



## Requirements for Support by Switzerland Tourism

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

- ST supports press trips on behalf of North America media that relate editorially to the ST's segments for the market and are part of a **travel feature**.
- The segments for the North American market in 2021/2022 are:  
**Summer:** Nature Lovers, Outdoor Enthusiast with focus hiking. History & Heritage, Luxury Traveler, Culture, Gourmet.  
**Winter:** Snow Lovers, Snow Sport Enthusiast, Luxury Traveler, Gourmet.
- The story has to appear in one of Switzerland Tourism's **target media** and cover one of the **target segments**. A rule of thumb is a minimum of:
  - Print Outlets: 100'000 Circulation
  - Online Outlets: 200'000 UVPM
  - Social Media: > 0.20% Engagement Rate for all channels
  - Facebook: > 30'000 Fans
  - Twitter: > 25'000 Followers
  - Instagram: > 50'000 Followers
  - YouTube: > 50'000 Views
- No request will be considered without the submission of the ST's media form.
- For individual trips, we ask for at least one **assignment** in a target outlet ahead of the trip.
- From online media we request a **screen shot** of their monthly stats on which UVPM and visits are visible.
- We usually organize **multi-destination trips only**. Most Swiss destinations limit a stay to two overnights, but with at least a minimum of 24 hours in the destination (no airport only stays).
- In return for the support by our travel partners SWISS and Swiss Travel System we ask for their service to be mentioned at least in a 'Fact Box'.
- ST provides passes for public transportation within Switzerland.  
We don't organize or cover any other 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.
- Family members/personal acquaintances are welcome to accompany journalists on individual press trips. However, ST or suppliers/business partners in Switzerland are not able to cover their expenses. 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.
- In return, we would appreciate if you could fill in our brief feedback about your trip (for logistics/internal use).
- ST is not responsible for **personal travel insurance**.

**Switzerland Tourism.**



These are guidelines and we will assess each request carefully.