



Zurich, 1 July 2020

Requirements for the support of Switzerland Tourism

Switzerland Tourism welcomes queries for press trips. Due to the high volume of requests we receive however, these are subject to the following criteria:

- Switzerland Tourism supports press trips on behalf of Australian and New Zealand media that relate editorially to the strategy and be part of a travel feature. The story has to appear in one of Switzerland Tourism's target media. A rule of thumb is that media have to have a minimum circulation of 35'000 or UVPM of 80'000. Each request will be considered individually.
- A letter of commission/email from a travel editor is essential confirming planned size and publication of the feature.
- From online media we request a screen shot of their monthly stats on which UVPM and visits are visible.
- Press trips can't be organised during high season (February, Easter, July/August and Christmas/New Year).
- We usually organise press trips for a duration of up to six overnights.
- We request that 'Factbox' information of our travel partners SWISS and Swiss Travel System as well as 'For further information about X (destination) and travel to Switzerland, please visit www.myswitzerland.com' is published.
- Switzerland Tourism is not responsible for personal travel insurance.
- Switzerland Tourism does not provide personal transfers to and from airports or stations to hotels, or other destinations on arrival/departure except in the case of accessible/barrier free travel, but we are happy to provide passes for public transport within Switzerland. We do not cover overnight stays prior to departure flights.
- Family members/personal acquaintances are welcome to accompany journalists on individual press trips but Switzerland Tourism or suppliers/business partners in Switzerland are not able to cover their expenses. This also counts for family features. Family members/personal acquaintances are not accepted on group press trips.
- During your trip, a minimum of one meeting with our partners hosting your stay is required.
- On your return, we would appreciate it if you could supply some brief feedback about your trip (for logistics/internal use).
- If during your trip you encounter weather problems Switzerland Tourism is not responsible for organising onward/re-booking of travel arrangements, which would have to be undertaken locally. However, help and advice will always be given where possible.