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Svizzera Turismo.



I numeri. The Figures.

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Relazione annuale Svizzera Turismo 2007. | Annual Report Switzerland Tourism 2007.



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L'Ufficio di revisione.

Responsabile

Gerber Stefan

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zürich

Membri

Anliker Daniel

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zürich

Benteli Armin

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zürich

Membri supplenti

Scharnagl Frank

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zürich

Willborn Robert

Partner, esperto contabile diplomato,
PricewaterhouseCoopers AG, Zürich

Il Comitato.



Roth Jean-François
(dal 1.12.2007)
Presidente,
Svizzera Turismo
Presidente, Radiotele-
visione svizzera di lingua
francese (RTSR)



Vollmer Peter, dott.
(dal 1.1.2008)
Vicepresidente,
Svizzera Turismo
Consigliere nazionale
(BE) (fino al 30.11.2007)
Direttore, Unione dei
trasporti pubblici e di
Funvie Svizzere



Aubert Isabelle
(dal 1.1.2008)
Direttrice, Centre Inter-
national de Conférences
Genève (CICG)



Blumenthal Paul
Direttore Divisione
Viaggiatori,
Ferrovie Federali
Svizzere, FFS



Brentel Guglielmo L.
Presidente, hotelleriesuisse



Keller Peter, prof. dott.
(dal 1.1.2008)
Direttore,
Institut de tourisme
Facoltà degli Studi
Commerciali (HEC),
Università di Losanna



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



Platzer Casimir
Presidente, GastroBern
Presidente, Società degli
Albergatori Oberland
bernese



Robyr Jérémie
Presidente,
Valais Tourisme



**Scheidegger Eric,
dott. rer. pol.**
Ambasciatore,
Sostituto del Direttore
del SECO,
Direttore promozione
della piazza economica,
Segretariato di Stato
dell'economia SECO



Solari Marco
Presidente,
Ticino Turismo
Presidente, Festival
internazionale
del film Locarno



Studer Urs W.
(dal 1.1.2008)
Sindaco di Lucerna



Trachsel Hansjörg
(dal 1.7.2007)
Consigliere di Stato (GR),
Dipartimento dell'econo-
mia pubblica e socialità,
Canton Grigioni



Marty Dick F., dott.
(fino al 30.11.2007)
Presidente,
Svizzera Turismo
Consigliere agli Stati (TI)



Schwitzguebel Pierre
(fino al 31.12.2007)
Vicepresidente,
Svizzera Turismo



Sinzig Ulrich
(fino al 31.12.2007)
Vicepresidente,
Svizzera Turismo



Brändli Christoffel
(fino al 30.6.2007)
Consigliere agli Stati
(GR)

Dimissioni del comitato 2007

Il Management.

La Direzione.



Jürg Schmid
Direttore



Urs Eberhard
Vicedirettore
Responsabile mercato
Svizzera & mercati
internazionali, MICE



Michel Ferla
Vicedirettore
Responsabile Francia,
Belgio, Spagna,
Portogallo



Daniela Bär Bruderer
Responsabile Corporate
Communications,
Media &
ricerche di mercato
(dal 1.4.2008)



Eva Brechtbühl
Partenariati & Content
Management
Assistenza e acquisizione
di partner settoriali,
programmi di auqlità,
Content Management
(fino al 31.5.2008)



Rafael Enzler
Services financiers,
Controlling, Partena-
riats stratégiques &
Ressources humaines
Gestion et développe-
ment du personnel,
Comptabilité, Controlling,
Organisation



Martin Nydegger
Business Development,
Partenariati & Content
Management
(dal 1.8.2008)



Markus Rege
Marketing
Marketing prodotti
leisure, supporto pubbli-
citario & produzione,
fiere & manifestazioni,
creazione



Thomas Winkler
Portal Management,
E-Marketing &
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 Bruderer

Membro del Comitato direttivo
(fino al 31.3.2008)

Responsabile Corporate Communications,
Media & ricerche di mercato

Dino Dulio

Responsabile Italia (fino al 31.5.2008)
Tiziano Pelli (dal 1.6.2008)

Alex Herrmann

Responsabile America del Nord

Jörg Krebs

Membro del Comitato direttivo
Direttore Promozione Nazionale
EURO 2008

Evelyn Lafone

Responsabile Gran Bretagna & Irlanda

Christina Marzluff

Responsabile Germania & Austria

Martin Nydegger

Responsabile Paesi Bassi
(fino al 31.7.2008)

Federico Sommaruga

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

Roger Zbinden

Responsabile Mercati chiave asiatici

Il Consiglio svizzero del turismo.

Aubert Isabelle

Comitato Svizzera Turismo (dal 1.1.2008)
Direttrice, Centre International de Conférences Genève (CICG)

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
Ferrovie Federali Svizzere, FFS

Brändli Christoffel

Comitato Svizzera Turismo
(fino al 30.6.2007)
Consigliere agli Stati (GR)

Brentel Guglielmo L.

Comitato Svizzera Turismo
Presidente, hotelleriesuisse

Büchel Roland

Direttore, Liechtenstein Tourismus

Bütler Adelbert

Presidente della Direzione, Bucherer AG

Christen Hans-Ruedi

CEO, Chocolat Frey AG
(dal 1.1.2008)

Deillon Robert

Direttore
Aéroport International de Genève
(dal 1.2.2008)

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)
(fino al 31.12.2007)

Gagliardi Tiziano

Direttore, Ticino Turismo

Halder Daniel

Head of Merchant Business Management
Swisscard AECS AG

Hew Florian, dott.

Direttore, GastroSuisse

Hofer Walter

Direttore, Global Refund Schweiz AG

Juen Christoph, dott.

CEO, hotelleriesuisse

Kämpf Richard

Direttore Turismo
Segretariato di Stato dell'economia SECO
(dal 1.5.2008)

Keller Peter, prof. dott.

Comitato Svizzera Turismo
(dal 1.1.2008)
Direttore Turismo
Segretariato di Stato dell'economia SECO
(fino al 31.12.2007)

Kern Thomas

CEO, Unique (Flughafen Zürich AG)
(dal 15.1.2008)

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 Divisione Viaggiatori
La Posta Svizzera

Lütolf Mario

Direttore, Federazione svizzera del turismo

Marty Dick F., Dr.

Presidente, Svizzera Turismo
(fino al 30.11.2007)
Consigliere agli Stati (TI)

Meyer Andreas

Presidente della Direzione aziendale
Ferrovie Federali Svizzere, FFS

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 AG

Nünlist Stefan

Responsabile della comunicazione aziendale, 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

Robyr Jérémie

Comitato Svizzera Turismo
Presidente, Valais Tourisme

Roth Jean-François

Presidente, Svizzera Turismo
(dal 1.12.2007)

Rutishauser Erwin

Direttore, Ferrovia retica

Sardinha Carlos

Direttore, Europcar AMAG Services AG

Sauter Bruno

Capodipartimento, Dipartimento dell'economia e del lavoro, Canton Zürich

Scheidegger Eric, dott. rer. pol.

Comitato Svizzera Turismo
Ambasciatore
Sostituto del Direttore del SECO
Direttore promozione della piazza economica
Segretariato di Stato dell'economia SECO

Schwitzguebel Pierre

Vicepresidente, Svizzera Turismo
(fino al 31.12.2007)

Sinzig Ulrich

Vicepresidente, Svizzera Turismo
(fino al 31.12.2007)

Solari Marco

Comitato Svizzera Turismo
Presidente, Ticino Turismo
Presidente, Festival internazionale del film Locarno

Steiner Thomas

Direttore, Schweizerische Tourismusfachschule / HES-SO Valais
(dal 1.1.2008)

Studer Urs W.

Comitato Svizzera Turismo (dal 1.1.2008)
Sindaco di Lucerna

Suter Daniel

Direttore, Museo Svizzero dei Trasporti

Trachsel Hansjörg

Comitato Svizzera Turismo (dal 1.7.2007)
Consigliere di Stato (GR)
Dipartimento dell'economia pubblica e socialità, Canton Grigioni

Tritten Martin

Responsabile turismo
beco Economia bernese, reparto TouReg
Direzione dell'Economia pubblica,
Canton Berna

Tromp Mathias, dott.

Direttore generale, BLS SA

Vollmer Peter, dott.

Vicepresidente, Svizzera Turismo
(dal 1.1.2008)
Consigliere nazionale (BE)
(fino al 30.11.2007)
Direttore, Unione dei trasporti pubblici e di Funivie Svizzere

Wilhelm Reto

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

Witschi Beat

Direttore, swissinfo/SRI

Bilancio 2007.

1	Attivi	Bilancio al 31.12.2007 CHF	Bilancio al 31.12.2006 CHF
Attivo circolante			
1.1	Liquidità		
	Cassa	44 225.09	52 930.02
	Conti correnti postali	623 106.79	389 636.37
	Banche	4 691 001.14	4 680 185.60
	Totale liquidità	5 358 333.02	5 122 751.99
1.2	Crediti		
1.2.1	Crediti derivanti da vendite e prestazioni		
	Debitori	3 758 825.03	3 455 063.21
	Quote dei membri da riscuotere	32 300.00	36 300.00
1.2.2	Altri crediti a breve termine		
	Prestazioni di garanzia, anticipi, pagamenti preventivi	127 582.26	111 732.60
	Enti pubblici	602 977.88	394 222.25
	Altri	958 667.28	700 457.32
	Delcredere	-224 000.00	-209 000.00
	Totale crediti	5 256 352.45	4 488 775.38
1.3	Stock e lavori in corso		
	Stock e lavori in corso	191 965.20	193 732.15
	Totale stock e lavori in corso	191 965.20	193 732.15
1.4	Ratei e risconti attivi		
	Ratei e risconti attivi	1 100 924.47	382 600.11
	Totale ratei e risconti attivi	1 100 924.47	382 600.11
1.5	Crediti estranei all'esercizio		
	Immobile Parigi	0.00	1 836 699.68
	Totale crediti estranei all'esercizio	0.00	1 836 699.68
Totale attivo circolante		11 907 575.14	12 024 559.31
Attivo fisso			
1.6	Investimenti finanziari		
	Partecipazioni	1 732 504.00	1 732 504.00
	Crediti a lungo termine nei confronti di terzi	368 025.25	411 006.52
	Totale investimenti finanziari	2 100 529.25	2 143 510.52
1.7	Immobilizzazioni mobili		
	Mobilia, arredamenti, installazioni	259 739.25	276 971.80
	Impianti informatici	488 242.80	455 561.93
	Infrastruttura esposizioni	0.00	367 986.17
	Totale immobilizzazioni mobili	747 982.05	1 100 519.90
1.8	Immobilizzazioni immobili		
	Immobile d'esercizio	8 381 659.11	5 441 190.65
	Totale immobilizzazioni immobili	8 381 659.11	5 441 190.65
Totale attivo fisso		11 230 170.41	8 685 221.07
Totale attivi		23 137 745.55	20 709 780.38

Bilancio 2007.

2 Passivi		Bilancio al 31.12.2007	Bilancio al 31.12.2006
		CHF	CHF
Capitale di terzi			
2.1	Capitale di terzi a breve termine		
2.1.1	Passività finanziarie a breve termine		
	Banche	0.00	2 000 000.00
2.1.2	Passività a breve termine derivanti da forniture e prestazioni		
	Creditori	6 199 034.14	5 598 270.43
2.1.3	Altre passività a breve termine		
	Enti pubblici	678 701.97	530 959.74
	Terzi	1 436 962.32	1 426 847.68
	Istituti di previdenza professionale	184 946.25	164 992.45
	Totale capitale di terzi a breve termine	8 499 644.68	9 721 070.30
2.2	Ratei e risconti passivi/accantonamenti a breve termine		
	Ratei e risconti passivi	2 446 982.46	2 464 924.92
	Accantonamenti per il personale	1 053 438.26	1 109 898.26
	Totale ratei e risconti passivi/accantonamenti a breve termine	3 500 420.72	3 574 823.18
2.3	Capitale di terzi a lungo termine		
2.3.1	Passività finanziarie a lungo termine		
	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	1 855 606.25	2 280 500.00
	Eventi straordinari destinazione CH	5 130 500.00	2 508 000.00
	Indennità di uscita	473 065.20	404 231.31
2.3.3	Passività estranee all'esercizio		
	Immobile Parigi	1 413 764.58	0.00
	Totale capitale di terzi a lungo termine	9 833 781.87	6 153 577.15
	Totale capitale di terzi	21 833 847.27	19 449 470.63
Fondi propri			
2.4	Fondi propri al 1.1.2007/2006	1 259 869.33	1 194 334.93
	Costi inferiori	44 028.95	65 974.82
	Totale fondi propri	1 303 898.28	1 260 309.75
	Totale passivi	23 137 745.55	20 709 780.38

Conto economico 2007.

3	Ricavi	Budget 2007 CHF	Consuntivo 2007 CHF	Consuntivo 2006 CHF
Ricavi d'esercizio				
3.1	Quote dei membri			
	Confederazione Svizzera*	45 500 000.00	45 500 000.00	46 000 000.00
	Ferrovie federali svizzere FFS	27 000.00	27 500.00	27 500.00
	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	768 000.00	809 250.00	809 250.00
	Altri membri (cantoni, comuni, organizzazioni turistiche, industrie interessate al turismo, società, organizzazioni)	1 137 000.00	1 187 410.00	1 141 110.00
	Contributi volontari	2 000.00	4 610.00	5 960.00
	Totale quote dei membri	47 634 000.00	47 728 770.00	48 183 820.00
3.2	Proventi diversi	6 000.00	486 248.17	54 119.34
3.3	Proventi finanziari	42 000.00	137 732.69	31 480.75
	Totale ricavi d'esercizio	47 682 000.00	48 352 750.86	48 269 420.09
Proventi di marketing				
3.4	Sponsorship marketing	4 087 000.00	4 322 879.68	3 515 896.69
3.5	EURO 2008 – Contributo di marketing della Confederazione	1 800 000.00	3 250 996.90	128 612.55
3.6	Altri proventi di marketing	21 133 000.00	22 299 248.24	20 400 493.11
	Totale proventi di marketing	27 020 000.00	29 873 124.82	24 045 002.35
Ricavi straordinari ed estranei all'esercizio				
3.7	Ricavi estranei all'esercizio	55 000.00	51 408.20	54 354.27
3.8	Proventi da immobili estranei all'esercizio	1 457 000.00	1 405 887.82	966 359.36
	Totale ricavi straordinari ed estranei all'esercizio	1 512 000.00	1 457 296.02	1 020 713.63
3.9	Costi superiori	750 000.00	0.00	0.00
	Totale ricavi	76 964 000.00	79 683 171.70	73 335 136.07

* Contributo della Confederazione 2007: CHF 46 000 000.00 ./ CHF 500 000.00 per l'esposizione mondiale a Shanghai nel 2010.

Conto economico 2007.

4	Spese	Budget 2007 CHF	Consuntivo 2007 CHF	Consuntivo 2006 CHF
Spese di marketing				
4.1	Spese di marketing	47 313 000.00	49 208 871.48	46 320 992.31
4.2	Spese di marketing EURO 2008, quota confed. (quota ST esclusa)	1 800 000.00	3 250 996.90	128 612.55
	Totale spese di marketing	49 113 000.00	52 459 868.38	46 449 604.86
4.3	Spese per il personale di marketing			
	Salari	16 693 000.00	16 662 845.38	16 270 714.52
	Oneri sociali	3 093 000.00	2 633 741.46	2 399 093.39
	Spese per il personale di marketing fatturate a terzi	-1 020 000.00	-1 112 163.42	-1 022 754.85
	Spese per il personale di marketing EURO 2008, contributo della Confederazione	0.00	-196 370.00	0.00
	Totale spese per il personale di marketing	18 766 000.00	17 988 053.42	17 647 053.06
	Totale spese di marketing	67 879 000.00	70 447 921.80	64 096 657.92
Spese d'esercizio				
4.4	Spese per il personale d'esercizio			
	Salari	1 721 000.00	1 780 913.00	1 736 753.00
	Oneri sociali	283 000.00	326 209.00	284 135.00
	Totale spese per il personale d'esercizio	2 004 000.00	2 107 122.00	2 020 888.00
4.5	Spese accessorie per il personale			
	Formazione e perfezionamento professionale	290 000.00	157 392.86	87 427.61
	Trasferimenti/reclutamento di personale	250 000.00	333 208.06	533 139.61
	Vacanze/ore supplementari non compensate (accantonamenti)	0.00	-56 460.00	-5 450.00
	Spese di viaggio e di rappresentanza	340 000.00	291 619.18	307 370.87
	Altre spese per il personale	434 000.00	166 607.70	458 511.85
	Totale spese accessorie per il personale	1 314 000.00	892 367.80	1 380 999.94
4.6	Altri costi d'esercizio			
	Spese per locali d'esercizio	2 565 000.00	2 520 093.11	2 439 965.11
	Spese di amministrazione	1 502 000.00	1 282 460.24	1 326 371.82
	Spese generali degli organi	208 000.00	199 357.30	227 859.09
	Altri costi d'esercizio	107 000.00	94 515.21	100 475.03
	Spese d'esercizio fatturate a terzi	-180 000.00	-226 294.84	-217 322.03
	Totale altri costi d'esercizio	4 202 000.00	3 870 131.02	3 877 349.02
4.7	Oneri diversi incl. perdite su debitori	10 000.00	33 888.69	127 008.31
4.8	Oneri finanziari	174 000.00	501 988.26	95 785.56
4.9	Ammortamenti sulle immobilizzazioni			
	Hardware e software	389 000.00	384 444.54	420 330.50
	Arredamenti per ufficio e installazioni fissi	232 000.00	239 506.24	238 772.14
	Totale ammortamenti sulle immobilizzazioni	621 000.00	623 950.78	659 102.64
	Totale costi d'esercizio	8 325 000.00	8 029 448.55	8 161 133.47
Oneri straordinari ed estranei all'esercizio				
4.10	Oneri da immobili estranei all'esercizio	760 000.00	1 161 772.40	1 011 369.86
	Totale oneri straordinari ed estranei all'esercizio	760 000.00	1 161 772.40	1 011 369.86
4.11	Costi inferiori	0.00	44 028.95	65 974.82
	Totale spese	76 964 000.00	79 683 171.70	73 335 136.07

Allegato al conto annuale 2007.

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.

	2007 CHF	2006 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	185 000	165 000
Valori dell'assicurazione contro gli incendi per immobilizzazioni		
Mobilia	2 200 000	2 200 000
Impianti informatici	1 012 000	1 012 000
Immobili (immobile Parigi) pro memoria	p. m.	p. m.
Attivi costituiti in pegno per debiti propri		
Prestito a termine UBS (a breve termine)	0	2 000 000
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 mailing house figurano sotto «Spese di marketing».	463 500	756 400
Partecipazioni		
STC Switzerland Travel Centre AG Zürich/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	2 667	2 700
2.1.2 Creditori	64 285	60 199
Conto immobile Parigi		
Proventi da immobile	1 405 887	1 001 754
Oneri da immobile	1 161 772	1 046 764
Risultato da immobile	244 115	-45 010
Impegni di leasing		
Importo totale degli impegni da leasing	35 257	22 003
Fideiussioni		
Fideiussione locazione alloggio collaboratori		
Los Angeles: USD 0 / 17 500	0	21 346
New York: USD 4 550 / 31 850	5 152	38 850
Salari e oneri sociali		
Le spese salari e oneri sociali direttamente correlabili alle attività di marketing sono esposte sotto la relativa rubrica «Marketing».		
Il totale delle voci «Salari» e «Oneri sociali» ammonta a:		
Salari	18 443 758	18 007 467
Oneri sociali	2 959 950	2 683 228

Rapporto dell'Ufficio di revisione.

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

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 2007.

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

Zürich, 19 marzo 2008

Nuovi membri 2007.

alpavia lüthi+stähli, Spiez
Arosa Kulm Hotel & Alpin Spa, Arosa
Bernensis Hotel AG, Carlton-Europe Hotel, Interlaken
CGS Customer Ground Service AG, Zürich
Chardon Communications AG, Au ZH
Chur Tourismus, Chur 
E-Factor inc, Ilanz
Eidenbenz Kalender, Zollikofer AG, St. Gallen
Einstein Hotel, St. Gallen
Grand Hotel Kronenhof, Pontresina
Group Worldspan, Glattbrugg
Gstaad 3000 AG, Gstaad
Hotel Kurhaus Weissenstein GmbH, Weissenstein
Hotel Meisser, Guarda 
Hotel Metropol, Arbon 
Imagine Suisse – Imagina Suiza, Emmenbrücke
Infocentro Gottardo Sud, Pollegio
Institut auf dem Rosenberg, St. Gallen
John F. Kennedy International School, Saanen
Lemania College – Lausanne, Lausanne

Luftseilbahn Kies-Mettmen AG, Schwanden
Mehrwert Services GmbH, Rüschlikon
Neue Disentiserhof AG, Disentis/Mustér
Orell Füssli Kartographie AG, Zürich
PlanSol AG, Regensdorf
Pré Fleuri – Ecole Alpine Internationale, Chesières / Villars
SIMS – Swiss International Modern School, Montreux
Swiss TS Technical Services AG, Wallisellen 
Swisscard AECS AG, Horgen
swissinfo/SRI, Bern
Swissinfo Sàrl, Genève
Swissmade.com by Subwave Internet, Zürich
Swisstours India, Zürich
Ticketcorner AG, Rümlang
Tour 168 of Switzerland GmbH, Thuisis
Tourismorganisation Engadin St. Moritz, St. Moritz
Uri Tourismus, Altdorf
ViaStoria – Zentrum für Verkehrsgeschichte, Bern

Membri 2007.

Situazione soci 2006: 660 / 2007: 670

1. Confederazione

Confederazione Svizzera, Berna

2. hotelleriesuisse, Berna



3. GastroSuisse, Zürich



4. Partner strategici

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

5. Membri per Cantoni

Appenzello Esterno

Kanton Appenzell AR, Herisau
 Säntis-Schwebebahn 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
 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 Münchenerhof AG, Basel
 Manor SA, Basel
 Messe Berlin / fairTeam, Basel
 Öffentliche Kunstsammlung Basel
 mit Kunstmuseum und
 Museum für Gegenwartskunst, Basel
 Radisson SAS Hotel Basel, Basel
 Sixt rent-a-car AG, Basel
 Swissôtel Basel, Basel
 TREFF HOTEL Verwaltungs AG,
 Ramada Schweiz, Basel
 VISIT BASEL AG, 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
 alpavia lüthi+stähli, Spiez
 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
 Bernensis Hotel AG, Carlton-Europe Hotel,
 Interlaken
 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
 Destinationen Berner Oberland, Interlaken
 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
 Genossenschaft Sunrise Reisen,
 Niederwangen
 Gewerkschaft Unia, Bern
 Gondelbahn Grindelwald-Männlichen AG,
 Grindelwald
 Grand Hotel Park, Gstaad
 Grindelwald Tourismus, Grindelwald
 Gstaad 3000 AG, Gstaad
 Gstaad Palace, Gstaad
 Gstaad Saanenland Tourismus, Berg-
 bahnen Destination Gstaad AG, Gstaad
 Hallwag Kümmerly + Frey AG,
 Schönbühl-Bern
 Haslital Tourismus, Meiringen
 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
 John F. Kennedy International School,
 Saanen
 Jungfrau Tours AG, Interlaken
 Jungfraubahnen, Interlaken
 Jura bernois Tourisme, Moutier
 KWO, Kraftwerke Oberhasli AG,
 Innertkirchen
 Lenk-Simmmental 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
 Niesenbahn AG, Mülenen

Polyquest AG, Bern
 Pro Emmental, Langnau i.E.
 Railtour Suisse SA, Zollikofen
 Reisebüro Open Up, Bern
 Reka Schweizer Reisekasse, Bern
 Schilthornbahn AG, Interlaken
 Schuh Interlaken AG, Interlaken
 Schweizer Alpen-Club SAC, 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
 Stadt Bern, Bern
 Stockhornbahn AG, Erlenbach i/S.
 Swiss Cycling, Bern
 Swiss Historic Hotels, Muri b. Bern
 Swiss Retail Federation, Bern
 Swiss Snowsports, Belp
 swisscamps, Schönbühl
 swissinfo/SRI, Bern
 Swiss-Ski, Muri b. 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 Schweizer Tourismusmanager
 VSTM, Bern
 Verband Schweizerischer Privatschulen
 VSP, Bern
 Verein Swiss Backpackers, Interlaken
 ViaStoria – Zentrum für Verkehrs-
 geschichte, Bern
 Victoria-Jungfrau Grand Hotel & Spa,
 Interlaken
 W. Hauenstein Immobilien AG, Hünibach
 Watch Valley coordination, Bévillard
 Wengen Classic Hotels, 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, Fribourg
 Commune de Gruyères, Epagny
 Fribourg Tourisme, Fribourg
 Glion Institut de Hautes Etudes, Bulle
 La Gruyère-Tourisme-Promotion, Bulle
 Le Vieux Manoir au Lac, Relais &
 Châteaux, Morat-Meyriez
 NH Switzerland, Fribourg

Office du tourisme de Charmey, Charmey
 Région Glâne-Veveyse, Romont
 Région Lac de Morat, Morat
 Schwarzsee Tourismus, Schwarzsee
 Transports publics fribourgeois TPF,
 Fribourg
 Union fribourgeoise du tourisme /
 Freiburger Tourismusverband, Fribourg

Ginevra

Agence de Voyages Marina Meltseva,
 Versoix
 Centre International de Conférences
 Genève (CICG), Genève
 Commune de Meyrin, Meyrin
 DGAE – Direction générale des affaires
 économiques, Genève
 Dragon du Ciel S.A., Genève
 Elite Rent-a-car, Genève
 Eurasie Lexim SA, Genève
 Exclusive Alternatives SA, Cologny
 Fert Tours International, Genève
 Genève Tourisme, Genève
 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
 Musée international de la Croix-Rouge
 et du Croissant-Rouge, Genève
 N.M. Incorpore Sàrl, Genève
 Nanjing Merchants International Tourism
 Ltd., Genève
 Orgexpo, Grand-Saconnex
 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
 Swissinfo Sàrl, Genève
 Touring Club Schweiz, Vernier
 Via Travel, Genève
 Ville de Genève, Genève
 World Avenues SA, Genève
 Worldquest Services, Genève

Giura

Jura Tourisme, Saignelégier
 République et Canton du Jura, Delémont

Glarona

Braunwald – Klausenpass Tourismus AG,
 Braunwald
 Kanton Glarus, Glarus
 Luftseilbahn Kies-Mettmen AG, Schwanden
 Sportbahnen Elm AG, Elm

Grigioni

Arosa Bergbahnen AG, Arosa
 Arosa Kulm Hotel & Alpin Spa
 Arosa Tourismus, Arosa
 Badrutt's Palace Hotel AG, St. Moritz
 Bergbahnen Disentis AG,
 Disentis/Mustér
 Bergbahnen Motta Naluns
 Scuol-Ftan-Sent AG, Scuol
 Chur Tourismus, Chur
 Cresta Hotels Davos, Davos Platz
 Davos Klosters Bergbahnen AG, Davos Dorf
 Davos Tourismus, Davos Platz
 E-Factor inc, Ilanz
 ENGADIN/Scuol Tourismus AG, Scuol
 ENGADIN St. Moritz Mountain Pool,
 St. Moritz
 Ferienregion Brigels Waltensburg
 Andiastr, Brigels
 Feriensiedlung Solaria, Davos Dorf
 Flims Laax Falera Tourismus AG, Flims
 Gemeinde Arosa, Arosa
 Gemeinde St. Moritz, St. Moritz
 Grand Hotel Kronenhof, Pontresina
 Graubünden Ferien, Chur
 Graubündner Kantonalbank, Chur
 HFT Graubünden Academia Engiadina,
 Samedan
 Hotel Allegra, Pontresina
 Hotel Bernina, Samedan
 Hotel Meisser, Guarda
 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
 Kulm Hotel St. Moritz, St. Moritz
 Kur- und Verkehrsverein St. Moritz,
 St. Moritz
 Lenzerheide Bergbahnen AG, Lenzerheide
 LOGA Immobilien AG Engiadina, Silvaplana
 MOROSANI HOTELS DAVOS AG,
 Davos Platz
 Neue Disentiserhof AG, Disentis
 Park Hotel Waldhaus, Flims Waldhaus
 Rhätische Bahn RhB, Chur
 Samnaun Tourismus, Samnaun
 Savognin Bergbahnen AG, Landquart
 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
 swissrent a sport, Davos Platz
 Tour 168 of Switzerland GmbH, Thusis

Tourismusorganisation Engadin St. Moritz,
St. Moritz
Tourismusverein Lenzerheide-Valbella,
Lenzerheide
Turissem Val Müstair, Tschiers
Verkehrsverein Obersaxen, Obersaxen
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
Bucherer AG, 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
Imagine Suisse – Imagina Suiza,
Emmenbrücke
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
Rent a Bike AG, Sursee
Rigi-Bahnen AG, Vitznau
Schiffahrtsgesellschaft
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
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 SG
Amt für Wirtschaft Kanton St. Gallen,
St. Gallen
Bad Ragaz Tourismus, Bad Ragaz
Eidenbenz Kalender, Zollikofer AG,
St. Gallen
Einstein Hotel, St. Gallen
Expo Norm AG, St. Gallen
Ferienregion Heidiiland, Sargans
Gemeinde Bad Ragaz, Bad Ragaz
Grand Hotels Bad Ragaz AG, Bad Ragaz
Hotel Säntispark, Abtwil
Institut auf dem Rosenberg, St. Gallen
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
Hotel Kurhaus Weissenstein GmbH,
Weissenstein
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 SZ
Kanton Schwyz, Schwyz
RFG / Residenza Muzzano SA, Pfäffikon SZ
Schwyz Tourismus, Goldau
Schwyzer Kantonalbank, Schwyz
Seedamm Plaza (Hotel Seedamm AG),
Pfäffikon SZ
Seminar- und Wellnesshotel 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
Corner 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

Hotel Cadro Panoramica, Cadro
 Hotel Casa Berno und Arancio, Ascona
 Hotel Castello del Sole, Ascona
 Hôtel de la Paix, Lugano
 Hotel Eden Roc Ascona
 (AG Grand Hotel Tschuggen), Ascona
 Infocentro Gottardo Sud, Pollegio
 Institute of Tourism Management IMAT,
 Scuola Superiore Alberghiera e del
 Turismo, Bellinzona
 Lugano Turismo, Lugano
 Municipalità della Città di Locarno, Locarno
 Municipalità della Città di Lugano, Lugano
 Ospizio San Gottardo, Airolo
 Repubblica e Cantone del Ticino,
 Bellinzona
 Romantik Hotel Orselina, Orselina
 SDH MANAGEMENT SA, Hotel Olivella,
 Vico Morcote
 Studio Silvio Tarchini, Manno
 Swissminiatur SA, Melide
 Ticino Turismo, Bellinzona
 Villa Principe Leopoldo & Residence, Lugano
 Villa Sassa Hotel & Residence –
 Tessal SA, Lugano

Turgovia

Bodensee-Arena AG, Kreuzlingen
 Hotel Metropol, Arbon
 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

Uri

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

Vallese

Administration communale de Monthey,
 Monthey
 Administration communale de Randogne,
 Randogne
 AG für Verkehrsbetriebe Leuk-Leukerbad-
 Umgebung LLB, Susten
 Agence immobilière Barras,
 Crans-sur-Sierre
 Aletsch Riederalp Bahnen AG, Mörel
 Alpen Resort Hotel, Zermatt
 Art Furrer Hotels, Riederalp
 Association hôtelière du Valais, Sion
 Bains de Saillon SA, Saillon
 Banque Cantonale du Valais, Sion
 Bergbahnen Hohsaas AG, Saas-Grund

Bettmeralp Bahnen AG, Bettmeralp
 Bettmeralp Tourismus, Bettmeralp
 Brig Belalp Tourismus, Brig
 César Ritz Colleges, Le Bouveret
 Chablais Tourisme SA, Monthey
 Citi – Coopérative Informatique Tourisme
 Immobilier, Martigny
 Cœur du Valais, Sierre Anniviers Tourisme
 & Sion Région Tourisme, Sierre
 Commune de Martigny, Martigny
 Crans-Montana Tourisme, Crans-Montana
 den Hartogh Productions AG, Brig
 FerienArt Resort & Spa, Saas-Fee
 Gemeinde Zermatt, Zermatt
 GGB Gornergrat-Monte Rosa-Bahn, Brig
 Goms Tourismus, Fiesch
 Gourmet & Wellnesshotel Schweizerhof,
 Saas-Fee
 Grächen Tourismus, Grächen
 Grand Hotel Zermatterhof, Zermatt
 International Summer Camp Montana
 La Moubra, Crans-Montana
 Les Elfes Verbier SA, International Summer
 and Winter Camps, Verbier
 Les Roches, School of Hotel Management,
 Bluche/Randogne
 Leukerbad Tourismus, Leukerbad
 Lindner Hotels und Alpenherme,
 Leukerbad
 Luftseilbahnen Fiesch Eggishorn AG,
 Fiesch
 Martigny Tourisme, Martigny
 Matterhorn Gotthard Bahn, Brig
 Nendaz Tourisme, Nendaz
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 Val de Bagnes, Verbier
 Office du tourisme Ovronnaz, Ovronnaz
 Office du tourisme Anzère, Anzère
 Omega European Masters, Crans-Montana
 Golf Club, Top Events of Switzerland,
 Crans-sur-Sierre
 Provins, Sion
 Remontées Mécaniques de Crans-Montana-
 Aminona (CMA) SA, Crans-Montana
 Riederalp Mörel Tourismus, Riederalp
 Riffelalp Resort AG, Zermatt
 Rund um Visp Tourismus, Visp
 Saas-Fee Bergbahnen AG, Saas-Fee
 Saas-Fee Tourismus, Saas-Fee
 Schweizerische Tourismusfachschule/
 HES-SO Wallis, Siders
 Seiler Hotels Zermatt AG, Zermatt
 Sport- und Feriencenter Fiesch, Fiesch
 STODR – Service du tourisme
 et du développement régional, Sion
 Swiss Chalet SA / FlexChalet, Champéry
 Swiss Pass Ltd, Sion
 Téléverbier SA, Verbier
 TMR S.A., Martigny
 Valais Tourisme, Sion
 Verband Bergsportschulen Schweiz VBS,
 Visp

Veyonnaz Tourisme, Veyonnaz
 VP Vex Promotion SA, Thyon-Les Collons
 Zermatt Bergbahnen AG, Zermatt
 Zermatt Tourismus, Zermatt
 Zerkuben Touristik AG, Visp

Vaud

Astra Hotel, Gestion Hôtelière Ming S.A.,
 Vevey
 Avenches Tourisme, Avenches
 Balcon du Jura Vaudois Tourisme,
 Ste-Croix
 Banque Cantonale Vaudoise, Lausanne
 Biononus Clinique Bon Port, Montreux
 Brillantmont International School, Lausanne
 Casino Barrière de Montreux, Montreux
 CDM Hôtels & Restaurants SA, Lausanne
 Centre de Congrès Montreux SA, Montreux
 Château d'Œx Tourisme, Château-d'Œx
 Chavannes-de-Bogis, Best Western
 Swiss Hotels, Chavannes-de-Bogis
 Chemin de fer NStCM et transports publics
 de la région yvernoise, Nyon
 CH-Travels and Trades Sàrl, Nyon
 Clinique La Prairie, Clarens/Montreux
 Compagnie générale de Navigation
 sur le Lac Léman CGN, Lausanne
 Conventus of Switzerland SA, Nyon
 Diablerets Tourisme, Les Diablerets
 Ecole Chantemerle, Blonay
 Ecole hôtelière de Lausanne, Lausanne
 Etat de Vaud, Lausanne
 European University, Montreux
 Eurotel Riviera, Montreux
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 Vevey
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 GoldenPass Services, MOB Montreux-
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 Grand Hôtel Suisse et Majestic, Montreux
 Helvia Trading & Travel SA, Montreux
 Hôtel Beau-Rivage Palace, Lausanne
 Hôtel La Barcarolle – Bays Hotels SA,
 Prangins
 Hôtel le Bristol, Villars-sur-Ollon
 Hôtel Préalpina, Chexbres
 Hotel Résidence Bristôl, Montreux-Territet
 Hôtel Royal Plaza, Montreux
 Hôtellerie Vaudoise, Association Cantonale
 Vaudoise des Hôtelières, Lausanne
 Institut Monte Rosa, Montreux
 Institut Villa Pierrefeu SA, Gilon
 Lausanne Palace & Spa, Lausanne
 Lausanne Tourisme, Lausanne
 Lemanica College, Lausanne
 Leysin Tourisme, Leysin
 McDonald's Suisse Restaurant Sàrl, Crissier
 MINOTEL, Lausanne

Montreux-Vevey Tourisme, Montreux 

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 

Office du tourisme de Gryon, Gryon 

Office du tourisme de Payerne, Payerne

Office du tourisme de Vallorbe, Vallorbe 

Office du tourisme du canton de Vaud, Lausanne 

Office du tourisme et du Thermalisme d'Yverdon-les-Bains et environs, Yverdon-les-Bains 

Office du tourisme Rougemont, Rougemont 

Panoeuro International Cooperation Sàrl, Lausanne

Pré Fleuri – Ecole Alpine Internationale, Chesières / Villars

Raffles Le Montreux Palace, Montreux

REAT S.A., Relais Exploitations et Activités Touristiques SA, Leysin

Rosebud Héritage SA, Vich

Schweizer Heilbäder, Yverdon-les-Bains 

SIMS – Swiss International Modern School, Montreux

Site touristique des Mines de Sel de Bex, Bex

Sources Minérales Henniez SA, Henniez

Survial Mont-Fleuri, Montreux

Swiss Budget Hotels, Villars-sur-Ollon 

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 

Welcome Swiss Tours SA, Lausanne

Zugo

DuetHotel AG, freedreams Hotelscheck, Baar

Executive Events GmbH, Zug

feratel Schweiz AG, Rotkreuz

Hapimag Verwaltungs- und Vertriebsgesellschaft Havag AG, Baar

Kanton Zug, Zug

Mövenpick Holding, Cham

Stadt Zug, Zug

VCH – Verband Christlicher Hotels, Oberägeri 

Zug Tourismus, Zug 

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

CGS Customer Ground Service AG, Zürich

Chardon Communications AG, Au

City Night Line CNL AG, Zürich

CITYGUIDE (Schweiz) AG, Zollikon 

CityGuideTV/YourStoryAG, Herrliberg

Confiserie Sprüngli, Zürich

Crowne Plaza Zurich, Zürich 

Data Quest AG, Dietikon

Digital Print AG, Zürich

Dubler Rechtsanwälte, Zollikon-Zürich

e-domizil AG, Zürich

Elektro-Surber, Zürich

FBM Gastro Management AG, Zürich

Global Refund Schweiz AG, Brüttsellen

Group Worldspan, Glattbrugg

Habegger AG, Regensdorf 

Hans Meier Tourist AG, Zürich 

Hertz AG – Switzerland, Schlieren

Hiestand Schweiz AG, Schlieren

Hotel Senator, Zürich

Hotel-Restaurant UTO KULM, Uetliberg 

Hotels with a Bookmark, Zürich

Howeg transGourmet Schweiz AG, Dietikon

Interhome AG, Glattbrugg

Internationale Schule für Touristik AG IST, Zürich 

Kuoni Reisen Holding AG, Zürich

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Linkgroup, Zürich

Manz Privacy Hotels Switzerland, Zürich

Mauell Reklame AG, Buchs

Mehrwert Services GmbH, Rüslikon 

Mosse Media AG, Zürich 

Offsetdruck Goetz AG, Geroldswil

Orell Füssli Kartographie AG, Zürich

Osec Business Network Switzerland, Zürich

Photoglob AG, Zürich

PlanSol AG, Regensdorf

Präsidialdepartement der Stadt Zürich, Zürich

Rentenanstalt / Swiss Life, Zürich

Rito AG, Zürich

Robert Lötscher AG, Fällanden

Romantik Seehotel Sonne, Küsnacht 

SAP (Schweiz) AG, Regensdorf

Schweizer Bergführerverband, Zürich

Schweizer Jugendherbergen, Zürich 

Schweizerische Gesellschaft für Hotelkredit SGH, Zürich

Schweizerischer Reisebüro-Verband, Zürich

Schweizerisches Landesmuseum, Zürich

SHV Schweizerischer Hängegleiter-Verband, Zürich

Sihldruck Stulz AG, Zürich

Sorell Hotels / ZFV-Unternehmungen, Zürich 

Spectrum Events AG, Zürich

Spillmann/Felser/Leo Burnett, Zürich

Stand-up-Switzerland AG, Zürich

Starwood & ArabellaSheraton Hotels, Zürich

Steigenberger Hotels AG, Zürich

Swiss Deluxe Hotels, Zürich

Swiss International Hotels, Zürich 

Swiss Partner Service GmbH, Adliswil

Swiss Quality Hotels, Stäfa 

Swiss Re, Schweiz. Rückversicherungs-Gesellschaft, Zürich

Swiss Trails GmbH, Oberweningen

Swiss TS Technical Services AG, Wallisellen 

Swisscard AECS AG, Horgen

Swissmade.com by Subwave Internet, Zürich

Swissôtel Zürich, Zürich

Swisstours India, Zürich

Switzerland Convention & Incentive Bureau, Zürich

The Guide Company AG, Zürich

The Swiss Holidays AG, Zürich

Ticketcorner AG, Rümlang

Tiscover AG, Männedorf

Tourdata AG, Zürich

Tourmedia AG, Zürich

Transunix AG, Regensdorf

TV Productioncenter Zürich AG, Zürich

UBS AG Zürich, Zürich

Verband Schweiz. Schifffahrtsunternehmungen, Zürich

VSW / ASSP, Verband Schweizerischer Werbebesellschaften, Zürich 

Widder Hotel, Zürich 

Winterthur Tourismus, Winterthur

Zürcher Festspiele, Zürich

Zürcher Hoteliers, Zürich

Zürcher Kantonalbank, Zürich 

Zürich Tourismus, Zürich

Zürich Versicherungs-Gesellschaft, Zürich

Zürichsee Druckereien AG, Stäfa

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6. Liechtenstein

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Auditors.

Chairman

Gerber Stefan

Partner, Certified Public Accountant
PricewaterhouseCoopers AG, Zürich

Members

Anliker Daniel

Partner, Certified Public Accountant
PricewaterhouseCoopers AG, Zürich

Bantli Armin

Partner, Certified Public Accountant
PricewaterhouseCoopers AG, Zürich

Alternate members

Scharnagl Frank

Partner, Certified Public Accountant
PricewaterhouseCoopers AG, Zürich

Willborn Robert

Partner, Certified Public Accountant
PricewaterhouseCoopers AG, Zürich

Board of Directors.



Roth Jean-François
(from 1.12.2007)
President,
Switzerland Tourism
President, Switzerland's
French-speaking Radio
and TV (RTSR)



Vollmer Peter, Dr.
(from 1.1.2008)
Vice President,
Switzerland Tourism
Member of the National
Council (BE)
(until 30.11.2007)
Director, Public Transport
Association and Swiss
Cableways



Aubert Isabelle
(from 1.1.2008)
Director,
Centre International de
Conférences Genève
(CICG)



Blumenthal Paul
Head of the Passenger
Transport Division,
Swiss Federal Railways



Brentel Guglielmo L.
President, hotelleriesuisse



Keller Peter, Prof. Dr.
(from 1.1.2008)
Director,
Institute for Tourism,
Faculty of Business and
Economics (HEC),
University of Lausanne



Kurrus Paul
Vice President Public
Affairs and Environment,
Swiss International
Air Lines Ltd



Platzer Casimir
President, GastroBern
President, Hotel Associa-
tion Bernese Oberland



Robyr Jérémie
President,
Valais Tourism



**Scheidegger Eric,
Dr. rer. pol.**
Ambassador,
Deputy Director SECO
Head of Promotion
Activities Directorate,
State Secretariat for
Economic Affairs SECO



Solari Marco
President, Ticino Turismo
President, Locarno
International Film Festival



Studer Urs W.
(from 1.1.2008)
Mayor of Lucerne



Trachsel Hansjörg
(from 1.7.2007)
Member of the Govern-
ment Council (GR),
Department of Economy
and Social Services,
Canton of Graubünden



Marty Dick F., Dr.
(until 30.11.2007)
President,
Switzerland Tourism
Member of the Council
of States (TI)



Schwitzguebel Pierre
(until 31.12.2007)
Vice-President,
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Brändli Christoffel
(until 30.6.2007)
Member of the Council
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Resignations Board of Directors 2007

Management.

Executive Board.



Jürg Schmid
Director



Urs Eberhard
Vice Director
Manager, Swiss Market &
International Markets,
MICE



Michel Ferla
Vice Director
Manager, France,
Belgium, Spain, Portugal



Daniela Bär Bruderer
Head Corporate Com-
munications,
Media &
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Partnerships & Content
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Management and acquisi-
tion of sector partners,
quality programmes,
Content Management
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Partnerships & Content
Management
(from 1.8.2008)



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 Bruderer

Member of Executive Staff Unit
(until 31.3.2008)

Head Corporate Communications,
Media & Market Research

Dino Dulio

Manager Italy (until 31.5.2008)
Tiziano Pelli (from 1.6.2008)

Alex Herrmann

Manager North America

Jörg Krebs

Member of Executive Staff Unit
Head Location Marketing
EURO 2008

Evelyn Lafone

Manager United Kingdom & Ireland

Christina Marzluff

Manager Germany & Austria

Martin Nydegger

Manager Netherlands
(until 31.7.2008)

Federico Sommaruga

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

Roger Zbinden

Manager Asian Key Markets

Switzerland Tourism Council.

Aubert Isabelle

Board of Directors, Switzerland Tourism
(from 1.1.2008)
Director, Centre International
de Conférences Genève (CICG)

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
(until 30.6.2007)
Member of the Council of States (GR)

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

Christen Hans-Ruedi

CEO, Chocolat Frey AG
(from 1.1.2008)

Deillon Robert

Director, Geneva International Airport
(from 1.2.2008)

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)
(until 31.12.2007)

Gagliardi Tiziano

Director, Ticino Turismo

Halder Daniel

Head of Merchant Business Management
Swisscard AECS AG

Hew Florian, Dr.

Director, GastroSuisse

Hofer Walter

Director, Global Refund Schweiz AG

Juen Christoph, Dr.

CEO, hotelleriesuisse

Kämpf Richard

Head of Tourism, State Secretariat
for Economic Affairs SECO
(from 1.5.2008)

Keller Peter, Prof. Dr.

Board of Directors, Switzerland Tourism
(from 1.1.2008)
Head of Tourism, State Secretariat for
Economic Affairs SECO
(until 31.12.2007)

Kern Thomas

CEO, Unique (Flughafen Zürich AG)
(from 15.1.2008)

Kühne Ralph

Delegate of the Mayor's Office
City of Zürich

Kurrus Paul

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

Landolf Daniel

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

Lütolf Mario

Managing Director
Swiss Federation of Tourism

Marty Dick F., Dr.

President, Switzerland Tourism
(until 30.11.2007)
Member of the Council of States (TI)

Meyer Andreas

Chief Executive Officer
Swiss Federal Railways

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

Robyr Jérémie

Board of Directors, Switzerland Tourism
President, Valais Tourism

Roth Jean-François

President, Switzerland Tourism
(from 1.12.2007)

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
Deputy Director SECO
Head of Promotion Activities Directorate,
State Secretariat for Economic Affairs
SECO

Schwitzguebel Pierre

Vice President, Switzerland Tourism
(until 31.12.2007)

Sinzig Ulrich

Vice President, Switzerland Tourism
(until 31.12.2007)

Solari Marco

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

Steiner Thomas

Director, Schweizerische Tourismusfach-
schule / HES-SO Valais
(from 1.1.2008)

Studer Urs W.

Board of Directors, Switzerland Tourism
(from 1.1.2008)
Mayor of Lucerne

Suter Daniel

Director, Swiss Transport Museum

Trachsel Hansjörg

Board of Directors, Switzerland Tourism
(from 1.7.2007)
Member of the Government Council (GR)
Department of Economy and Social
Services, Canton of Graubünden

Tritten Martin

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

Tromp Mathias, Dr.

CEO, BLS Ltd.

Vollmer Peter, Dr.

Vice President, Switzerland Tourism
(from 1.1.2008)
Member of the National Council (BE)
(until 30.11.2007)
Director, Public Transport Association and
Swiss Cableways

Wilhelm Reto

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

Witschi Beat

Director, swissinfo/SRI

Balance Sheet 2007.

1 Assets	Balance sheet 31.12. 2007 CHF	Balance sheet 31.12. 2006 CHF
Current assets		
1.1 Liquid assets		
Cash on hand	44 225.09	52 930.02
Postal accounts	623 106.79	389 636.37
Bank accounts	4 691 001.14	4 680 185.60
Total liquid assets	5 358 333.02	5 122 751.99
1.2 Accounts receivable		
1.2.1 Receivables from sale of goods and services		
Receivables	3 758 825.03	3 455 063.21
Membership contributions not yet received	32 300.00	36 300.00
1.2.2 Other short-term accounts receivable		
Guarantee obligations, advances, prepayments	127 582.26	111 732.60
Social security	602 977.88	394 222.25
Others	958 667.28	700 457.32
Bad debt provision	-224 000.00	-209 000.00
Total accounts receivable	5 256 352.45	4 488 775.38
1.3 Stock and work in progress		
Stock and work in progress	191 965.20	193 732.15
Total stock and work in progress	191 965.20	193 732.15
1.4 Prepaid expenses		
Prepaid expenses	1 100 924.47	382 600.11
Total prepaid expenses	1 100 924.47	382 600.11
1.5 Non-operating receivables		
Real estate Paris	0.00	1 836 699.68
Total non-operating receivables	0.00	1 836 699.68
Total current assets	11 907 575.14	12 024 559.31
Fixed assets		
1.6 Financial assets		
Participations	1 732 504.00	1 732 504.00
Long-term receivables	368 025.25	411 006.52
Total financial assets	2 100 529.25	2 143 510.52
1.7 Tangible assets		
Office equipment/office machinery	259 739.25	276 971.80
IT equipment	488 242.80	455 561.93
Infrastructure for presentations	0.00	367 986.17
Total tangible assets	747 982.05	1 100 519.90
1.8 Fixed assets		
Real estate	8 381 659.11	5 441 190.65
Total fixed assets	8 381 659.11	5 441 190.65
Total fixed assets	11 230 170.41	8 685 221.07
Total assets	23 137 745.55	20 709 780.38

Balance Sheet 2007.

2 Liabilities and owners' equity		Balance sheet 31.12. 2007	Balance sheet 31.12. 2006
		CHF	CHF
Liabilities			
2.1	Short-term liabilities		
2.1.1	Short-term financial debt		
	Bank loans	0.00	2 000 000.00
2.1.2	Accounts payable for sales and services		
	Creditors	6 199 034.14	5 598 270.43
2.1.3	Other short-term liabilities		
	Social security	678 701.97	530 959.74
	Third parties	1 436 962.32	1 426 847.68
	Pension funds	184 946.25	164 992.45
	Total short-term liabilities	8 499 644.68	9 721 070.30
2.2	Deferred credits to income/short-term provisions		
	Deferred credits to income	2 446 982.46	2 464 924.92
	Personnel provisions	1 053 438.26	1 109 898.26
	Total deferred credits to income/ short-term provisions	3 500 420.72	3 574 823.18
2.3	Long-term liabilities		
2.3.1	Long-term financial liabilities		
	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	1 855 606.25	2 280 500.00
	Extraordinary events destination Switzerland	5 130 500.00	2 508 000.00
	Reserve for staff terminations	473 065.20	404 231.31
2.3.3	Unrelated liabilities Real estate Paris	1 413 764.58	0.00
	Total long-term liabilities	9 833 781.87	6 153 577.15
	Total liabilities	21 833 847.27	19 449 470.63
Owners' equity			
2.4	Equity capital 1.1. 2007/2006	1 259 869.33	1 194 334.93
	Reduced expenditure	44 028.95	65 974.82
	Total owners' equity	1 303 898.28	1 260 309.75
	Total liabilities and owners' equity	23 137 745.55	20 709 780.38

Profit and Loss Account 2007.

3	Income	Budget 2007 CHF	Account 2007 CHF	Account 2006 CHF
Operating income				
3.1	Members' contributions			
	Swiss Confederation*	45 500 000.00	45 500 000.00	46 000 000.00
	Swiss Federal Railways SBB	27 000.00	27 500.00	27 500.00
	hotelleriesuisse (SHA)	100 000.00	100 000.00	100 000.00
	GastroSuisse	100 000.00	100 000.00	100 000.00
	Switzerland Tourism Council	768 000.00	809 250.00	809 250.00
	Swiss associations (cantons, communities, other tourism contributors, commerce interests, firms, organizations)	1 137 000.00	1 187 410.00	1 141 110.00
	Voluntary contributions	2 000.00	4 610.00	5 960.00
	Total members' contributions	47 634 000.00	47 728 770.00	48 183 820.00
3.2	Miscellaneous income	6 000.00	486 248.17	54 119.34
3.3	Financial income	42 000.00	137 732.69	31 480.75
	Total operating income	47 682 000.00	48 352 750.86	48 269 420.09
Marketing income				
3.4	Sponsorship marketing	4 087 000.00	4 322 879.68	3 515 896.69
3.5	EURO 2008 – marketing contribution of the Confederation	1 800 000.00	3 250 996.90	128 612.55
3.6	Other income from marketing	21 133 000.00	22 299 248.24	20 400 493.11
	Total marketing income	27 020 000.00	29 873 124.82	24 045 002.35
Extraordinary and third party income				
3.7	Third party income	55 000.00	51 408.20	54 354.27
3.8	Third party income real estate	1 457 000.00	1 405 887.82	966 359.36
	Total extraordinary and third party income	1 512 000.00	1 457 296.02	1 020 713.63
3.9	Additional expenditure	750 000.00	0.00	0.00
	Total income	76 964 000.00	79 683 171.70	73 335 136.07

* Contribution of the Confederation 2007: CHF 46 000 000.00 ./ CHF 500 000.00 for the World Expo Shanghai 2010.

Profit and Loss Account 2007.

4	Expenses	Budget 2007 CHF	Account 2007 CHF	Account 2006 CHF
Marketing expenses				
4.1	Marketing expenses	47 313 000.00	49 208 871.48	46 320 992.31
4.2	Expenses marketing EURO 2008, Confed. share (excl. ST share)	1 800 000.00	3 250 996.90	128 612.55
	Total marketing expenses	49 113 000.00	52 459 868.38	46 449 604.86
4.3	Personnel expenses for marketing			
	Salaries	16 693 000.00	16 662 845.38	16 270 714.52
	Social security	3 093 000.00	2 633 741.46	2 399 093.39
	Personnel expenses charged to third parties – marketing	-1 020 000.00	-1 112 163.42	-1 022 754.85
	Personnel expenses charged to third parties EURO 2008, contribution of the Confederation	0.00	-196 370.00	0.00
	Total personnel expenses for marketing	18 766 000.00	17 988 053.42	17 647 053.06
	Total marketing expenses	67 879 000.00	70 447 921.80	64 096 657.92
Operating expenses				
4.4	Personnel expenses – operational			
	Salaries	1 721 000.00	1 780 913.00	1 736 753.00
	Social security	283 000.00	326 209.00	284 135.00
	Total personnel expenses – operational	2 004 000.00	2 107 122.00	2 020 888.00
4.5	Secondary personnel costs			
	Staff training and continuing education	290 000.00	157 392.86	87 427.61
	Transfers and staff recruiting	250 000.00	333 208.06	533 139.61
	Vacation/overtime not yet compensated (provisions)	0.00	-56 460.00	-5 450.00
	Travel and representation expenses	340 000.00	291 619.18	307 370.87
	Other personnel expenses	434 000.00	166 607.70	458 511.85
	Total secondary personnel costs	1 314 000.00	892 367.80	1 380 999.94
4.6	Other operating expenditure			
	Premises	2 565 000.00	2 520 093.11	2 439 965.11
	Administration	1 502 000.00	1 282 460.24	1 326 371.82
	Public bodies	208 000.00	199 357.30	227 859.09
	Other operating expenditure	107 000.00	94 515.21	100 475.03
	Operating expenses charged to third parties	-180 000.00	-226 294.84	-217 322.03
	Total other operating expenditure	4 202 000.00	3 870 131.02	3 877 349.02
4.7	Miscellaneous expenses incl. bad debt	10 000.00	33 888.69	127 008.31
4.8	Financial expenses	174 000.00	501 988.26	95 785.56
4.9	Depreciation on tangible assets			
	Hardware and software	389 000.00	384 444.54	420 330.50
	Office equipment and fix installations	232 000.00	239 506.24	238 772.14
	Total depreciation on tangible assets	621 000.00	623 950.78	659 102.64
	Total operating expenses	8 325 000.00	8 029 448.55	8 161 133.47
Extraordinary and non-operating expenses				
4.10	Expenses third party real estate	760 000.00	1 161 772.40	1 011 369.86
	Total extraordinary and non-operating expenses	760 000.00	1 161 772.40	1 011 369.86
4.11	Reduced expenditure	0.00	44 028.95	65 974.82
	Total expenses	76 964 000.00	79 683 171.70	73 335 136.07

Notes to 2007 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.

	2007 CHF	2006 CHF
Pension fund liabilities		
Short-term liabilities towards domestic and foreign pension funds	185 000	165 000
Fire insurance, tangible property		
Chattles	2 200 000	2 200 000
IT equipment	1 012 000	1 012 000
Property (Paris property)	p.m.	p.m.
Assets pledged for own liabilities		
Fixed-term loan UBS (short-term)	0	2 000 000
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».	463 500	756 400
Investments		
STC Switzerland Travel Centre AG Zurich/London, central management, distribution and sale of Swiss 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	2 667	2 700
2.1.2 Creditors	64 285	60 199
Paris property account		
Income	1 405 887	1 001 754
Expenditure	1 161 772	1 046 764
Profit	244 115	-45 010
Leasing liabilities		
Total leasing liabilities	35 257	22 003
Guarantees		
House rental guarantee staff		
Los Angeles: USD 0 / 17 500	0	21 346
New York: USD 4 550 / 31 850	5 152	38 850
Salaries and social expenses		
Expenditures for salaries and social expenses directly attributable to marketing are reported in the corresponding «Marketing» category. The total of the positions «Salaries» and «Social expenses» amounts to:		
Salaries	18 443 758	18 007 467
Social expenses	2 959 950	2 683 228

Report of the Statutory Auditors.

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

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 2007.

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

Zürich, 19 March 2008

New Members 2007.

alpavia lüthi+stähli, Spiez
Arosa Kulm Hotel & Alpin Spa, Arosa
Bernensis Hotel AG, Carlton-Europe Hotel,
Interlaken
CGS Customer Ground Service AG, Zürich
Chardon Communications AG, Au ZH
Chur Tourismus, Chur 
E-Factor inc, Ilanz
Eidenbenz Kalender, Zollikofer AG,
St. Gallen
Einstein Hotel, St. Gallen
Grand Hotel Kronenhof, Pontresina
Group Worldspan, Glattbrugg
Gstaad 3000 AG, Gstaad
Hotel Kurhaus Weissenstein GmbH,
Weissenstein
Hotel Meisser, Guarda 
Hotel Metropol, Arbon 
Imagine Suisse – Imagina Suiza,
Emmenbrücke
Infocentro Gottardo Sud, Pollegio
Institut auf dem Rosenberg, St. Gallen
John F. Kennedy International School,
Saanen
Lemania College – Lausanne, Lausanne

Luftseilbahn Kies-Mettmen AG, Schwanden
Mehrwert Services GmbH, Rüslikon
Neue Disentiserhof AG, Disentis/Mustér
Orell Füssli Kartographie AG, Zürich
PlanSol AG, Regensdorf
Pré Fleuri – Ecole Alpine Internationale,
Chesières / Villars
SIMS – Swiss International Modern School,
Montreux
Swiss TS Technical Services AG,
Wallisellen 
Swisscard AECS AG, Horgen
swissinfo/SRI, Bern
Swissinfo Sàrl, Genève
Swissmade.com by Subwave Internet,
Zürich
Swisstours India, Zürich
Ticketcorner AG, Rümlang
Tour 168 of Switzerland GmbH, Thusis
Tourismusorganisation Engadin St. Moritz,
St. Moritz
Uri Tourismus, Altdorf
ViaStoria – Zentrum für Verkehrsgeschichte,
Bern

Members 2007.

Members 2006: 660 / 2007: 670

1. Swiss Confederation

Swiss Confederation, Berne

2. hotelleriesuisse, Berne



3. GastroSuisse, Zürich



4. Strategic Partners

Europcar, AMAG Services AG, Kloten
 Swiss Federal Railways SBB, Berne
 Swiss International Air Lines Ltd, Zürich
 Swiss Post, Berne
 Swisscard AECS AG, Horgen
 Swisscom AG, Berne
 Switzerland Cheese Marketing AG, Berne
 Switzerland Travel Centre AG (STC),
 Zürich
 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-Schwebbahn 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
 Radisson SAS Hotel Basel, Basel
 Sixt rent-a-car AG, Basel
 Swissôtel Basel, Basel
 TREFF HOTEL Verwaltungs AG,
 Ramada Schweiz, Basel
 VISIT BASEL AG, 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
 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
 alpavia lüthi+stähli, Spiez
 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
 Bernensis Hotel AG, Carlton-Europe Hotel,
 Interlaken
 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
 Destinationen Berner Oberland, Interlaken
 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
 Genossenschaft Sunrise Reisen,
 Niederwangen
 Gewerkschaft Unia, Bern
 Gondelbahn Grindelwald-Männlichen AG,
 Grindelwald
 Grand Hotel Park, Gstaad
 Grindelwald Tourismus, Grindelwald
 Gstaad 3000 AG, Gstaad
 Gstaad Palace, Gstaad
 Gstaad Saanenland Tourismus, Berg-
 bahnen Destination Gstaad AG, Gstaad
 Hallwag Kümmerly + Frey AG,
 Schönbühl-Bern
 Haslital Tourismus, Meiringen
 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 Schössli, Ipsach
 Hotel Restaurant Weisses Kreuz, Brienz
 Interlaken Tourismus, Interlaken
 INTERSPORT Schweiz AG, Ostermundigen
 Inter-Translations SA (itsa), Bern
 John F. Kennedy International School,
 Saanen
 Jungfrau Tours AG, Interlaken
 Jungfrauabahn, Interlaken
 Jura bernois Tourisme, Moutier
 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
 Niesenbahn AG, Mülmenen
 Polyquest AG, Bern
 Pro Emmental, Langnau i.E.

Railtour Suisse SA, Zollikofen		Région Lac de Morat, Morat		Bergbahnen Motta Naluns	
Reisebüro Open Up, Bern		Schwarzsee Tourismus, Schwarzsee		Scuol-Ftan-Sent AG, Scuol	
Reka Schweizer Reisekasse, Bern		Transports publics fribourgeois TPF,		Chur Tourismus, Chur	
Schilthornbahn AG, Interlaken		Fribourg		Cresta Hotels Davos, Davos Platz	
Schuh Interlaken AG, Interlaken		Union fribourgeoise du tourisme /		Davos Klosters Bergbahnen AG, Davos Dorf	
Schweizer Alpen-Club SAC, Bern		Freiburger Tourismusverband, Fribourg		Davos Tourismus, Davos Platz	
Schweizer Tourismus-Verband STV, Bern				E-Factor inc, Ilanz	
Schweizer Wanderwege				ENGADIN/Scuol Tourismus AG, Scuol	
SAW/FSTP/FSS/SHF, Bern				ENGADIN St. Moritz Mountain Pool,	
Seilbahnen Schweiz SBS, Bern				St. Moritz	
Simplex AG, Zollikofen				Ferienregion Brigels Waltensburg	
Sinnvoll Reisen GmbH, Meiringen				Andiast, Brigels	
SMIT – Schweizer Mittelland Tourismus,				Feriensiedlung Solaria, Davos Dorf	
Bern				Flims Laax Falera Tourismus AG, Flims	
Sportbahnen Hasliberg-Käserstatt AG,				Gemeinde Arosa, Arosa	
Hasliberg Wasserwendi				Gemeinde St. Moritz, St. Moritz	
Stadt Bern, Bern				Grand Hotel Kronenhof, Pontresina	
Stockhornbahn AG, Erlenbach i/S.				Graubünden Ferien, Chur	
Swiss Cycling, Bern				Graubündner Kantonalbank, Chur	
Swiss Historic Hotels, Muri b. Bern				HFT Graubünden Academia Engiadina,	
Swiss Retail Federation, Bern				Samedan	
Swiss Snowsports, Belp				Hotel Allegra, Pontresina	
swisscamps, Schönbühl				Hotel Bernina, Samedan	
swissinfo/SRI, Bern				Hotel Meisser, Guarda	
Swiss-Ski, Muri b. Bern				Hotel Saratz AG, Pontresina	
Thun Tourismus Organisation TTO, Thun				Hotel Waldhaus am See, St. Moritz	
Thunersee Tourismus, Thun				HTW Chur – Hochschule für Technik	
Tourenguide.ch, Biel				und Wirtschaft, Chur	
Tourismus Biel Seeland /				Intersoc Bruxelles, St. Moritz	
Tourisme Bienne Seeland, Biel-Bienne				Kanton Graubünden, Chur	
Verband öffentlicher Verkehr VöV, Bern				Kempinski Grand Hôtel des Bains,	
Verband Schweizer Tourismusmanager				St. Moritz	
VSTM, Bern				Klosters Tourismus, Klosters	
Verband Schweizerischer Privatschulen				Kulm Hotel St. Moritz, St. Moritz	
VSP, Bern				Kur- und Verkehrsverein St. Moritz,	
Verein Swiss Backpackers, Interlaken				St. Moritz	
ViaStoria – Zentrum für Verkehrs-				Lenzerheide Bergbahnen AG, Lenzerheide	
geschichte, Bern				LOGA Immobilien AG Engiadina, Silvaplana	
Victoria-Jungfrau Grand Hotel & Spa,				MOROSANI HOTELS DAVOS AG,	
Interlaken				Davos Platz	
W. Hauenstein Immobilien AG, Hünibach				Neue Disentiserhof AG, Disentis	
Watch Valley coordination, Bévillard				Park Hotel Waldhaus, Flims Waldhaus	
Wengen Classic Hotels, Wengen				Rhätische Bahn RhB, Chur	
Wengen Mürren Lauterbrunnental				Samnaun Tourismus, Samnaun	
Tourismus, Lauterbrunnen				Savognin Bergbahnen AG, Landquart	
Wengernalpbahn, Interlaken				Savognin Tourismus, Savognin	
Wirtschaftsförderung Stadt Biel, Biel				Sedrun Disentis Tourismus, Sedrun	
Zentrum Paul Klee, Bern				SSTH Swiss School of Tourism and	
				Hospitality, Chur	
				St. Moritz Polo AG,	
				Top Events of Switzerland, St. Moritz	
				swissrent a sport, Davos Platz	
				Tour 168 of Switzerland GmbH, Thisis	
				Tourismusorganisation Engadin St. Moritz,	
				St. Moritz	
				Tourismusverein Lenzerheide-Valbella,	
				Lenzerheide	
				Turissem Val Müstair, Tschierv	
				Verkehrsverein Obersaxen, Obersaxen	
				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 
Bucherer AG, 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 
Imagine Suisse – Imagina Suiza,
Emmenbrücke
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 Unternehmungsberatung, 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
Rent a Bike AG, Sursee
Rigi-Bahnen AG, Vitznau 
Schiffahrtsgesellschaft
Vierwaldstättersee (SGV), Luzern 
Seeburg Hotels AG, Luzern 
Seminarhotel Sempachersee, Nottwil 
Stadt Luzern, Luzern
Swiss-Limousinen-Service, Malers
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
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 SZ
Kanton Schwyz, Schwyz
RFG / Residenza Muzzano SA, Pfäffikon SZ
Schwyz Tourismus, Goldau
Schwyzer Kantonalbank, Schwyz
Seedamm Plaza (Hotel Seedamm AG),
Pfäffikon SZ 
Seminar- und Wellnesshotel Stoos,
Stoos 
Swiss Knife Valley AG, Ibach
swissApartments, Gross 
Tierpark Goldau und ZooSchweiz, Goldau
Verkehrsverein Oberiberg, Oberiberg
Victorinox, Ibach

Solothurn

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

St. Gall

Abenteuerland Walter Zoo AG Gossau,
Gossau SG
Amt für Wirtschaft Kanton St. Gallen,
St. Gallen
Bad Ragaz Tourismus, Bad Ragaz
Eidenbenz Kalender, Zollikofer AG,
St. Gallen
Einstein Hotel, St. Gallen
Expo Norm AG, St. Gallen
Ferienregion Heidiland, Sargans 
Gemeinde Bad Ragaz, Bad Ragaz
Grand Hotels Bad Ragaz AG, Bad Ragaz
Hotel Säntispark, Abtwil 
Institut auf dem Rosenberg, St. Gallen
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 
Hotel Metropol, Arbon 
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
Corner 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 Ticinese (FART), Locarno 
 Festival internazionale del film Locarno, Top Events of Switzerland, Locarno
 Fondazione Monte Verità, Ascona 
 Hotel Ascona, Ascona
 Hotel Cadro Panoramica, Cadro
 Hotel Casa Berno und Arancio, Ascona 
 Hotel Castello del Sole, Ascona
 Hôtel de la Paix, Lugano
 Hotel Eden Roc Ascona (AG Grand Hotel Tschuggen), Ascona
 Infocentro Gottardo Sud, Pollegio
 Institute of Tourism Management IMAT, Scuola Superiore Alberghiera e del Turismo, Bellinzona 
 Lugano Turismo, Lugano 
 Municipalità della Città di Locarno, Locarno
 Municipalità della Città di Lugano, Lugano
 Ospizio San Gottardo, Airolo
 Repubblica e Cantone del Ticino, Bellinzona
 Romantik Hotel Orselina, Orselina
 SDH MANAGEMENT SA, Hotel Olivella, Vico Morcote
 Studio Silvio Tarchini, Manno
 Swissminiatur SA, Melide
 Ticino Turismo, Bellinzona 
 Villa Principe Leopoldo & Residence, Lugano
 Villa Sassa Hotel & Residence – Tessal SA, Lugano 

Uri

Andermatt Gotthard Sportbahnen AG, Andermatt
 Historische Reisepost AG, Andermatt
 Kanton Uri, Altdorf
 Uri Tourismus, 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 Riederalp Bahnen AG, Mörel 
 Alpen Resort Hotel, Zermatt
 Art Furrer Hotels, Riederalp
 Association hôtelière du Valais, Sion
 Bains de Saillon SA, Saillon
 Banque Cantonale du Valais, Sion
 Bergbahnen Hohsaas AG, Saas-Grund 
 Bettmeralp Bahnen AG, Bettmeralp
 Bettmeralp Tourismus, Bettmeralp 
 Brig Belalp Tourismus, Brig 
 César Ritz Colleges, Le Bouveret
 Chablais Tourisme SA, Monthey
 Citi – Coopérative Informatique Tourisme Immobilier, Martigny

Cœur du Valais, Sierre Anniviers Tourisme & Sion Région Tourisme, Sierre 
 Commune de Martigny, Martigny
 Crans-Montana Tourisme, Crans-Montana 
 den Hartogh Productions AG, Brig
 FerienArt Resort & Spa, Saas-Fee 
 Gemeinde Zermatt, Zermatt
 GGB Gornergrat-Monte Rosa-Bahn, Brig 
 Goms Tourismus, Fiesch
 Gourmet & Wellnesshotel Schweizerhof, Saas-Fee 
 Grächen Tourismus, Grächen 
 Grand Hotel Zermatterhof, Zermatt
 International Summer Camp Montana La Moubra, Crans-Montana
 Les Elfes Verbier SA, International Summer and Winter Camps, Verbier
 Les Roches, School of Hotel Management, Bluche/Randogne
 Leukerbad Tourismus, Leukerbad 
 Lindner Hotels und Alpenherme, Leukerbad 
 Luftseilbahnen Fiesch Eggishorn AG, Fiesch 
 Martigny Tourisme, Martigny 
 Matterhorn Gotthard Bahn, Brig 
 Nendaz Tourisme, Nendaz 
 Office du tourisme de Verbier / Val de Bagnes, Verbier 
 Office du tourisme Ovronnaz, Ovronnaz 
 Office du tourisme Anzère, Anzère
 Omega European Masters, Crans-Montana Golf Club, Top Events of Switzerland, Crans-sur-Sierre
 Provins, Sion
 Remontées Mécaniques de Crans-Montana-Aminona (CMA) SA, Crans-Montana
 Riederalp Mörel Tourismus, Riederalp 
 Riffelalp Resort AG, Zermatt
 Rund um Visp Tourismus, Visp 
 Saas-Fee Bergbahnen AG, Saas-Fee 
 Saas-Fee Tourismus, Saas-Fee 
 Schweizerische Tourismusfachschule/ HES-SO Wallis, Siders 
 Seiler Hotels Zermatt AG, Zermatt 
 Sport- und Feriencenter Fiesch, Fiesch
 STODR – Service du tourisme et du développement régional, Sion
 Swiss Chalet SA / FlexChalet, Champéry
 Swiss Pass Ltd, Sion
 Téléverbier SA, Verbier
 TMR S.A., Martigny 
 Valais Tourisme, Sion 
 Verband Bergsportschulen Schweiz VBS, Visp
 Veysonnaz Tourisme, Veysonnaz 
 VP Vex Promotion SA, Thyon-Les Collons
 Zermatt Bergbahnen AG, Zermatt 
 Zermatt Tourismus, Zermatt
 Zerzuben Touristik AG, Visp 

Vaud

Astra Hotel, Gestion Hôtelière Ming S.A., Vevey 
 Avenches Tourisme, Avenches 
 Balcon du Jura Vaudois Tourisme, Ste-Croix 
 Banque Cantonale Vaudoise, Lausanne
 Bionus Clinique Bon Port, Montreux
 Brillantmont International School, Lausanne
 Casino Barrière de Montreux, Montreux
 CDM Hôtels & Restaurants SA, Lausanne
 Centre de Congrès Montreux SA, Montreux
 Château d'Œx Tourisme, Château-d'Œx 
 Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis
 Chemin de fer NStCM et transports publics de la région yonnaise, Nyon
 CH-Travels and Trades Sàrl, Nyon
 Clinique La Prairie, Clarens/Montreux
 Compagnie générale de Navigation sur le Lac Léman CGN, Lausanne
 Conventus of Switzerland SA, Nyon
 Diablerets Tourisme, Les Diablerets 
 Ecole Chantemerle, Blonay
 Ecole hôtelière de Lausanne, Lausanne
 Etat de Vaud, Lausanne
 European University, Montreux
 Eurotel Riviera, Montreux
 Fondation du Château de Chillon, Veytaux 
 Fondation du Festival de Jazz de Montreux, Top Events of Switzerland, Montreux-Territet
 GoldenPass Services, MOB Montreux-Oberland Bernois et entreprises associées, Montreux 
 Grand Hotel des Bains, Yverdon-les-Bains 
 Grand Hôtel Suisse et Majestic, Montreux
 Helvia Trading & Travel SA, Montreux
 Hôtel Beau-Rivage Palace, Lausanne
 Hôtel La Barcarolle – Bays Hotels SA, Prangins 
 Hôtel le Bristol, Villars-sur-Ollon 
 Hôtel Préalpina, Chexbres 
 Hotel Résidence Bristôl, 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 
 Lausanne Tourisme, Lausanne 
 Lemania College, Lausanne
 Leysin Tourisme, Leysin 
 McDonald's Suisse Restaurant Sàrl, Crissier
 MINOTEL, Lausanne
 Montreux-Vevey Tourisme, Montreux 
 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 
 Office du tourisme de Gryon, Gryon 
 Office du tourisme de Payerne, Payerne
 Office du tourisme de Vallorbe, Vallorbe 
 Office du tourisme du canton de Vaud, Lausanne 
 Office du tourisme et du Thermalisme d'Yverdon-les-Bains et environs, Yverdon-les-Bains 
 Office du tourisme Rougemont, Rougemont 
 Panoeuro International Cooperation Sàrl, Lausanne
 Pré Fleuri – Ecole Alpine Internationale, Chesières / Villars
 Raffles Le Montreux Palace, Montreux
 REAT S.A., Relais Exploitations et Activités Touristiques SA, Leysin
 Rosebud Héritage SA, Vich
 Schweizer Heilbäder, Yverdon-les-Bains 
 SIMS – Swiss International Modern School, Montreux
 Site touristique des Mines de Sel de Bex, Bex
 Sources Minérales Henniez SA, Henniez
 Surval Mont-Fleuri, Montreux
 Swiss Budget Hotels, Villars-sur-Ollon 
 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 
 Welcome Swiss Tours SA, Lausanne

Zug

DuetHotel AG, freedreams Hotelscheck, Baar
 Executive Events GmbH, Zug
 feratel Schweiz AG, Rotkreuz
 Hapimag Verwaltungs- und Vertriebsgesellschaft Havag AG, Baar
 Kanton Zug, Zug
 Mövenpick Holding, Cham
 Stadt Zug, Zug
 VCH – Verband Christlicher Hotels, Oberägeri 
 Zug Tourismus, Zug 

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
 CGS Customer Ground Service AG, Zürich
 Chardon Communications AG, Au
 City Night Line CNL AG, Zürich
 CITYGUIDE (Schweiz) AG, Zollikon 
 CityGuideTV/YourStoryAG, Herrliberg
 Confiserie Sprüngli, Zürich
 Crowne Plaza Zurich, Zürich 
 Data Quest AG, Dietikon
 Digital Print AG, Zürich
 Dubler Rechtsanwälte, Zollikon-Zürich
 e-domizil AG, Zürich
 Elektro-Surber, Zürich
 FBM Gastro Management AG, Zürich
 Global Refund Schweiz AG, Brüttsellen
 Group Worldspan, Glattbrugg
 Habegger AG, Regensdorf
 Hans Meier Tourist AG, Zürich 
 Hertz AG – Switzerland, Schlieren
 Hiestand Schweiz AG, Schlieren
 Hotel Senator, Zürich
 Hotel-Restaurant UTO KULM, Uetliberg 
 Hotels with a Bookmark, Zürich
 Howeg transGourmet Schweiz AG, Dietikon
 Interhome AG, Glattbrugg
 Internationale Schule für Touristik AG IST, Zürich 
 Kuoni Reisen Holding AG, Zürich
 Lindt & Sprüngli (Schweiz) AG Schokoladenfabriken, Kilchberg ZH
 Linkgroup, Zürich
 Manz Privacy Hotels Switzerland, Zürich
 Mauell Reklame AG, Buchs
 Mehrwert Services GmbH, Rüschiikon
 Mosse Media AG, Zürich 
 Offsetdruck Goetz AG, Geroldswil
 Orell Füssli Kartographie AG, Zürich
 Osec Business Network Switzerland, Zürich
 Photoglob AG, Zürich
 PlanSol AG, Regensdorf
 Präsidialdepartement der Stadt Zürich, Zürich
 Rentenanstalt / Swiss Life, Zürich
 Rito AG, Zürich
 Robert Lötscher AG, Fällanden
 Romantik Seehotel Sonne, Küsnacht 
 SAP (Schweiz) AG, Regensdorf
 Schweizer Bergführerverband, Zürich
 Schweizer Jugendherbergen, Zürich 
 Schweizerische Gesellschaft für Hotelkredit SGH, Zürich
 Schweizerischer Reisebüro-Verband, Zürich
 Schweizerisches Landesmuseum, Zürich
 SHV Schweizerischer Hängegleiter-Verband, Zürich
 Sihldruck Stulz AG, Zürich
 Sorell Hotels / ZFV-Unternehmungen, Zürich 

Spectrum Events AG, Zürich
 Spillmann/Felser/Leo Burnett, Zürich
 Stand-up-Switzerland AG, Zürich
 Starwood & ArabellaSheraton Hotels, Zürich
 Steigenberger Hotels AG, Zürich
 Swiss Deluxe Hotels, Zürich
 Swiss International Hotels, Zürich 
 Swiss Partner Service GmbH, Adliswil
 Swiss Quality Hotels, Stäfa 
 Swiss Re, Schweiz. Rückversicherungs-Gesellschaft, Zürich
 Swiss Trails GmbH, Oberweningen
 Swiss TS Technical Services AG, Wallisellen 
 Swisscard AECS AG, Horgen
 Swissmade.com by Subwave Internet, Zürich
 Swissôtel Zürich, Zürich
 Swisstours India, Zürich
 Switzerland Convention & Incentive Bureau, Zürich
 The Guide Company AG, Zürich
 The Swiss Holidays AG, Zürich
 Ticketcorner AG, Rümlang
 Tiscover AG, Männedorf
 Tourdata AG, Zürich
 Tourmedia AG, Zürich
 Transunix AG, Regensdorf
 TV Productioncenter Zürich AG, Zürich
 UBS AG Zürich, Zürich
 Verband Schweiz. Schifffahrtsunternehmungen, Zürich
 VSW / ASSP, Verband Schweizerischer Werbegesellschaften, Zürich
 Widder Hotel, Zürich 
 Winterthur Tourismus, Winterthur 
 Zürcher Festspiele, Zürich
 Zürcher Hoteliers, Zürich
 Zürcher Kantonalbank, Zürich
 Zürich Tourismus, Zürich 
 Zürich Versicherungs-Gesellschaft, Zürich
 Zürichsee Druckereien AG, Stäfa
 Züri-Unterland Tourismus, Bülach

6. Liechtenstein

Liechtenstein Tourismus, Vaduz 
 Visiorama AG, Triesen

7. Germany

Mainau GmbH, Insel Mainau

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F +39 02 760 011 63
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