

Zeitschrift: Annual Report / Switzerland Tourism
Herausgeber: Switzerland Tourism
Band: - (2015)

Rubrik: Campaigns

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Campaigns.

The drive of your life: Tremola, between the
Gotthard Pass and Airolo (Ticino).
© Nico Scharer

Cities.

Ambassadors for boutique towns.

Positioning Swiss cities as “boutique towns” is already happening. Every city involved will be sending an ambassador to work with ST, an idea borne out of the 2015 Cities campaign.

The message is loud and clear: Swiss cities and towns are relaxed places, a stone's throw from nature, and within walking distance to incredible attractions and culture – without the queues. To highlight these selling points and provide top tips to tourists, these cities have appointed charismatic local personalities as their ambassadors. These are people who know the backstreets, and can tell you where to find the most romantic café in town. They also share their insider tips so visitors from all over the world feel at home as they explore any one of the 22 Swiss cities. These ambassadors' tips also form the core of ST's global communication strategy such as the Cities multimedia e-brochure, which encourages visitors to spend a long weekend in Switzerland. The country's nine largest cities also appear individually in our City Stories brochure, which has a circulation of two million.

Cities

“Switzerland's cities are boutique towns with pretty historic quarters and a sense of well-being inviting visitors to linger for longer. Visitors are plunged into world-class art and culture yet also gaze up at the the surrounding peaks – all in one place.”

Key messages

- **The high density of experiences:**
art, culture, gastronomy, shopping
- **Everything close at hand:**
stress-free, easy to navigate
- **Gateways to nature:**
the spectacular world of Swiss nature is close at hand

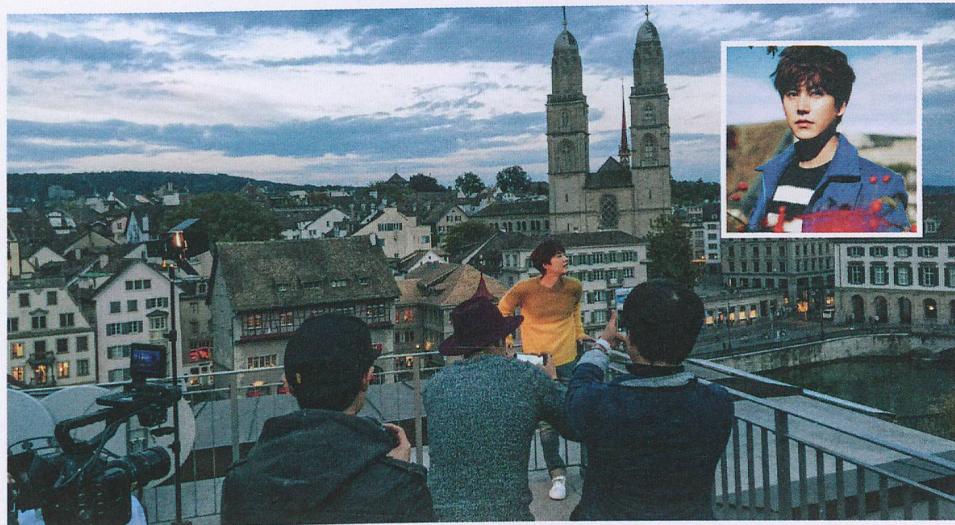
Partners

- Association Swiss cities
- The A+ cities (Basel, Bern, Geneva, Lausanne, Lucerne, Lugano and Zurich)

Facts and figures.

Cities	2015	2014
Budget	CHF m	9.5
Share of total budget	%	9.9
Target markets	BE, CH, DE, ES, FR, IT, RU, UK, US (with CA)	
Brochures distributed	m	10
Participants on ST media trips		777
Media conferences (home and abroad)		37
Media contacts (readers, viewers, listeners)	bn	3.32

Main partners of the Cities campaign:



Singing the
praises of Zurich:
Korean superstar
Cho Kyuhyun.



Three clicks to
happiness:
insider tips from
the ST app.



"Time Out" on Swiss cities.

Young, urbane and raring to go, "Time Out London" is a renowned leisure and listings magazine with 307,000 readers and over a million Facebook followers. It is a concept which lends itself perfectly to the major Swiss cities. ST introduced the Make MySwitzerland app in two editions of "Time Out", and took out advertorials featuring the coolest urban spots in Switzerland. This initiative resulted in over 1.5 million media contacts.



Zurich as a music city.

In 2015, ST again succeeded in winning over a Korean pop superstar as a Swiss Friend. In fact, it bagged a whole trio of them: Kyuhyun, Leeteuk and Ryeowook, who all sing in the 11-strong boy band Super Junior. With an entourage of Korean press in their wake, the three paid an autumn visit to Switzerland. Kyuhyun flew out earlier to record a videoclip for his solo project on Mount Titlis and in downtown Zurich, and by the end of the year, he had received over three million hits on YouTube alone.



Transport genius: Tokyo heads to Switzerland.



Smart travel in Switzerland.

Say "Switzerland" to the Japanese and what they see is breathtaking countryside and world-class public transport. With this in mind, ST decided to launch a Tokyo campaign on "Smart Travel in Switzerland", with a summer touring theme and a special focus on the art, culture and design of Swiss cities. A variety of publicity efforts in the Japanese capital's upscale shopping and entertainment quarter, Ginza, netted around two million unique website visitors.

Meetings.

Success despite stronger Swiss currency.

The strong franc has challenged Switzerland's position in the MICE market, but with flexibility and determination, the year was a success on this front too.

To remain competitive as a MICE destination, the Switzerland Convention & Incentive Bureau (SCIB) had to drop the tariffs of some existing offers and reduce rates of congresses and conventions which had been confirmed before the euro peg was abandoned. Strong negotiating skills were required on the part of SCIB and a great deal of flexibility was demanded of the partners. Result: many events could be kept in Switzerland. Despite higher costs, most companies found that it paid off and they experienced record numbers of delegates. ST was particularly pleased by the growth of American incentives in Switzerland. Promisingly, the Asian incentive market also continued to develop, in turn helping to meet the shortfall from European markets. In 2015, SCIB acquired 784 conventions, events and conferences, and processed 1,311 inquiries.

Meetings

"Switzerland stands for sustainable and perfectly organised meetings with uniquely spectacular views... every inch of space packed with experiences."

Key messages

- Added values and services
- Social programmes and activities
- Knowledge and business destination
- Congress centres
- Conference hotels
- Transportation / accessibility

Partners

- SCIB members

"True, the costs are higher, but it's worth holding your conference in Switzerland."

Barbra Steuri-Albrecht, Head of Meetings & Incentives

Facts and figures.

Meetings	2015	2014
Budget	CHF m	7.3
Share of total budget	%	7.6
Tourism revenue	CHF m	63.2
Visits to MySwitzerland.com/meetings		263,157
KAM-generated overnights		201,170
Number of meetings, events & conferences	784	759
Number of quotation requests processed by SCIB	1,311	1,456



Kindling the fire: AIA staff enjoying a barbecue at the Bächlihof in Jona SG.



Taking 800 Singaporean employees to Zurich.

It was in 2014, at the inaugural Asia Trophy organised by SCIB and ST, where ST first established contact with MICE Matters, a Singapore-based agency. These convention professionals were so taken with Switzerland they decided to make it the next incentive destination for one of their customers, insurers AIA. As a result, nearly 800 AIA employees came to Zurich for four nights in 2015, representing a spending value of CHF 2.9 million.

International

MICE special at STM.

At the Switzerland Travel Mart (STM) in Zermatt, ST seized the chance to gather 50 specialists in MICE (meetings, incentives, conventions and exhibitions) from long-haul markets and update them on the latest developments. With key foreign travel agencies present, ST significantly increased its reach, resulting in 7,500 instances of direct influence on hotel stays.

International

Comprehensive online meeting planner.

Business meetings generate around 20 % of all hotel stays and the new online meeting planner on MySwitzerland.com makes it easier for organisers. This free online tool, available in English, French and German, has had around 26,000 hits (as of end 2015) since its launch in March 2015. By searching using individual criteria, organisers can see suggestions for suitable locations and supporting programmes, plus useful extras such as arrival information. The search draws data from around 700 conference centres, specialist seminar hotels and event venues across Switzerland.

MySwitzerland.com/meetingplanner



Quick and intuitive: the new online meeting planner.



Olivier Mathieu of Lausanne Tourism (left) in a lively exchange with participants at the SCIB event in Brussels.



Close to the decision-makers.

In Belgium, a key market for conventions in Switzerland, SCIB invited local movers and shakers to two Grand Tour of Switzerland events at legendary Brussels museum-gallery, D'letteren, whose pride and joy is a collection of over 100 classic cars and horse-drawn carriages. A total of 95 VIP decision-makers from international associations and companies attended. In 2015, SCIB Belgium had 61 requests for quotes and generated 9,503 hotel stays in Switzerland.

Summer.

A 1,600-kilometre-long dream route.

By creating the Grand Tour of Switzerland, ST launched one of the strongest products of recent years. It's had huge support, especially from the all-important domestic market.

On 1,600 kilometres, the Grand Tour packs in an incredible number of Swiss highlights, and offers visitors countless variations on local experiences. The concept has been a hit with the domestic market, too, introducing new groups of visitors to undiscovered regions and adding tourist value there. This new dream route also serves as Switzerland's big-ticket answer to the current global trend for touring – and the overwhelming media coverage it has generated has surpassed all expectations. To champion the route in the future and for its ongoing development, the Association Grand Tour of Switzerland has been set up. The Grand Tour is at the crux of ST's summer marketing campaign for both 2015 and 2016. Worldwide, the summer campaign generated 4.6 billion media contacts and influenced 2.6 million hotel stays.

Summer

"The Grand Tour of Switzerland combines Switzerland's highlights in one single journey."

Key messages

- Highlights and tips along the Grand Tour of Switzerland
- Hotels along the Grand Tour
- Cities

Partners

- Association Grand Tour of Switzerland
- Regions
- Destinations
- Swiss Parks

Facts and figures.

Summer	2015	2014
Budget	CHF m	46.9
Share of total budget	%	48.8
Target markets	worldwide	worldwide
Brochures distributed	m	19.0
Visits to MySwitzerland.com	m	13.3*
Participants on ST media trips		842
Media contacts (readers, viewers, listeners)	bn	4.6
KAM-generated overnights	m	2.6

* Including Cities campaign content

Tourism partners for our summer campaign:





Switzerland in your pocket:
French service-station campaign.



Grand Tour guide for France.

"Le Routard" is France's most influential travel guide publisher and together with ST, they produced "Le Grand Tour de Suisse" handbook with 18,000 copies for trade, and 160,000 free brochures to give away. One way the brochure was distributed was in Grand Tour tote bags given away on key French motorway routes during the spring to highlight the route. This resulted in 480,000 unique website visitors.



Harley Davidson bikers are fans of Switzerland, too.



Perfect curves for a Harley.

With 70,000 visitors and 25,000 Harley Davidson motorcycles, this year's three-day Swiss Harley Days in Lugano broke all records, the highlight being a 10.5-kilometre-long parade of 3,500 of these coveted two-wheelers. As a partner organisation, ST had a strong presence in the Harley Village with Grand Tour video walls to show how well the latest bikes would take to this country's legendary road curves. ST also had a separate Grand Tour stand and held a competition which resulted in 700 new newsletter subscribers.



A strong entry: the ADAC travel guide.



Touring fever in Germany.

You can tackle one theme in a hundred ways. Another way was by attending ITB, the world's biggest tourism trade fair, hosted in Germany, and chosen location for the international launch of the Grand Tour of Switzerland. ST presented the route to 74 leading journalists at six media events; integrated the Tour as a bookable product into eight travel agents' catalogues; and teamed up with ADAC Verlag to present the route highlights in book and magazine format. ST's various initiatives led to 100 articles and 37 million contacts.



Driving experiences highlighted in ST's summer magazine.

International

Grand Tour summer magazine.

Naturally, the summer magazine was given over to the Grand Tour. Trusty ambassadors Sebi & Paul let ST follow their adventures via their travel diary, while readers got the driving bug via inspiring articles and an engaging route map. 381,300 copies of the magazine were printed in six languages and given out globally at trade fairs, events, press conferences and via tourism partners.



On top of the world: the Miss India finalists on Mount Titlis.



India's fairest and Switzerland's finest.

In India, the Miss India contest bestows an almost royal status on its participants. No surprise then that there was a media stampede when the six finalists took their entourage of stylists, photographers and camera teams to the Titlis mountain railway at ST's invitation to begin a tour of the country. As a partner of Miss India, ST was able to showcase Switzerland's attractions through advertising and during coverage of the shows throughout the competition. The Miss India journey generated around 11 million contacts through TV and print media.



Travel guide enraptures the Czechs.

The travel guide produced to accompany the Grand Tour of Switzerland attracted a great deal of attention in the Czech Republic, especially among visitors interested in active Alpine holidays. The guide (print run of 5,000) goes beyond simply describing sections of the Grand Tour: its 111 highlights, each one accompanied by a personal tip from the authors, become an invitation to discover the whole country. This exceptional travel guide was sold at Czech bookshops and events, and promoted on various media channels. The Grand Tour initiative generated 889,000 media contacts.



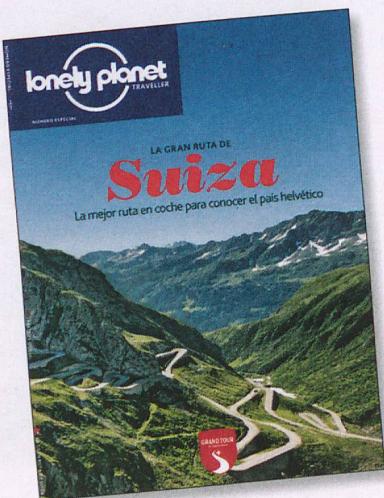
Gulf states

Showtime at the Dubai Motor Show.

Honouring us with his presence: Sheikh Hamdan of Dubai (centre) at the ST stand.

Dubai Motor Show is the largest car show in the Arab world, attracting around 110,000 visitors annually. As an event partner, ST enjoyed a prime spot in the main hall and thanks to a generous advertising budget, turned the Grand Tour of Switzerland, and by extension the whole country, into a hot topic and media item during the event. Over the course of the show, ST handed out 28,000 Grand Tour flyers and netted around ten million media contacts.

The traveller's bible: "Lonely Planet".



Motorcycle legends on tour.

In Spain, ST and partner Harley Davidson promoted the Grand Tour of Switzerland as a destination for motorcyclists and published 80,000 copies of a brochure with "Lonely Planet Magazine". They were distributed during the Harley Davidson Days, an annual fixture in Barcelona that attracts around a million bikers from across Europe.





Switzerland is just a short hop from Milan.



Expo as a chance.

Special rail offers and discount hotel bookings made Switzerland the talk of the town during the Milan Expo. Central to this campaign was capitalising on the geographical advantage of Switzerland's borders with northern Italy, putting the Grand Tour of Switzerland within easy reach. On social media, in TV and radio promos, as part of a roadshow and thanks to a dedicated website, the campaign generated 238 million media and marketing contacts.



Not didgeridoos, but ... alpenhorns ring out in Australia.



Swiss Village Down Under.

The BBR Festival at Circular Quay in Sydney played host to a three-day food and culture festival of the Francophone world. For the first time, Switzerland, a partly French-speaking country, was represented on-site with a Swiss Village, which reached over 300,000 festival-goers, and various media initiatives generated a total of 11 million contacts.

Lights, camera, action! Filming day at Fabric Frontline in Zurich.



Switzerland as Chinese soap opera setting.

The acclaimed Chinese soap opera "Fanyiguan" follows the glamorous lives and loves of young Chinese diplomats, with superstar actor Yang Mi playing the lead. Of its 42 episodes, five are set around Lake Geneva and Zurich. Broadcast nationwide by one of China's biggest TV channels, this gave rise to around 120 million contacts. During shooting, ST took the lead on location, coordinating with Swiss partners Zurich International Airport, SWISS, STS, Glacier3000, Lake Geneva Region, and Zurich Tourism.



All aboard the old VW.

An idea as endearing as it was popular was advertising the Grand Tour of Switzerland on an old VW bus. ST Brazil repurposed it as a vintage food truck and drove 1,600 kilometres from São Paulo to Rio de Janeiro. Swiss delicacies were given out en route, journalists and travel agents were welcomed, and Brazilian travellers were invited to discover what Switzerland has to offer. The tour saw over 2,000 sales pitches and 40 published articles.

Winter.

Rediscovering a love of Switzerland.

#INLOVEWITHSWITZERLAND marked the start of a new communication strategy to reconnect guests, especially domestic visitors, with their enduring love for Switzerland's snowy peaks.

The Swiss winter may be an easy sell, but winter tourism faces major challenges. The strong Swiss franc led to decreased visitor numbers from Europe, but visitors from the growing, long-haul markets prefer to visit in summer. Therefore, ST started an intensive global campaign to advertise the country's winter season, with a particular focus on the domestic market. The inspirational messages and special offers aim to inspire Swiss citizens to rediscover the Swiss winter that's right on their doorstep.

This new communication strategy is a long-term one, and via the hashtag, tourists can share their love of the country. For this campaign, ST invited 481 foreign journalists to Switzerland and held 35 media conferences which scored 13.5 million hits on MySwitzerland.com.

Winter

"Switzerland is the original destination for active snow-white winter experiences with the warmth of an open fire in the hearth."

Key messages

– Topography:

genuine, snow-white winter experiences with a high recreation factor

– Brand and innovative strength:

Swissness, authenticity and convenience

– Pioneering spirit, tradition and history:

mountain railways, snow sport schools, variety of snow sports

Partners

– Regions

– Destinations

– Swiss Snowsports

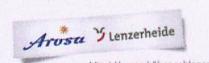
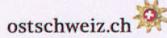
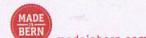
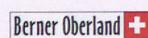
– IG Schnee (Snow Interest Group)

Facts and figures.

Winter		2015	2014
Budget	CHF m	22.7	24.3
Share of total budget	%	23.6	25.6
Target markets	worldwide	worldwide	
Brochures distributed	m	5.0	11.0
Visits to MySwitzerland.com	m	13.5*	13.6*
Participants on ST media trips		481	697
Media contacts (readers, viewers, listeners)	bn	3.1	2.7
KAM-generated overnights	m	1.3	1.3

* Including Cities campaign content

Tourism partners for our winter campaign:





Partnering with the Ski Club of Great Britain.

It was the British who made Switzerland the home of winter tourism 150 years ago. To revive the love affair, ST entered into a multi-year partnership with the Ski Club of Great Britain last year and in 2015. The main activity was a series of advertorials and special offers in the Club's "Ski & Board Magazine". To boost Switzerland's image, ST wrote personally to the Ski Club's 28,000 members and sent a dedicated newsletter to their 113,000 subscribers.



Mission Moscow: Olympic champion Iouri Podladchikov with ST director Jürg Schmid.



Probably a record for a winter launch.

Seldom has there been so much interest in a ST winter press conference as witnessed in Moscow. Under the banner of the **#INLOVEWITHSWITZERLAND** motto, ST welcomed 104 journalists from across the Russian Federation to a networking event, with exclusive access for BE! Tourism, the umbrella marketing organisation for the canton of Bern. Russian-born, Swiss Olympic champion snowboarder Iouri Podladchikov was a guest speaker and interviewee for local media. He captured Russians hearts with his personal style, and media coverage generated by this evening alone reached around ten million viewers and listeners.



The promotional coverage featuring Buzz Aldrin will have reached 58.1 million people worldwide by the end of March 2016.

International

A small step for Buzz Aldrin.

The second man on the moon went on one more mission for our winter campaign. In a new TV promo, the legendary Apollo 11 astronaut Buzz Aldrin is seen gliding panoramically past the Breithorn in his white ski suit, saying, "When I first landed here, I said to myself, 'This is simply out of this world. This is the most amazing landscape I've ever seen'." It proved a big hit on YouTube, has been broadcast on TV in Switzerland and Italy, and shown in cinemas in France, Germany, the UK and USA.

Loving the Swiss winter: ski instructors on the Bundesplatz.



Ski instructors get hearts beating.

The core message of our revamped winter campaign is re-igniting a love for Switzerland. To mark the upcoming winter season, around 500 ski instructors from 60 Swiss resorts gathered in Bern on 31 October and on the Bundesplatz, the centre of national life. Here, they formed a huge heart to announce they were **#INLOVEWITHSWITZERLAND** – by opening and closing umbrellas in the national colours of red and white, the formation resembled a beating heart. It was a euphoric start to the campaign, as seen by the 2.5 million contacts received on social media.



Germans give their feedback.

In 2015, ST entered into a multi-year partnership with DSV, the German Skiing Association, and to kick things off, DSV magazine readers tested Swiss winter resorts and reported back. For the association's 650,000 members, this was a genuine, credible way of getting their attention.

Updated several times a day: the Swiss Snow Report app.



"GoSwiss GoSnow" — a winter event at China's Wanlong Ski Resort.



China's first ski travel agents.

GoSnow is China's first professional ski travel agency, subsidiary of Caissa Touristic, a leading European tour operator with a focus on Chinese outbound tourism. Switzerland is the first European destination to work with GoSnow. Together with ST they held a two-day winter promotional event, "GoSwiss GoSnow", at Wanlong Ski Resort, involving 7,000 winter sport fans and, Swiss partners.



Charm offensive by ST Netherlands.



500,000

downloads

With half a million users, Swiss Snow Report has been ST's most successful app since its launch in 2008.



A literally lovely start to the winter.

What better place to launch the winter season to the Dutch than in an Amsterdam pub that's called De Nieuwe Liefde (The New Love)? ST combined forces with 15 Swiss winter resorts and invited 51 journalists and representatives of leading travel agencies to hear about the new communication strategy **#INLOVE-WITHSWITZERLAND** – and convince them to rediscover an old passion.



Corviglia,
St. Moritz:
the "Unidos da
Tijuca" brought
Switzerland to Rio.



Hot rhythms in the Swiss winter.

To promote the Swiss winter to the Brazilians and encourage them to think of Switzerland as a holiday destination, ST invited "Unidos da Tijuca", Rio's most celebrated samba ensemble, to experience it for themselves. After enjoying Zurich and St. Moritz and witnessing Switzerland's version of Carnival Night in Lucerne and Basle, they translated their impressions into a colourful show. The dance which celebrated Switzerland was performed at the February 2015 Rio Carnival showcased the country to around 80 million TV viewers.



The great outdoors beckons Swedes.

For the second year running, ST invited Swedish fans of the outdoors to get to know Switzerland's natural attractions and activity offering. The event took place on 19 November in Stockholm, part of **#INLOVEWITHSWITZERLAND**, and welcomed around 250 members and opinion leaders from leading Swedish outdoors clubs. Among the guests were prominent Swiss sportsmen and women, who were only too happy to talk about their favourite place to train – Switzerland, of course.



Montréal en Lumière: capturing the magic of a wintry Swiss village.



Switzerland impresses as co-host of Canadian event.

"Montréal en Lumière" is one of North America's biggest open-air winter festivals. Switzerland played co-host at its 17th annual event, showcasing the country at the heart of the festival area with a Swiss winter village and a range of activities themed around the 150th anniversary of organised winter tourism, the Grand Tour of Switzerland and its more established rail equivalent. This attracted around one million visitors in person and nearly ten million contacts.

Themed campaigns.

Families, adventures and scenic trips — our themed campaigns clearly position ST in the global tourism market.

Switzerland is the nature playground of the world. The Families campaign was one way of showing how much there is for families, with the variety of family-friendly accommodation and certified family resorts, and the brochures, flyers and the "Family Trips" app were a great success. In 2015, there

were 325,000 hits on MySwitzerland.com/familien while the "Outdoor. Swiss made" campaign, with SwitzerlandMobility and SwissTrails, demonstrated how the exceptional infrastructure, friendly service and breathtaking scenery will delight families. ST's close partnership with Swiss Travel System (STS) will continue and the Panoramic Journeys campaign features the country's ten most beautiful rail, bus and boat trips.

Facts and figures.

Themed campaign Families	2015	2014
Budget	CHF m	0.5
Share of total budget	%	0.5
Target markets	CH, BE, IT, NL, US (with CA)	CH, BE, GCC, IT, NL
Brochures distributed	m	0.22
Visits to MySwitzerland.com	m	0.3
iApp downloads		38,733
		27,000
Themed campaign Outdoor. Swiss made.		
Budget	CHF m	0.6
Share of total budget	%	0.6
Target markets	CH, DE, IT, NL, US (with CA)	CH, DE, IT, ES, NL, UK
Brochures distributed	m	0.12
Visits to MySwitzerland.com	m	0.1



A healthy way to slice through the Big Apple: free bikes to promote the cycling paradise Switzerland.

Free bikes for New York.

Thanks to ST, and the numerous articles in leading media outlets, New Yorkers enjoyed free Citi Bikes all day on 14 May with over 44,000 people taking advantage. Our newsletters, postcards and social media initiatives all played their part in selling Switzerland as the ultimate cycling paradise, and the initiative attracted over seven million media contacts.



Noriko comes to Switzerland.

Invited by ST, top Japanese singer Noriko Kato ventured on the Grand Train Tour of Switzerland. Accompanied by journalists including a Japanese TV broadcaster, her travels were turned into a weekly series broadcast over three months. A DVD spin-off charting Noriko's Swiss journey was also produced, and her journal and photos can be viewed and downloaded from www.myswiss.jp. The initiative generated a whopping 470 million contacts.

A smooth change: Noriko Kato on the Glacier Express and the Kleine Scheidegg in the Bernese Oberland.

International

Grand Train Tour of Switzerland.

For those who prefer train trips to road trips, Switzerland still offers the greatest of touring experiences. The Grand Train Tour of Switzerland from ST partner Swiss Travel System links the country's most spectacular scenic routes along 1,280 kilometres of track, and the hop-on, hop-off flexibility ensures no one misses out on any of the popular stops en route. Foreign visitors can book the whole journey on a single ticket, the unbeatable Swiss Travel Pass. 190,000 Grand Train Tour of Switzerland brochures have also been distributed.

SwissTravelSystem.com/grandtraintour



The finest vistas in a single train ride: the Grand Train Tour of Switzerland.



Stay fit, stay active: holiday ideas from ST.

Ten perfect family tours.

To promote good health, ST and health insurer Visana got families on their bikes. 300,000 copies of the ST brochure featuring the country's top ten family bike routes were inserted into "L'illustre" and "Schweizer Illustrierte", the French- and German-speaking versions of popular consumer magazines for the domestic market. With tips and tricks for a successful bike adventure in all corners of the country, readers could also enter a competition organised by Visana, one of ST's official partners, to win a family holiday.