



**Switzerland.**



# Swiss Talk with Tonhalle Zurich.

March 2024



Switzerland.





A photograph of a man in a dark t-shirt and cap running on a wide, minimalist concrete staircase. The architecture is modern and geometric, with large, flat concrete surfaces and sharp angles. The lighting is warm, suggesting late afternoon or early morning. The man is captured in mid-stride, moving from left to right across the frame.

Housekeeping guidelines.





Switzerland.

## Housekeeping.

- You can use the **Q&A** box during the whole webinar to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- The whole presentation will be available on our media corner:  
[www.MySwitzerland.com/media](http://www.MySwitzerland.com/media)
- If you have any other questions or comments, do not hesitate to contact us through the following e-mail: [media.northamerica@switzerland.com](mailto:media.northamerica@switzerland.com)



# Our Media Team North America.



**Switzerland.**



Divine Bonga  
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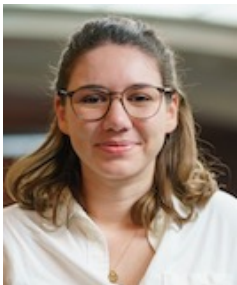
Laura Fairweather  
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Support Media  
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Balthazar Schwager  
Support Media and MICE  
New York





Switzerland.

# Switzerland is closer than you think.

Weekly direct flights from North America to Switzerland operated by SWISS and Edelweiss.

## Flights to **ZRH** from (SWISS):

- NY (JFK) 14x/weekly
- NY (EWR), Miami, Boston, Chicago 7x/weekly
- **NEW:** Washington D.C. 7x/weekly (starting March 28th, '24)
- Los Angeles 7x/weekly (6x/weekly in Dec. & Mar.)
- San Francisco, Montreal 6x/weekly
- **NEW:** Toronto 5x/weekly (seasonal, from May 10th, '24)

## Flights to **GVA** from (SWISS):

- NY (JFK) 7x/weekly

## Flights to **ZRH** operated by Edelweiss Air:

- Tampa 4x/weekly Summer 2024
- Las Vegas 3x/weekly Summer 2024
- Vancouver 7x/weekly Summer 2024
- Denver 3x/weekly Summer 2024
- Calgary 3x/weekly Summer 2024



**SUMMER 2024:**  
Free Wi-Fi on all  
long-haul flights,  
available in all  
classes



Zurich



Welcome to  
Zürich, Switzerland.



# Zurich



Old Town



Zurich-West



Kunsthhaus Zurich



Lake Zurich



Zurich Region



Summer Season

Zürich, Switzerland.

# TONHALLE- ORCHESTER ZÜRICH

TONHALLE  
ORCHESTER  
ZÜRICH





2 – Tonhalle-Orchester Zürich

# **WE ARE THE TONHALLE— ORCHESTER ZÜRICH**

We create moving  
encounters and  
sound experiences –  
since 1868.

**TONHALLE  
ORCHESTER  
ZÜRICH**



# WE ...

- are among the best orchestras in the world
- play over 120 concerts per season – at home and on tour
- perform with internationally acclaimed conductors and soloists
- are around 100 musicians from 23 nations, Ø 42 years old, 40 % female, 60 % male



# WORLD-CLASS CONDUCTORS AND SOLOISTS

We perform with **renowned conductors** such as:

- Herbert Blomstedt
- Semyon Bychkov
- Jakub Hrůša
- Philippe Jordan
- Kent Nagano
- Michaels Tilson Thomas
- Robert Trevino
- Franz Welser-Möst
- Simone Young
- Jaap van Zweden
- our honorary conductor David Zinman

and **high calibre soloists** such as:

- Lisa Batiashvili
- Joshua Bell
- Gautier Capuçon
- Hillary Hahn
- Víkingur Ólafsson
- Jean-Yves Thibaudet
- Yuja Wang



# PAAVO JÄRVI

Music Director



TONHALLE  
ORCHESTER  
ZÜRICH



**Paavo Järvi**  
**\*1962 Tallin, Estonia**

- 2001–2011 Principal Conductor Cincinnati Symphony Orchestra, Music Conductor Laureate
- 2006–2013 Chief Conductor of the Frankfurt Radio Symphony Orchestra
- 2010–2016 Chief Conductor Orchestre de Paris
- 2015–2022 Chief Conductor NHK Symphony Orchestra Tokyo
- Our Music Director since 2019
- Conductor of the Year 2019 OPUS KLASSIK

«Cool, daring  
& a bit of  
a rock star.»

Benjamin Herzog, SRF



# IN FOCUS

## EXCEPTIONAL PERFORMERS

In the «In Focus» series, we present orchestral and chamber music concerts by exceptional artists who inspire us with their individual approach to music and new concepts:

- Kian Soltani (cello)
- Emmanuel Pahud (flute)
- Hélène Grimaud (piano)
- Vilde Frang (violin)
- Fazıl Say (piano)

**TONHALLE  
ORCHESTER  
ZÜRICH**



# CREATIVE CHAIR

## MUSIC OF OUR TIME

The music of our time is surprising and moving. Each season, we invite an important composer whose works are presented in various formats:

- Bryce Dessner
- Toshio Hosokawa
- John Adams
- Arvo Pärt
- Péter Eötvös
- Esa-Pekka Salonen

**TONHALLE  
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# CLASSIC MEETS...

**TONHALLE  
ORCHESTER  
ZÜRICH**



Interdisciplinary formats  
in dialogue with other leading  
institutions, festivals and  
galleries.

# CLASSIC MEETS...

## ... FOLK, FUNK, JAZZ, ETC.

tonhalleCRUSH



## ... ELECTRONIC

tonhalleLATE

## ... ART

- Hauser & Wirth
- Museum für Gestaltung
- Museum Rietberg

## ... FILM

Film music concerts and  
International Film Music  
Competition



## ... LITERATURE

Literature and Music

## ... INCLUSION

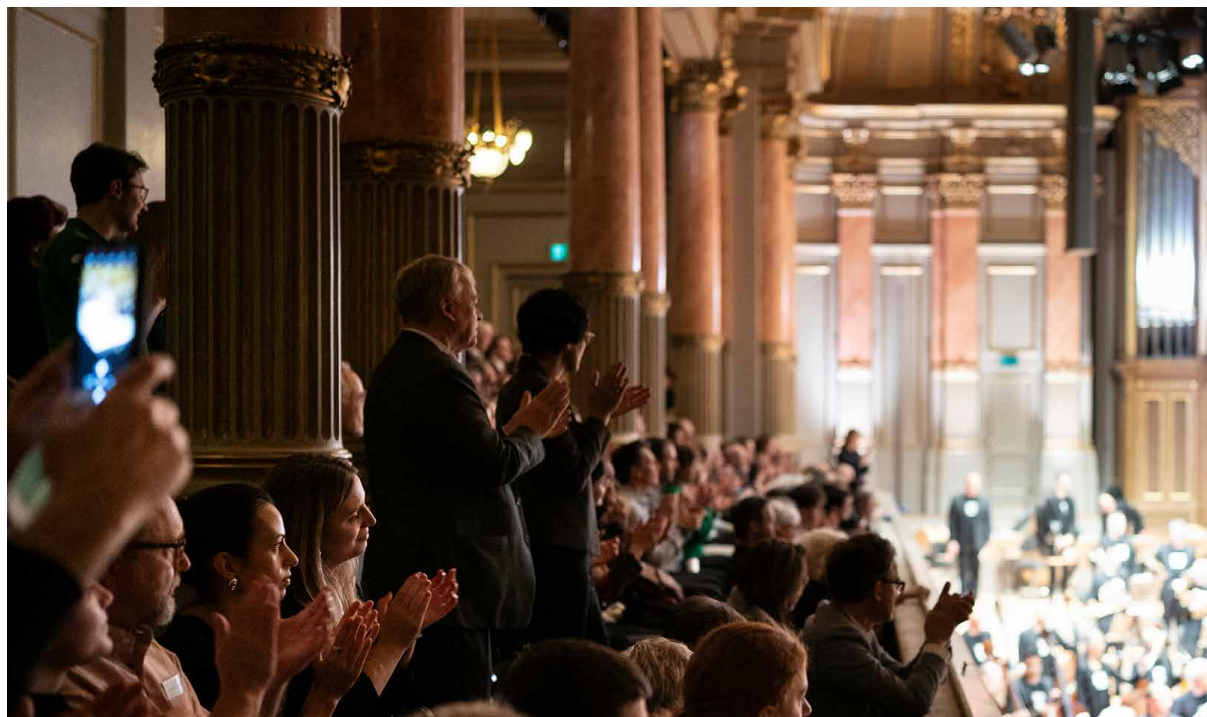
Connect – Dancing with  
neurological challenges



# TONHALLE LATE



# OUR AUDIENCE



**TONHALLE  
ORCHESTER  
ZÜRICH**





# OUR AUDIENCE

**188'000  
visitors  
per season**

## **Zurich, Switzerland and beyond**

- 41% city of Zurich
- 37% canton of Zurich
- 22% national and international



## **All age groups**

- 57% are 45–64 years old
- 27% older
- 16% younger

## **Loyal audience**

- 50% visit us up to 5 times a year, 33% more than 5 times
- 38% of our subscribers have their subscription for more than 21 years

## **Above-average education**

69% have a university or college degree

## **Affluent households**

35% have a monthly income of over CHF 11'000

# FRIENDS OF THE TONHALLE- ORCHESTER ZÜRICH

**TONHALLE  
ORCHESTER  
ZÜRICH**



- Patrons and loyal supporters of our orchestra
- Exclusive insights behind the scenes for its members
- Enable the realisation of special projects
- Strong ties to financial and industrial sectors

# MARKETING & COMMUNICATION

**TONHALLE  
ORCHESTER  
ZÜRICH**



# OUR VISION



## A GLIMPSE BEHIND THE SCENES

- Extensive expertise
- Journalistic approach
- In-house experts & editorial team



## STORIES, STORIES, STORIES

to read, to listen, to watch

## PODCASTS

Audio introductions  
by and with  
our music experts



## MAGAZINE

circulation: 20'000 copies,  
three times per season

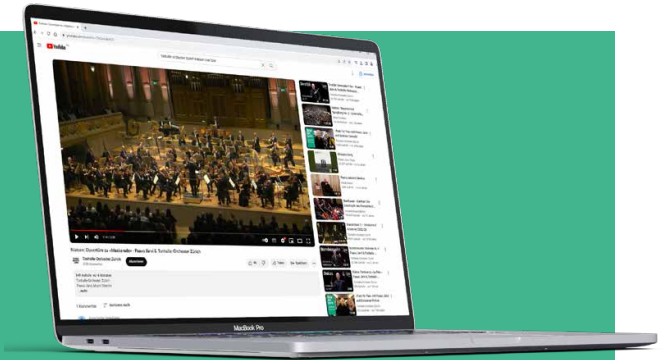


## «TRAM FOR TWO» VIDEO SERIES

# NEW TARGET GROUPS

## SOCIAL MEDIA CHANNELS

- Total reach: 17,9 million people (up 531,51% compared to the previous year)
- Total followers: 152'600 people (up 358,4%)
- Channel launch TikTok in March 2023 (100'800 followers)
- CTR for campaigns at ~ 2%



## WEBSITE

- People reached: 676'500 (up 12%)
- Page views: 2'866'250 (up 4%)
- Average reading time in minutes: 12:52 minutes (up 6%)

## NEWSLETTER

- Number of recipients: 94'796 (up 9%)
- Opening rate 30–40%

**WE LOOK  
FORWARD  
TO MEETING  
YOU!**

**TONHALLE  
ORCHESTER  
ZÜRICH**

## **YOUR CONTACT**

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**Switzerland.**