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Svizzera Turismo.



I numeri. The Figures.

MySwitzerland.com

Relazione annuale Svizzera Turismo 2006. | Annual Report Switzerland Tourism 2006.



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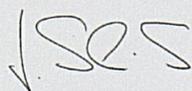
In memoria di Notker Buchegger.

Il 4 luglio 2006, all'età di 64 anni, Notker Buchegger è stato strappato a un'impegnata carriera professionale. Con la sua morte Svizzera Turismo ha perduto un dirigente di spicco che per 41 anni ha lavorato per il successo dell'azienda – negli ultimi tre anni in qualità di direttore del reparto finanze, controlling & organizzazione e come membro del Consiglio di Amministrazione.

La carriera di Notker Buchegger è iniziata nel giugno del 1965, in quello che allora era l'Ufficio nazionale svizzero del turismo, in qualità di collaboratore del reparto contabilità. Il suo impegno lo ha portato a ricoprire sempre nuove funzioni: capoufficio, caposervizio, direttore del reparto Organizzazione/EDP e, infine, membro del Consiglio di Amministrazione.

Notker Buchegger conosceva di persona tutti i collaboratori di ST e le relative rappresentanze, che per la maggior parte sono state istituite con il suo contributo. Grazie alla sua natura cosmopolita Buchegger ha aperto a ST numerose porte e ha allacciato importanti contatti. La morte lo ha colto dopo una grave malattia, poco prima del pensionamento.

Gli amici, i partner commerciali, i quadri e i colleghi conserveranno sempre di lui un ricordo affettuoso.



Jürg Schmid, direttore di Svizzera Turismo

Il Comitato.

Marty Dick F., dott.

Presidente, Svizzera Turismo
Consigliere agli Stati (TI)

Schwitzguebel Pierre

Vicepresidente, Svizzera Turismo

Sinzig Ulrich

Vicepresidente, Svizzera Turismo

Blumenthal Paul

Direttore, Divisione Viaggiatori FFS

Brändli Christoffel

Consigliere agli Stati (GR)

Kurrus Paul

Vicedirettore, Public Affairs & Environment,
Swiss International Air Lines Ltd

Platzer Casimir

Presidente, GastroBern
Presidente, Società degli Albergatori
Oberland bernese

Rey Christian, dott.

(fino al 5. 5. 2006)

Brentel Guglielmo L.

(dal 5. 5. 2006)
Presidente, hotelleriesuisse

Robyr Jérémie

Presidente, Vallese Turismo

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

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 Management.

La Direzione.



Jürg Schmid
Direttore



Urs Eberhard
Vicedirettore
Responsabile mercato
Svizzera & mercati interna-
zionali, MICE



Michel Ferla
Vicedirettore
Responsabile Francia,
Belgio, Spagna, Portogallo



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



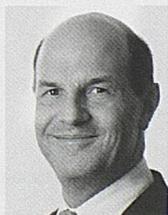
Gabriela Buchmüller
Human Resources
Gestione & sviluppo del
personale, ricezione
(fino al 31. 12. 2006)



Rafael Enzler
Finanze, Controlling,
Partenariati strategici &
Human Resources
Contabilità, controlling
(dal 1. 1. 2007)



Markus Rege
Marketing
Marketing prodotti leisure,
supporto pubblicitario
& produzione, fiere &
manifestazioni, creazione



Thomas Winkler
Portal Management,
E-Marketing & Informatica
Sviluppo, esercizio e
marketing di MySwitzer-
land.com, partner web-
sites, 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
(fino al 31. 12. 2006)

Alex Herrmann

Responsabile America del Nord
(dal 1. 5. 2007)

Werner Kehrl

Responsabile fiere & manifestazioni,
creazione

Jörg Krebs

Membro del Comitato direttivo
Responsabile coordinamento
UEFA EURO 2008™

Evelyn Lafone

Responsabile Gran Bretagna & Irlanda

Christina Marzluff

Responsabile Germania & Austria

Martin Nydegger

Responsabile Paesi Bassi

Federico Sommaruga

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

Barbra Steuri-Albrecht

Responsabile MICE (Meetings, Incentives,
Conventions & Events)

Roger Zbinden

Responsabile Mercati chiave asiatici

Il Consiglio svizzero del turismo.

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
(fino al 26. 6. 2006)

Brentel Guglielmo L.

Comitato Svizzera Turismo
Presidente, hotelleriesuisse

Büchel Roland

Direttore, Liechtenstein Tourismus

Bütler Adelbert

Presidente della Direzione, Bucherer AG

Eberhard Urs W.

General Manager Loyalty Management
Swiss International Air Lines Ltd

Egli Guido

CEO, Mövenpick Dienstleistungs AG

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

(fino al 31. 8. 2006)

beco Economia bernese, reparto TouReg
Direzione dell'Economia pubblica, Canton
Berna
Successore: Tritten Martin

Hew Florian, dott.

Direttore, GastroSuisse

Hofer Walter

Direttore, Global Refund Schweiz AG

Juen Christoph, dott.

CEO, hotelleriesuisse

Keller Peter, prof. dott.

Direttore Turismo
Segretariato di Stato dell'economia seco

Kühne Ralph

Delegato, Dipartimento presidenziale della
Città di Zurigo

Kurrus Paul

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

Landolf Daniel

Membro della Direzione Aziendale
Direttore della Divisione Viaggiatori
La Posta Svizzera

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

Probst Emanuel

General Manager, Jura Elektroapparate AG

Renner-Bach Judith

(fino al 31.12. 2006)
Direttrice, Federazione svizzera del turismo
Successore: Lütolf Mario

Robyr Jérémie

Comitato Svizzera Turismo
Presidente, Valais Tourisme

Rohrer Kurt

Direttore,
swissmint, Zecca ufficiale della
Confederazione Svizzera

Rutishauser Erwin

Direttore, Ferrovia Retica

Sardinha Carlos

Direttore, Europcar AMAG Services AG

Sauter Bruno

Capodipartimento, Dipartimento dell'eco-
nomia 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

Vicepresidente, Svizzera Turismo
Presidente, Lausanne Tourisme
(fino all'8. 6. 2006)

Sinzig Ulrich

Vicepresidente, Svizzera Turismo
Presidente, Schweizer Mittelland Tourismus
(fino al 28. 6. 2006)

Solari Marco

Comitato Svizzera Turismo
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

Tritten Martin

(dal 1. 9. 2006)
beco Economia bernese, reparto TouReg
Direzione dell'Economia pubblica, Canton
Berna

Tromp Mathias, dott.

Direttore generale, BLS 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 2006. Il Consiglio svizzero del

1 Attivi	Bilancio al 31.12.2006 CHF	Bilancio al 31.12.2005 CHF
Attivo circolante		
1.1 Liquidità		
Cassa	52 930.02	45 865.53
Conti correnti postali	389 636.37	787 414.48
Banche	4 680 185.60	3 082 730.79
Investimenti finanziari a breve termine	0.00	85 717.50
Totale liquidità	5 122 751.99	4 001 728.30
1.2 Crediti		
1.2.1 Crediti derivanti da vendite e prestazioni		
Debitori	3 455 063.21	3 100 567.20
Quote dei membri da riscuotere	36 300.00	33 100.00
1.2.2 Altri crediti a breve termine		
Prestazioni di garanzia, anticipi, pagamenti preventivi	111 732.60	329 625.71
Enti pubblici	394 222.25	157 914.30
Altri	700 457.32	1 564 543.67
Delcredere	-209 000.00	-105 000.00
Totale crediti	4 488 775.38	5 080 750.88
1.3 Stock e lavori in corso		
Stock e lavori in corso	193 732.15	96 344.14
Totale stock e lavori in corso	193 732.15	96 344.14
1.4 Ratei e risconti attivi		
Ratei e risconti attivi	382 600.11	587 933.99
Totale ratei e risconti attivi	382 600.11	587 933.99
1.5 Crediti estranei all'esercizio		
Immobile Parigi	1 836 699.68	1 168 528.20
Totale crediti estranei all'esercizio	1 836 699.68	1 168 528.20
Totale attivo circolante	12 024 559.31	10 935 285.51
Attivo fisso		
1.6 Investimenti finanziari		
Partecipazioni	1 732 504.00	1 732 505.00
Crediti a lungo termine nei confronti di terzi	411 006.52	428 342.24
Totale investimenti finanziari	2 143 510.52	2 160 847.24
1.7 Immobilizzazioni mobili		
Mobilia, arredamenti, installazioni	276 971.80	232 549.76
Impianti informatici	455 561.93	488 384.47
Infrastruttura esposizioni	367 986.17	752 395.98
Totale immobilizzazioni mobili	1 100 519.90	1 473 330.21
1.8 Immobilizzazioni immobili		
Immobile d'esercizio	5 441 190.65	5 649 315.65
Totale immobilizzazioni immobili	5 441 190.65	5 649 315.65
Totale attivo fisso	8 685 221.07	9 283 493.10
Totale attivi	20 709 780.38	20 218 778.61

Bilancio 2006.

2 Passivi	Bilancio al 31.12.2006 CHF	Bilancio al 31.12.2005 CHF
Capitale di terzi		
2.1 Capitale di terzi a breve termine		
2.1.1 Passività finanziarie a breve termine		
Banche	2 000 000.00	0.00
2.1.2 Passività a breve termine derivanti da forniture e prestazioni		
Creditori	5 598 270.43	6 471 204.63
2.1.3 Altre passività a breve termine		
Enti pubblici	530 959.74	457 115.96
Terzi	1 426 847.68	141 467.60
Istituti di previdenza professionale	164 992.45	165 147.90
Totale capitale di terzi a breve termine	9 721 070.30	7 234 936.09
2.2 Ratei e risconti passivi/accantonamenti a breve termine		
Ratei e risconti passivi	2 464 924.92	2 650 355.23
Accantonamenti per il personale	1 109 898.26	1 115 348.26
Totale ratei e risconti passivi/accantonamenti a breve termine	3 574 823.18	3 765 703.49
2.3 Capitale di terzi a lungo termine		
2.3.1 Passività finanziarie a lungo termine		
Banche	0.00	2 000 000.00
Terzi	18 845.84	18 845.84
2.3.2 Accantonamenti a lungo termine		
Impianti informatici	262 100.00	262 100.00
Riattamento immobile Parigi	170 000.00	170 000.00
Trasformazione locali locati/mobilia	509 900.00	509 900.00
Altri	2 280 500.00	2 280 500.00
Eventi straordinari destinazione CH	2 508 000.00	2 508 000.00
Indennità di uscita	404 231.31	274 458.26
2.3.3 Passività estranee all'esercizio		
Immobile Parigi	0.00	0.00
Totale capitale di terzi a lungo termine	6 153 577.15	8 023 804.10
Totale capitale di terzi	19 449 470.63	19 024 443.68
Fondi propri		
2.4 Fondi propri al 1.1.2006/2005	1 194 334.93	1 224 411.17
Costi inferiori/costi superiori	65 974.82	-30 076.24
Totale fondi propri	1 260 309.75	1 194 334.93
Totale passivi	20 709 780.38	20 218 778.61

Conto economico 2006.

3	Ricavi	Budget 2006 CHF	Consuntivo 2006 CHF	Consuntivo 2005 CHF
Ricavi d'esercizio				
3.1	Quote dei membri			
	Confederazione Svizzera	46 000 000.00	46 000 000.00	46 186 203.30
	Ferrovie federali svizzere FFS*	200 000.00	27 500.00	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	851 000.00	809 250.00	833 550.00
	Altri membri (cantoni, comuni, organizzazioni turistiche, industrie interessate al turismo, società, organizzazioni)	1 176 000.00	1 141 110.00	1 132 110.00
	Contributi volontari	5 000.00	5 960.00	6 335.00
	Totale quote dei membri	48 432 000.00	48 183 820.00	48 558 198.30
3.2	Proventi diversi	10 000.00	54 119.34	46 975.55
3.3	Proventi finanziari	41 000.00	31 480.75	53 884.52
	Totale ricavi d'esercizio	48 483 000.00	48 269 420.09	48 659 058.37
Proventi di marketing				
3.4	Sponsorship marketing*	3 383 000.00	3 515 896.69	3 129 561.09
3.5	UEFA EURO 2008™ Contributo di marketing della Confederazione	0.00	128 612.55	0.00
3.6	Altri proventi di marketing	19 303 000.00	20 400 493.11	20 730 401.14
	Totale proventi di marketing	22 686 000.00	24 045 002.35	23 859 962.23
Ricavi straordinari ed estranei all'esercizio				
3.7	Ricavi estranei all'esercizio	51 000.00	54 354.27	53 630.24
3.8	Proventi investimenti finanziari	0.00	0.00	17 500.00
3.9	Proventi da immobili estranei all'esercizio	1 200 000.00	966 359.36	964 648.87
	Totale ricavi straordinari ed estranei all'esercizio	1 251 000.00	1 020 713.63	1 035 779.11
3.10	Costi superiori	0.00	0.00	30 076.24
	Totale ricavi	72 420 000.00	73 335 136.07	73 584 875.95

* Conto economico 2006: il contributo di marketing FFS figura ora sotto Sponsorship marketing

Conto economico 2006.

4	Spese	Budget 2006 CHF	Consuntivo 2006 CHF	Consuntivo 2005 CHF
Spese di marketing				
4.1	Spese di marketing	45 764 000.00	46 320 992.31	48 183 288.09
4.2	Spese di marketing EURO 2008, quota confed. (quota ST esclusa)	0.00	128 612.55	0.00
	Totale spese di marketing	45 764 000.00	46 449 604.86	48 183 288.09
4.3	Spese per il personale di marketing			
	Salari	15 840 000.00	16 270 714.52	15 333 861.50
	Oneri sociali	2 707 000.00	2 399 093.39	2 399 432.32
	Spese per il personale di marketing fatturate a terzi	-971 000.00	-1 022 754.85	-935 960.89
	Totale spese per il personale di marketing	17 576 000.00	17 647 053.06	16 797 332.93
	Totale spese di marketing	63 340 000.00	64 096 657.92	64 980 621.02
Spese d'esercizio				
4.4	Spese per il personale d'esercizio			
	Salari	1 706 000.00	1 736 753.00	1 660 499.00
	Oneri sociali	290 000.00	284 135.00	274 531.00
	Totale spese per il personale d'esercizio	1 996 000.00	2 020 888.00	1 935 030.00
4.5	Spese accessorie per il personale			
	Formazione e perfezionamento professionale	290 000.00	87 427.61	109 192.72
	Trasferimenti/reclutamento di personale	252 000.00	533 139.61	289 206.06
	Vacanze/ore supplementari non compensate (accantonamenti)	0.00	-5 450.00	96 420.00
	Spese di viaggio e di rappresentanza	327 000.00	307 370.87	302 046.58
	Altre spese per il personale	454 000.00	458 511.85	243 691.49
	Totale spese accessorie per il personale	1 323 000.00	1 380 999.94	1 040 556.85
4.6	Altri costi d'esercizio			
	Spese per locali d'esercizio	2 513 000.00	2 439 965.11	2 329 746.35
	Spese di amministrazione	1 402 000.00	1 326 371.82	1 455 860.21
	Spese generali degli organi	178 000.00	227 859.09	193 358.15
	Altri costi d'esercizio	105 000.00	100 475.03	95 904.96
	Spese d'esercizio fatturate a terzi	-197 000.00	-217 322.03	-235 728.33
	Totale altri costi d'esercizio	4 001 000.00	3 877 349.02	3 839 141.34
4.7	Oneri diversi incl. perdite su debitori	6 000.00	127 008.31	-87 577.28
4.8	Oneri finanziari	151 000.00	95 785.56	83 078.62
4.9	Ammortamenti sulle immobilizzazioni			
	Hardware e software	502 000.00	420 330.50	463 250.26
	Immobili/installazioni e arredamenti per ufficio	201 000.00	238 772.14	265 217.23
	Infrastruttura mezzi Swissair straordinari (valore di acquisto)	0.00	0.00	2 200.00
	Totale ammortamenti sulle immobilizzazioni	703 000.00	659 102.64	730 667.49
	Totale costi d'esercizio	8 180 000.00	8 161 133.47	7 540 897.02
Oneri straordinari ed estranei all'esercizio				
4.10	Oneri da immobili estranei all'esercizio	900 000.00	1 011 369.86	1 063 357.91
	Totale oneri straordinari ed estranei all'esercizio	900 000.00	1 011 369.86	1 063 357.91
4.11	Costi inferiori		65 974.82	
	Totale spese	72 420 000.00	73 335 136.07	73 584 875.95

Allegato al conto annuale 2006.

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.

	2006 CHF	2005 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	165 000	165 100
Valori dell'assicurazione contro gli incendi per immobilizzazioni		
Mobili	2 200 000	2 200 000
Impianti informatici	1 012 000	1 498 400
Immobili (immobile Parigi) pro memoria	p. m.	p. m.
Attivi costituiti in pegno per debiti propri		
Prestito a termine UBS (nuovo nel 2005 a lungo termine)	0	2 000 000
Prestito a termine UBS (2006 a breve termine)	2 000 000	0
UBS – Limite di credito (conto corrente)	5 000 000	5 000 000
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»	756 400	587 400
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 %
Crediti/debiti nei confronti di STC Switzerland Travel Centre AG		
Nel bilancio sono comprese le seguenti voci di attivo/passivo:		
1.2.1 Debitori	2 700	4 087
2.1.2 Creditori	60 199	51 302
Conto immobile Parigi		
Proventi da immobile	1 001 754	964 649
Oneri da immobile	1 046 764	1 063 358
Risultato da immobile	-45 010	-98 709
Impegni di leasing		
Importo totale degli impegni da leasing	22 003	6 394
Fideiussioni		
Garanzia locazione alloggio Parigi EUR 0 / 6 860	0	10 691
Fideiussione locazione alloggio collaboratori		
Los Angeles USD 17 500 / 30 000	21 346	39 477
New York USD 31 850 / 0	38 850	0
Salari e oneri sociali		
Per la prima volta, le spese salari e oneri sociali direttamente correlabili alle attività di marketing sono quest'anno esposte sotto la relativa rubrica «Marketing». Le corrispondenti cifre riguardanti l'anno precedente sono state adeguate per fini comparativi. Il totale delle voci «Salari» e «Oneri sociali» ammonta a:		
Salari	18 007 467	16 994 360
Oneri sociali	2 683 228	2 673 963

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 2006.

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. È 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, 14 marzo 2007

Nuovi membri 2006.

24 Swiss Touristic Services, Bolligen
Abenteuerland Walter Zoo AG Gossau,
Gossau
Art Furrer Hotels, Riederalp
AS Verlag & Buchkonzept AG, Zürich
Casino Barrière de Montreux, Montreux
Centre de Congrès Montreux SA, Montreux
CH-Travels and Trades Sàrl, Nyon
Citi – Coopérative Informatique Tourisme
Immobilier, Martigny
CITYGUIDE (Schweiz) AG, Zollikon 
Dampfbahn Furka-Bergstrecke AG, Luzern
Ecole Chantemerle, Blonay
e-domizil AG, Zürich
e-holidayhome ag, Luzern
European University, Montreux
Executive Events GmbH, Zug
Fondation Beyeler, Riehen
GanderEvent GmbH, Root
Genossenschaft Sunrise Reisen,
Niederwangen

Gourmet & Wellnesshotel Schweizerhof,
Saas-Fee
Gstaad Palace, Gstaad
Habegger AG, Regensdorf
Helvia Trading & Travel SA, Montreux
Hotel Allegra, Pontresina
Hotel Eden Spiez AG, Single Hotel Eden,
Spiez
Hotel Säntispark, Abtwil 
I.T.S. Euroswiss, International Travel &
Trade Service GmbH, Ebikon
Institut Monte Rosa, Montreux
Institut Villa Pierrefeu SA, Glion
Institute of Tourism Management IMAT,
Scuola Superiore Alberghiera e del
Turismo, Bellinzona 
Jura Elektroapparate AG, Niederbuchsiten
Kulm Hotel St. Moritz, St. Moritz
LOGA Immobilien AG Engiadina, Silvaplana
Maxomedia, Bern

Nanjing Merchants International Tourism
Ltd., Genève
Öffentliche Kunstsammlung Basel mit
Kunstmuseum und Museum für Gegen-
wartskunst, Basel
ORSI Reisen AG, Incoming Services &
Guided Tours, Basel
Park Hotel Weggis, Weggis 
RFG / Residenza Muzzano SA, Pfäffikon
Robert Löttscher AG, Fällanden
Samona Treuhand AG, Baden-Dättwil
Schwarzsee Tourismus, Schwarzsee
Spillmann/Felser/Leo Burnett, Zürich
SUNlight ACT S.A., Genève
Swisshotelportal, Thal
The Swiss Holidays AG, Zürich
Zerubien Touristik AG, Visp 

Membri 2006.

Situazione soci 2005: 649/2006: 660

1. Confederazione

Confederazione Svizzera, Berna

2. hotelleriesuisse, Berna

3. GastroSuisse, Zurigo

4. Partner strategici

Bucherer AG, Lucerna
 Europcar AMAG Services AG, Kloten
 Ferrovie Federali Svizzere FFS, Berna
 La Posta Svizzera, Berna
 Swisscom AG, Berna
 Swiss International Air Lines Ltd, Zurigo
 Switzerland Cheese Marketing AG, Berna
 Switzerland Travel Centre AG (STC), Zurigo
 Unique (Flughafen Zürich AG), Zurigo Airport

5. Membri per Cantoni

Appenzello Esterno

Kanton Appenzell AR, Herisau
 Säntis-Schwebbahn AG, Schwägalp

Appenzello Interno

Appenzeller Kantonalbank, Appenzell
 Appenzellerland Tourismus AI,
 Appenzell
 Appenzellerland Tourismusmarketing AG,
 Appenzell

Argovia

Aargau Tourismus, Aarau
 Aargauer Schlösser, Schloss Habsburg,
 Habsburg
 Bad Zurzach Tourismus, Zurzach
 Fona Verlag AG, Lenzburg
 Mammut Sports Group AG, Seon
 Ringier Print Zofingen AG, Zofingen
 Samona Treuhand AG, Baden-Dättwil
 Schweizerischer Bauernverband SBV,
 Brugg
 Stabsstelle für Standortmarketing / Aargau
 Services, Aarau
 Stadt Baden, Standortmarketing, Baden
 Stadt Lenzburg, Lenzburg
 Tourismus Rheinfelden, Rheinfelden
 unikathotels.ch, Muri
 Verkehrsverein Laufenburg, Laufenburg

Basilea Campagna

arvato logistics services ag, Pratteln
 Baselland Tourismus, Liestal
 Bed & Breakfast Switzerland, Arlesheim

CONTACT groups.ch, Hotels und Ferien-
 häuser für Gruppen, Liestal
 Lüdin AG, Druckerei, Liestal
 Römerstadt Augusta Raurica, Augst
 Sunstar-Holding AG, Liestal

Basilea Città

Art Basel, Top Events of Switzerland, Basel
 Basel Tourismus, Basel
 Club Grand Hôtel & Palace, Basel
 Coop, Basel
 Europ. Reiseversicherungs AG, Basel
 Fondation Beyeler, Riehen
 Helvetia Versicherungen, Basel
 Hotel Münchnerhof AG, Basel
 Manor SA, Basel
 Messe Berlin / fairTeam, Basel
 Öffentliche Kunstsammlung Basel
 mit Kunstmuseum und Museum für
 Gegenwartskunst, Basel
 ORSI Reisen AG, Incoming Services &
 Guided Tours, Basel
 Radisson SAS Hotel Basel, Basel
 Sixt AG / Sixt SA, Basel
 Swissôtel Basel, Basel
 TREFF HOTEL Verwaltungs AG, Ramada
 Schweiz, Basel
 Werner Druck AG, Basel

Berna

24 Swiss Touristic Services, Bolligen
 Aare Seeland mobil AG, Langenthal
 Adelboden Tourismus, Adelboden
 Alpar Flug- und Flugplatzgesellschaft AG,
 Belp
 alpenregion.ch, Meiringen
 ASMAS, Verband Schweizer Sportfach-
 handel, Bern
 Beatenberg Tourismus, Beatenberg
 Beausite Park Hotel Wengen AG, Wengen
 beco Berner Wirtschaft, Volkswirt-
 schaftsdirektion Kanton Bern, Bern
 BegaSoft AG, Bern
 Benteli Hallwag Druck AG, Wabern
 Bergbahnen Adelboden AG, Adelboden
 Bern Tourismus, Bern
 Berner Oberländer Helikopter AG,
 Gsteigwiler b. Interlaken
 Berner Wanderwege, Bern
 Best Western Swiss Hotels, Bern
 BLS AG, Bern
 Brienz Rothorn Bahn AG, Brienz
 Car Tourisme Suisse – Car Groupe
 ASTAG, Bern
 Casino Kursaal Interlaken AG, Interlaken
 Chemins de fer du Jura (novicar),
 Tramelan

Chocolats Camille Bloch SA, Courtelary
 Chocosuisse, Verband Schweizerischer
 Schokoladefabrikanten, Bern
 Cisalpino AG, Bern
 Credit Suisse BC, Bern
 Daniel Fischer & Partner,
 Niederwangen b. Bern
 Diemtigtal Tourismus, Oey
 Ed. Jobin AG, Brienz
 Einwohnergemeinde Spiez, Spiez
 Einwohnergemeinde Thun, Thun
 Forschungsinstitut für Freizeit und
 Tourismus (FIF), Universität Bern, Bern
 Freilichtmuseum Ballenberg, Brienz
 Gemeinde Interlaken, Interlaken
 Genossenschaft Sunrise Reisen,
 Niederwangen
 Gewerkschaft Unia, Bern
 Gondelbahn Grindelwald-Männlichen AG,
 Grindelwald
 Grand Hotel Park, Gstaad
 Grindelwald Tourismus, Grindelwald
 Gstaad Palace, Gstaad
 Gstaad Saanenland Tourismus, Bergbahnen
 Destination Gstaad AG, Gstaad
 Hallwag Kümmerly + Frey AG,
 Schönbühl-Bern
 Hotel Allegro Bern AG, Bern
 Hotel Bellevue-Palace, Bern
 Hotel Bernerhof, Gstaad
 Hotel Eden Spiez AG, Single Hotel Eden,
 Spiez
 Hotel Eiger, Grindelwald
 Hotel Eigerblick-Silberhorn AG,
 Grindelwald
 Hotel Feriendorf Twannberg, Twann
 Hotel Jungfrau & Haus Mönch AG,
 Mürren
 Hotel Restaurant Schlössli, Ipsach
 Hotel Restaurant Weisses Kreuz, Brienz
 Interlaken Tourismus, Interlaken
 INTERSPORT Schweiz AG, Ostermundigen
 Inter-Translations SA (itsa), Bern
 Jungfrau Tours AG, Interlaken
 Jungfraubahnen, Interlaken
 Jura bernois Tourisme, Moutier
 Koordinationsstelle Destinationen Berner
 Oberland, Interlaken
 KWO, Kraftwerke Oberhasli AG,
 Innertkirchen
 Lenk-Simmental Tourismus AG, Lenk i.S.
 Lindner Grand Hotel Beau Rivage, Interlaken
 Lötschberg Tourismus, Kandersteg
 Marina Travel AG, Bern
 Maxomedia, Bern
 Meiringen-Hasliberg-Bahnen AG,
 Meiringen

Museum für Kommunikation, Bern
 Mystery Park AG, Interlaken
 Niesenbahn AG, Mülenen Q
 Polyquest AG, Bern
 Pro Emmental, Langnau i.E. Q
 Railtour Suisse SA, Zollikofen
 Reisebüro Open Up, Bern
 Reka Schweizer Reisekasse, Bern Q
 Schilthornbahn AG, Interlaken Q
 Schuh Interlaken AG, Interlaken
 Schweizer Alpen-Club SAC, Bern
 Schweizer Casino Verband, Bern
 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
 Stadt Bern, Bern
 Stockhornbahn AG, Erlenbach i/S. Q
 Swiss Bankers Travelers Cheque Centre,
 Grosshöchstetten
 Swiss Cycling, Bern
 Swiss Historic Hotels, Muri b. Bern
 Swiss Retail Federation, Bern
 Swiss Snowsports, Belp
 swisscamps, Schönbühl
 swissmint, Offizielle Münzstätte der Schwei-
 zerischen 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 Schweizer Tourismusmanager
 VSTM, Bern
 Verband Schweizerischer Privatschulen
 VSP, Bern
 Verein Swiss Backpackers, Interlaken Q
 Victoria-Jungfrau Grand Hotel & Spa,
 Interlaken Q
 W. Hauenstein Immobilien AG, Hünibach
 Watch Valley coordination, Bévillard
 Wengen Classic Hotels, Wengen
 Wengen Mürren Lauterbrunnental
 Tourismus, Lauterbrunnen Q
 Wengernalpbahn, Interlaken
 Wirtschaftsförderung Stadt Biel, Biel
 Zentrum Paul Klee, Bern

Friburgo

Association touristique Estavayer & région,
 Estavayer-le-Lac Q
 Canton de Fribourg, Fribourg
 Commune de Gruyères, Epagny

Fribourg Tourisme, Fribourg Q
 Glion Institut de Hautes Etudes, Bulle
 La Gruyère-Tourisme-Promotion, Bulle Q
 Le Vieux Manoir au Lac, Relais & Châteaux,
 Morat-Meyriez
 NH Switzerland, Fribourg
 Office du tourisme de Charmey,
 Charmey Q
 Région Glâne-Veveyse, Romont
 Région Lac de Morat, Morat
 Schwarzsee Tourismus, Schwarzsee
 Transports publics fribourgeois TPF,
 Fribourg Q
 Union fribourgeoise du tourisme /
 Freiburger Tourismusverband, Fribourg Q

Ginevra

Agence de Voyages Marina Meltseva,
 Versoix
 Centre International de Conférences
 Genève, Genève
 Commune de Meyrin, Meyrin
 DGAE – Direction générale des affaires
 économiques, Genève
 Dragon du Ciel S.A., Genève
 Elance SA, Genève
 Elite Rent-a-car, Genève
 Eurasie Lexim SA, Genève
 Exclusive Alternatives SA, Cologny
 Fert Tours International, Genève
 Genève Tourisme, Genève Q
 GTA Donvand Ltd., Genève
 Gulf Service SA, Genève
 Hôtel Adriatica, Genève
 Hotel Nash Ville (Tryp Berne Hotel), 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. Incorporate Sàrl, Genève
 Nanjing Merchants International Tourism
 Ltd., Genève
 Orgexpo, Grand-Saconnex
 PCESC – Promotion Culturelle & Econo-
 mique Suisse-Chine, 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
 SUNlight ACT S.A., Genève
 Touring Club Schweiz, Vernier
 Via Travel, Genève
 Ville de Genève, Genève
 World Avenues SA, Genève
 Worldguest Services, Genève

Giura

Jura Tourisme, Saignelégier Q
 République et Canton du Jura, Delémont

Glarona

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

Grigioni

Arosa Bergbahnen AG, Arosa Q
 Arosa Tourismus, Arosa Q
 Badrutt's Palace Hotel AG, St. Moritz Q
 Bergbahnen Disentis AG, Disentis/Mustér Q
 Bergbahnen ENGADIN/St. Moritz, St. Moritz
 Bergbahnen Motta Naluns
 Scuol-Ftan-Sent AG, Scuol Q
 Celerina Tourismus, Celerina
 Cresta Hotels Davos, Davos Platz
 Davos Klosters Bergbahnen AG, Davos Dorf
 Davos Tourismus, Davos Platz Q
 ENGADIN/Scuol Tourismus AG, Scuol Q
 Ferienregion Brigels Waltensburg Andiast,
 Brigels
 Feriensiedlung Solaria, Davos Dorf Q
 Flims Laax Falera Tourismus AG, Flims Q
 Freizeit Graubünden AG, Malans
 Gemeinde Arosa, Arosa
 Gemeinde St. Moritz, St. Moritz
 Graubünden Ferien, Chur
 Graubündner Kantonalbank, Chur
 HFT Graubünden, Academia Engiadina,
 Samedan
 Hotel Allegra, Pontresina
 Hotel Bernina, Samedan
 Hotel Saratz AG, Pontresina
 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
 Kulm Hotel St. Moritz, St. Moritz
 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
 Lenzerheide Bergbahnen AG, Lenzerheide
 LOGA Immobilien AG Engiadina, Silvaplana
 MOROSANI HOTELS DAVOS AG, Davos
 Platz
 Park Hotel Waldhaus, Flims Waldhaus Q
 Rhätische Bahn RhB, Chur Q
 Samedan Tourismus, Samedan
 Samnaun Tourismus, Samnaun Q
 Savognin Bergbahnen AG, Landquart Q

Savognin Tourismus, Savognin 
 Sedrun Disentis Tourismus, Sedrun 
 SSTH Swiss School of Tourism and Hospitality, Chur 
 St. Moritz Polo AG, Top Events of Switzerland, St. Moritz
 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, Tschierv
 Verkehrsverein Obersaxen, Obersaxen
 Verkehrsverein Sils/Engadin, Sils Maria 
 Weisse Arena AG, Laax 
 Zindel Golf GmbH, SWISS GOLF, Maienfeld

Lucerna

Anker Travel, Vitznau
 Arbeitsstelle für Bildung der Schweizer Katholiken ABSK, Luzern
 Art Deco Hotel Montana Luzern, Luzern 
 Bucher Reisen AG, Luzern 
 Dampfbahn Furka-Bergstrecke AG, Luzern
 e-holidayhome ag, Luzern
 Galliker Ballwil Travel Co Ltd, Ballwil
 GanderEvent GmbH, Root
 Grand Casino Luzern, Luzern
 Gübelin AG, Luzern
 Hotel Schweizerhof, Luzern 
 IMI International Management Institute Switzerland AG, Kastanienbaum
 I.T.S. Euroswiss, International Travel & Trade Service GmbH, Ebikon
 ITW Institut für Tourismuswirtschaft, Hochschule für Wirtschaft
 HSW Luzern, Luzern 
 Kanton Luzern, Luzern
 Kappler Unternehmensberatung, Luzern
 KKL Luzern Management AG, Luzern
 LTI Tours Ltd, Kriens
 Lucerne Festival, Top Events of Switzerland, Luzern
 Luzern Tourismus AG, Luzern 
 Palace Luzern, Luzern 
 Park Hotel Vitznau, Vitznau 
 Park Hotel Weggis, Weggis 
 Pilatus-Bahnen, Kriens 
 Private Selection Hotels, Luzern
 RailAway AG, Luzern
 Rent a Bike AG, Sursee
 Rigi-Bahnen AG, Vitznau 
 Schifffahrtsgesellschaft Vierwaldstättersee (SGV), Luzern 
 Seeburg Hotels AG, Luzern 
 Seminarhotel Sempachersee, Nottwil 
 Stadt Luzern, 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, Neuchâtel
 Société de Navigation sur les lacs de Neuchâtel & Morat LNM, Neuchâtel
 Tourisme neuchâtelois, Neuchâtel 
 Ville de Neuchâtel, Neuchâtel

Nidwaldo

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

Obwaldo

Brünig Indoor, Schiess-Sport-Zentrum, Lungern
 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 
 Volkswirtschaftsdepartement Obwalden, Sarnen

San Gallo

Abenteuerland Walter Zoo AG Gossau, Gossau
 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
 Hotel Sântispark, Abtwil 
 Institut für öffentliche Dienstleistungen und Tourismus an der Universität St. Gallen (HSG), St. Gallen
 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
 St. Gallen-Bodensee Tourismus, St. Gallen 
 Stadt Wil, Wil
 Swisshotelportal, Thal
 Toggenburg Tourismus, Wildhaus 
 Touristikverein Flumserberg, Flumserberg 
 Wohlbefinden Schweiz, Geschäftsstelle Schweizer Kurhäuser, Gossau 

Sciaffusa

Kanton Schaffhausen, Schaffhausen
 Schaffhausen Tourismus, Schaffhausen 
 Stadt Schaffhausen, Schaffhausen
 Tourist-Service Stein am Rhein, Stein am Rhein 
 Unilever Schweiz GmbH, Thayngen

Soletta

Autogrill Schweiz AG, Olten
 Einwohnergemeinde Olten, Olten
 Jura Elektroapparate AG, Niederbuchsiten
 Kanton Solothurn Tourismus, Solothurn
 Region Solothurn Tourismus, Solothurn 
 Vogt-Schild Druck AG, Derendingen

Svitto

Bezirksrat Einsiedeln, Einsiedeln
 Einsiedeln Tourismus, Einsiedeln
 intermaps AG, Pfäffikon
 Kanton Schwyz, Schwyz
 RFG / Residenza Muzzano SA, Pfäffikon
 Schwyz Tourismus, Goldau
 Schwyzer Kantonalbank, Schwyz
 Seedamm Plaza (Hotel Seedamm AG), Pfäffikon 
 Sport- und Seminarhotel Stoos, Stoos
 Swiss Knife Valley AG, Ibach
 swissApartments, Gross 
 Tierpark Goldau und ZooSchweiz, Goldau
 Verkehrsverein Oberiberg, Oberiberg
 Victorinox, Ibach

Ticino

Albergo Giardino SA, Ascona 
 Banca dello Stato del Cantone Ticino, Bellinzona
 Bellinzona Turismo e Alto Ticino, Bellinzona
 BSI S.A., Banca Svizzera Italiana S.A., Lugano
 Cornèr Bank AG (Aduno SA), Lugano
 Ente Turistico del Mendrisiotto e Basso Ceresio, Mendrisio
 Ente Turistico Lago Maggiore, Locarno 
 Esplanade Hotel Resort & Spa, Minusio/Locarno 
 Ferrovie Autolinee Regionali Ticinesi (FART), Locarno 
 Festival internazionale del film Locarno, Top Events of Switzerland, Locarno
 Fondazione Monte Verità, Ascona 

Hotel Ascona, Ascona		Bettmeralp Bahnen AG, Bettmeralp		Swiss Chalet SA / FlexChalet, Champéry	
Hotel Cadro Panoramica, Cadro		Bettmeralp Tourismus, Bettmeralp		Swiss Pass Ltd, Sion	
Hotel Casa Berno und Arancio, Ascona		Brig Belalp Tourismus, Brig		Téléverbier SA, Verbier	
Hotel Castello del Sole, Ascona		César Ritz Colleges, Le Bouveret		Thermalp les Bains d'Ovronnaz SA,	
Hôtel de la Paix, Lugano		Chablais Tourisme SA, Monthey		Ovronnaz	
Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona		Citi – Coopérative Informatique Tourisme Immobilier, Martigny		TMR S.A., Martigny	
Institute of Tourism Management IMAT, Scuola Superiore Alberghiera e del Turismo, Bellinzona		Cœur du Valais, Sierre Anniviers Tourisme & Sion Région Tourisme, Sierre		Valais Tourisme, Sion	
Lugano Turismo, Lugano		Commune de Martigny, Martigny		Verband Bergsportschulen Schweiz VBS, Visp	
Municipalità della Città di Locarno, Locarno		Crans-Montana Tourisme, Crans-Montana		Veysonnaz Tourisme, Veysonnaz	
Municipalità della Città di Lugano, Lugano		den Hartogh Productions AG, Brig		VP Vex Promotion SA, Thyon-Les Collons	
Ospizio San Gottardo, Airolo		Evolène Région Tourisme, Evolène		Zermatt Bergbahnen AG, Zermatt	
Repubblica e Cantone del Ticino, Bellinzona		FerienArt Resort & Spa, Saas-Fee		Zermatt Tourismus, Zermatt	
Romantik Hotel Orselina, Orselina		Gemeinde Zermatt, Zermatt		Zerzuben Touristik AG, Visp	
SDH MANAGEMENT SA, Hotel Olivella, Vico Morcote		GGB Gornergrat-Monte Rosa-Bahn, Brig			
Studio Silvio Tarchini, Manno		Goms Tourismus, Fiesch		Vaud	
Swissminiatur SA, Melide		Gourmet & Wellnesshotel Schweizerhof, Saas-Fee		Astra Hotel, Gestion Hôtelière Ming S.A., Vevey	
Ticino Turismo, Bellinzona		Grächen Tourismus, Grächen		Avenches Tourisme, Avenches	
Villa Principe Leopoldo & Residence, Lugano		Grand Hotel Zermatterhof, Zermatt		Balçon du Jura Vaudois Tourisme, Ste-Croix	
Villa Sassa Hotel & Residence – Tessal SA, Lugano		HEVs – Ecole Suisse de Tourisme – Sierre, Sierre		Banque Cantonale Vaudoise, Lausanne	
		Hôtels Le Sourire & Mont Rouge, Haute-Nendaz		Biotonus Clinique Bon Port, Montreux	
		International Summer Camp Montana La Moubra, Crans-Montana		Brillantmont International School, Lausanne	
		Les Elfes Verbier SA, International Summer and Winter Camps, Verbier		Casino Barrière de Montreux, Montreux	
		Les Roches, School of Hotel Management, Bluche/Randogne		CDM Hôtels & Restaurants SA, Lausanne	
		Leukerbad Tourismus, Leukerbad		Centre de Congrès Montreux SA, Montreux	
		Lindner Hotels und Alpenherme, Leukerbad		Château-d'Œx Tourisme, Château-d'Œx	
		Luftseilbahnen Fiesch Eggishorn AG, Fiesch		Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis	
		Martigny Tourisme, Martigny		Chemin de fer NStCM et transports publics de la région nyonnaise, Nyon	
		Matterhorn Gotthard Bahn, Brig		CH-Travels and Trades Sarl, Nyon	
		Nendaz Tourisme, Nendaz		Clinique La Prairie, Clarens/Montreux	
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		Office du tourisme Ovronnaz, Ovronnaz		Ecole hôtelière de Lausanne, Lausanne	
		Omega European Masters, Crans-Montana Golf Club, Top Events of Switzerland, Crans-sur-Sierre		Etat de Vaud, Lausanne	
		Provins, Sion		Euro Travel Incoming SA, Lausanne	
		Remontées Mécaniques de Crans-Montana-Aminona (CMA) SA, Crans-Montana		European University, Montreux	
		Riederalp Mörel Tourismus, Riederalp		Eurotel Riviera, Montreux	
		Riffelalp Resort AG, Zermatt		Fondation du Château de Chillon, Veytaux	
		Rund um Visp Tourismus, Visp		Fondation du Festival de Jazz de Montreux, Top Events of Switzerland, Montreux-Territet	
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		Saas-Fee Tourismus, Saas-Fee		Grand Hôtel des Bains, Yverdon-les-Bains	
		Seiler Hotels Zermatt AG, Zermatt		Grand Hôtel Suisse et Majestic, Montreux	
		Sion Tourisme, Sion		Helvia Trading & Travel SA, Montreux	
		Sport- und Feriencenter Fiesch, Fiesch		Hôtel Beau-Rivage Palace, Lausanne	
		STODR – Service du tourisme et du développement régional, Sion		Hôtel La Barcarolle – Bays Hotels SA, Prangins	
				Hôtel le Bristol, Villars-sur-Ollon	
				Hôtel Préalpina, Chexbres	
				Hôtel Résidence Bristol, Montreux-Territet	
				Hôtel Royal Plaza, Montreux	

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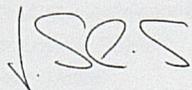
Tribute.

On 4 July 2006, at only 64 years of age, Notker Buchegger was suddenly torn from the midst of his dedicated working career. Through his death, Switzerland Tourism has lost a valuable and much appreciated executive staff member who dedicated 41 years of his life to the enterprise. During the past three years he was engaged as head of the department Finance, Controlling & Organization and a member of the Executive Board.

Notker Buchegger's career initiated at the Schweizerische Verkehrszentrale – Swiss National Tourist Office – in June 1965 as employee in the accounts department. His commitment continually led to new positions: office boss, office manager, head of the Organization/IT department and finally member of the Executive Board.

Notker Buchegger knew all ST staff members personally. He also knew and was familiar with all ST agencies, most of which he had helped establish. As a broadminded cosmopolitan he opened many doors for ST and was an excellent networker. He died after serious illness shortly before his retirement.

Friends, business partners, ST staff & members of the Executive Board gratefully acknowledge and honour him in fond memory.



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Manager, France,
Belgium,
Spain, Portugal



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



Gabriela Buchmüller
Human Resources
Personnel administration and development, reception
(until 31.12.2006)



Rafael Enzler
Finance, Controlling,
Strategic Partnerships &
Human Resources
Accounting, controlling, organization
(since 1.1.2007)



Markus Rege
Marketing
Product marketing leisure, advertising design & production, fairs, events and creation



Thomas Winkler
Portal Management,
E-Marketing & 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

Werner Kehrl

Manager fairs, events and creation

Martin Nydegger

Manager Netherlands

Dino Dulio

Manager Italy

Jörg Krebs

Member of Executive Staff Unit
Manager, Coordination for UEFA
EURO 2008™

Federico Sommaruga

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

Rafael Enzler

Manager North America
(until 31.12.2006)

Evelyn Lafone

Manager United Kingdom & Ireland

Barbra Steuri-Albrecht

Head MICE (Meetings, Incentives,
Conventions & Events)

Alex Herrmann

Manager North America
(since 1.5.2007)

Christina Marzluff

Manager Germany & Austria

Roger Zbinden

Manager Asian Key Markets

Switzerland Tourism Council.

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
(until 26. 6. 2006)

Brentel Guglielmo L.

Board of Directors, Switzerland Tourism
President, hotelleriesuisse

Büchel Roland

Managing Director, Liechtenstein Tourism

Bütler Adelbert

Chairman of the Board of Directors
Bucherer AG

Eberhard Urs W.

General Manager Loyalty Management
Swiss International Air Lines Ltd

Egli Guido

CEO, Mövenpick Dienstleistungs AG

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

(until 31. 8. 2006)

Head Tourism Department
beco Bernese Economy
Department of Economy, Canton Berne
Successor: Tritten Martin

Hew Florian, Dr.

Director, GastroSuisse

Hofer Walter

Director, Global Refund Schweiz AG

Juen Christoph, Dr.

CEO, hotelleriesuisse

Keller Peter, Prof. Dr.

Head of Tourism, State Secretariat for
Economic Affairs, seco

Kühne Ralph

Delegate of the Mayor's Office
City of Zurich

Kurrus Paul

Board of Directors, Switzerland Tourism
Vice Director, Public Affairs and Environ-
ment, Swiss International Air Lines Ltd

Landolf Daniel

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

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

Probst Emanuel

General Manager, Jura Elektroapparate AG

Renner-Bach Judith

(until 31.12. 2006)

Managing Director,
Swiss Federation of Tourism
Successor: Lütolf Mario

Robyr Jérémié

Board of Directors, Switzerland Tourism
President, Valais Tourism

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

Manager, 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
(until 8. 6. 2006)

Sinzig Ulrich

Vice President, Switzerland Tourism
President, Schweizer Mittelland Tourismus
(until 28. 6. 2006)

Solari Marco

Board of Directors, Switzerland Tourism
President, Festival internazionale del film
Locarno

Suter Daniel

Director, Swiss Transport Museum

Trachsel Hansjörg

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

Tritten Martin

(since 1. 9. 2006)

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

Tromp Mathias, Dr.

CEO, BLS 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 2006.

1	Assets	Balance sheet 31.12. 2006 CHF	Balance sheet 31.12. 2005 CHF
Current assets			
1.1	Liquid assets		
	Cash on hand	52 930.02	45 865.53
	Postal accounts	389 636.37	787 414.48
	Bank accounts	4 680 185.60	3 082 730.79
	Short-term receivables	0.00	85 717.50
	Total liquid assets	5 122 751.99	4 001 728.30
1.2	Accounts receivable		
1.2.1	Receivables from sale of goods and services		
	Receivables	3 455 063.21	3 100 567.20
	Membership contributions not yet received	36 300.00	33 100.00
1.2.2	Other short-term accounts receivable		
	Guarantee obligations, advances, prepayments	111 732.60	329 625.71
	Social security	394 222.25	157 914.30
	Others	700 457.32	1 564 543.67
	Bad debt provision	-209 000.00	-105 000.00
	Total accounts receivable	4 488 775.38	5 080 750.88
1.3	Stock and work in progress		
	Stock and work in progress	193 732.15	96 344.14
	Total stock and work in progress	193 732.15	96 344.14
1.4	Prepaid expenses		
	Prepaid expenses	382 600.11	587 933.99
	Total prepaid expenses	382 600.11	587 933.99
1.5	Non-operating receivables		
	Real estate Paris	1 836 699.68	1 168 528.20
	Total non-operating receivables	1 836 699.68	1 168 528.20
Total current assets		12 024 559.31	10 935 285.51
Fixed assets			
1.6	Financial assets		
	Participations	1 732 504.00	1 732 505.00
	Long-term receivables	411 006.52	428 342.24
	Total financial assets	2 143 510.52	2 160 847.24
1.7	Tangible assets		
	Office equipment/office machinery	276 971.80	232 549.76
	IT equipment	455 561.93	488 384.47
	Infrastructure for presentations	367 986.17	752 395.98
	Total tangible assets	1 100 519.90	1 473 330.21
1.8	Fixed assets		
	Real estate	5 441 190.65	5 649 315.65
	Total fixed assets	5 441 190.65	5 649 315.65
Total fixed assets		8 685 221.07	9 283 493.10
Total assets		20 709 780.38	20 218 778.61

Balance Sheet 2006.

2 Liabilities and owners' equity	Balance sheet 31.12.2006 CHF	Balance sheet 31.12.2005 CHF
Liabilities		
2.1 Short-term liabilities		
2.1.1 Short-term financial debt		
Bank loans	2 000 000.00	0.00
2.1.2 Accounts payable for sales and services		
Creditors	5 598 270.43	6 471 204.63
2.1.3 Other short-term liabilities		
Social security	530 959.74	457 115.96
Third parties	1 426 847.68	141 467.60
Pension funds	164 992.45	165 147.90
Total short-term liabilities	9 721 070.30	7 234 936.09
2.2 Deferred credits to income/short-term provisions		
Deferred credits to income	2 464 924.92	2 650 355.23
Personnel provisions	1 109 898.26	1 115 348.26
Total deferred credits to income/ short-term provisions	3 574 823.18	3 765 703.49
2.3 Long-term liabilities		
2.3.1 Long-term financial liabilities		
Bank loans	0.00	2 000 000.00
Third parties	18 845.84	18 845.84
2.3.2 Long-term provisions		
IT equipment	262 100.00	262 100.00
Renovation of real estate Paris	170 000.00	170 000.00
Conversion of rented premises/chattles	509 900.00	509 900.00
Others	2 280 500.00	2 280 500.00
Extraordinary events destination Switzerland	2 508 000.00	2 508 000.00
Reserve for staff terminations	404 231.31	274 458.26
2.3.3 Unrelated liabilities real estate Paris	0.00	0.00
Total long-term liabilities	6 153 577.15	8 023 804.10
Total liabilities	19 449 470.63	19 024 443.68
Owners' equity		
2.4 Equity capital 1.1.2006/2005	1 194 334.93	1 224 411.17
Reduced/additional expenditure	65 974.82	-30 076.24
Total equity	1 260 309.75	1 194 334.93
Total liabilities and owners' equity	20 709 780.38	20 218 778.61

Profit and Loss Account 2006.

3	Income	Budget 2006 CHF	Account 2006 CHF	Account 2005 CHF
Operating income				
3.1	Members' contributions			
	Swiss Confederation	46 000 000.00	46 000 000.00	46 186 203.30
	Swiss Federal Railways SBB*	200 000.00	27 500.00	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	851 000.00	809 250.00	833 550.00
	Swiss associations (cantons, communities, other tourism contributors, commerce interests, firms, organizations)	1 176 000.00	1 141 110.00	1 132 110.00
	Voluntary contributions	5 000.00	5 960.00	6 335.00
	Total members' contributions	48 432 000.00	48 183 820.00	48 558 198.30
3.2	Miscellaneous income	10 000.00	54 119.34	46 975.55
3.3	Financial income	41 000.00	31 480.75	53 884.52
	Total operating income	48 483 000.00	48 269 420.09	48 659 058.37
Income from marketing				
3.4	Sponsorship marketing*	3 383 000.00	3 515 896.69	3 129 561.09
3.5	UEFA EURO 2008™ – marketing contribution of the Confederation	0.00	128 612.55	0.00
3.6	Other income from marketing	19 303 000.00	20 400 493.11	20 730 401.14
	Total marketing income	22 686 000.00	24 045 002.35	23 859 962.23
Extraordinary and third party income				
3.7	Third party income	51 000.00	54 354.27	53 630.24
3.8	Income financial investments	0.00	0.00	17 500.00
3.9	Third party income real estate	1 200 000.00	966 359.36	964 648.87
	Total extraordinary and third party income	1 251 000.00	1 020 713.63	1 035 779.11
3.10	Additional expenditure	0.00	0.00	30 076.24
	Total income	72 420 000.00	73 335 136.07	73 584 875.95

* Profit and Loss Account 2006: SBB marketing contribution is new under heading «Sponsorship marketing»

Profit and Loss Account 2006.

4	Expenses	Budget 2006 CHF	Account 2006 CHF	Account 2005 CHF
Expenses from marketing				
4.1	Expenses from marketing	45 764 000.00	46 320 992.31	48 183 288.09
4.2	Expenses marketing EURO 2008 – Confed. share (excl. ST share)	0.00	128 612.55	0.00
	Total expenses from marketing	45 764 000.00	46 449 604.86	48 183 288.09
4.3	Personnel expenses for marketing			
	Salaries	15 840 000.00	16 270 714.52	15 333 861.50
	Social security	2 707 000.00	2 399 093.39	2 399 432.32
	Personnel expenses charged to third parties – marketing	-971 000.00	-1 022 754.85	-935 960.89
	Total personnel expenses – marketing	17 576 000.00	17 647 053.06	16 797 332.93
	Total marketing expenses	63 340 000.00	64 096 657.92	64 980 621.02
Operating expenses				
4.4	Personnel expenses – operational			
	Salaries	1 706 000.00	1 736 753.00	1 660 499.00
	Social security	290 000.00	284 135.00	274 531.00
	Total personnel expenses – operational	1 996 000.00	2 020 888.00	1 935 030.00
4.5	Secondary personnel costs			
	Staff training and continuing education	290 000.00	87 427.61	109 192.72
	Transfers and staff recruiting	252 000.00	533 139.61	289 206.06
	Vacation/overtime not yet compensated (provisions)	0.00	-5 450.00	96 420.00
	Travel and representation expenses	327 000.00	307 370.87	302 046.58
	Other personnel expenses	454 000.00	458 511.85	243 691.49
	Total secondary personnel costs	1 323 000.00	1 380 999.94	1 040 556.85
4.6	Other operating expenditure			
	Premises	2 513 000.00	2 439 965.11	2 329 746.35
	Administration	1 402 000.00	1 326 371.82	1 455 860.21
	Public bodies	178 000.00	227 859.09	193 358.15
	Other operating expenditure	105 000.00	100 475.03	95 904.96
	Operating expenses charged to third parties	-197 000.00	-217 322.03	-235 728.33
	Total other operating expenditure	4 001 000.00	3 877 349.02	3 839 141.34
4.7	Miscellaneous expenses incl. bad debt	6 000.00	127 008.31	-87 577.28
4.8	Financial expenses	151 000.00	95 785.56	83 078.62
4.9	Depreciation on tangible assets			
	Hardware and software	502 000.00	420 330.50	463 250.26
	Real estate/office equipment	201 000.00	238 772.14	265 217.23
	Infrastructure Swissair additional appropriations (acquisition value)	0.00	0.00	2 200.00
	Total depreciation on tangible assets	703 000.00	659 102.64	730 667.49
	Total operating expenses	8 180 000.00	8 161 133.47	7 540 897.02
Extraordinary and non-operating expenses				
4.10	Expenses third party real estate	900 000.00	1 011 369.86	1 063 357.91
	Total extraordinary and non-operating expenses	900 000.00	1 011 369.86	1 063 357.91
4.11	Reduced expenditure		65 974.82	
	Total expenses	72 420 000.00	73 335 136.07	73 584 875.95

Notes to 2006 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.

	2006 CHF	2005 CHF
Pension fund liabilities		
Short-term liabilities towards domestic and foreign pension funds	165 000	165 100
Fire insurance, tangible property		
Chattles	2 200 000	2 200 000
IT equipment	1 012 000	1 498 400
Property (Paris property)	p. m.	p. m.
Assets pledged for own liabilities		
Fixed-term loan UBS (new 2005 long-term)	0	2 000 000
Fixed-term loan UBS (2006 short-term)	2 000 000	0
UBS – Credit line (current account)	5 000 000	5 000 000
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»	756 400	587 400
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 %
Accounts receivable/payable vis-à-vis STC Switzerland Travel Centre AG		
The balance sheet contains the following credit/liability items:		
1.2.1 Debtors	2 700	4 087
2.1.2 Creditors	60 199	51 302
Paris property account		
Income	1 001 754	964 649
Expenditure	1 046 764	1 063 358
Profit	-45 010	-98 709
Leasing liabilities		
Total leasing liabilities	22 003	6 394
Guarantees		
Paris apartment rental guarantee		
EUR 0 / 6 860	0	10 691
House rental guarantee staff		
Los Angeles USD 17 500 / 30 000	21 346	39 477
New York USD 31 850 / 0	38 850	0
Salaries and social expenses		
Expenditures for salaries and social expenses directly attributable to marketing will be reported in the corresponding «Marketing» category for the first time this year. Changes have been made to prior year for comparison purposes. The total of the positions «Salaries» and «Social expenses» amounts to:		
Salaries	18 007 467	16 994 360
Social expenses	2 683 228	2 673 963

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 2006.

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

Certified Public Accountant,
Chief Auditor

Armin Bantli

Certified Public Accountant,
Member

Daniel Anliker

Certified Public Accountant,
Member

Zurich, 14 March 2007

New Members 2006.

24 Swiss Touristic Services, Bolligen
Abenteuerland Walter Zoo AG Gossau,
Gossau
Art Furrer Hotels, Riederalp
AS Verlag & Buchkonzept AG, Zürich
Casino Barrière de Montreux, Montreux
Centre de Congrès Montreux SA, Montreux
CH-Travels and Trades Sàrl, Nyon
Citi – Coopérative Informatique Tourisme
Immobilier, Martigny
CITYGUIDE (Schweiz) AG, Zollikon 
Dampfbahn Furka-Bergstrecke AG, Luzern
Ecole Chantemerle, Blonay
e-domizil AG, Zürich
e-holidayhome ag, Luzern
European University, Montreux
Executive Events GmbH, Zug
Fondation Beyeler, Riehen
GanderEvent GmbH, Root
Genossenschaft Sunrise Reisen,
Niederwangen

Gourmet & Wellnesshotel Schweizerhof,
Saas-Fee
Gstaad Palace, Gstaad
Habegger AG, Regensdorf
Helvia Trading & Travel SA, Montreux
Hotel Allegra, Pontresina
Hotel Eden Spiez AG, Single Hotel Eden,
Spiez
Hotel Säntispark, Abtwil 
I.T.S. Euroswiss, International Travel &
Trade Service GmbH, Ebikon
Institut Monte Rosa, Montreux
Institut Villa Pierrefeu SA, Glion
Institute of Tourism Management IMAT,
Scuola Superiore Alberghiera e del
Turismo, Bellinzona 
Jura Elektroapparate AG, Niederbuchsiten
Kulm Hotel St. Moritz, St. Moritz
LOGA Immobilien AG Engiadina, Silvaplana
Maxomedia, Bern

Nanjing Merchants International Tourism
Ltd., Genève
Öffentliche Kunstsammlung Basel mit
Kunstmuseum und Museum für Gegen-
wartskunst, Basel
ORSI Reisen AG, Incoming Services &
Guided Tours, Basel
Park Hotel Weggis, Weggis 
RFG / Residenza Muzzano SA, Pfäffikon
Robert Lötscher AG, Fällanden
Samona Treuhand AG, Baden-Dättwil
Schwarzsee Tourismus, Schwarzsee
Spillmann/Felser/Leo Burnett, Zürich
SUNlight ACT S.A., Genève
Swisshotelportal, Thal
The Swiss Holidays AG, Zürich
Zerzuben Touristik AG, Visp 

Members 2006.

Members 2005: 649/2006: 660

1. Swiss Confederation

Swiss Confederation, Berne

2. hotelleriesuisse, Berne



3. GastroSuisse, Zurich



4. Strategic Partners

Bucherer AG, Lucerne

Europcar AMAG Services AG, Kloten

Swisscom AG, Berne

Swiss Federal Railways SBB, Berne

Swiss International Air Lines Ltd, Zurich

Swiss Post, Berne



Switzerland Cheese Marketing AG, Berne

Switzerland Travel Centre AG (STC), Zurich

Unique (Flughafen Zürich AG), Zurich Airport

5. Members by Canton

Aargau

Aargau Tourismus, Aarau

Aargauer Schlösser, Schloss Habsburg,
Habsburg

Bad Zurzach Tourismus, Zurzach

Fona Verlag AG, Lenzburg

Mammut Sports Group AG, Seon

Ringier Print Zofingen AG, Zofingen

Samona Treuhand AG, Baden-Dättwil

Schweizerischer Bauernverband SBV,
Brugg

Stabsstelle für Standortmarketing / Aargau
Services, Aarau

Stadt Baden, Standortmarketing, Baden



Stadt Lenzburg, Lenzburg

Tourismus Rheinfelden, Rheinfelden

unikathotels.ch, Muri

Verkehrsverein Laufenburg, Laufenburg

Appenzell AI

Appenzeller Kantonalbank, Appenzell

Appenzellerland Tourismus AI,

Appenzell



Appenzellerland Tourismusmarketing AG,
Appenzell

Appenzell AR

Kanton Appenzell AR, Herisau

Säntis-Schwebelbahn AG, Schwägalp

Basel-City

Art Basel, Top Events of Switzerland, Basel

Basel Tourismus, Basel



Club Grand Hôtel & Palace, Basel

Coop, Basel

Europ. Reiseversicherungs AG, Basel

Fondation Beyeler, Riehen

Helvetia Versicherungen, Basel

Hotel Münchnerhof AG, Basel



Manor SA, Basel

Messe Berlin / fairTeam, Basel

Öffentliche Kunstsammlung Basel

mit Kunstmuseum und Museum für
Gegenwartskunst, Basel

ORSI Reisen AG, Incoming Services &
Guided Tours, Basel

Radisson SAS Hotel Basel, Basel



Sixt AG / Sixt SA, Basel

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



CONTACT groups.ch, Hotels und Ferien-
häuser für Gruppen, Liestal

Lüdin AG, Druckerei, Liestal

Römerstadt Augusta Raurica, Augst



Sunstar-Holding AG, Liestal

Berne

24 Swiss Touristic Services, Bolligen

Aare Seeland mobil AG, Langenthal



Adelboden Tourismus, Adelboden



Alpar Flug- und Flugplatzgesellschaft AG,
Belp

alpenregion.ch, Meiringen



ASMAS, Verband Schweizer Sportfach-
handel, Bern

Beatenberg Tourismus, Beatenberg



Beausite Park Hotel Wengen AG, Wengen



beco Berner Wirtschaft, Volkswirt-
schaftsdirektion Kanton Bern, Bern



BegaSoft AG, Bern

Benteli Hallwag Druck AG, Wabern

Bergbahnen Adelboden AG, Adelboden



Bern Tourismus, Bern



Berner Oberländer Helikopter AG,

Gsteigwiler b. Interlaken



Berner Wanderwege, Bern



Best Western Swiss Hotels, Bern



BLS AG, Bern

Brienz Rothorn Bahn AG, Brienz



Car Tourisme Suisse – Car Groupe

ASTAG, Bern



Casino Kursaal Interlaken AG, Interlaken



Chemins de fer du Jura (novicar),

Tramelan



Chocolats Camille Bloch SA, Courtelary

Chocosuisse, Verband Schweizerischer

Schokoladefabrikanten, Bern

Cisalpino AG, Bern



Credit Suisse BC, Bern

Daniel Fischer & Partner,

Niederwangen b. Bern

Diemtigtal Tourismus, Oey



Ed. Jobin AG, Brienz

Einwohnergemeinde Spiez, Spiez

Einwohnergemeinde Thun, Thun

Forschungsinstitut für Freizeit und

Tourismus (FIF), Universität Bern, Bern



Freilichtmuseum Ballenberg, Brienz



Gemeinde Interlaken, Interlaken

Genossenschaft Sunrise Reisen,

Niederwangen

Gewerkschaft Unia, Bern

Gondelbahn Grindelwald-Männlichen AG,

Grindelwald



Grand Hotel Park, Gstaad

Grindelwald Tourismus, Grindelwald



Gstaad Palace, Gstaad

Gstaad Saanenland Tourismus, Bergbahnen

Destination Gstaad AG, Gstaad



Hallwag Kümmerly + Frey AG,

Schönbühl-Bern

Hotel Allegro Bern AG, Bern



Hotel Bellevue-Palace, Bern

Hotel Bernerhof, Gstaad



Hotel Eden Spiez AG, Single Hotel Eden,
Spiez

Hotel Eiger, Grindelwald

Hotel Eigerblick-Silberhorn AG,

Grindelwald



Hotel Feriendorf Twannberg, Twann



Hotel Jungfrau & Haus Mönch AG,

Mürren



Hotel Restaurant Schlössli, Ipsach

Hotel Restaurant Weisses Kreuz, Brienz



Interlaken Tourismus, Interlaken



INTERSPORT Schweiz AG, Ostermundigen

Inter-Translations SA (itsa), Bern

Jungfrau Tours AG, Interlaken



Jungfraubahnen, Interlaken



Jura bernois Tourisme, Moutier



Koordinationsstelle Destinationen Berner

Oberland, Interlaken

KWO, Kraftwerke Oberhasli AG,

Innertkirchen



Lenk-Simmatal Tourismus AG, Lenk i.S.



Lindner Grand Hotel Beau Rivage, Interlaken

Lötschberg Tourismus, Kandersteg



Marina Travel AG, Bern

Maxomedia, Bern

Meiringen-Hasliberg-Bahnen AG,

Meiringen



Museum für Kommunikation, Bern
 Mystery Park AG, Interlaken
 Niesenbahn AG, Mülenen Q
 Polyquest AG, Bern
 Pro Emmental, Langnau i.E. Q
 Railtour Suisse SA, Zollikofen
 Reisebüro Open Up, Bern
 Reka Schweizer Reisekasse, Bern Q
 Schilthornbahn AG, Interlaken Q
 Schuh Interlaken AG, Interlaken
 Schweizer Alpen-Club SAC, Bern
 Schweizer Casino Verband, Bern
 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
 Stadt Bern, Bern
 Stockhornbahn AG, Erlenbach i/S. Q
 Swiss Bankers Travelers Cheque Centre,
 Grossehöchstetten
 Swiss Cycling, Bern
 Swiss Historic Hotels, Muri b. Bern
 Swiss Retail Federation, Bern
 Swiss Snowsports, Belp
 swisscamps, Schönbühl
 swissmint, Offizielle Münzstätte der Schwei-
 zerischen 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 Schweizer Tourismusmanager
 VSTM, Bern
 Verband Schweizerischer Privatschulen
 VSP, Bern
 Verein Swiss Backpackers, Interlaken Q
 Victoria-Jungfrau Grand Hotel & Spa,
 Interlaken Q
 W. Hauenstein Immobilien AG, Hünibach
 Watch Valley coordination, Bévillard
 Wengen Classic Hotels, 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, Fribourg
 Commune de Gruyères, Epagny

Fribourg Tourisme, Fribourg Q
 Glion Institut de Hautes Etudes, Bulle
 La Gruyère-Tourisme-Promotion, Bulle Q
 Le Vieux Manoir au Lac, Relais & Châteaux,
 Morat-Meyriez
 NH Switzerland, Fribourg
 Office du tourisme de Charmey,
 Charmey Q
 Région Glâne-Veveyse, Romont
 Région Lac de Morat, Morat
 Schwarzsee Tourismus, Schwarzsee
 Transports publics fribourgeois TPF,
 Fribourg Q
 Union fribourgeoise du tourisme /
 Freiburger Tourismusverband, Fribourg Q

Geneva

Agence de Voyages Marina Meltseva,
 Versoix
 Centre International de Conférences
 Genève, Genève
 Commune de Meyrin, Meyrin
 DGAE – Direction générale des affaires
 économiques, Genève
 Dragon du Ciel S.A., Genève
 Elance SA, Genève
 Elite Rent-a-car, Genève
 Eurasie Lexim SA, Genève
 Exclusive Alternatives SA, Cologny
 Fert Tours International, Genève
 Genève Tourisme, Genève Q
 GTA Donvand Ltd., Genève
 Gulf Service SA, Genève
 Hôtel Adriatica, Genève
 Hotel Nash Ville (Tryp Berne Hotel), 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. Incorporate Sàrl, Genève
 Nanjing Merchants International Tourism
 Ltd., Genève
 Orgexpo, Grand-Saconnex
 PCESC – Promotion Culturelle & Econo-
 mique Suisse-Chine, 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
 SUNlight ACT S.A., Genève
 Touring Club Schweiz, Vernier
 Via Travel, Genève
 Ville de Genève, Genève
 World Avenues SA, Genève
 Worldguest Services, Genève

Glarus

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

Graubünden

Arosa Bergbahnen AG, Arosa Q
 Arosa Tourismus, Arosa Q
 Badrutt's Palace Hotel AG, St. Moritz Q
 Bergbahnen Disentis AG, Disentis/Mustér Q
 Bergbahnen ENGADIN/St. Moritz, St. Moritz
 Bergbahnen Motta Naluns
 Scuol-Ftan-Sent AG, Scuol Q
 Celerina Tourismus, Celerina
 Cresta Hotels Davos, Davos Platz
 Davos Klosters Bergbahnen AG, Davos Dorf
 Davos Tourismus, Davos Platz Q
 ENGADIN/Scuol Tourismus AG, Scuol Q
 Ferienregion Brigels Waltensburg Andiastr,
 Brigels
 Feriensiedlung Solaria, Davos Dorf Q
 Flims Laax Falera Tourismus AG, Flims Q
 Freizeit Graubünden AG, Malans
 Gemeinde Arosa, Arosa
 Gemeinde St. Moritz, St. Moritz
 Graubünden Ferien, Chur
 Graubündner Kantonalbank, Chur
 HFT Graubünden, Academia Engiadina,
 Samedan
 Hotel Allegra, Pontresina
 Hotel Bernina, Samedan
 Hotel Saratz AG, Pontresina
 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
 Kulm Hotel St. Moritz, St. Moritz
 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
 Lenzerheide Bergbahnen AG, Lenzerheide
 LOGA Immobilien AG Engiadina, Silvaplana
 MOROSANI HOTELS DAVOS AG, Davos
 Platz
 Park Hotel Waldhaus, Flims Waldhaus Q
 Rhätische Bahn RhB, Chur Q
 Samedan Tourismus, Samedan
 Samnaun Tourismus, Samnaun Q
 Savognin Bergbahnen AG, Landquart Q
 Savognin Tourismus, Savognin Q
 Sedrun Disentis Tourismus, Sedrun Q
 SSTH Swiss School of Tourism and
 Hospitality, Chur Q

St. Moritz Polo AG, Top Events of Switzerland, St. Moritz
 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, Tschierv
 Verkehrsverein Obersaxen, Obersaxen
 Verkehrsverein Sils/Engadin, Sils Maria 
 Weisse Arena AG, Laax 
 Zindel Golf GmbH, SWISS GOLF, Maienfeld

Jura

Jura Tourisme, Saignelégier 
 République et Canton du Jura, Delémont

Lucerne

Anker Travel, Vitznau
 Arbeitsstelle für Bildung der Schweizer Katholiken ABSK, Luzern
 Art Deco Hotel Montana Luzern, Luzern 
 Bucher Reisen AG, Luzern 
 Dampfbahn Furka-Bergstrecke AG, Luzern
 e-holidayhome ag, Luzern
 Galliker Ballwil Travel Co Ltd, Ballwil
 GanderEvent GmbH, Root
 Grand Casino Luzern, Luzern
 Gübelin AG, Luzern
 Hotel Schweizerhof, Luzern 
 IMI International Management Institute Switzerland AG, Kastanienbaum
 I.T.S. Euroswiss, International Travel & Trade Service GmbH, Ebikon
 ITW Institut für Tourismuswirtschaft, Hochschule für Wirtschaft HSW Luzern, Luzern 
 Kanton Luzern, Luzern
 Kappler Unternehmensberatung, Luzern
 KKL Luzern Management AG, Luzern
 LTI Tours Ltd, Kriens
 Lucerne Festival, Top Events of Switzerland, Luzern
 Luzern Tourismus AG, Luzern 
 Palace Luzern, Luzern 
 Park Hotel Vitznau, Vitznau 
 Park Hotel Weggis, Weggis 
 Pilatus-Bahnen, Kriens 
 Private Selection Hotels, Luzern
 RailAway AG, Luzern
 Rent a Bike AG, Sursee
 Rigi-Bahnen AG, Vitznau 
 Schifffahrtsgesellschaft Vierwaldstättersee (SGV), Luzern 
 Seeburg Hotels AG, Luzern 
 Seminarhotel Sempachersee, Nottwil 
 Stadt Luzern, 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, Neuchâtel
 Société de Navigation sur les lacs de Neuchâtel & Morat LNM, Neuchâtel
 Tourisme neuchâtelois, Neuchâtel 
 Ville de Neuchâtel, Neuchâtel

Nidwalden

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

Obwalden

Brünig Indoor, Schiess-Sport-Zentrum, Lungern
 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 
 Volkswirtschaftsdepartement Obwalden, Sarnen

Schaffhausen

Kanton Schaffhausen, Schaffhausen
 Schaffhausen Tourismus, Schaffhausen 
 Stadt Schaffhausen, Schaffhausen
 Tourist-Service Stein am Rhein, Stein am Rhein 
 Unilever Schweiz GmbH, Thayngen

Schwyz

Bezirksrat Einsiedeln, Einsiedeln
 Einsiedeln Tourismus, Einsiedeln
 intermaps AG, Pfäffikon
 Kanton Schwyz, Schwyz
 RFG / Residenza Muzzano SA, Pfäffikon
 Schwyz Tourismus, Goldau
 Schwyzer Kantonalbank, Schwyz
 Seedamm Plaza (Hotel Seedamm AG), Pfäffikon 
 Sport- und Seminarhotel Stoos, Stoos
 Swiss Knife Valley AG, Ibach

swissApartments, Gross 
 Tierpark Goldau und ZooSchweiz, Goldau
 Verkehrsverein Oberberg, Oberberg
 Victorinox, Ibach

Solothurn

Autogrill Schweiz AG, Olten
 Einwohnergemeinde Olten, Olten
 Jura Elektroapparate AG, Niederbuchsiten
 Kanton Solothurn Tourismus, Solothurn
 Region Solothurn Tourismus, Solothurn 
 Vogt-Schild Druck AG, Derendingen

St. Gallen

Abenteuerland Walter Zoo AG Gossau, Gossau
 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
 Hotel Säntispark, Abtwil 
 Institut für öffentliche Dienstleistungen und Tourismus an der Universität St. Gallen (HSG), St. Gallen
 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
 St. Gallen-Bodensee Tourismus, St. Gallen 
 Stadt Wil, Wil
 Swisshotelportal, Thal
 Toggenburg Tourismus, Wildhaus 
 Touristikverein Flumserberg, Flumserberg 
 Wohlbefinden Schweiz, Geschäftsstelle Schweizer Kurhäuser, Gossau 

Thurgau

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

Ticino

Albergo Giardino SA, Ascona 
 Banca dello Stato del Cantone Ticino, Bellinzona
 Bellinzona Turismo e Alto Ticino, Bellinzona

BSI S.A., Banca Svizzera Italiana S.A., Lugano	Bergbahnen Hohsaas AG, Saas-Grund 	STODR – Service du tourisme et du développement régional, Sion
Cornèr Bank AG (Aduno SA), Lugano	Bettmeralp Bahnen AG, Bettmeralp	Swiss Chalet SA / FlexChalet, Champéry
Ente Turistico del Mendrisiotto e Basso Ceresio, Mendrisio	Bettmeralp Tourismus, Bettmeralp 	Swiss Pass Ltd, Sion
Ente Turistico Lago Maggiore, Locarno 	Brig Belalp Tourismus, Brig 	Téléverbier SA, Verbier
Esplanade Hotel Resort & Spa, Minusio/Locarno 	César Ritz Colleges, Le Bouveret	Thermalp les Bains d'Ovronnaz SA, Ovronnaz 
Ferrovie Autolinee Regionali Ticinesi (FART), Locarno 	Chablais Tourisme SA, Monthey 	TMR S.A., Martigny 
Festival internazionale del film Locarno, Top Events of Switzerland, Locarno	Citi – Coopérative Informatique Tourisme Immobilier, Martigny	Valais Tourisme, Sion 
Fondazione Monte Verità, Ascona 	Cœur du Valais, Sierre Anniviers Tourisme & Sion Région Tourisme, Sierre 	Verband Bergsportschulen Schweiz VBS, Visp
Hotel Ascona, Ascona	Commune de Martigny, Martigny	Veysonnaz Tourisme, Veysonnaz 
Hotel Cadro Panoramica, Cadro	Crans-Montana Tourisme, Crans-Montana 	VP Vex Promotion SA, Thyon-Les Collons
Hotel Casa Berno und Arancio, Ascona 	den Hartogh Productions AG, Brig	Zermatt Bergbahnen AG, Zermatt 
Hotel Castello del Sole, Ascona	Evolène Région Tourisme, Evolène	Zermatt Tourismus, Zermatt
Hôtel de la Paix, Lugano 	FerienArt Resort & Spa, Saas-Fee 	Zerzuben Touristik AG, Visp 
Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona	Gemeinde Zermatt, Zermatt	
Institute of Tourism Management IMAT, Scuola Superiore Alberghiera e del Turismo, Bellinzona 	GGB Gornergrat-Monte Rosa-Bahn, Brig 	Vaud
Lugano Turismo, Lugano 	Goms Tourismus, Fiesch	Astra Hotel, Gestion Hôtelière Ming S.A., Vevey 
Municipalità della Città di Locarno, Locarno	Gourmet & Wellnesshotel Schweizerhof, Saas-Fee	Avenches Tourisme, Avenches 
Municipalità della Città di Lugano, Lugano	Grächen Tourismus, Grächen 	Balçon du Jura Vaudois Tourisme, Ste-Croix
Ospizio San Gottardo, Airolo	Grand Hotel Zermatterhof, Zermatt	Banque Cantonale Vaudoise, Lausanne
Repubblica e Cantone del Ticino, Bellinzona	HEVs – Ecole Suisse de Tourisme – Sierre, Sierre 	Biononus Clinique Bon Port, Montreux
Romantik Hotel Orselina, Orselina	Hôtels Le Sourire & Mont Rouge, Haute-Nendaz	Brillantmont International School, Lausanne
SDH MANAGEMENT SA, Hotel Olivella, Vico Morcote	International Summer Camp Montana La Moubra, Crans-Montana	Casino Barrière de Montreux, Montreux
Studio Silvio Tarchini, Manno	Les Elfes Verbier SA, International Summer and Winter Camps, Verbier	CDM Hôtels & Restaurants SA, Lausanne
Swissminiatur SA, Melide	Les Roches, School of Hotel Management, Bluche/Randogne	Centre de Congrès Montreux SA, Montreux
Ticino Turismo, Bellinzona 	Leukerbad Tourismus, Leukerbad 	Château-d'CEX Tourisme, Château-d'CEX 
Villa Principe Leopoldo & Residence, Lugano	Lindner Hotels und Alpenherme, Leukerbad 	Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis
Villa Sassa Hotel & Residence – Tessal SA, Lugano 	Luftseilbahnen Fiesch Eggishorn AG, Fiesch	Chemin de fer NStCM et transports publics de la région yvernoise, Nyon
	Martigny Tourisme, Martigny 	CH-Travels and Trades Sarl, Nyon
	Matterhorn Gotthard Bahn, Brig 	Clinique La Prairie, Clarens/Montreux
	Nendaz Tourisme, Nendaz 	Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne 
	Obergoms Tourismus, Oberwald	Conventus of Switzerland SA, Nyon 
	Office du tourisme de Thyon-Région, Thyon-Les Collons	Diablerets Tourisme, Les Diablerets 
	Office du tourisme de Verbier / Val de Bagnes, Verbier	Ecole Chantemerle, Blonay
	Office du tourisme, Anzère	Ecole hôtelière de Lausanne, Lausanne
	Office du tourisme Ovronnaz, Ovronnaz 	Etat de Vaud, Lausanne
	Omega European Masters, Crans-Montana Golf Club, Top Events of Switzerland, Crans-sur-Sierre	Euro Travel Incoming SA, Lausanne
	Provins, Sion	European University, Montreux
	Remontées Mécaniques de Crans-Montana-Aminona (CMA) SA, Crans-Montana	Eurotel Riviera, Montreux
	Riederalp Mörel Tourismus, Riederalp 	Fondation du Château de Chillon, Veytaux 
	Riffelalp Resort AG, Zermatt	Fondation du Festival de Jazz de Montreux, Top Events of Switzerland, Montreux-Territet
	Rund um Visp Tourismus, Visp 	GoldenPass Services, MOB Montreux-Oberland Bernois et entreprises associées, Montreux 
	Saas-Fee Bergbahnen AG, Saas-Fee 	Grand Hôtel des Bains, Yverdon-les-Bains 
	Saas-Fee Tourismus, Saas-Fee 	Grand Hôtel Suisse et Majestic, Montreux
	Seiler Hotels Zermatt AG, Zermatt 	Helvia Trading & Travel SA, Montreux
	Sion Tourisme, Sion 	Hôtel Beau-Rivage Palace, Lausanne
	Sport- und Feriencenter Fiesch, Fiesch	Hôtel La Barcarolle – Bays Hotels SA, Prangins 
		Hôtel le Bristol, Villars-sur-Ollon
		Hôtel Préalpina, Chexbres 

Uri

Andermatt Gotthard Sportbahnen AG, Andermatt
Historische Reisepost AG, Andermatt
Kanton Uri, Altdorf

Valais

Administration communale de Monthey, Monthey
Administration communale de Randogne, Randogne
AG für Verkehrsbetriebe Leuk-Leukerbad-Umgebung LLB, Susten 

Hôtel Résidence Bristol, Montreux-Territet
 Hôtel Royal Plaza, Montreux
 Hôtellerie Vaudoise, Association Cantonale
 Vaudoise des Hôtelières, Lausanne
 Institut Monte Rosa, Montreux
 Institut Villa Pierrefeu SA, Glion
 Lausanne Palace & Spa, Lausanne Q
 Lausanne Tourisme, Lausanne Q
 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
 VIDÉ Exploitation, Les Diablerets
 Village Camps SA, Nyon
 Villars Tourisme, Villars-sur-Ollon Q
 Welcome Swiss Tours SA, Lausanne

Zug

DuetHotel AG, freedreams Hotelscheck,
 Baar
 Executive Events GmbH, Zug
 feratel Schweiz AG, Rotkreuz

Hapimag Verwaltungs- und Vertriebsgesell-
 schaft Havag AG, Baar
 Kanton Zug, Zug
 Mövenpick Holding, Cham
 Salomon (SCHWEIZ) AG, Cham
 Stadt Zug, 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
 AS Verlag & Buchkonzept AG, Zürich
 AVIS Autovermietung AG, Glattbrugg
 Best of Switzerland Tours, Adliswil
 Central Plaza Hotel, Zürich
 City Night Line CNL AG, Zürich
 CITYGUIDE (Schweiz) AG, Zollikon Q
 CityGuideTV/YourStoryAG, Herrliberg
 Confiserie Sprüngli, Zürich
 Data Quest AG, Dietikon
 Digital Print AG, Zürich
 Dubler Rechtsanwälte, Zollikon-Zürich
 e-domizil AG, Zürich
 effect AG für Kommunikation, Zürich
 Elektro-Surber, Zürich
 FBM Gastro Management AG, Zürich
 Global Refund Schweiz AG, Brüttsellen
 Habegger AG, Regensdorf
 Hans Meier Tourist AG, Zürich Q
 Helvetic Airways AG, Zürich Flughafen
 Hertz AG – Switzerland, Schlieren
 Hiestand Schweiz AG, Schlieren
 Hotel Engimatt, Zürich
 Hotel Senator, Zürich
 Hotel-Restaurant UTO KULM, Üetliberg Q
 Hotels with a Bookmark, Zürich
 Howeg transGourmet Schweiz AG, Dietikon
 InterContinental Zurich, Zürich
 Interhome AG, Glattbrugg
 Internationale Schule für Touristik AG IST,
 Zürich Q
 Kuoni Reisen Holding AG, Zürich
 Lindt & Sprüngli (Schweiz) AG
 Schokoladenfabriken, Kilchberg
 Linkgroup, Zürich
 Manz Privacy Hotels Switzerland, Zürich
 Mauell Reklame AG, Buchs
 Mosse Media AG, Zürich
 Offsetdruck Goetz AG, Geroldswil
 Osec Business Network Switzerland, Zürich
 Photoglob AG, Zürich
 Präsidialdepartement der Stadt Zürich,
 Zürich
 Rentenanstalt / Swiss Life, Zürich
 Rito AG, Zürich
 Robert Löttscher AG, Fällanden

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 Q
 SHV Schweizerischer Hängegleiter-
 Verband, Zürich
 Sihldruck Stulz AG, Zürich
 Sorell Hotels / ZFV-Unternehmungen,
 Zürich Q
 Spectrum Events AG, Zürich
 Spillmann/Felser/Leo Burnett, 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 Quality Hotels, Stäfa Q
 Swiss Re, Schweiz. Rückversicherungs-
 Gesellschaft, Zürich
 Swiss Trails GmbH, Oberweningen
 Swissôtel Zürich, Zürich
 Switzerland Convention & Incentive Bureau,
 Zürich
 The Guide Company AG, Zürich
 The Swiss Holidays AG, Zürich
 Tiscover AG, Männedorf
 Tourdata AG, Zürich
 Tourmedia AG, Zürich
 Transunix AG, Regensdorf
 TV Productioncenter Zürich AG, Zürich
 UBS AG Zürich, Zürich
 Verband Schweiz. Schifffahrtsunterneh-
 mungen, Zürich
 VSW / ASSP, Verband Schweizerischer
 Werbegesellschaften, Zürich
 Widder Hotel, Zürich Q
 Winterthur Tourismus, Winterthur Q
 Zürcher Festspiele, 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
 Visiorama AG, Triesen

7. Germany

Mainau GmbH, Insel Mainau

Addresses.

Markets & MICE

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Fax +41 44 288 12 04
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CH-8027 Zürich

Germany

Frankfurt a.M.

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Phone +49 69 25 60 01 30
Fax +49 69 25 60 01 38
E-Mail christina.marzluff@switzerland.com

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Rossmarkt 23
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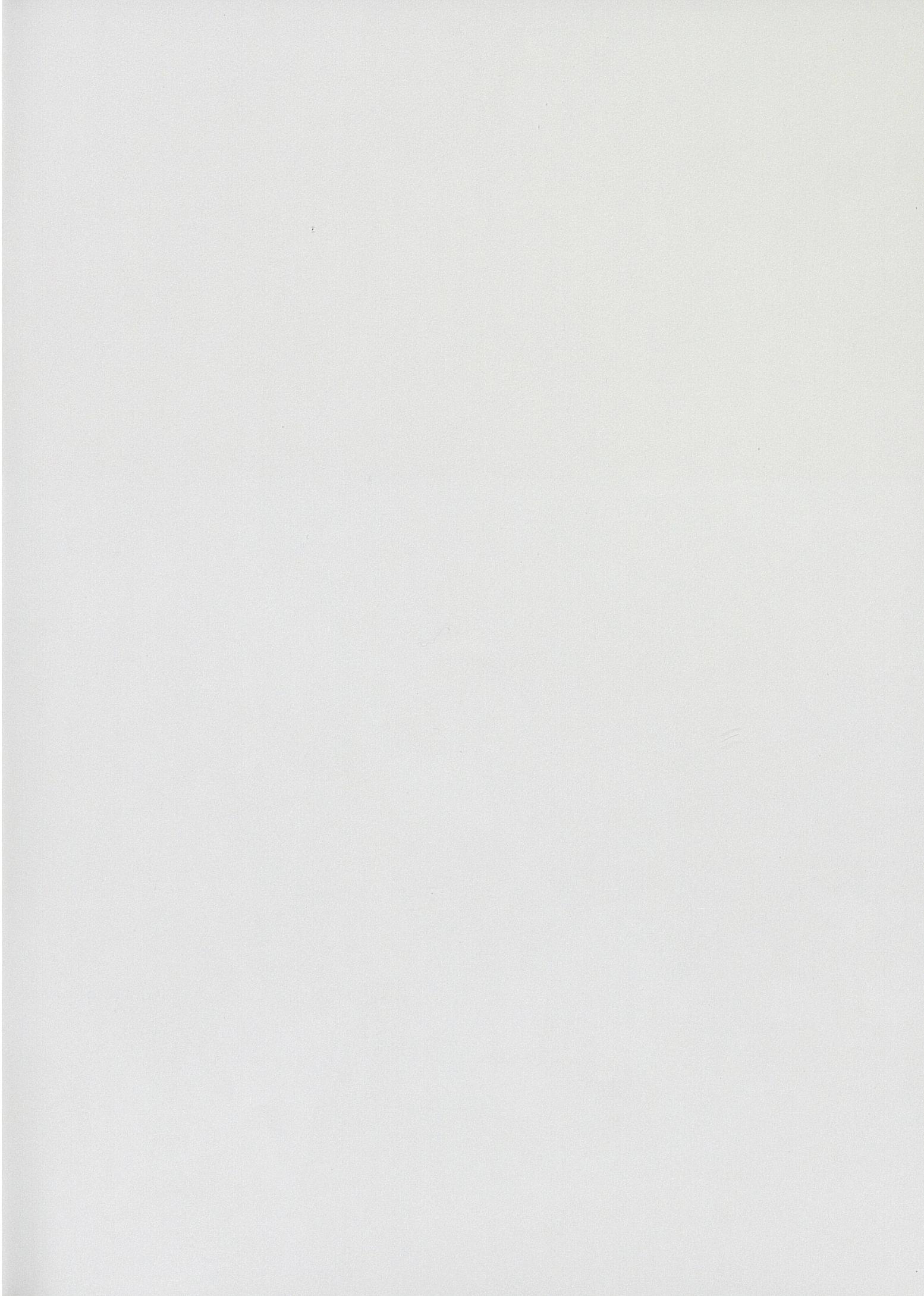
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Carnevale a Basilea. Tamburi e pifferai al «charivari» sul ponte del Reno
Basle Carnival. Drummers and pipers in «charivari» on the Middle Rhine Bridge

