

# The figures

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Switzerland Tourism.



# The Figures.

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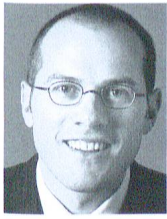




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# Management.



**Jürg Schmid**  
Chief Executive Officer



**Urs Emch**  
**Marketing Services & Brand Management**  
Member of Management  
Marketing & Promotional Products, Fairs and Events, Market Research, Mailing House, STM (Switzerland Travel Mart), Brand Management



**Michel Ferla**  
**Overseas Markets, Mandates, MICE Marketing**  
Vice Director  
Overseas Markets, Mandates & Cooperation with Embassy Networks, Convention, Seminar & Incentive Marketing (SCIB), as well as International Markets Support Desk



**Markus Graf**  
**Finance & Corporate Services**  
Member of Management  
Accounting & Control, Information Management, Infrastructure, Telephone/Reception



**Daniela Bär**  
**Corporate Communications/Media**  
Member of Extended Management  
International and National Media Work, Product and Corporate Communication



**Jörg P. Krebs**  
**Marketing Leisure**  
Member of Management  
Product Marketing (Mountain Summer, Families, Autumn, Public Transport, Active Switzerland, Swiss Cities, Theme Routes, Wellbeing, Winter, Coordination with activities of Swiss Market)



**Eva Brechtbühl**  
**Partnerships & Content Services**  
Member of Management  
Management and Acquisition of Sector and Business Partners, Quality Programme, Content & Project Services



**Klaus Oegerli**  
**Europe**  
Member of Management  
Europe (Benelux countries, Germany/Austria, France, United Kingdom & Ireland, Italy)



**Gabriella Buchmüller**  
**Human Resources**  
Member of Management  
Personnel Administration and Development



**Federico Sommaruga**  
**Southeast Asia & Mandates**  
Member of Extended Management  
Australia, China, Hong Kong, Malaysia, Russian Federation, Singapore, Spain, Taiwan, Thailand



**Urs Eberhard**  
**North America**  
Member of Extended Management  
USA, Canada, Mexico



**Thomas Winkler**  
**Portal Management & Internet Marketing**  
Member of Management  
Development, Operation & Management of MySwitzerland.com website, Worldwide Internet Marketing, Content Management & Data Organisation



# Board of Directors.

**Marty Dr. Dick F.**

President of Switzerland Tourism  
Member of the Council of States (TI)

**Schwitzguebel Pierre**

Vice President of Switzerland Tourism  
President, Lausanne Tourism

**Sinzig Ulrich**

Vice President of Switzerland Tourism  
President, Swiss Mittelland Tourism

**Bernasconi Claudio**

Delegate of GastroSuisse, Hotelier

**Blumenthal Paul**

Head of the Passenger Transport Division,  
Swiss Federal Railways

**Brändli Christoffel**

Member of the Council of States (GR)  
President, Graubünden Holidays

**Casanova Claudio**

Member of the Association Board of  
hotelleriesuisse, Hotelier

**Kurrus Paul**

Member of the National Council (BL)  
Vice President for Public Affairs  
and Environment,  
Swiss International Air Lines

**Maitre Jean-Philippe**

Member of the National Council (GE)  
Attorney

**Robyr Jérémie**

President, Valais Tourism

**Schawalder-Briguet Esther**

Member of the Management  
Touring Club of Switzerland TCS

**Scheidegger Dr. Eric**

Economic Advisor GS-EVD  
seco

**Vollmer Dr. Peter**

Member of the National Council (BE)  
Director, Public Transport Association and  
Swiss Cableways

# Auditors.

**Chairman****Kamber Urs**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Members****Bantli Armin**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Marbacher Lukas**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Alternate members****Gerber Stefan**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich

**Willborn Robert**

Partner, Chartered Accountant  
PricewaterhouseCoopers AG, Zurich



# The Switzerland Tourism Council.

**Bernasconi Claudio**

Board of Directors, Switzerland Tourism  
Delegate of GastroSuisse, Hotelier

**Bieger Prof. Dr. Thomas**

Chairman of the Board,  
Institute for Public Services and Tourism  
University of St. Gall (HSG)

**Blumenthal Paul**

Board of Directors, Switzerland Tourism  
Head of the Passenger Transport Division  
Swiss Federal Railways

**Brändli Christoffel**

Board of Directors, Switzerland Tourism  
Member of the Council of States (GR)  
President, Graubünden Holidays

**Büchel Roland**

Managing Director  
Liechtenstein Tourism

**Burkhard Dr. jur. Hans-Peter**

Office for Economics and Labour  
Canton of Zürich

**Bütler Adalbert**

Management Chairman, Bucherer AG

**Cachot Maurice**

General Manager, Wenger S.A.

**Casanova Claudio**

Board of Directors, Switzerland Tourism  
Member of the Association Board of  
hotelleriesuisse, Hotelier

**Crettaz Ulrich**

Vice Director Corporate Affairs  
Philip Morris SA

**Dosé André**

President & CEO, Swiss International Air Lines

**Eggmann Christoph**

General Manager, Mercuri Urval AG

**Fasciati Silvio**

Director, Rhaetian Railways RhB

**Gygi Ulrich**

Managing Director, Swiss Post

**Hagmann Beat**

Chairman, Tourism Department, Cantonal  
Office for Economic Development, Bern

**Hew Dr. Florian**

Director, GastroSuisse

**Hofer Walter**

General Manager  
Global Refund Switzerland AG

**Huber Klaus**

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

**Hürlimann Peter**

Marketing Director  
Swiss Transport Museum

**Keller Prof. Dr. Peter**

Head of Tourism  
State Secretariat for Economic  
Affairs, seco

**Kühne Ralph**

Departmental Secretary  
for the Presidential Department  
City of Zürich

**Kurrus Paul**

Board of Directors, Switzerland Tourism  
Member of the National Council (BL)  
Vice President for Public Affairs and  
Environment, Swiss International Air Lines

**Lamparter Jürg**

Delegate of the Syndicate of Swiss  
Universal Banks

**Lerch Hans**

Chief Executive Officer  
Kuoni Travel Holding AG

**Maitre Jean-Philippe**

Board of Directors, Switzerland Tourism  
Member of the National Council (GE)  
Attorney

**Marty Dr. Dick F.**

President of Switzerland Tourism  
Member of the Council of States (TI)

**Müller Prof. Dr. Hansruedi**

Director, Research Institute for Leisure and  
Tourism, University of Bern

**Nünlist Stefan**

Head of Group Communications  
Swisscom AG

**Nuvall Waldemar**

Chairman & Chief Executive Officer  
McDonald's Switzerland Holding SA

**Renner-Bach Judith**

Director, Swiss Tourism Federation STF

**Rey Dr. Christian**

President, hotelleriesuisse

**Riedener Urs**

Executive Marketing Director  
Member of the Executive Board  
Federation of Migros Cooperatives

**Robyr Jérémie**

Board of Directors, Switzerland Tourism  
President, Valais Tourism

**Sardinha Carlos**

Director, Europcar AMAG Services AG

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Board of Directors, Switzerland Tourism  
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Vice President of Switzerland Tourism  
President, Swiss Mittelland Tourism

**Stinca Giuseppe**

Director, Ticino Tourism

**Suter Daniel**

Director, Swiss Transport Museum

**Tromp Dr. Mathias**

Director, BLS Lötschberg Railway AG

**Vollmer Dr. Peter**

Board of Directors, Switzerland Tourism  
Member of the National Council (BE)  
Director, Public Transport Association and  
Swiss Cableways

**Weibel Dr. Benedikt**

Chief Executive Officer  
Swiss Federal Railways



# Balance Sheet 2002.

1 Assets	Balance sheet 31.12.2002 CHF	Balance sheet 31.12.2001 CHF
<b>Current assets</b>		
1.1 Liquid assets		
Cash on hand	42 505.94	38 098.20
Postal accounts	549 091.73	691 536.29
Bank accounts	3 579 542.19	947 599.30
Short-term receivables	6 285 493.00	3 014 596.66
<b>Total liquid assets</b>	<b>10 456 632.86</b>	<b>4 691 830.45</b>
1.2 Accounts receivable		
1.2.1 Receivables from sale of goods and services		
Receivables	2 130 280.55	4 285 930.36
Membership contributions not yet received	237 100.00	1 400.00
1.2.2 Other short-term accounts receivable		
Guarantee obligations	131 569.16	106 589.80
Social security	290 023.14	297 912.36
Other receivables	643 990.87	515 823.57
Bad debt provision	- 210 000.00	- 50 000.00
<b>Total accounts receivable</b>	<b>3 222 963.72</b>	<b>5 157 656.09</b>
1.3 Stock and work in progress		
Stock and work in progress	125 448.01	128 775.13
<b>Total stock and work in progress</b>	<b>125 448.01</b>	<b>128 775.13</b>
1.4 Prepaid assets		
Prepaid asset	850 436.58	966 172.62
<b>Total prepaid assets</b>	<b>850 436.58</b>	<b>966 172.62</b>
<b>Total current assets</b>	<b>14 655 481,17</b>	<b>10 944 434,29</b>
<b>Fixed assets</b>		
1.5 Financial assets		
Participations	1 750 003,00	1 750 003,00
Other financial assets	3 000 000,00	14 238 869,34
Long-term receivables in respect of third parties	802 112,79	1 343 721,22
<b>Total financial assets</b>	<b>5 552 115,79</b>	<b>17 332 593,56</b>
1.6 Tangible assets		
Office equipment/office machinery	728 651.97	932 269.94
IT equipment	381 563.90	434 935.50
Infrastructure for presentations	1 858 274.45	1 341 359.60
<b>Total tangible assets</b>	<b>2 968 490.32</b>	<b>2 708 565.04</b>
1.7 Fixed assets		
Real estate	6 273 690.65	6 481 815.65
<b>Total fixed assets</b>	<b>6 273 690.65</b>	<b>6 481 815.65</b>
<b>Total fixed assets</b>	<b>14 794 296.76</b>	<b>26 522 974.25</b>
<b>Total assets</b>	<b>29 449 777.93</b>	<b>37 467 408.54</b>



# Balance Sheet 2002.

2	Liabilities and owners' equity	Balance sheet 31.12.2002 CHF	Balance sheet 31.12.2001 CHF
<b>Liabilities</b>			
2.1	Short-term liabilities		
2.1.1	Short-term financial debt		
	Bank loans	0.00	3 317 884.35
2.1.2	Accounts payable for sales and services		
	Creditors	3 129 005.69	9 031 153.99
2.1.3	Other short-term liabilities		
	Social security	501 489.48	426 439.81
	Third parties	305 020.47	994 263.44
	Pension funds	126 260.72	119 134.39
	<b>Total short-term loan capital</b>	<b>4 061 776.36</b>	<b>13 888 875.98</b>
2.2	Deferred credits to income/ short-term provisions		
	Deferred credits to income	8 039 922.84	1 162 590.61
	Personnel provisions	988 112.50	966 656.50
	Other provisions	0.00	47 839.06
	<b>Total deferred credits to income/ short-term provisions</b>	<b>9 028 035.34</b>	<b>2 177 086.17</b>
2.3	Long-term liabilities		
2.3.1	Long-term financial liabilities		
	Bank loans	8 000 000.00	5 000 000.00
	Third parties	78 430.70	78 430.70
	Pension funds	0.00	6 432 500.00
2.3.2	Long-term provisions		
	IT equipment	265 700.00	175 500.00
	Renovation of real estate Paris	170 000.00	170 000.00
	Conversion of rented premises	554 600.00	500 000.00
	Others	2 015 501.71	2 065 501.71
	Extraordinary events: Destination Switzerland	3 413 000.00	5 333 000.00
	Reserve for staff terminations	173 908.29	131 446.44
2.3.3	Unrelated Liabilities		
	Real estate, Paris	306 217.32	143 757.91
	<b>Total long-term loan capital</b>	<b>14 977 358.02</b>	<b>20 030 136.76</b>
<b>Total liabilities</b>		<b>28 067 169.72</b>	<b>36 096 098.91</b>
<b>Owners' equity</b>			
2.4	Balance 1.1.02/01	1 371 309.63	1 369 391.00
	Excess of revenue	11 298.58	1 918.63
	<b>Total equity</b>	<b>1 382 608.21</b>	<b>1 371 309.63</b>
<b>Total liabilities and owners' equity</b>		<b>29 449 777.93</b>	<b>37 467 408.54</b>



# Profit and Loss Account 2002.

3 Income	Budget 2002 CHF	Account 2002 CHF	Account 2001 CHF
<b>Operating income</b>			
3.1 Members' contributions			
Swiss Confederation	42 330 000.00	41 579 401.34	35 000 000.00
Swiss Federal Railways	200 000.00	200 000.00	200 000.00
Swisscom	250 000.00	250 000.00	250 000.00
GastroSuisse	80 000.00	100 000.00	80 000.00
hotelleriesuisse/Swiss Hoteliers Association	200 000.00	100 000.00	200 000.00
Swiss Road Transport Association	200 000.00	200 000.00	200 000.00
SWISS (Swissair)	250 000.00	250 000.00	250 000.00
Swiss Dairy Food	200 000.00	200 000.00	200 000.00
Swiss associations, cantons, communities, other tourism contributors	2 273 000.00	1 968 806.19	1 622 810.00
Voluntary contributions	9 000.00	9 335.00	9 535.00
<b>Total members' contributions</b>	<b>45 992 000.00</b>	<b>44 857 542.53</b>	<b>38 012 345.00</b>
3.2 Income arising from marketing	20 848 000.00	21 474 967.20	21 044 020.85
3.3 Miscellaneous income	57 000.00	46 074.16	176 174.11
3.4 Income arising from operating costs charged to third parties	498 000.00	625 670.88	534 935.81
3.5 Financial income	26 000.00	495 748.07	878 253.12
<b>Total operating income</b>	<b>67 421 000.00</b>	<b>67 500 002.84</b>	<b>60 645 728.89</b>
<b>Extraordinary and third party income</b>			
3.6 Third party income	45 000.00	58 030.83	1 217 780.02
3.7 Third party income from financial assets	400 000.00	86 911.65	436 463.55
3.8 Third party income from real estate	1 200 000.00	1 129 099.36	1 124 343.64
<b>Total extraordinary and third party income</b>	<b>1 645 000.00</b>	<b>1 274 041.84</b>	<b>2 778 587.21</b>
<b>Total income</b>	<b>69 066 000.00</b>	<b>68 774 044.68</b>	<b>63 424 316.10</b>



# Profit and Loss Account 2002.

4 Expenses	Budget 2002 CHF	Account 2002 CHF	Account 2001 CHF
<b>Operating expenses</b>			
4.1 Expenses arising from marketing	42 098 500.00	40 510 511.64	36 595 077.33
4.2 Miscellaneous expenses incl. bad debt	5 000.00	192 399.74	10 532.86
4.3 Personnel expenses			
Salaries	16 549 000.00	15 257 136.84	14 805 640.25
Social security	2 437 000.00	2 322 322.86	2 281 971.64
Staff training and continuing education	270 000.00	113 682.22	94 308.42
Transfers and staff recruiting	300 000.00	309 208.11	346 418.69
Vacation/overtime not yet compensated (provisions)	70 000.00	53 500.00	31 610.00
Travel and representation expenses	296 000.00	400 253.20	351 453.71
Other personnel expenses	143 000.00	175 600.71	87 720.07
<b>Total personnel expenses</b>	<b>20 065 000.00</b>	<b>18 631 703.94</b>	<b>17 999 122.78</b>
4.4 Other operating expenditure			
Premises	2 430 000.00	2 205 237.42	2 224 354.77
Administration	1 561 000.00	1 486 378.73	1 249 498.93
Public bodies	175 000.00	181 693.11	175 758.11
Other operating expenditure	157 500.00	100 405.37	95 554.51
<b>Total operating expenditure</b>	<b>4 323 500.00</b>	<b>3 973 714.63</b>	<b>3 745 166.32</b>
4.5 Financial expenses	303 000.00	1 072 562.88	869 651.65
4.6 Depreciation of tangible assets			
Hardware and software	300 000.00	395 895.71	509 582.72
Real estate/office equipment	388 000.00	510 503.74	654 694.29
Infrastructure for presentations	300 000.00	322 120.84	0.00
Infrastructure Swissair additional appropriations (acquisition value)	83 000.00	191 909.15	0.00
<b>Total depreciation on tangible assets</b>	<b>1 071 000.00</b>	<b>1 420 429.44</b>	<b>1 164 277.01</b>
<b>Total operating expenses</b>	<b>67 866 000.00</b>	<b>65 801 322.27</b>	<b>60 383 827.95</b>
<b>Extraordinary and non-operating expenses</b>			
4.7 Extraordinary expenses	0.00	0.00	0.00
4.8 Non-operating expenses	0.00	3 501.99	7 024.76
4.9 Expenses third party financial assets	200 000.00	1 942 644.12	2 123 110.62
4.10 Expenses third party real estate	1 000 000.00	1 015 277.72	908 434.14
<b>Total extraordinary and non-operating expenses</b>	<b>1 200 000.00</b>	<b>2 961 423.83</b>	<b>3 038 569.52</b>
4.11 Excess of revenue	0.00	11 298.58	1 918.63
<b>Total expenses</b>	<b>69 066 000.00</b>	<b>68 774 044.68</b>	<b>63 424 316.10</b>



# Notes to 2002 Financial Statements.

## Accounting principles

As a public institution, Switzerland Tourism orients its accounting and the establishment of its financial statements in accordance with Article 957 ff. of the Code of Obligations, as well as the applicable regulations set out in the sections governing share companies (Art. 662 ff. of the Code of Obligations). In accordance with Art. 21 of the organisational articles of incorporation, Switzerland Tourism's liability is limited to the amount of its assets.

	2002 CHF	2001 CHF
<b>Liabilities to pension funds</b>		
Short-term liabilities to domestic and foreign pension funds	126 260	119 134
Liabilities arising from deficit in covering funds of the Federal Pension Fund	0	6 432 500
<b>Fire insurance value of fixed assets</b>		
Furnishings	2 200 000	2 200 000
IT equipment	1 334 000	1 334 000
Real estate (Paris apartment) p.m.		
<b>Net retransfer of undisclosed reserves</b>		
Through the retransfer of unneeded provisions, undisclosed reserves were applied toward the financing of extraordinary marketing and operating expenses.	1 832 000	8 620 000
<b>Guarantees</b>		
Rent guarantee for apartment in Paris	37 000	0
<b>Participations</b>		
Switzerland Destination Management AG, Zürich, central operations, distribution and sale of swiss tourism products, share capital	10 500 000	10 500 000
Switzerland Tourism participation	33.33 %	33.33 %
<b>Earnings generated by apartment in Paris</b>		
Revenues from apartment	1 129 099	1 124 344
Expenses associated with apartment	1 015 277	908 434
Profit from apartment	113 822	215 910
<b>Leasing liabilities</b>		
Total amount of leasing liabilities	93 843	114 149
<b>Assets pledged for own liabilities</b>		
UBS		
– Financial assets (pledged)	0	2 865 672
– Authorised overdrafts	5 000 000	5 000 000
– Of which claimed	0	1 654 000
ZKB		
Other financial assets pledged for:	3 000 000	3 280 400
– fixed advance for apartment in Paris (included in long-term financial liabilities – bank loans)	5 000 000	5 000 000



# Auditors' Report.

## Report of the statutory auditors to the Members Assembly of Switzerland Tourism, Zürich.

As statutory auditors, we have audited the accounting records and the financial statements (balance sheet, income statement and appendix) of Switzerland Tourism for the fiscal year ended on December 31, 2002.

These financial statements are the responsibility of the Board of Directors, while our responsibility is to express an opinion on the financial statements based on our audit. We confirm that we meet the legal requirements concerning professional qualification and independence.

Our judgment is based on the comprehensive audit conducted by Pricewaterhouse-

Coopers AG and the report they made to the audit team.

This audit was conducted in accordance with auditing standards promulgated by the Swiss profession, which require that an audit be planned and performed to obtain reasonable assurance about whether the financial statements are free from material misstatement. The auditors examined on a test basis evidence supporting the amounts and disclosures in the financial statements. They 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

and the company's articles of incorporation, as well as the accounting principles set out in the notes to the financial statements.

We recommend that the financial statements submitted to you be approved.

### The auditors

#### Kamber Urs

Chartered Accountant in charge of the audit

#### Gerber Stefan




Chartered Accountant, alternate member








#### Bantli Armin

Chartered Accountant, member

Zurich, 20 March 2003

## New Members in 2002.

Agence de Voyages Marina Meltseva, Versoix  
Appenzellerland Tourismus AG, Appenzell   
Association hôtelière du Valais, Sion  
Baselland Tourismus, Liestal  
BegaSoft AG Internet Solutions, Bern  
Bergbahnen Motta Naluns Scuol-Ftan-Sent AG, Scuol  
Best Western Hotel Beau-Site, Adelboden   
Casino Kursaal Interlaken AG, Interlaken  
Chavannes-de-Bogis, Best Western Swiss Hotels, Chavannes-de-Bogis   
Citytours.org AG, Luzern  
Club Grand Hôtel & Palace, Basel  
Commune de Gruyères, Epagny  
Cresta Hotels Davos, Davos Platz  
Druckerei Stulz AG, Zürich  
DuetHotel AG, Zug  
Ed. Jobin AG, Brienz  
Expo Norm AG, St. Gallen  
Fink Medien AG, Neuenegg  
Glarnerland Tourismus, Glarus  
Hapimag Verwaltungs- und Vertriebsgesellschaft Havag AG, Baar  
Hotel Bernerhof, Gstaad  
Hôtel de Champéry/Promotion suisse des Portes du Soleil, Champéry

Hotel Edelweiss, Engelberg  
Hotel Eiger, Grindelwald   
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Hotel Résidence Bristol, Montreux-Territet  
Hotel Restaurant Weisses Kreuz, Brienz   
Hotel Schweizerhof, Bern  
Hotel Senator, Zürich  
Hotel Tobler, Ascona   
Hotel und Aertzthaus Cristal, Bad Ragaz   
Hotel Waldhaus am See, St. Moritz   
Hotel Wengener Hof, Wengen   
Hotel Winkelried, Stansstad  
Hôtels Le Sourire & Mont Rouge, Haute-Nendaz  
Lindner Hotels & Resorts Schweiz, St. Moritz  
Manz Privacy Hotels Switzerland, Zürich  
Meiringen-Hasliberg-Bahnen AG, Meiringen   
Messe Berlin, Basel  
Office du tourisme de Gryon, Gryon  
Office du tourisme Ovronnaz, Ovronnaz  
Office du tourisme Rougemont, Rougemont

Panoramawelt Lungern-Schönbühl, Lungern  
Park Hotels Waldhaus, Flims Waldhaus   
Prestige Travel Services, Genève  
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Richemond Héritage S.A., Vich  
Riederalp-Bahnen AG (LMR), Mörel   
Riffelalp Resort 2222 m, Zermatt  
Saastal Tourismus, Saas Grund  
Schiffsgastronomie AG auf dem Vierwaldstättersee, Luzern  
Schweizer Alpen-Club SAC, Bern  
Schweizerisches Landesmuseum, Zürich  
Simplex AG, Zollikofen  
Sörenberg Flühli Tourismus, Sörenberg   
Swissapartments, Sedrun  
Thermalp les Bains d'Ovronnaz SA, Ovronnaz  
Turicum Hotel Management Group, Zürich  
Unique Flughafen Zürich AG, Zürich  
Veysonnaz Tourisme, Veysonnaz   
Volkswirtschaftskammer Berner Oberland, Interlaken  
Wenger S.A., Delémont  
W4 Communications AG Cross Media Group, Wettingen  
Zunftthaus zur Rosen Weinstube & Amadeus, Stein am Rhein



# Members in 2002.

## 1. Confederation

Swiss Confederation, Bern

## 2. hotelleriesuisse, Bern

## 3. Swiss Road Transport Association, Bern

## 4. GastroSuisse, Zürich

## 5. Strategic partnerships

Swiss Federal Railways SBB, Bern

Swiss International Air Lines, Zürich

Swisscom AG, Bern

Die Post, Bern

Bucherer AG, Luzern

Europcar AMAG Services AG, Kloten

Migros Genossenschaftsbund, Zürich

Swiss Convenience Food Association (SCFA), Bern

Switzerland Cheese Marketing AG, Bern

Wenger S.A., Delémont

## 6. Members by Canton

### Aargau

Aargau Tourismus, Zofingen

Bad Zurzach Tourismus, Zurzach

Baden Tourismus, Baden

Baudepartement des Kantons Aargau, Aarau

ELAN Florian Weber AG, Menziken

Geriberz Reisen AG, Wettingen

Schweizerischer Bauernverband, Brugg

Stadt Baden, Baden

Stadt Lenzburg, Lenzburg

Tourismus Rheinfelden, Rheinfelden

W4 Communications AG Cross Media Group, Wettingen

### Appenzell AR

Appenzellerland Tourismus AR, Heiden

Kanton Appenzell AR, Volkswirtschaftsdepartement, Herisau

Säntis-Schwebelbahn AG, Schwägälp

Schweizer Kurhäuser, Herisau

### Appenzell AI

Appenzeller Kantonalbank, Appenzell

Appenzellerland Tourismus AG, Appenzell

Appenzellerland Tourismus AI, Appenzell

Volkswirtschaftsdepartement des Kantons Appenzell Innerrhoden, Appenzell

### Basel City

Basel Tourismus, Basel

Basler Druck + Verlag AG, Basel

Basler Zeitung, Basel

Club Grand Hôtel & Palace, Basel

Coop, Basel

Europäische Reiseversicherungs AG, Basel

Helvetia Patria Versicherungen, Basel

Manor SA, Basel

Messe Berlin, Basel

Schweizer Wanderwege, Riehen

Top Events of Switzerland, Basel

Werner Druck AG, Basel

### Basel Country

Baselland Tourismus, Liestal

Bed & Breakfast Switzerland, Arlesheim

BRO AG (Rent a Bike), Therwil

CONTACT groups.ch, Liestal

Lüdin AG, Druckerei, Liestal

Sunstar-Holding AG, Liestal

### Berne

Aare Seeland mobil AG, Langenthal

Adelboden Tourismus, Adelboden

Alpenregion Brienz-Meiringen-Hasliberg, Hasliberg Wasserwendi

Amt für wirtschaftliche Entwicklung des Kantons Bern, Abteilung Tourismus, Bern

ASMAS, Verband Schweizer Sportfachhandel, Bern

Beatenberg Tourismus, Beatenberg

BegaSoft AG Internet Solutions, Bern

Benteli Hallwag Druck AG, Wabern-Bern

Bern Tourismus, Bern

Berner Wanderwege, Bern

Best Western Hotel Beau-Site, Adelboden

Best Western Swiss Hotels, Bern

BLS Lötschbergbahn AG, Bern

Brienz-Rothorn-Bahn AG, Brienz

Casino Kursaal Interlaken AG, Interlaken

Chocolats Camille Bloch SA, Courtelary

Chocosuisse, Verband Schweizerischer Schokoladefabrikanten, Bern

Destination Berner Oberland, Gstaad

Druckerei Schüler AG, Biel

Ed. Jobin AG, Brienz

Einwohnergemeinde Spiez, Spiez

Einwohnergemeinde Thun, Thun

Ernst & Young AG, Bern

Fink Medien AG, Neuenegg

Firstbahnen, Grindelwald

Forschungsinstitut für Freizeit & Tourismus an der Universität Bern FIF, Bern

Gemeinde Interlaken, Interlaken

Gemeinde Saanen, Saanen

Gewerkschaft SMUV, Bern

Gondelbahn Grindelwald-Männlichen, Grindelwald

Grand Hotel Park, Gstaad

Grindelwald Tourismus, Grindelwald

Gstaad Saanenland Tourismus, Gstaad

Hallwag Kümmerly + Frey AG, Schönbühl-Bern

Hauenstein Hotels, Thun

Holiday Consulting and Travel AG, Bern

Hotel Allegro-Kursaal Bern, Bern

Hotel Bellevue-Palace, Bern

Hotel Bernerhof, Gstaad

Hotel Eiger, Grindelwald

Hotel Eigerblick AG, Grindelwald

Hotel Jungfrau & Haus Mönch AG, Mürren

Hotel Restaurant Weisses Kreuz, Brienz

Hotel Schweizerhof Bern, Bern

Hotel Wengener Hof, Wengen

Imboden Tourismus GmbH, Bern

Interlaken Tourismus, Interlaken

INTERSPORT Schweiz AG, Ostermundigen

Joaquim Verges - Tourist Organisationen, Meiringen

Jungfrau Tours AG, Interlaken

Jungfraubahnen, Interlaken

Jura bernois Tourisme, Moutier

Kandersteg Tourismus/Ferienregion

Lötschberg, Kandersteg

Kirchhofer AG, Interlaken

Lenk Tourismus, Lenk i.S.

Maluco AG, Faulensee

Meiringen-Hasliberg-Bahnen AG, Meiringen

MITROPA Suisse SA, Bern

Mystery Park AG, Interlaken-Unterseen

Niesenbahn AG, Mülenen

Polyquest AG, Bern

Pro Emmental, Langnau i.E.

Railtour Suisse SA, Bern

SC Sarner Cristal AG Schauglashütte, Uetendorf/Thun

Schilthornbahn AG, Interlaken

Schweizer Alpen-Club SAC, Bern

Schweizer Mittelland Tourismus, Bern

Schweizer Reisekasse reka, Bern

Schweizer Tourismus-Verband STV, Bern

Schweizerischer Eisenbahn- und Verkehrs-

personal-Verband SEV, Bern





Schweizerischer Ski- und Snowboard-

schulenverband, Belp



Schweizerisches Freilichtmuseum  
Ballenberg, Brienz   
Seilbahnen Schweiz SBS, Bern   
Simplex AG, Zollikofen  
Staatssekretariat für Wirtschaft seco, Bern  
Stadt Bern Wirtschaftsamt, Bern  
Stämpfli AG Grafisches Unternehmen, Bern  
Swiss Bankers Travellers Cheque Centre,  
Grosshöchstetten  
Swiss Cycling Haus des Sportes, Bern  
Swiss Retail Federation, Bern  
Swiss-Ski, Muri bei Bern  
Thun Tourismus, Thun  
Thunersee Tourismus, Thun  
Tourismus Biel Seeland/Tourisme Bienne  
Seeland, Biel/Bienne   
Verband öffentlicher Verkehr VÖV, Bern  
Verband Schweizerischer Campings  
VSC/ASC, Schönbühl  
Verband Schweizerischer Kartenverleger  
und -grossisten, Bern  
Verband Schweizerischer Privatschulen  
VSP, Bern  
Volkswirtschaftskammer Berner Oberland,  
Interlaken  
W. Gassmann AG, Biel  
Wengen Mürren Lauterbrunnental  
Tourismus AG, Lauterbrunnen  
Wengernalpbahn, Interlaken  
Wirtschaftsförderung Stadt Biel, Biel

### Fribourg

Association Région Lac de Morat, Morat  
Association touristique de la Glâne-Veveyse,  
Châtel-Saint-Denis  
Canton de Fribourg, Direction de l'Economie,  
des Transports et de l'Energie, Fribourg  
Communauté de l'Industrie Suisse de la  
Cigarette, Fribourg  
Commune de Gruyères, Epagny  
Fribourg Tourisme, Fribourg   
La Gruyère-Tourisme-Promotion, Bulle   
NH-Golden Tulip Hotels, Fribourg  
Office du tourisme d'Estavayer et sa région  
(ATER), Estavayer-le-Lac  
Office du tourisme de Charmey,  
Charmey   
Pays de Fribourg, Fribourg   
Transports publics fribourgeois TPF, Fribourg

### Geneva

Agence de Voyages Marina Meltseva,  
Versoix  
Commune de Meyrin, Meyrin  
Fert Tours International, Genève  
Genève Tourisme, Genève   
Hôtel de Berne, Genève  
Lakeside Marketing SARL, Genève  
Magnafin SA, Genève

Manotel SA, Genève   
MCI Group SA, Genève   
Mila Hotels International SA, Genève  
Orgexpo, Grand-Saconnex  
Prestige Travel Services, Genève  
République et Canton de Genève, Genève  
Sixt S.A., Genève  
Société des hôteliers de Genève, Genève  
Soleans Genève SARL, Genève  
Ville de Genève, Conseil administratif,  
Genève

### Glarus



Glarnerland Tourismus, Glarus  
Kanton Glarus, Glarus  
Sportbahnen Elm AG, Elm

### Graubünden

AG Hotels Schweizerhof & Post,  
Davos Platz  
Alpenarena.ch, Flims   
Arosa Bergbahnen AG, Arosa   
Arosa Tourismus, Arosa   
Badrutt's Palace Hotel AG, St. Moritz  
Bergbahnen Davos/Klosters, Davos Dorf  
Bergbahnen Motta Naluns Scuol-Ftan-Sent  
AG, Scuol  
Celerina Tourismus, Celerina  
Cresta Hotels Davos, Davos Platz  
Davos Tourismus, Davos Platz   
Departement des Innern und der Volkswirt-  
schaft des Kantons Graubünden, Chur  
Engadin Ferien, Oberengadiner Berg-  
bahnen, St. Moritz   
Feriensiedlung Solaria, Davos Dorf  
Freizeit Graubünden AG, Malans  
Gemeinde Arosa, Arosa  
Gemeinde Davos, Davos Platz  
Gemeinde St. Moritz, St. Moritz  
Graubünden Ferien, Chur   
Graubündner Kantonalbank, Chur  
Hotel Saratz, Pontresina   
Hotel Waldhaus am See, St. Moritz   
Hotel- und Touristikfachschiule, Chur  
Intersoc vzw - asbl, Valbella  
Klosters Tourismus, Klosters   
Kur- und Verkehrsverein Pontresina,  
Pontresina   
Kur- und Verkehrsverein Silvaplana,  
Silvaplana  
Kur- und Verkehrsverein St. Moritz,  
St. Moritz   
Lindner Hotels & Resorts Schweiz,  
St. Moritz  
Park Hotels Waldhaus, Flims Waldhaus   
Rentaski AG, Davos Platz  
Rhätische Bahn RhB, Chur   
Samedan Tourismus, Samedan   
Samnaun Tourismus, Samnaun-Dorf 

Savognin Tourismus im Surses, Savognin  
Scuol Tourismus AG, Scuol  
Sedrun Disentis Tourismus, Disentis  
Südostschweiz Print AG, Chur  
swiss golf hotels group Victor Zindel &  
Partner GmbH, Maienfeld  
Swissapartments, Sedrun  
Top Engadin Tourismus Organisation PLAIV,  
Zuoz  
Tourismusverein Lenzerheide-Valbella,  
Lenzerheide   
Tourismusverein Zuoz, Zuoz  
Trimarca AG, Chur  
Verkehrsverein Obersaxen, Obersaxen  
Verkehrsverein Sils, Sils Maria 


### Jura

Chemins de fer du Jura, Tavannes   
Jura Tourisme, Saignelégier   
République et Canton du Jura, Service de  
l'économie, Delémont


### Lucerne

Alpine Classic Hotels Service AG, Luzern  
Anker Travel Reisebüro, Vitznau  
Arbeitsstelle für Bildung der Schweizer  
Katholiken ABSK, Luzern  
Bucher Reisen AG, Luzern   
Casino Luzern, Luzern  
Citytours.org AG, Luzern  
Gsell & Partner GmbH, Luzern  
Gübelin AG, Luzern  
Hotel Continental-Park Luzern, Luzern  
Hotel Schweizerhof, Luzern   
IMI International Management Institute  
Switzerland AG, Kastanienbaum  
ITIS International Tourism Institute  
Switzerland AG, Kastanienbaum  
Kanton Luzern Wirtschaftsdepartement,  
Luzern  
Kultur- und Kongresszentrum Luzern  
Management AG, Luzern  
LTI Tours Ltd., Kriens  
Lucerne Festival, Luzern  
Luzern Tourismus AG, Luzern   
Pilatus-Bahnen, Kriens  
Rigi-Bahnen AG, Vitznau  
Schiffahrtsgesellschaft Vierwaldstättersee,  
Luzern   
Schiffsgastronomie AG auf dem Vierwald-  
stättersee, Luzern   
Sörenberg Flühli Tourismus,  
Sörenberg   
Stadt Luzern Finanzdirektion, Luzern  
Swiss Post Data Services AG, Luzern  
Swiss-Limousinen-Service, Malters  
Transport-Unternehmungen  
Zentralschweiz, Luzern  
USP Touristik AG, Horw



Verband Schweizerischer Schifffahrtsunternehmungen, Horw  
Verkehrshaus der Schweiz, Luzern  
Weggis Tourismus, Weggis 


### Neuchâtel

Banque Cantonale Neuchâteloise,  
Neuchâtel  
République et Canton de Neuchâtel,  
Département de l'économie publique,  
Neuchâtel  
Société de Navigation sur les lacs de  
Neuchâtel & Morat LNM, Neuchâtel  
Tourisme neuchâtelois, Neuchâtel   
Ville de Neuchâtel, Neuchâtel


### Nidwalden

Beckenried-Klewenalp-Bahn AG, Beckenried  
Hotel Winkelried, Stansstad  
Kanton Nidwalden, Volkswirtschafts-  
departement, Stans  
Luzern-Stans-Engelberg- Bahn,  
Stansstad   
Stanserhorn-Bahn-Gesellschaft, Stans   
Tourismus Vierwaldstättersee, Stans 



### Obwalden

Engelberg-Titlis Tourismus AG,  
Engelberg   
Hotel Edelweiss, Engelberg  
Panoramawelt Lungern-Schönbühl, Lungern  
Titlis Rotair Aerial Cableways, Engelberg  
Volkswirtschaftsdepartement Obwalden,  
Sarnen

### Schaffhausen

Einwohnergemeinde Stein am Rhein,  
Stein am Rhein  
Kanton Schaffhausen, Wirtschaftsamt,  
Schaffhausen  
Meier Schaffhausen Grafisches  
Unternehmen, Schaffhausen  
Schaffhausen Tourismus, Schaffhausen   
Schaffhauser Kantonalbank, Schaffhausen  
Stadt Schaffhausen, Schaffhausen  
ZunftHaus zur Rosen Weinstube &  
Amadeus, Stein am Rhein

### Schwyz






Gemeinde Brunnen-Ingenbohl, Brunnen  
Bezirksrat Einsiedeln, Einsiedeln  
Schwyzer Kantonalbank, Schwyz  
SEEDAMM PLAZA Tourischwyz AG,  
Pfäffikon SZ   
Sport- und Seminarhotel Stoos, Stoos   
Swiss Holiday Park, Morschach

Verkehrsverein Einsiedeln, Einsiedeln  
Verkehrsverein Oberiberg, Oberiberg  
Victorinox Messerfabrik, Ibach-Schwyz  
Volkswirtschaftsdepartement Kanton  
Schwyz, Schwyz  
ZooSchweiz Tierpark Goldau, Goldau

### Solothurn

Baloise Bank SoBa, Solothurn  
Einwohnergemeinde Olten, Olten  
Kanton Solothurn Tourismus, Solothurn  
Region Solothurn Tourismus, Solothurn   
Rothus AG, Revue Schweiz, Solothurn  
Vogt-Schild/Habegger Medien AG,  
Solothurn








### St. Gallen

Bad Ragaz Tourismus, Bad Ragaz   
Expo Norm AG, St. Gallen  
Ferienregion Heidiland, Sargans   
Gemeinde Bad Ragaz, Bad Ragaz  
Hotel Kapplerhof, Ebnat-Kappel  
Hotel und Aerztehaus Cristal,  
Bad Ragaz   
Institut für öffentliche Dienstleistungen und  
Tourismus an der Universität St.Gallen  
(HSG), St. Gallen  
Kanton St. Gallen, Volkswirtschafts-  
departement, St. Gallen  
Maestrani AG, St. Gallen  
Ostschweiz Tourismus, St. Gallen  
Pizolbahnen AG, Wangs  
Rapperswil Zürichsee Tourismus,  
Rapperswil  
Schweizerische Südostbahn AG, St. Gallen  
St. Galler Kantonalbank, St. Gallen  
St.Gallen-Bodensee Tourismus,  
St. Gallen   
Stadt Rorschach, Rorschach  
Stadt St. Gallen, St. Gallen  
Stadt Wil, Wil  
Thermalbäder und Grand Hotels  
Bad Ragaz, Bad Ragaz  
Toggenburg Tourismus, Wildhaus  
Touristikverein Flumserberg,  
Flumserberg 

### Thurgau

Huber & Co. AG Graphische Unter-  
nehmung, Frauenfeld  
Kanton Thurgau Öffentlicher Verkehr/  
Tourismus, Frauenfeld  
Schweizerische Bodensee Schifffahrts-  
gesellschaft AG, Romanshorn  
Stadt Frauenfeld, Frauenfeld  
Thurgau Tourismus, Amriswil  
Verein «Ferien auf dem Bauernhof», Altnau  
Wäger & Partner GmbH, Frauenfeld






### Ticino

B S I, S.A. Banca Svizzera Italiana SA,  
Lugano  
Banca dello Stato del Cantone Ticino,  
Bellinzona  
Corner Bank AG Bank Card Center, Lugano  
Ente Turistico Lago Maggiore, Locarno   
Esplanade Hotel Resort & Spa, Minusio/  
Locarno   
Ferrovie Autolinee Regionali Ticinese  
(FART), Locarno   
Hotel Casa Berno und Arancio, Ascona   
Hotel de la Paix, Lugano   
Hotel Eden Roc Ascona, AG Grand Hotel  
Tschuggen, Ascona   
Hotel Orselina, Orselina  
Hotel Tobler, Ascona   
Kreuziger SA Hotel Muralto, Muralto  
Lugano Turismo, Lugano   
Municipalità della Città di Locarno, Locarno  
Municipalità della Città, di Lugano, Lugano  
Navigazione Lago Maggiore Gest. gov.  
Italiana, Locarno   
Repubblica e Cantone del Ticino, Bellinzona  
Schweizer Casino Verband, Lugano  
Schweizerischer Verband Christlicher  
Hotels, Orselina  
Studio Silvio Tarchini, Manno  
Ticino Turismo, Bellinzona   
Villa Principe Leopoldo, Lugano



















### Uri







Andermatt Gotthard Sportbahnen AG,  
Andermatt  
Volkswirtschaftsdirektion Uri, 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 Ferien, Breiten ob Mörel  
Alpen Resort Hotel, Zermatt  
Anzère Tourisme, Anzère   
Association hôtelière du Valais, Sion  
Association suisse des directeurs du  
tourisme, Sion  
Banque Cantonale du Valais, Sion  
Belalp Tourismus, Blatten bei Naters   
Bettmeralp Tourismus, Bettmeralp   
Brig Tourismus, Brig   
Chablais Tourisme SA, Monthey  
Champéry Tourisme, Champéry   
Commune de Martigny, Martigny  
Crans-Montana Tourisme,










Crans-Montana   
 Den Hartogh Productions AG, Brig  
 Ecole suisse de tourisme EST et Centre de  
 Recherche, Sierre  
 Ferienart Walliserhof, Saas Fee   
 Fiesch-Fieschertal Tourismus & Goms  
 Tourismus, Fiesch   
 Furka-Oberalp-Bahn, Brig  
 Gemeinde Leukerbad, Leukerbad  
 Gemeinde Zermatt, Zermatt  
 Golf-Club, Crans-sur-Sierre  
 Grächen Tourismus, Grächen   
 Grand Hotel Zermatterhof, Zermatt  
 Hôtel de Champéry/Promotion suisse des  
 Portes du Soleil, Champéry  
 Hotelconsult SHCC Colleges Switzerland,  
 Le Bouveret  
 Hôtels Le Sourire & Mont Rouge,  
 Haute-Nendaz  
 International Summer Camp La Moubra,  
 Montana  
 Les Elfes Verbier SA International Summer  
 and Winter Camps, Verbier  
 Leukerbad Tourismus, Leukerbad   
 Lötschental Tourismus, Wiler   
 Luftseilbahnen Fiesch-Eggishorn AG,  
 Fiesch  
 Martigny, Tourisme, Martigny  
 Nendaz Tourisme, Haute-Nendaz   
 Office du tourisme de Sierre, Salgesch et  
 environs, Sierre  
 Office du tourisme de Verbier/Val de  
 Bagnes, Verbier   
 Office du tourisme Ovronnaz, Ovronnaz  
 Office du tourisme pour Bains de Saillon  
 SA, Centre Thermal, Saillon   
 Protec, Sion  
 Provins Valais, Sion  
 Relais du Silence/Silencehotels Schweiz,  
 Les Marécottes  
 Remontées Mécaniques de Crans-Montana-  
 Aminona (CMA) SA, Crans-Montana  
 Remontées Mécaniques Suisse, Verbier  
 Riederalp Tourismus, Riederalp   
 Riederalp-Bahnen AG, Mörel   
 Riffelalp Resort 2222 m, Zermatt  
 «Rund um Visp» Tourismus, Visp   
 Saas-Fee Bergbahnen AG, Saas Fee   
 Saas-Fee Tourismus, Saas Fee   
 Saastal Tourismus, Saas Grund  
 Seiler Hotels Zermatt AG, Hotel Monte  
 Rosa, Zermatt  
 Sierre Anniviers Tourisme, Sierre   
 Sion Tourisme, Sion   
 Sport- und Feriencenter Fiesch, Fiesch   
 Swiss Cities, Association Suisse des villes  
 touristiques, Sion  
 Swiss Hotel Association Hotel Management  
 School, Bluche (Crans-Montana)  
 Téléverbier SA, Verbier   
 Thermalp les Bains d'Ovronnaz SA,


Ovronnaz  
 TMR SA, Martigny   
 Tourismus Obergoms, Oberwald   
 Valais Tourisme, Sion   
 Verband Bergsportschulen Schweiz VBS,  
 Leuk Stadt  
 Verkehrsbetriebe Betten-Bettmeralp AG,  
 Bettmeralp  
 Veysonnaz Tourisme, Veysonnaz   
 Zermatt Bergbahnen, Zermatt  
 Zermatt Tourismus, Zermatt   
 Zermatt-Bahn GGB Gornergrat-Monte  
 Rosa-Bahnen, Brig   
 Zerzuben Touristik AG, Visp

### Vaud

Association hôtelière vaudoise, Lausanne  
 Association vaudoise des écoles privées,  
 Lausanne  
 Banque Cantonale Vaudoise, Lausanne  
 Biotonus Clinique Bon Port, Montreux  
 CDM hôtels & restaurants SA, Lausanne  
 Château d'CEX Tourisme,  
 Château-d'CEX   
 Chavannes-de-Bogis Best Western Swiss  
 Hotels, Chavannes-de-Bogis   
 Chemin de fer NStCM et transports publics  
 de la région nyonnaise, Nyon  
 Collège International Brillantmont,  
 Lausanne  
 Compagnie générale de Navigation sur le  
 Lac Léman CGN, Lausanne  
 Conventus of Switzerland, Lausanne  
 Diablerets Tourisme, Les Diablerets   
 Etat de Vaud, Département de l'économie,  
 Lausanne  
 Glion Hotel School, Glion sur Montreux  
 Grand Hôtel Suisse et Majestic, Montreux  
 Hôtel Beau-Rivage Palace, Lausanne  
 Hôtel La Barcarolle – Bays Hotels SA,  
 Prangins  
 Hôtel le Bristol, Villars-sur-Ollon  
 Hôtel Le Montreux Palace, Montreux  
 Hôtel Pavillon, Vevey  
 Hôtel Préalpina, Chexbres  
 Hotel Résidence Bristol, Montreux-Territet  
 Lausanne Tourisme, Lausanne   
 Leysin Tourisme, Leysin   
 McDonald's Suisse Holding SA, Crissier  
 Minotel Europe, Lausanne  
 Minotel Suisse, Lausanne  
 MOB Montreux-Oberland Bernois et  
 entreprises associées, Montreux   
 Montreux-Vevey Tourisme, Montreux   
 Municipalité d'Avenches, Avenches  
 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 la Région d'Avenches  
 et du Vully vaudois, Avenches   
 Office du tourisme de Payerne, Payerne  
 Office du tourisme de Ste-Croix/Les Rasses  
 et environs, Ste-Croix   
 Office du tourisme de Villars et environs,  
 Villars-sur-Ollon  
 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   
 Philip Morris SA, Lausanne  
 REAT S.A. Relais Exploitations et Activités  
 Touristiques SA, Leysin  
 Richemond Héritage S.A., Vich  
 Riviera Voyages, Vevey  
 Schlaf im Stroh, Orges  
 Schweizer Heilbäder, Yverdon-les-Bains  
 Sources Minérales Henniez SA, Henniez  
 Surval Mont-Fleuri, Montreux  
 SWEA Sté des Exportateurs de vins  
 suisses, Lausanne  
 Swiss Budget Hotels, Villars-sur-Ollon   
 Vallée de Joux Tourisme, Le Sentier  
 VIDJ Exploitation, Les Diablerets  
 Village Camps SA, Nyon

### Zug

DuetHotel AG, Zug  
 Hapimag Verwaltungs- und Vertriebsgesell-  
 schaft Havag AG, Baar  
 Kanton Zug, Volkswirtschaftsdepartement,  
 Zug  
 RID Internet AG, Internationaler  
 Reiseinformationsdienst, Baar  
 Speck Print AG, Zug  
 Stadt Zug, Zug  
 Unilever (Schweiz) AG, Zug  
 Zug Tourismus, Zug 




## Zürich

A. Hiestand AG Bäckerei, Schlieren  
A. Türlér Uhren- und Schmuckgeschäft,  
Zürich  
Amt für Wirtschaft und Arbeit Kanton  
Zürich, Zürich  
Arabella Sheraton Atlantis Hotel Zürich,  
Zürich   
AVIS Autovermietung AG, Glattbrugg  
Buchbinderei Donnerstag, Zürich  
Chardon Communications, Wädenswil  
Christinger Partner AG, Schlieren  
City Night Line CNL AG, Zürich  
Confiserie Sprüngli, Zürich  
Credit Suisse Group, Zürich  
Dataquest AG, Dietikon  
Digital Print AG, Zürich  
Dolder Grand Hotel, Zürich  
Druckerei a/d Sihl AG, Zürich  
Druckerei Stulz AG, Zürich  
effect AG für Kommunikation/ASW, Zürich  
Elektro-Surber, Zürich  
Eurobus Welti-Furrer AG, Zürich  
EUROTREK AG, Zürich  
Global Refund Schweiz AG, Brüttsellen  
Hans Meier Tourist AG, Zürich  
Hertz AG - Switzerland, Schlieren  
Hotel Central Plaza, Zürich  
Hotel Engimatt, Zürich  
Hotel Inter-Continental Zurich, Zürich  
Hotel Senator, Zürich  
Interhome AG, Zürich  
Internationale Schule für Touristik AG,  
Zürich  
Jean Frey AG BMG Medienhaus, Zürich

Kuoni Reisen Holding AG, Zürich  
Lindt & Sprüngli (Schweiz) AG  
Schokoladenfabriken, Kilchberg  
Linkgroup, Zürich  
Manz Privacy Hotels Switzerland, Zürich  
Mauell Reklame AG, Buchs  
Mercuri Urval AG Management Consultant,  
Zollikon  
Mosse Media AG, Zürich  
Mövenpick Holding, Adliswil  
Neue Zürcher Zeitung AG, Zürich  
Offsetdruck Goetz AG, Geroldswil  
Osec Business Network Switzerland, Zürich  
Passaggio Restaurants AG, Zürich  
Präsidialdepartement der Stadt Zürich,  
Zürich  
PunktKommaStrich AG, Zürich  
Rentenanstalt / Swiss Life, Zürich  
Ringier AG, Zürich  
Schweizer Bergführerverband, Zürich  
Schweizer Jugendherbergen, Zürich  
Schweizerische Gesellschaft für Hotelkredit  
SGH, Zürich  
Schweizerischer Reisebüro-Verband, Zürich  
Schweizerisches Landesmuseum, Zürich  
SLI Systemhaus AG, Regensdorf  
SM Travel, Zürich  
SPECTRUM EVENTS AG, Zürich  
Steigenberger Hotels AG, Thalwil  
Swiss Deluxe Hotels, Zürich  
Swiss International Hotels, Zürich  
Swiss Partner für den Gruppentourismus,  
Adliswil  
Swiss Re, Schweizerische Rückversiche-  
rungs-Gesellschaft, Zürich

Swiss Sales HSMS Hotel Sales & Marketing  
Services GmbH, Horgen  
Swissôtel, Zürich  
Switzerland Convention & Incentive Bureau,  
Zürich  
TA Media AG Druckzentrum, Zürich  
The Swiss Leading Hospitals, Zürich  
TOP International Hotels, Stäfa  
Tourmedia AG, Zürich  
Transunix AG Personentransporte, Zürich  
Turicum Hotel Management Group, Zürich  
UBS AG, Zürich  
Unique Flughafen Zürich AG, Zürich  
Verband Schweizerischer Werbegesell-  
schaften VSW, Zürich  
Winterthur Tourismus, Winterthur   
Winterthur Versicherungen (Schweiz),  
Winterthur  
Wolfensberger J.E. AG Graphik,  
Kunstverlag, Zürich  
Zürcher Hoteliers, Zürich  
Zürcher Kantonalbank, Zürich  
Zürich Tourismus, Zürich   
Zürich Versicherungs-Gesellschaft, Zürich  
Zürichsee Druckereien AG, Stäfa

## 7. Liechtenstein

Liechtenstein Tourismus, Vaduz 

## 8. Germany

Mainau GmbH, Insel Mainau



# Addresses.

## Europe

Contact: Klaus Oegerli  
Position: Area Manager Europe  
Phone: +41 1 288 13 42  
Fax: +41 1 288 12 05  
E-mail: klaus.oegerli@switzerland.com  
Schweiz Tourismus  
Tödistr. 7  
CH-8027 Zürich  
Switzerland

## Germany

### Frankfurt a.M.

Contact: Christina Marzluff  
Position: Country Manager  
Germany (ad interim)  
Phone: +49 69 25 60 01 37  
Fax: +49 69 25 60 01 38  
E-mail: christina.marzluff@switzerland.com  
Schweiz Tourismus  
Rossmarkt 23  
DE-60311 Frankfurt a.M.

### Munich

Contact: Angelo Brazerol  
Position: District Manager München/Bayern  
Phone: +49 89 286 599 03  
Fax: +49 89 286 599 04  
E-mail: angelo.brazerol@switzerland.com  
Schweiz Tourismus  
Steinsdorfstrasse 20  
DE-80538 München

### Berlin

Contact: Thomas Erne  
Position: District Manager Berlin/Neue  
Bundesländer  
Phone: +49 302 472 74 06  
Fax: +49 302 472 74 08  
E-mail: thomas.erne@switzerland.com  
Schweiz Tourismus  
Marienstrasse 15  
DE-10117 Berlin

### Düsseldorf

Contact: Simon Mouttet  
Position: District Manager Düsseldorf/NRW  
Phone: +49 211 498 00 40  
Fax: +49 211 498 00 41  
E-mail: simon.mouttet@switzerland.com  
Schweiz Tourismus  
Bankstrasse 6  
DE-40476 Düsseldorf

## Hamburg

Contact: Heidi Freiburghaus  
Position: District Manager  
Hamburg/Nördl.Bundesländer  
Phone: +49 40 33 07 31  
Fax: +49 40 32 39 00  
E-mail: heidi.freiburghaus@switzerland.com  
Schweiz Tourismus  
Neuer Wall 26/28  
DE-20354 Hamburg

## Austria

### Vienna

Contact: Urs Weber  
Position: District Manager Austria  
Phone: +43 1 513 26 40  
Fax: +43 1 513 93 35  
E-mail: urs.weber@switzerland.com  
Schweiz Tourismus  
Neuer Markt 4  
Postfach 34  
AT-1015 Wien

## Benelux

### Amsterdam

Contact: Rafael Enzler  
Position: Country Manager Benelux  
Phone: +31 20 625 53 94  
Fax: +31 20 625 59 85  
E-mail: rafael.enzler@switzerland.com  
Zwitserland Toerisme  
Postbus 75387  
NL-1070 AJ Amsterdam  
Netherlands

### Brussels

Contact: Ursula Maag  
Position: District Manager Belgium  
Phone: +32 2 345 33 68  
Fax: +32 2 345 35 52  
E-mail: ursula.maag@switzerland.com  
Zwitserland Toerisme  
Suisse Tourisme  
Boîte postale 1600  
BE-1000 Bruxelles  
Belgium

## France

### Paris

Contact: Klaus Oegerli  
Position: Country Manager France  
(ad interim)  
Phone: +33 1 44 51 65 44  
Fax: +33 1 47 42 43 88  
E-mail: klaus.oegerli@switzerland.com  
Suisse Tourisme  
11 bis, rue Scribe  
FR-75009 Paris

## United Kingdom & Ireland

### London

Contact: Dino Dulio  
Position: Country Manager UK and Ireland  
Phone: +44 20 7851 1710  
Fax: +44 20 7851 1720  
E-mail: dino.dulio@switzerland.com  
Switzerland Tourism  
Swiss Centre  
10 Wardour Street  
GB- London W1D 6QF  
Great Britain

## Italy

### Milan

Contact: Fiorenzo Fässler  
Position: Country Manager Italy  
Phone: +39 02 763 911 15  
Fax: +39 02 760 011 63  
E-mail: fiorenzo.faessler@switzerland.com  
Svizzera Turismo  
Centro Svizzero  
Piazza Cavour 4  
IT-20121 Milano

### Rome

Contact: Piccarda Frulli  
Position: District Manager Central  
and Southern Italy  
Phone: +39 06 420 20 385  
Fax: +39 06 420 04 649  
E-mail: piccarda.frulli@switzerland.com  
Svizzera Turismo  
c/o Swiss  
Via Barberini 29  
IT-00187 Roma



## Overseas Markets & Mandates

Contact: Michel Ferla  
Position: Area Manager Oversea Markets and Mandates, Vice Director  
Phone: +41 1 288 12 51  
Fax: +41 1 288 12 04  
E-mail: michel.ferla@switzerland.com  
Switzerland Tourism  
Tödistr. 7  
CH-8027 Zürich  
Switzerland

## North America & Canada

Contact: Urs Eberhard  
Position: Country Manager North America and Canada

### New York

Contact: Urs Eberhard  
Position: Country Manager North America  
Phone: +1 212 245 2581  
Fax: +1 212 262 6116  
E-mail: urs.eberhard@switzerland.com  
Switzerland Tourism  
608 Fifth Ave  
US-New York, NY 10020  
USA

### Santa Monica

Contact: Michael Schandroch  
Position: Country Manager Western USA and Mexico  
Phone: +1 310 260 2421  
Fax: +1 310 260 2923  
E-mail: michael.schandroch@switzerland.com  
Switzerland Tourism  
501 Santa Monica Blvd.  
Suite 607  
US-Santa Monica, CA 90401  
USA

### Toronto

Contact: Fritz Lauber  
Position: Country Manager Canada  
Phone: +1 416 695 2605  
Fax: +1 416 695 2774  
E-mail: fritz.lauber@switzerland.com  
Switzerland Tourism  
926 The East Mall  
CA-Etobicoke (Toronto)  
Ontario M9B 6K1  
Canada

## Asia (China, Southeast Asia)

Contact: Federico Sommaruga  
Position: Country Manager China, Hong Kong, Malaysia, Singapore, Taiwan, Thailand  
Phone: +1 288 12 52  
Fax: +1 288 14 31  
E-mail: federico.sommaruga@switzerland.com  
Switzerland Tourism  
Tödistr. 7  
CH-8027 Zurich  
Switzerland

### China

Contact: Wenjia Zhang  
Position: Representative for China  
Phone: +86 10 6512 54 26  
Fax: +86 10 6512 09 73  
E-mail: wenjia.zhang@switzerland.com  
Switzerland Tourism  
610 Scitech Tower  
22 Jianguomenwai Dajie  
CN-100 004 Beijing

### Hong Kong

Contact: Casey Liu  
Position: Representative for Hong Kong and Southern China  
Phone: +852 2865 6505  
Fax: +852 2528 9955  
E-mail: casey.liu@switzerland.com  
Switzerland Tourism  
Suite 1116, 11/F, Ocean Centre  
Harbour City, 5 Canton Rd.  
Tsim Sha Tsui, Kowloon  
HK-Hong Kong

### Malaysia

Contact: Audrey Kan  
Position: Representative for Malaysia  
Phone: +60 3 2148 0622  
Fax: +60 3 2148 0935  
E-mail: audrey.kan@switzerland.com  
Switzerland Tourism  
c/o Embassy of Switzerland  
16 Persiaran Madge  
P.O. Box 12008  
MY-50764 Kuala Lumpur

### Singapore

Contact: Magdalene Choo  
Position: Representative for Singapore  
Phone: +65 6469 9839  
Fax: +65 6466 8245  
E-mail: magdalene.choo@sin.rep.admin.ch  
Switzerland Tourism  
c/o Embassy of Switzerland  
1, Swiss Club Link  
SG-288162 Singapore

## Taiwan

Contact: Lucy Lu  
Position: Representative for Taiwan  
Phone: +886 22 757 66 28  
Fax: +886 22 757 69 84  
E-mail: lucy.lu@switzerland.com  
Switzerland Tourism  
c/o Trade Office of Swiss Industries (TOSI)  
Room 3101, 31 Floor, No. 333  
Keelung Road, Section 1  
TW-110 Taipei

## Thailand

Contact: Sirilak Nunsunanon  
Position: Representative for Thailand  
Phone: +66 2636 2150  
Fax: +66 2636 2167  
E-mail: snunsuna@mail.swiss.com  
Switzerland Tourism  
c/o Swiss International Airlines  
Abdulrahim Place, 21 floor  
990 Rama IV Road  
TH-Bangkok 10500

## Japan & Korea

### Tokyo

Contact: Michel Ferla  
Position: Country Manager Japan and Korea (ad interim)

Contact: Roger Zbinden (from May 1<sup>st</sup>, 2003)  
Position: Country Manager Japan and Korea  
Phone: +81 3 5401 5426  
Fax: +81 3 5401 5427  
E-mail: roger.zbinden@switzerland.com  
Switzerland Tourism  
Toranomom Daini Waiko Bldg. 3F  
5-2-6, Toranomom, Minato-ku  
JP-Tokyo 105-0001  
Japan

### Seoul

Contact: Jean Kim  
Position: Representative for Korea  
Phone: +822 739 0034  
Fax: +822 737 9392  
E-mail: jean.kim@seo.rep.admin.ch  
Switzerland Tourism  
c/o Swiss Embassy  
32-10, Songwol-dong  
Chongro-gu  
KR-Seoul 110-101  
Korea



## Mandates

Contact: Regi Wittwer  
Position: Market Manager India, GCC,  
Brazil, Israel, South Africa  
Phone: +41 1 288 13 57  
Fax: +41 1 288 14 31  
E-mail: regi.wittwer@switzerland.com

Contact: Corinne Genoud  
Position: Market Manager Northern and  
Eastern Europe  
Phone: +41 1 288 14 56  
Fax: +41 1 288 14 31  
E-mail: corinne.genoud@switzerland.com

Contact: Federico Sommaruga  
Position: Country Manager Spain and  
Russian Federation  
Phone: +41 1 288 12 52  
Fax: +41 1 288 14 31  
E-mail:  
federico.sommaruga@switzerland.com

Switzerland Tourism  
Tödistr. 7  
CH-8027 Zürich  
Switzerland

## India

Contact: Ritu Sharma  
Position: Marketing and Media Manager  
India  
E-mail: ritu.sharma@switzerland.com

Contact: Aishvarya Guhagarkar  
Position: Representative for Western India  
E-mail:  
aishvarya.guhagarkar@switzerland.com

Phone: +91 22 285 16 98  
Fax: +91 22 282 82 51  
Switzerland Tourism  
c/o Swiss International Airlines  
Maker Chambers VI  
220 Nariman Point  
IN-400 021 Mumbai

Contact: Sarah Berry  
Position: Representative for Northern and  
Eastern India  
Phone: +91 11 23 41 50 19  
Fax: +91 11 23 41 50 18  
E-mail: sarah.berry@switzerland.com  
Switzerland Tourism  
World Trade Tower (WTT)  
5th Floor, Barakhamba Lane  
IN-110001 New Delhi

## Gulf States (GCC)

Contact: Jamal Kleibo  
Position: Representative for the Gulf  
Countries  
Phone: +971 4 2945110  
Fax: +971 4 2941410  
E-mail: jamal.kleibo@switzerland.com  
Switzerland Tourism  
Al-Yamaha Tower, 1st floor, office 102&103  
Near Deira City & Creek Golf Club  
P.O. Box 2932  
AE- Dubai  
United Arab Emirates

## Brazil

Contact: Ricardo Pereira  
Position: Representative for Brasil  
Phone: +55 11 3253 49 51  
Fax: +55 11 3253 57 16  
E-mail: ricardo.pereira@sao.rep.admin.ch  
Switzerland Tourism  
c/o Consulate General of Switzerland  
Avenida Paulista, 1754 - 4° Andar  
Edificio Grande Avenida  
BR-01310-200 São Paulo-SP

## Israel

Contact: Naomi Lehmann  
Position: Representative for Israel  
Phone: +972 51 878199  
Fax: +972 3 546 44 08  
E-mail: naomi.lehmann@switzerland.com  
Switzerland Tourism  
c/o Embassy of Switzerland  
228 rue Hayarkon  
IL-63405 Tel Aviv

## South Africa

Contact: Carina Fourie  
Position: Representative for South Africa  
Phone: +2711 537 7565  
Fax: +2711 442 78 91  
E-mail: carina.fourie@joh.rep.admin.ch  
Switzerland Tourism  
c/o Consulate General of Switzerland  
Cradock Heights, 2nd floor  
21 Cradock Avenue  
ZA-2196 Johannesburg / Rosebank

## Sweden

Contact: Marianne Söderblom  
Position: Key Account Manager  
Phone: +46 8 676 7924  
Fax: +46 8 211504  
E-mail:  
marianne.soederblom@switzerland.com  
Switzerland Tourism  
c/o Embassy of Switzerland  
Birger Jarlsgatan 64  
SE-10041 Stockholm  
Sweden

## Czech Republic

Contact: Alena Koukalova  
Position: Representative for Czech Republic  
Phone: +42 02 22 52 11 25  
Fax: +42 02 22 51 36 85  
E-mail: alena.koukalova@switzerland.com  
Switzerland Tourism  
c/o Handelskammer Schweiz-Tschechische  
Republik  
Zahrebska 33  
CZ-120 00 Praha 2

## Poland

Contact: Adriana Czupryn  
Position: Representative for Poland  
Phone: +48 22 628 04 81  
Fax: +48 22 621 05 48  
E-mail: adriana.czupryn@switzerland.com  
Switzerland Tourism  
c/o Ambasada Szwajcarii  
Aleje Ujazdowskie 27  
PL-00-540 Warszawa

## Russian Federation & CIS

Contact: Maria Makarova  
Position: Marketing and Media Manager  
Russian Federation/CIS  
Phone: +7 095 937 77 64  
Fax: +7 095 937 77 98  
E-mail: maria.makarova@switzerland.com  
Switzerland Tourism  
c/o Swiss International Airlines  
Paveletskaya Square 2, Bldg. 3, 11th floor  
RU-115054 Moscow  
Russian Federation

## Spain & Portugal

Contact: Marc Meister  
Position: Representative for Spain and  
Portugal  
Phone: +34 93 414 5874  
Fax: +34 9 3 201 8657  
E-mail: sergat@sergatSpain.com  
Suiza Turismo  
c/o SERGAT ESPANA S.L.  
Pau Casals 4  
ES-08021 Barcelona  
Spain

## Australia

Contact: Giovanni Di Stefano  
Position: Representative for Australia  
Phone: +61 1300 724 666  
Fax: +61 2 92 645 163  
E-mail: gdistefa@swiss.com  
Switzerland Tourism  
Walshes World Agencies Pty. Ltd.  
GSA Swiss Air Lines  
Lvl 3, 117 York  
AU- Sydney, NSW 2000



Aletsch Glacier, Valais

