swi+zerland



Agenda

- 1. Strategic setting
- 2. Highlights 2024
- 3. GToS App update
- 4. Outlook 2025
- 5. Appendix: Reporting 2024 with all activities / markets

GToS pays full tribute to the ST strategy!



2024

16 main activities in 7 markets

Target markets CH DE, FR UK, USA/CAN

61k Maps & Magazines distributed

1 GToS standalone newsletter

VR Experience shown at 12 events 2k SnackBoxes sold

Highlights 2024

VR Experience

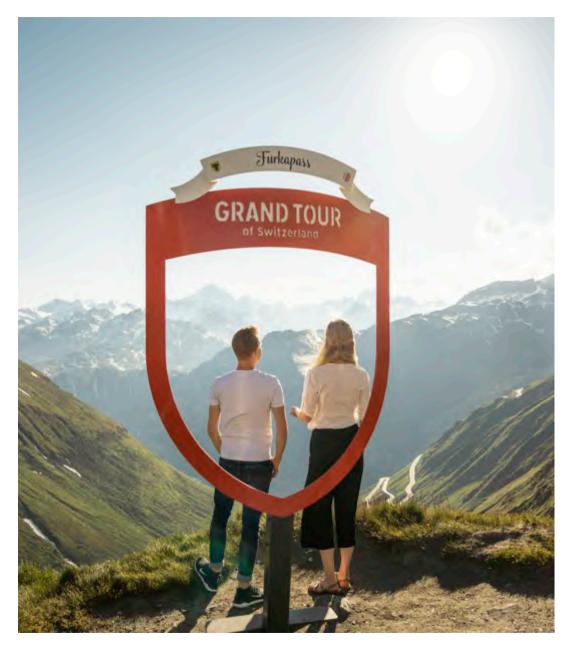




First GToS 360°-video

- 1. 1. 22.11.2024
- 678 views on VR Glasses @ ST events only!
- <u>YouTube</u> 3.275 views since 13.10.23





3 new GToS VR movies produced for 2025



Partnerproduction with

- Interlaken Tourismus
- Säntisbahnen
- Mendrisiotto
- St.Gallen Bodensee Tourismus
- Fribourg
- Morges
- Ascona Locarno / Cardada / Lago Maggiore e Valli





swi@zerlanc

New Photo-Spots 2024











Stockhorn

Dents-du-Midi

Sion

Rolle

Give-Away / Merchandise

Boardgame "Reise durch die Schweiz" covering both GToS

(available as of March 2025)

and GTToS





Market Switzerland: Culinary Grand Tour of

Ascona Bellinzona

Lugano

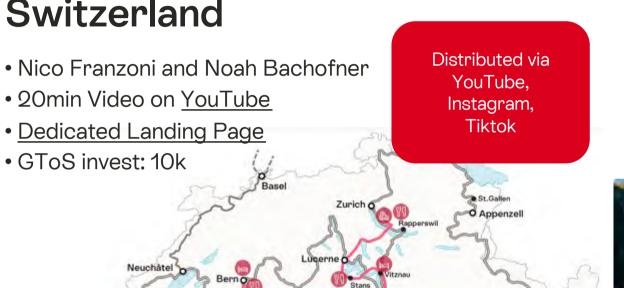
Domodossola

Zermatt

O St. Moritz

Switzerland

- Grand Tour of Switzerland - Culinary Tour of Switzerland









Market UK: Collaboration with «The Times»



- UK & Ireland (target audience interested in 'touring')
- 1 x full page print advert Times Magazine
- A standalone competition page on Times+
- Inclusion in Times+ Newsletter (sent to 420k, 65% open rate)

BUCKLE UP FOR

The Grand

SWITZERLAND

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Sponsered IG story from @thetimes: 185k impressions

Print circulation The Times: 365,880

Print circulation LUXX Magazine: 446,164

Grand Tour of Switzerland Article



Market Germany: Alpenzauber erleben

GRAND TOUR of Switzedand

- Cross-media cooperation with Südwestmedia to present the GToS / GTToS with & without a connection to the hotels along the route
- 4 pages in the Stuttgarter Zeitung (daily newspaper)
- Content on Subchannels (online)
- Display Ads / Halfpage Ad, NL Integration, SoM extension, Special format in the E-Paper

Duration 6 Months March – August 2024 Reise durch die Schweiz Grand Tour of Switzerland unvergesslicher Roadtrip

28.03.2024 - 14.00 Uhr







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Selfies, Snack Box, E-Autos

Mit der App entspannt die Reiseroute planen



GToS App

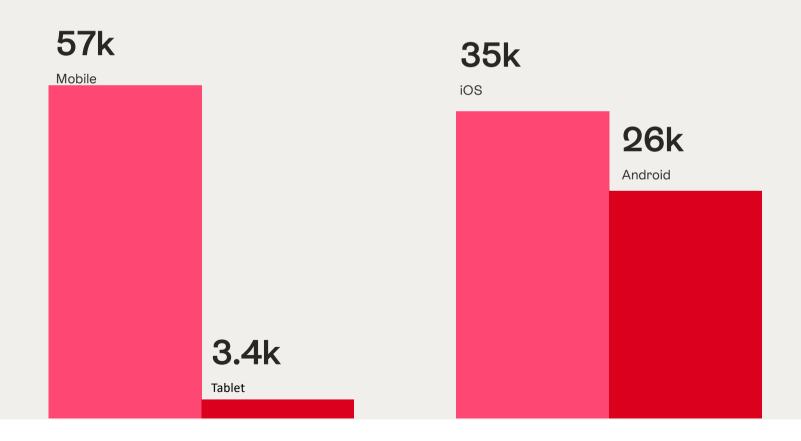


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Grand Tour App

Active users

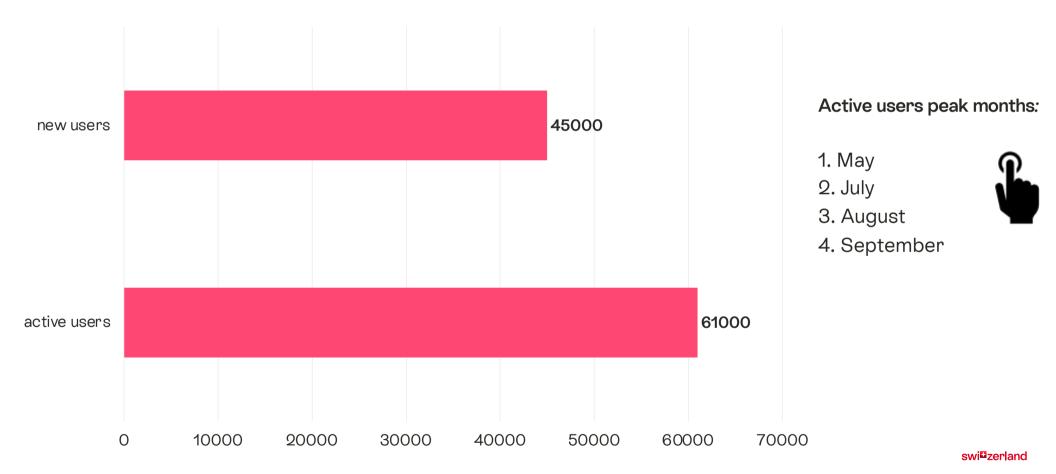




Grand Tour App

Active users





Grand Tour App further information



48'000Started navigations



14 min 20s

Average engagement time per user

Active users by country:



- 1. Switzerland 30k
- 2. Germany 7.9k
- 3. France 3.6k
- 4. Italy 3.5k
- 5. Netherlands 3.4k
- 6. Poland 3.2k
- 7. United Kingdom 2.3k

In-App Photo-Spot Collections

- Photo album used by 4000 users
- 4 new Photo-Spots installed, 2 new Spots planned for January 2025
- **Top Performer:** Rheinfall (263), Gruyeres (256), Interlaken (248), Rapperswil (243), Vierwaldstättersee (217)
- Overall 65 spots above 100 collections

Overall 12'000 collections



Outlook 2025



XXL photo spot



Who will host the biggest Grand Tour photo spot in Switzerland?

Applications possible until 21 February.

All details in email from Viviane Grobet sent on Jan. 16

The Perfect Shot 2.0: Next level YouTube-Series

Summary

Following the successful YouTube Series "The Perfect Shot", ST will realize three YouTube hub content projects in a challenge format, with an overarching creative idea, captivating storytelling and great content creators.

For those three projects, the following topics and respective market focus are planned:

- Hidden Gems / Tourism Acceptance main market focus: APAC
- Swiss Stories / Hidden Gems main market focus: US
- Grand Tour of Switzerland main market focus: Europe

GToS-Plot: The series presents a "friendly battle" between Switzerland's traditional icons—like chocolate, cheese, and the Matterhorn — and its modern, adventurous side, such as international cuisine, arts, and hidden natural wonders. Teams explore these contrasts through engaging challenges along the Grand Tour and Grand Train Tour of Switzerland.

Who is potentially interested in hosting a part of the series?

Financial participation expected.

Reasons for the YouTube-Hub-Project YouTube is the world's second-largest search engine, making it a critical platform for travelers seeking information.

<u>Travel</u> is inherently visual, and YouTube offers an unmatched platform for showcasing destinations, experiences, and cultures <u>through high-quality videos</u>.

According to our <u>analysis</u>, no other benchmarked NTO is highly mature in YouTube marketing – there is <u>an opportunity for ST</u>.

Building an international and loyal YouTube subscriber community is the key strategic goal for ST in 2025.

With this project, we focus on hub content only. Hygiene content will be created and curated in another project during 2025 (Content-Strategy).

Switzerland

Appendix: Reporting 2024 All GToS activities

Central Activities

Touring Map

Total distribution: 50'000



• High market demand

• Orders for 9 languages:

• DE: 12'750

• EN: 19'800

• FR: 2'500

• IT: 1380

• NL: 9'200

• ES: 580

• PR: 180

• CHN: 3'200

• PR-BR: 500

• Gradually rebranded

• Continuous distribution



Touring Magazine

• German: 8'500

• English: 650

• French: 1230

• Italian: 1240

Total distribution: 11'620

• (Circulation: 500'000 Ex. 2023)

Print version in 4 languages

Only digitally available for the future (last print versions sold out in September 24)





Hallwag - GToS product sales





• GToS Map:

2022: 3'078

2023: 2'079

• 2024: 1'674

• GToS Guide (german):

2022: 2'239

2023: 2'091

• 2024: 1'536

GToS Guide (french):

2022: 538

2023: 611

• 2024: 460

GToS Guide (english):

2022: 486

2023: 635

2024: 537

Snack Boxes

Number of sold Snack Boxes: 570

Distribution via SCM: 1000

Number of sold fillings: 960

Total of 52 POS





Claire & George: "Accessible Tour of Switzerland"



- Be it for individual guests or small groups, we put together and organize round trips to the most beautiful sights and regions of Switzerland along the Grand Tour of Switzerland, perfectly tailored to your needs and desires.
- GToS project support for the launch of the "Accessible Tour of Switzerland" AST
- The AST brings together the best large and small accessible highlights along the Grand Tour of Switzerland and Grand Train Tour of Switzerland.



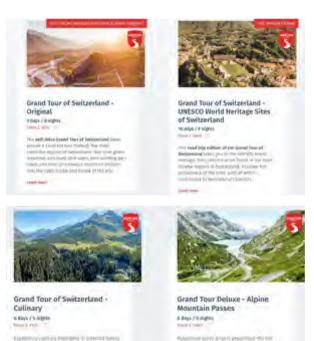


STC Reporting

STC Reporting - GToS packages









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Partner Update

GToS-Partners

Car brands

- Audi (2015 2017)
- Mazda (2018 2020)



• Europear, Hertz, Hallwag Kümmerly+Frey, Zurich, H-D

Official partners 2025

• Europcar, Hertz, Hallwag Kümmerly+Frey

Potential New Partnerships?

Volvo, Maserati (in discussion)















Market Activities: Switzerland

GToS Standalone Newsletter May 24



- Mailing date 21.05.2024
- "Roadtrip der Extraklasse"

	Sent	Opened	OR	Clicks unique	CTR
AT	6,425	1,948	30.32%	140	2.18%
BELUX	8,725	3,920	44.93%	496	5.68%
СН	70,482	36,704	52.08%	4,939	7.01%
DE	114,212	36,850	32.26%	3,202	2.80%
FR	30,147	10,434	34.61%	1,007	3.34%
ES	11,148	4,421	39.66%	421	3.78%
INT	42,754	17,456	40.83%	1,356	3.17%
IT	14,084	5,711	40.55%	687	4.88%
NL	13,884	6,049	43.57%	711	5.12%
UK	27,072	10,688	39.48%	676	2.50%
US/CA	18,623	8,168	43.86%	748	4.02%
TOTAL	357,556	142,349	39.81%	14,383	4.02%



Grüezi

In der Schweiz findest du eine unglaubliche Vielfalt an Highlights. Die Grand Tour of Switzerland fasst sie alle zusammen. Von ikonischen Sehenswürdigkeiten über charmante Unterkünfte bis hin zu lokalen Geheimtipps bietet dieser Roadtrip alles, was

das Touringherz begehrt. Mit der kostenlagen Grand Tour Ann wird die Reisenlagung zum Kinderspiel. Und mit dem attrakti Centre profitierst du gleich doppelt. Bi Seite zu entdecken?



Gut beraten durch unsere digitale Reisegegretope

Dis Drand Tour App Aid die com-Bouwer and pur Grand Touriet Subsected Securement of such last de-Princing and not Navgotten. Amindich ou promption of high spirit and as de-Fritz-Spota mili dan sondrakan

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Autumn NL September



- Mailing date 9.9.24 CH, 10. / 11.9.24 internationally
- Autumn NI Switzerland Tourism B9C
- "Bike Hotels along the Grand Tour of Switzerland"

CH:

- Sent: 88'504
- Clicks: 566
- CTR: 0.57%
- Open: 68'102
- CTOR: 0.79%

DE:

- Sent: 147'407
- Clicks: 275
- CTR: 0.19%
- Open: 54'526
- CTOR: 0.50%

FR:

- · Sent: 32'938
- Clicks: 130
- CTR: 0.39%
- Open: 15'946
- CTOR: 0.82%

USA:

- Sent: 20'264
- Clicks: 88
- CTR: 0.43%
- Open: 14'292
- CTOR: 0.70%

↑ Unterkünfte



Bike Hotels entlang der Grand Tour of Switzerland

Entlang der Grand Tour erwarten dich als Radfan anspruchsvolle Routen durch atemberaubende Landschaften. Die spezialisierten Bike Hotels entlang der Strecke bieten alles, was das Bikerherz begehrt. Entdecke die besten Unterkünfte und erlebe unvergessliche Momente auf zwei Rädern.

Bike Hotels entdecken

Additional Sales Promotion: Hotels along the GToS



- Timing: May September 2024
- Markets: CH, DE, UK, IT & FR
- Target group: Persona MAX The Highlight Traveler
- Team Accommodation in cooperation with Touring

Digital campaign results overall on Meta:

- 41.1 Mio impressions
- 562'749 link clicks
- CHF 0.18 ØCPC

GToS results Meta: **27.5 Mio impressions 371'900 link clicks**

Kriterium	Entfernung Strecke	Vorteil Touring- Gast	Verpflegung**	Qualität
Grand Train Tour	20 Min. mit öffentlichem Verkehr von Streckenpunkt	Teilnahme Gepäckspecial und / oder Pick- Up Service	•Internationales Frühstücksbuffet** •Mitnahme-Angebot für Lunch**	Basis Überprüfung HotellerieSuisse oder GastroSuisse (keine Sterne vorausgesetzt) Profil auf MySwitzerland
Grand Tour	20 Min. mit Auto von offiziellem Routenverlauf	Parkplatz inkl. Elektro- Ladestation in oder unmittelbar bei Unterkunft*		

More info: www.stnet.ch/zusatzpromotion-touring-unterkuenfte



Magazine «Wir Eltern», Grand Tour Family Pages



- 01.06. 31.12.2024
- Paid Placement
- Print: 4x double pages
- Online: 4x advertorials (duration 1 year),
 4x NL with competition, 4x SoMe
- 06/24 Bern/Bernoberland Brienzer- & Thunersee
- 07/24 Engadin / Silsersee
- 11/24 Lausanne/ Genfersee
- 01/95 Wallis

Print

- Circulation: 45'000 Ex.
- Readership: 150'000 readers

Digital:

Online Visits: 165'000 (per month)
Newsletter: 5'100 subscribers

Social Media:

Instagram: 8'300 FollowersMeta: 36'500 Followers





















«The Road is Calling» article in *Luxe*



- Partner Harley-Davidson
- Double-page article in Bilan Luxe
- High circulation, right readership, Multi-Channel
- The paid-activation (Homepage, Newsletter & Social) ran incl. competition from 13.09.24
- 4x yearly. In CH to subscribers of Bilan, Finanz & Wirtschaft distributed & sold from the Kiosk.
- Strong affinity with managers & people with interest in economy, well-researched articles, analyses, art & culture.



L'aventure à portée de route

Pulsemag - Un Road Trip électrique



- 23.09.2024
- Article in pulsemag
- Pulse is the magazine of the OIKEN company in Sion. Around 60,000 copies of each issue are printed and distributed to households in Valais.
- Linking to landing pages



https://pulsemag.ch/energie-enmouvement/2024/09/e-grand-tour-de-suisse/



Culinary Grand Tour of Switzerland





Culinary GToS - KPIs

YOUTUBE

14'272 Views

147'854 Impressions (Klickrate 4.5%) Very positive reactions (~98%)

26% View-Through-Rate

(higher audience retention than usual)

Audience

• Age: 56% 25-34 years // 20%, 35-

44 years

• Gender: 71% men

TIKTOK

Views: 15'872

Likes: 660

INSTAGRAM

Story Views Nico & Noah:

Views Total: 40'546

Link-Klicks: 1'147

Reel Nummer 1 Nico & Noah:

Views: 78'990 Likes: 1'223

Reel Nummer 2 Nico & Noah

Views: 85'071 Likes: 1'159

Bilderbeitrag Noah

Views: 31'528 Likes: 2'077

Bilderbeitrag Nico

Views: 16'330 Likes: 808







Competition clip for SRF "Game of Switzerland"



- 2x1 min GToS spot during show
- Raffle of vouchers with STC worth CHF 10'000 (5x vouchers from STC for a GToS package worth 2'000 CHF each)
- srf.ch/gameofswitzerland





Swissminiatur Competition «Treasure Hunt with Rudy» Swiss Miniatur



- Main prize: STC Package Grand Tour voucher (CHF 2'500)
- 10 Snack Boxes inkl. Voucher for filling (worth CHF 45)
- 240 participants

Grand Tour of Switzerland

Starting on 29 March 2023, Swissminiatur is included in the Grand Tour of Switzerland.

The placement of a photo spot of the famous road trip inside the park offers all visitors a unique and unforgettable view of the whole of Switzerland... in miniature!

Inside the park, combined with the photo spot, all visitors will find Rudy's Treasure Hunt, created in collaboration with Switzerland Tourism. The "Treasure Hunt with Rudy" consists of searching for the 16 miniature photo-spots located in the park.

By entering an email address at the end of the quiz, guests will have the chance to participate in the draw for the following Grand Tour prizes*:

- . 1 voucher for a trip on the Grand Tour of Switzerland with a value of CHF 2'500.-
- 10 Grand Tour Snack-boxes (incl. voucher for a fill-up at one of the official Snack Boxes points of sale) worth CHF 45.00 each.

Visit us at Swissminiatur to see the only photo spot with a panoramic background over the whole Switzerland and at the same time take a trip through the stops on the mini Grand Tour of Switzerland – fun is guaranteed!

The Grand Tour of Switzerland combines Switzerland's most scenic locations in one roadtrip: find out all the details at www.MySwitzerland.com/grandtour

Market Activities: Germany

Alpenzauber erleben

GRAND TOUR
of Switzerland

- Cross-media cooperation with Südwestmedia to present the GToS / GTToS with & without a connection to the hotels along the route
- 4 pages in the Stuttgarter Zeitung (daily newspaper)
- Content on Subchannels (online)
- Display Ads / Halfpage Ad, NL Integration, SoM extension, Special format in the E-Paper

Duration 6 Months March – August 2024 Reise durch die Schweiz Grand Tour of Switzerland unvergesslicher Roadtrip

28.03.2024 - 14.00 Uhr







Name and the Probability of Classic Principle (1997) and American Principles

Selfies, Snack Box, E-Autos

Mit der App entspannt die Reiseroute planen



Alpenzauber erleben

GRAND TOUR
of Switzerland

- Stuttgarter Zeitung daily newspaper: 190'000 Ex.
- Online: 250'000
- Display ads: 300'000 impressions
- · Half page ad: 600'000 impressions

Reisevergnügen auf der Straße

Die Grand Tour of Switzerland ist eine 1600 Kilometer lange Tour, die an den schönsten Gegenden vorbeiführt, dabei vier Sprachregionen, fünf Alpenpässe und 13 UNESCO-Welterbestätten passiert.

Traumrouten durch die Schweiz



Die atemberaubenden Landschaften der Schweiz erkunden mit einer Rundreise per Zug oder Auto. Egal ob Berghütte, Luxushotel oder gemütliches Chalet - hier findet sich die ideale Unterkunft für den Traumurlaub.



Transmussiohers erwerten Konendo und der Traumouten durch die Schweiz, Wie tries auf der Seischaffe, Folgo Switzerland Transmit Andre Leestern von der Seischaffe, Folgo Switzerland Transmit Andre Leestern von der Seischaffe, Folgo Switzerland Transmit Andre Leestern von der Seischaffe von der Folgo Switzerland Transmit Andre Leestern von der Folgo Switzerland (1998)

EMOBIL Reisen

GRAND TOUR
of switzerland

- Autumn / Winter 24 issue
- 2-page article
- 1 page Display
- Interview with
 - Vivienne Hosennen &
 - Jörg Peter Krebs



DORRITEN AN INTERVIEW SCHWIGZ FOURSALUS

Umweltfreundlich durch die Schweiz

Jörg Peter Krebs, Geschäftsführer von Schweiz Tourismus in Deutschland, und Vivierine Hosennen, Leiterin Süddeutschland und Trade Deutschland, im Interview





- Table - Tabl

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Market Activities: France

Voyager Ici&Ailleurs

- Quarterly travel & lifestyle magazine
- Publication date: September/October/November
- 16 pages 100% personalised GRAND TOUR SUISSE
- Digital activation with an article published on the websites of ICI & AILLEURS (<u>Route Lausanne –</u> <u>Zürich</u>), <u>VIVRE PARIS</u> and on social media.

<u>Circulation</u>
Print 65k copies - **215,000 readers**

Digital

- 1,9 mio. Contacts
- 11'570 impressions
- 1'490 visits











Market Activities: United Kingdom

Collaboration with «The Times»



- UK & Ireland (target audience interested in 'touring')
- 1 x full page print advert Times Magazine
- A standalone competition page on Times+
- Inclusion in Times+ Newsletter (sent to 420k, 65% open rate)

BUCKLE UP FOR

The Grand

Tour of

SWITZERLAND

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Sponsered **IG story** from @thetimes: **185k impressions**

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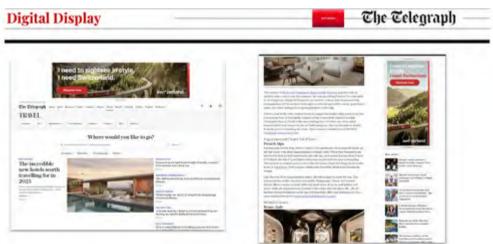


The Telegraph





- 14th of September 2024
- GToS & GTToS content
- Print: Daily Telegraph Travel Section
- Flipbook
- Additional digital displays
- High Impact Skylight CTR 0.37% (above average)







Concours of Elegance, London

GRAND TOUR
of switzefland

- Hampton Court Place
- 30. August 1. September 2024
- Total attendance: 13'770
- 15k Beitrag von GToS
- Landing Page on MySwitzerland
- Concours of Elegance

Social	S	
(Statistic:	s taken from the last 12 months)
	Followers	82.6K
O	New Followers	13.8k
	Reach	869.2k
	Profile visits	90.6k
0	Followers	15.5k
63	New followers	3.1k
_	Reach	2.8m
	Content interactions	147k
	Page Visits	62k
	Link clicks	20.3k



Newsletter subscribers Concours of Elegance Visitor Audience: 9427 Concours of Elegance Commercial Audience: 3120



Market Activities: USA

FLY BROTHER with Ernest White II



- Episode running in 2025
- TV Presenter PBS Show "Hey Brother"
- The Show has been featured in NYT, NatGeo, Forbes, SF Chronicle etc.
- The show website & Interview on Condé Nast Traveler
- Television travel docu-series about friendship & connection, with explorer Ernest White II. In each episode, Ernest's friend / host brings him into their communities.
- 30-minute show divided into 4 segments along the Grand Tour of Switzerland.
- Discover the destination from an insider perspective.

- On PBS 93 million US TV households
- 87.15% US TV market coverage
- Approx reach of 1 episode
 6 Mio viewers



Market Activities: Others

BENELUX: GToS TV RTL 4, "De mooiste wegen"



- •E-Grand Tour of Switzerland on RTL4, "De mooiste wegen"
- •Production in cooperation with Polstar Netherlands
- •Shoot 23.-25 January. Hotel with charging stations in garage.
 - Appelzell
 - Davos
- •Broadcast on TV + streaming
 - Sunday 17th February, repeat 07 April.
- •LINK episode

471.000 contacts







AFLEVERING 5 : E-GRAND TOUR ZWITSERLAND

Deze week rijden Werner en het team in een Polestat 2 Long range door Zwitserland. Deze elektrische auto van Zweedse makelij is een dynamische auto die meedenkt over eventuele laadpunten en daarmee een betrouwbaar voertuig is voor lange afstanden. Werner rijdt een deel van de e-trand Tour route door Zwitserland, de eerste officiële roadtrip die geschikt is voor elektrische auto's. Al slingerend over de haarspeldbochten leggen zij een afstand van ruim 250 kilometer af, waarbij er onderweg onder andere gestopt wordt in de bisschoppelijke bibliotheek in het Abdij-district St. Gallen en bij Heidi in Heididorf.

In Nederland neemt Roy Bolks van Metropole Classics. Werner mee in een authentieke Hogra vrachtwagen. De heren komen tot de conclusie dat er toch wel veel veranderd is in de loop der jaren, het besturen van grote wagens zoals deze is hard werken!

Slovenia: «Fokusplus» magazine

26'000 copies print

Največia slovenska revija za avtomobilizem.

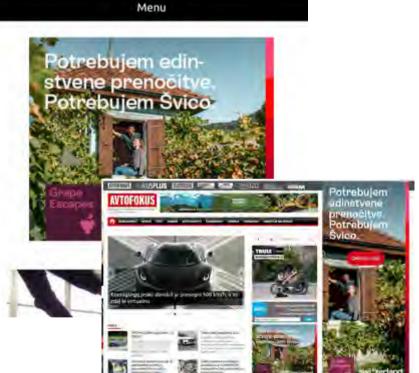
8.-21.7 & 12.-25.8.2024

Magazine: Grand Tour on page 70

Travel & Outdoor magazine

Online: Banner integration during 4 weeks







Events attended by Touring Team

STM 2024 Winter Edition

- Villars, 14. 18.02.2024
- VR Experience
- Business Meetings



ITB Berlin 5. – 8. March

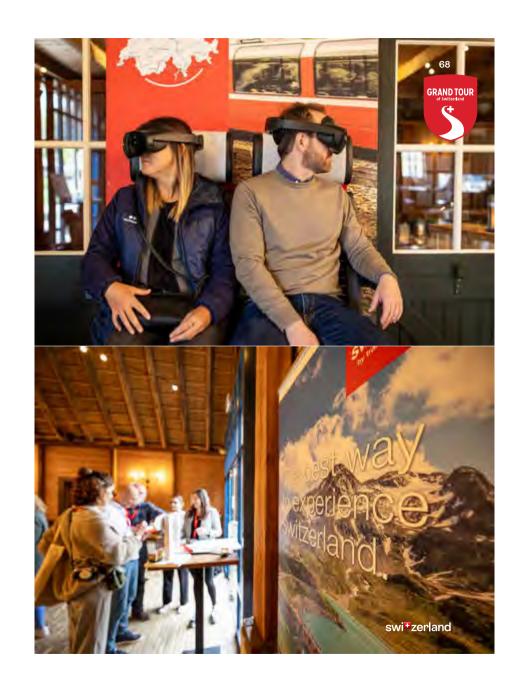
Presence with VR Experience Networking





KAM Event NL

- Amsterdam, 19.4.2024
- VR Experience
- Business Meetings



Vacation Day Geneva

- 29. 30. April 2024
- Presence with VR experience (GToS & GTToS)





STM 2024 Spring & Autumn

Spring

- Davos, 24. 28. Juni 2024
- Markets: Brazil, Central Europe, Southeast Asia

<u>Autumn</u>

- Zürich, 17. 22. Oktober 2024
- Markets: Australia, Korea, India, Greater China, GCC

STM overall

- VR Experience
- Business Meetings



Harley Days Lugano 5th - 7th of July 2024



- Journalists from Sweden & Belgium (collaboration with brandaffairs)
- Media ride: travelling by motorcycle from Andermatt to Lugano
- Presence with Photospot, print material & photowall (5th & 6th of July)

Estimated 50'000 visitors (on all three days)





LUNA OpenAir Cinema

KPIs Cinema

- Total visitors:166'700

- Cinema nights: 511

- Number of visitors per night: 326



Activity with Coop & Partners

• Partners: Europear (collaboration with wheel of fortune), RAUSCH, Swiss Cheese Marketing SCM

• 6 nights with VR Experience Murten, 2x Lucerne, 2x Aarau, Zug)

3 nights with Europear (Murten, Lucerne, Aarau)

9 events attended

Raffle of tickets / Competition

GToS movie spot before the movie

Competition Participation

FR: 720 participants DE: 2950 participants

IT: 90 participants EN: 726 participants

Total: 4486 participants



Prague / Warsaw Trade Workshop 7. – 9.10.24

Prague:

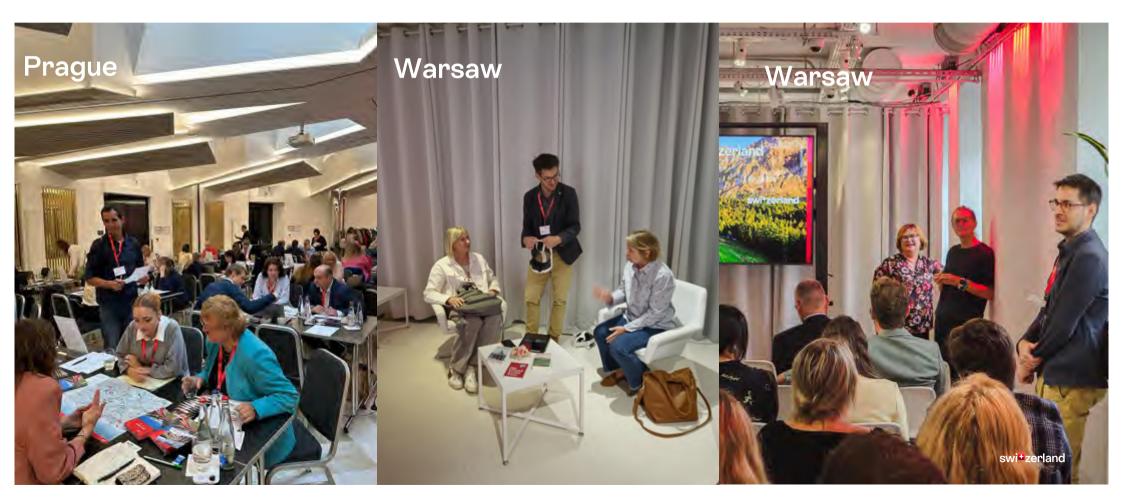
43 participants

17 Swiss exhibitors

Warsaw:

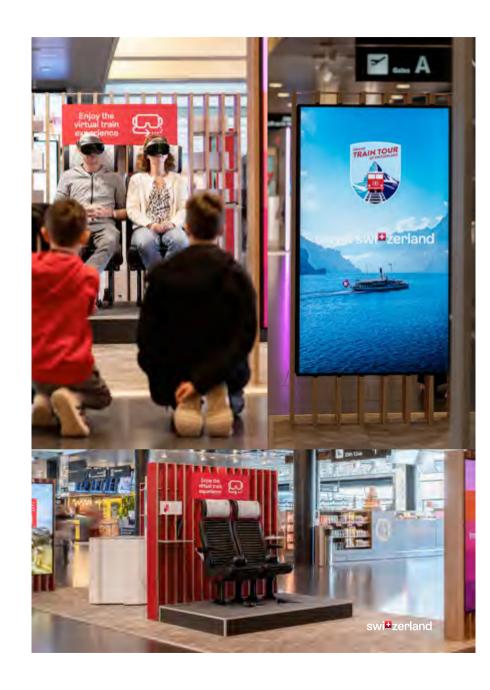
Media 25 pax

Trade 42 participants



Best of Switzerland ZRH Airport

- Airside, 9.10. 4.11.2024
- VR Experience GTToS
- Competition Voucher STC (1'500 CHF)
- •Train Tour Activity. Used to also promote GToS individually and with GToS Best of
- •Concept of the stand ideal for future events (Swiss-shaped table with GTToS Route mapped out)



Rhein & Rösti

- 4.-7. November 2024
- 4-day river cruise on the Rhine from Cologne to Switzerland with various events
- Events for KAM/Trade and media / press on board with 1:1 meetings

180 KAM & KMM-contacts







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World Travel Mart London

GRAND TOUR of Switzerland

- 5. 7.11.2024
- 44th Edition
- Switzerland Tourism UK stand
- VR Experience (GToS & GTToS)

4'000 exhibitors 46'000 visitors



GEO Network

GEO - Event

13.06.2024 Luzern, Verkehrshaus Planetarium VR Experience videos shown in the Planetarium Presentation, Discussion, Lunch







Winner: La Gruyère Tourisme Grand Tour Info Corner Gruyère 5'000 CHF sponsored by GToS





Evaluation GToS Guide survey

Evaluation of the GToS Guide survey



Where did or will you spend the night? 2023



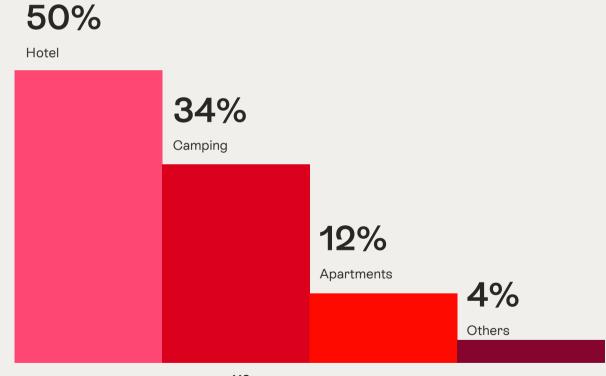
Origin of Guests:

top 4

- 1. Germany 51%
- 2. Switzerland 34%
- 3. France 9%
- 4. Austria 3%

Average group size:

2.15 pax



n=118 Data collection period: 01.01.2024-29.08.2024

Where did or will you spend the night?



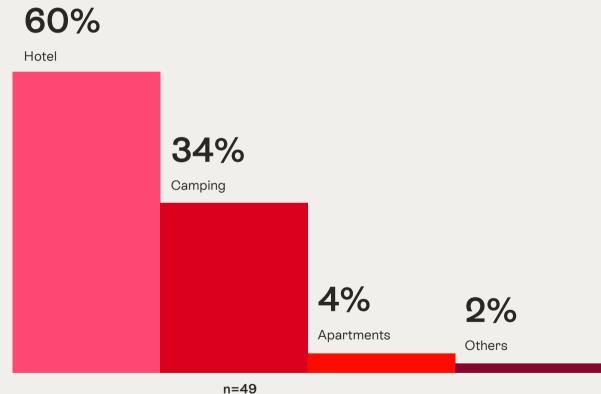
Origin of Guests:

top 4

- 1. Switzerland 54%
- 2. Germany 30%
- 3. France 14%
- 4. Italy 2%

Average group size:

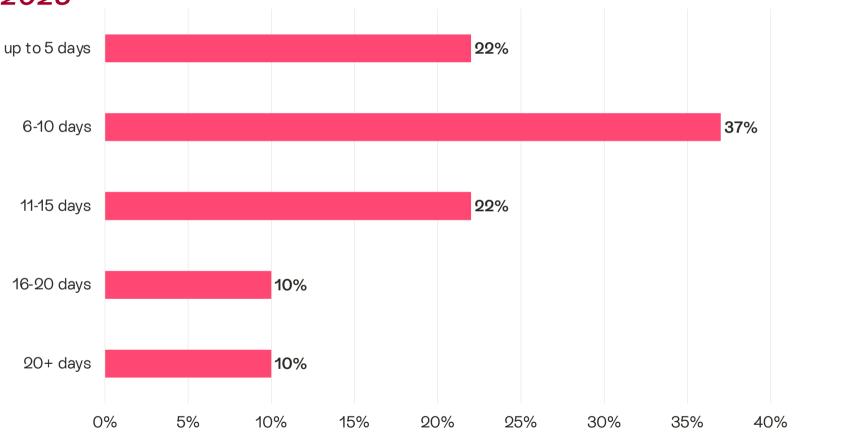
2.4 pax



n=49 Data collection period: 01.01.2024-29.08.2024

How many days were / will you be on the Grand Tour of Switzerland?

2023



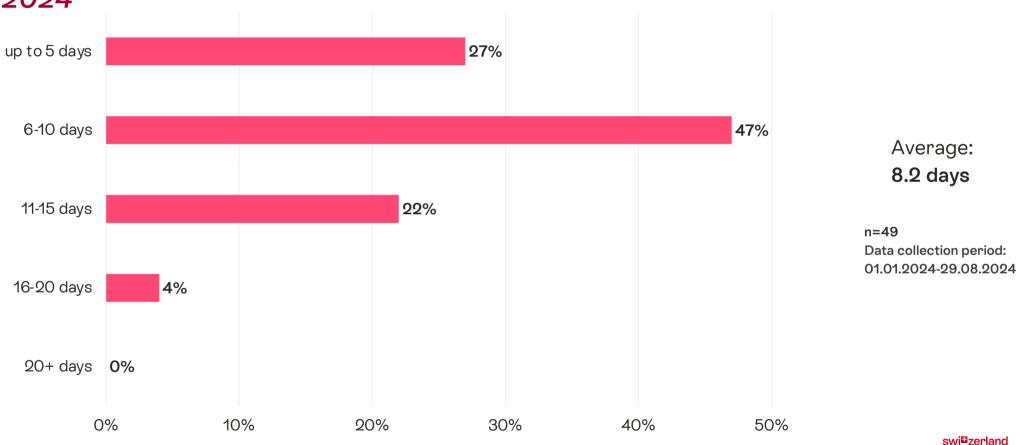
Average: **11.8 days**

n=118 Data collection period: 01.01.2024-29.08.2024

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How many days were / will you be on the Grand Tour of Switzerland?





Many thanks for your continued support!

Thank you swi+zerland