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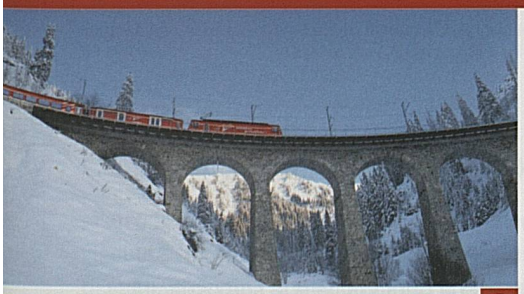

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Nella presente relazione annuale, Svizzera Turismo viene abbreviato con ST.
Switzerland Tourism is abbreviated to ST in this Annual Report.

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In copertina: I «pulitori di montagne» nell'Aletsch, Vallese. Un pesce d'aprile in videoclip fa il giro del mondo.
Cover photo: "Mountain Cleaners" in the Aletsch region, Valais. This April Fool's Day clip was seen around the world.