, Grächen	<u>Q</u>
Grand Hotel Zermatterhof, Zermatt	
HEVs – Ecole Suisse de Tourisme, Sierre	<u>Q</u>
Hôtel Crans-Ambassador, Crans-Montana	<u>Q</u>
Hôtels Le Sourire & Mont Rouge, Haute-Nendaz	
International Summer Camp Montana 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	<u>Q</u>
Lindner Hotels und Alpentherme, Leukerbad	<u>Q</u>
Luftseilbahnen Fiesch Eggishorn AG, Fiesch	
Martigny Tourisme, Martigny	<u>Q</u>
Matterhorn Gotthard Bahn, Brig	<u>Q</u>
Nendaz Tourisme, Nendaz	<u>Q</u>
Obergoms Tourismus, Oberwald	
Office du tourisme de Thyon-Région, Thyon-Les Collons	
Office du tourisme de Verbier / Val de Bagnes, Verbier	
Office du tourisme Ovronnaz, Ovronnaz	<u>Q</u>
Office du Tourisme, Anzère	
Omega European Masters, Crans-Montana Golf Club, Crans-sur-Sierre, Top Events of Switzerland	
Provins, Sion	
Remontées Mécaniques de Crans-Montana-Aminona (CMA) SA, Crans-Montana	
Riederalp Mörel Tourismus, Riederalp	<u>Q</u>
Riffelalp Resort 2222m, Zermatt	
Rund um Visp Tourismus, Visp	<u>Q</u>
Saas-Fee Bergbahnen AG, Saas-Fee	<u>Q</u>
Saas-Fee Tourismus, Saas-Fee	<u>Q</u>
Seiler Hotels Zermatt AG, Hotel Monte Rosa, Zermatt	<u>Q</u>
Sion Tourisme, Sion	<u>Q</u>
Sport- und Feriencenter Fiesch, Fiesch	<u>Q</u>

STODR – Service du tourisme et du développement régional, Sion	
Swiss Chalet SA / FlexChalet, Champéry	
Swiss Pass Ltd, Sion	
Téléverbier SA, Verbier	<u>Q</u>
Thermalp les Bains d'Ovronnaz SA, Ovronnaz	<u>Q</u>
TMR S.A., Martigny	<u>Q</u>
Valais Tourisme, Sion	<u>Q</u>
Verband Bergsportschulen Schweiz VBS, Naters	
Veysonnaz Tourisme, Veysonnaz	<u>Q</u>
VP Vex Promotion SA, Thyon-Les Collons	
Zermatt Bergbahnen AG, Zermatt	<u>Q</u>
Zermatt Tourismus, Zermatt	
Zerzuben Touristik AG, Visp	<u>Q</u>

Vaud

Association hôtelière vaudoise, Lausanne	
Avenches Tourisme, Avenches	<u>Q</u>
Balçon du Jura Vaudois Tourisme, Ste-Croix	
Banque Cantonale Vaudoise, Lausanne	
Biotonus Clinique Bon Port, Montreux	
Brillantmont International School, Lausanne	
CDM Hôtels & Restaurants SA, Lausanne	
Château-d'Œx Tourisme, Château-d'Œx	<u>Q</u>
Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis	
Chemin de fer NStCM et transports publics de la région nyonnaise, Nyon	
Clinique La Prairie, Clarens/Montreux	
Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne	<u>Q</u>
Conventus of Switzerland, Lausanne	
Diablerets Tourisme, Les Diablerets	<u>Q</u>
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	
Fondation du Festival de Jazz de Montreux, Montreux, Top Events of Switzerland	
Gestion Hôtelière Ming S.A., Hôtel Pavillon, Vevey	<u>Q</u>
Glacier 3000, Maison du Tourisme, Les Diablerets	
GoldenPass Services, MOB Montreux-Oberland Bernois et entreprises associées, Montreux	<u>Q</u>
Grand Hotel des Bains, Yverdon-les-Bains	<u>Q</u>
Grand Hôtel Suisse et Majestic, Montreux	
Hôtel Beau-Rivage Palace, Lausanne	
Hôtel La Barcarolle - Bays Hotels SA, Prangins	<u>Q</u>
Hôtel le Bristol, Villars-sur-Ollon	
Hôtel Préalpina, Chexbres	<u>Q</u>
Hôtel Résidence Bristol, Montreux-Territet	
Hôtel Royal Plaza, Montreux	
Lausanne Palace & Spa, Lausanne	
Lausanne Tourisme, Lausanne	<u>Q</u>

Leysin Tourisme, Leysin [Q](#)
 McDonald's Suisse Restaurant Sàrl, Crissier
 Minotel, Lausanne
 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
 Municipalité de Lutry, Lutry
 Municipalité de Morges, Morges
 Municipalité de Vevey, Vevey
 Musée Olympique Lausanne, Lausanne
 Nyon Région Tourisme, Nyon [Q](#)
 Office du Tourisme de Gryon, Gryon [Q](#)
 Office du tourisme de Payerne, Payerne
 Office du tourisme de Vallorbe, Vallorbe [Q](#)
 Office du tourisme du canton de Vaud,
 Lausanne [Q](#)
 Office du tourisme et du Thermalisme
 d'Yverdon-les-Bains et environs,
 Yverdon-les-Bains [Q](#)
 Office du Tourisme Rougemont,
 Rougemont [Q](#)
 Panoeuro International Cooperation Sàrl,
 Lausanne
 Raffles Le Montreux Palace, Montreux
 REAT S.A., Relais Exploitations et Activités
 Touristiques SA, Leysin
 Riviera Voyages, Vevey
 Rosebud Héritage SA, Vich
 Schweizer Heilbäder, Yverdon-les-Bains
 Site touristique des Mines de Sel de Bex,
 Bex
 Sources Minérales Henniez SA, Henniez
 Surval Mont-Fleuri, Montreux
 Swiss Budget Hotels, Villars-sur-Ollon [Q](#)
 Swiss Cities / Association Suisse des villes
 touristiques, Montreux
 Transports Publics du Chablais, Aigle
 Vallée de Joux Tourisme, Le Sentier
 VIDl Exploitation, Les Diablerets
 Village Camps SA, Nyon
 Villars Tourisme, Villars-sur-Ollon [Q](#)
 Welcome Swiss Tours SA, Lausanne

Zug

DuetHotel AG, freedreams Hotelscheck, Baar
 feratel Schweiz AG, Rotkreuz
 Hapimag Verwaltungs- und Vertriebs-
 gesellschaft Havag AG, Baar
 Kanton Zug, Volkswirtschaftsdirektion,
 Amt für öffentlichen Verkehr, Zug
 Salomon (SCHWEIZ) AG, Cham
 Speck Print AG, Zug
 Stadt Zug, Finanzdepartement, Zug
 VCH – Verband Christlicher Hotels,
 Oberägeri [Q](#)
 Zug Tourismus, Zug [Q](#)

Zürich

A. Türlér Uhren- und Schmuckgeschäft,
 Zürich
 Accor Hotels Switzerland, Zürich
 Amt für Wirtschaft und Arbeit Kanton
 Zürich, Zürich
 AVIS Autovermietung AG, Glattbrugg
 Belvoir Rüschnikon Hotel, Rüschnikon [Q](#)
 Best of Switzerland Tours, Adliswil [Q](#)
 Central Plaza Hotel, Zürich
 City Night Line CNL AG, Zürich
 CityGuideTV/YourStoryAG, Herrliberg
 Confiserie Sprüngli, Zürich
 Dataquest AG, Dietikon
 Digital Print AG, Zürich
 Druckerei a/d Sihl AG, Zürich
 Dubler Rechtsanwälte, Zollikon-Zürich
 effect AG für Kommunikation, Zürich
 Elektro-Surber, Zürich
 FBM Gastro Management AG, Zürich
 Global Refund Schweiz AG, Brüttisellen
 Hans Meier Tourist AG, Zürich
 Helvetic Airways AG, Zürich Flughafen
 Hertz AG - Switzerland, Schlieren
 Hiestand Schweiz AG, Schlieren
 Hotel Engimatt, Zürich
 Hotel Senator, Zürich
 Hotel-Restaurant UTO KULM, Uetliberg [Q](#)
 Hotels with a Bookmark, c/o Turicum Hotel
 Management Group, Zürich
 Howeg, transGourmet Schweiz AG,
 Dietikon
 InterContinental Zurich, Zürich [Q](#)
 Interhome AG, Glattbrugg
 Internationale Schule für Touristik AG,
 Höhere Fachschule für Tourismus,
 Zürich [Q](#)
 Kuoni Reisen Holding AG, Zürich
 Lindt & Sprüngli (Schweiz) AG, Schoko-
 ladenfabriken, Kilchberg
 Linkgroup, Zürich
 Manz Privacy Hotels Switzerland, Zürich
 Mauell Reklame AG, Buchs
 Mosse Media AG, Zürich
 Mövenpick Dienstleistungs AG, Adliswil
 Offsetdruck Goetz AG, Geroldswil
 Osec Business Network Switzerland, Zürich
 Photoglob AG, Zürich
 Präsidialdepartement der Stadt Zürich,
 Zürich
 Rentenanstalt / Swiss Life, Zürich
 Rito AG, Zürich
 Romantik Seehotel Sonne, Küsnacht [Q](#)
 SAP (Schweiz) AG, Regensdorf
 Schweizer Bergführerverband, Zürich
 Schweizer Jugendherbergen, Zürich [Q](#)
 Schweizerische Gesellschaft für Hotelkredit
 SGH, Zürich
 Schweizerischer Reisebüro-Verband,
 Zürich [Q](#)
 Schweizerisches Landesmuseum, Zürich

SHV Schweizerischer Hängegleiter-
 Verband, Zürich
 Sihldruck Stulz AG, Zürich
 Skycruise Switzerland LTD, Lindau
 Sorell Hotels / ZFV-Unternehmungen,
 Zürich [Q](#)
 Spectrum Events AG, Zürich
 Stand-up-Switzerland AG, Zürich
 Starwood & ArabellaSheraton Hotels,
 Zürich
 Steigenberger Hotels AG, Zürich
 Swiss International Hotels, Zürich [Q](#)
 Swiss Partner Service GmbH, Adliswil
 Swiss Production Services GmbH,
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 Swiss Quality Hotels, Stäfa [Q](#)
 Swiss Re, Schweiz. Rückversicherungs-
 Gesellschaft, Zürich
 Swiss Sales HSMS, Hotel Sales & Marke-
 ting Services GmbH, Horgen
 Swiss Trails GmbH, Oberweningen
 Swissôtel Zürich, Zürich
 Switzerland Convention & Incentive Bureau,
 Zürich [Q](#)
 Switzerland Travel Centre AG (STC),
 Zürich [Q](#)
 Technorama, Winterthur [Q](#)
 The Guide Company AG, Zürich
 Tiscover AG, Männedorf
 Tourdata AG, Zürich
 Tourmedia AG, Zürich
 Transunix AG, Personentransporte,
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 TV Productioncenter Zürich AG, Zürich
 UBS AG Zürich, Zürich
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 VSTM, Zürich
 Widder Hotel, Zürich [Q](#)
 Winterthur Tourismus, Winterthur [Q](#)
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 Zürcher Hoteliers, Zürich
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 Zürich Tourismus, Zürich [Q](#)
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 Zürichsee Druckereien AG, Stäfa
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Liechtenstein Tourismus, Vaduz [Q](#)
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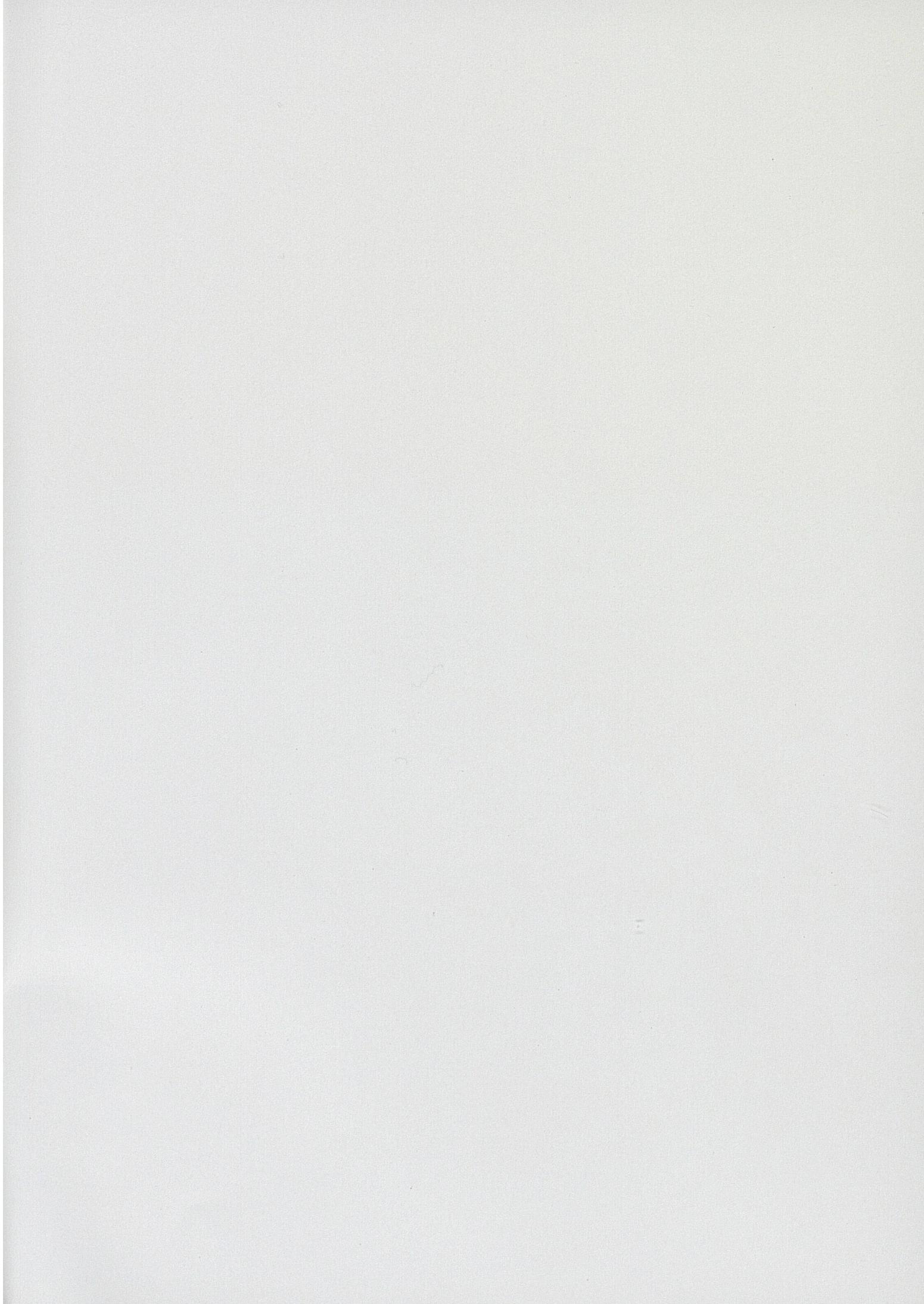
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