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Switzerland Tourism.



The Figures.

MySwitzerland.com

Annual Report Switzerland Tourism 2002.



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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

Schawalter-Briguet Esther

Board of Directors, Switzerland Tourism
Member of the Management
Touring Club of Switzerland TCS

Scheidegger Dr. Eric

Board of Directors, Switzerland Tourism
Economic Advisor GS-EVD, seco

Schwitzguebel Pierre

Vice President of Switzerland Tourism
President, Lausanne Tourism

Sinzig Ulrich

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

Balance sheet 31.12.2001

CHF

CHF

Current assets

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
	Total liquid assets	10 456 632.86	4 691 830.45
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
	Total accounts receivable	3 222 963.72	5 157 656.09
1.3	Stock and work in progress		
	Stock and work in progress	125 448.01	128 775.13
	Total stock and work in progress	125 448.01	128 775.13
1.4	Prepaid assets		
	Prepaid asset	850 436.58	966 172.62
	Total prepaid assets	850 436.58	966 172.62
Total current assets		14 655 481,17	10 944 434,29

Fixed assets

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
	Total financial assets	5 552 115,79	17 332 593,56
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
	Total tangible assets	2 968 490.32	2 708 565.04
1.7	Fixed assets		
	Real estate	6 273 690.65	6 481 815.65
	Total fixed assets	6 273 690.65	6 481 815.65
Total fixed assets		14 794 296.76	26 522 974.25

Total assets

29 449 777.93

37 467 408.54

Balance Sheet 2002.

2 Liabilities and owners' equity

Balance sheet 31.12.2002

Balance sheet 31.12.2001

CHF

CHF

Liabilities		
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
	Total short-term loan capital	4 061 776.36 13 888 875.98
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
	Total deferred credits to income/ short-term provisions	9 028 035.34 2 177 086.17
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
	Total long-term loan capital	14 977 358.02 20 030 136.76
Total liabilities		28 067 169.72 36 096 098.91
Owners' equity		
2.4	Balance 1.1.02/01	1 371 309.63 1 369 391.00
	Excess of revenue	11 298.58 1 918.63
	Total equity	1 382 608.21 1 371 309.63
Total liabilities and owners' equity		29 449 777.93 37 467 408.54

Profit and Loss Account 2002.

3	Income	Budget 2002 CHF	Account 2002 CHF	Account 2001 CHF
Operating income				
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
	Total members' contributions	45 992 000.00	44 857 542.53	38 012 345.00
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
	Total operating income	67 421 000.00	67 500 002.84	60 645 728.89
Extraordinary and third party income				
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
	Total extraordinary and third party income	1 645 000.00	1 274 041.84	2 778 587.21
	Total income	69 066 000.00	68 774 044.68	63 424 316.10

Profit and Loss Account 2002.

4	Expenses	Budget 2002 CHF	Account 2002 CHF	Account 2001 CHF
Operating expenses				
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
	Total personnel expenses	20 065 000.00	18 631 703.94	17 999 122.78
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
	Total operating expenditure	4 323 500.00	3 973 714.63	3 745 166.32
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
	Total depreciation on tangible assets	1 071 000.00	1 420 429.44	1 164 277.01
Total operating expenses		67 866 000.00	65 801 322.27	60 383 827.95
Extraordinary and non-operating expenses				
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
Total extraordinary and non-operating expenses		1 200 000.00	2 961 423.83	3 038 569.52
4.11	Excess of revenue	0.00	11 298.58	1 918.63
Total expenses		69 066 000.00	68 774 044.68	63 424 316.10

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
Liabilities to pension funds		
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
Fire insurance value of fixed assets		
Furnishings	2 200 000	2 200 000
IT equipment	1 334 000	1 334 000
Real estate (Paris apartment) p.m.		
Net retransfer of undisclosed reserves		
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
Guarantees		
Rent guarantee for apartment in Paris	37 000	0
Participations		
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 %
Earnings generated by apartment in Paris		
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
Leasing liabilities		
Total amount of leasing liabilities	93 843	114 149
Assets pledged for own liabilities		
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 Vertriebsgesell-
schaft Havag AG, Baar
Hotel Bernerhof, Gstaad
Hôtel de Champéry/Promotion suisse des
Portes du Soleil, Champéry

Hotel Edelweiss, Engelberg
Hotel Eiger, Grindelwald 
Hotel Engimatt, Zürich
Hotel Jungfrau & Haus Mönch AG, Mürren
Hôtel La Barcarolle - Bays Hotels SA,
Prangins
Hôtel le Bristol, Villars-sur-Ollon
Hotel Pavillon, Vevey
Hotel Résidence Bristol, Montreux-Territet
Hotel Restaurant Weisses Kreuz, Brienz 
Hotel Schweizerhof, Bern
Hotel Senator, Zürich
Hotel Tobler, Ascona 
Hotel und Aertztehaus 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
Provins Valais, Sion
REAT S.A. Relais Exploitations et Activités
Touristiques SA, Leysin
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 Flühi 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
ZunftHaus 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, Schwägalp

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 Verkehrspersonal-Verband SEV, Bern

Schweizerischer Ski- und Snowboardschulenverband, 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 Touristikfachschule, 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
Zunft Haus 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
Survall Mont-Fleuri, Montreux
SWEA Sté des Exportateurs de vins suisses, Lausanne
Swiss Budget Hotels, Villars-sur-Ollon 
Vallée de Joux Tourisme, Le Sentier
VIDI Exploitation, Les Diablerets
Village Camps SA, Nyon

Zug

DuetHotel AG, Zug
Hapimag Verwaltungs- und Vertriebsgesellschaft 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. Türler 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, Brütisellen
 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 Rückversicherungs-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 Werbegesellschaften 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.

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