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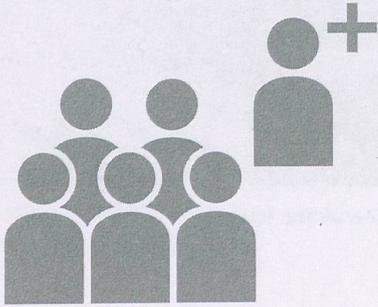
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2015 highlights.

Change from previous year

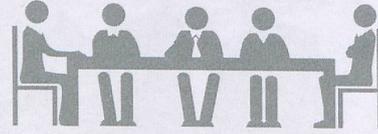


5.49 m

High-value customer contacts **+570,000**

Customer contacts via eNewsletter, Call Centre, MySwitzerland.com, and tour operators continue to grow steadily.

More details on page 24



784

Meetings **+25**

The Switzerland Convention & Incentive Bureau successfully brought numerous meetings, events and conferences to Switzerland.

More details on page 30

+53,833

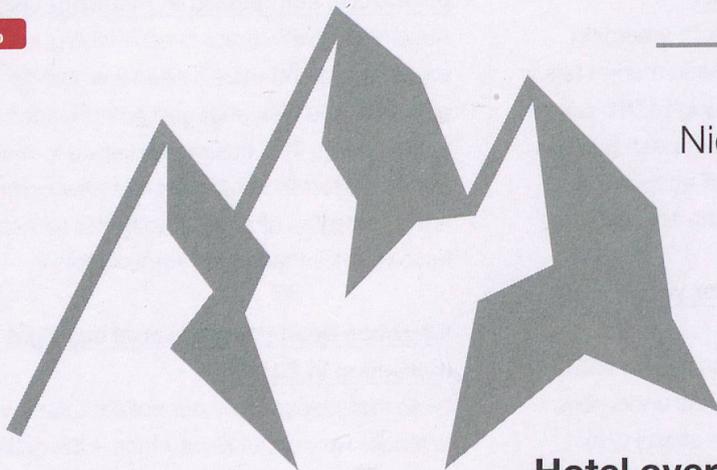
Korea **+20.5%**

+26,046

Schweiz **+0.2%**

-97,840

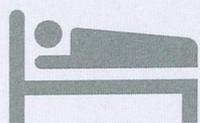
Niederlande **-14.4%**



Hotel overnights

Significant differences between nearby and overseas markets, consistent development in the home market. The Swiss guests remain loyal to their country.

More details on page 10



4.81 m

KAM overnights **+390,000**

ST was able to additionally generate 4.81 million overnights in Key Account Management (KAM).

More details on page 25

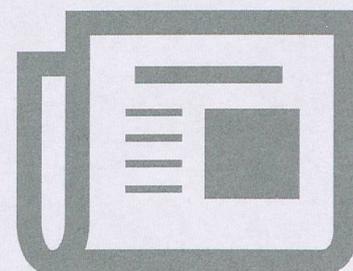


2.25 m

Social media contacts **+240,000**

Upward trend on Instagram, Facebook, Twitter, etc.: ST's social media channels are more popular than ever.

More details on page 24

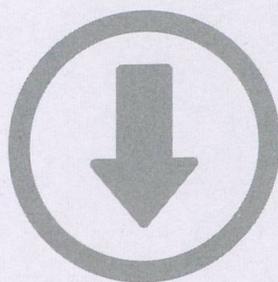


1,900

Top media results **+262**

1,900 reports about Switzerland were prominently placed and presented in the media.

More details on page 25



2.53 m

Mobile app downloads **+300,000**

More and more interested visitors to Switzerland are downloading the mobile apps from ST.

More details on page 24